February 4, 2015

Members Present: City Councillor J. Bowman – Wards 3 and 4 (Chair)
Regional Councillor G. Gibson – Wards 1 and 5
Regional Councillor E. Moore – Wards 1 and 5
Regional Councillor M. Palleschi – Wards 2 and 6
Regional Councillor M. Medeiros – Wards 3 and 4
Regional Councillor G. Miles – Wards 7 and 8
Regional Councillor J. Sprovieri – Wards 9 and 10
City Councillor D. Whillans – Wards 2 and 6
(Vice-Chair, Economic Development and Enterprise Services)
City Councillor P. Fortini – Wards 7 and 8
City Councillor G. Dhillon – Wards 9 and 10

Staff Present: Mr. D. Cutajar, Chief Operating Officer
Mr. J. Baines, Manager, Business Information and Competition Policy, Office of the Chief Operating Officer
Ms. D. McClure, Manager, Entrepreneurial Services, Office of the Chief Operating Officer
Ms. K. Stahl, Senior Advisory, HACE Creative Economy, Office of the Chief Operating Officer
Ms. J. Vivian, Advisor, Small Businesses, Office of the Chief Operating Officer
Mr. R. Zuech, Acting City Solicitor, Corporate Services
Mr. P. Fay, City Clerk, Corporate Services
Mr. E. Evans, Deputy Clerk, Corporate Services
Ms. T. Jackson, Legislative Coordinator, Corporate Services
The meeting was called to order at 3:29 p.m. and adjourned at 4:58 p.m.

After due consideration of the matters placed before this Committee, the members beg leave to present its report as follows:

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Q. ED010-2015 Adjournment

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City Councillor J. Bowman, Chair
Minutes
Economic Development Committee

A. Approval of Agenda
ED007-2015 That the agenda for the Economic Development Committee Meeting of February 4, 2015 be approved, as printed and circulated.

Carried

B. Declarations of Interest under the Municipal Conflict of Interest Act – nil

C. Consent
The following items listed with an asterisk (*) were considered to be routine and non-controversial by the Committee and were approved at one time.

(nil)

D. Announcements - nil

E. Delegations - nil

F. Staff Presentations
F 1. Staff presentations and open discussion, re: Innovation and Entrepreneurship Projects:
   a. Youth Entrepreneurship
      (Denise McClure, Manager, Entrepreneurial Services, Office of the Chief Operating Officer)
   b. Showcase 3-5 Brampton Entrepreneur Centre Clients
      (Denise McClure, Manager, Entrepreneurial Services, Office of the Chief Operating Officer)
   c. Creative Industries Sector – Tech Talk, Maker-Space Projects
      (Kelly Stahl, Senior Advisor, HACE Creative Economy, Office of the Chief Operating Officer)
   d. Research Innovation Commercialization (RIC) Centre at Brampton (including Brampton Technology Incubator)
      (Pam Banks, RIC Centre)
Dennis Cutajar, Chief Operating Officer, introduced the team and advised the Committee that the presentation will highlight the high quality work being done in Brampton.

Denise McClure, Manager, Entrepreneurial Services, Office of the Chief Operating Officer, provided an overview of the following:

- The Brampton Entrepreneur Centre (BEC) provides entrepreneurs with all the tools they need to start and grow their business.
- Training seminars, business plan reviews, consultations, mentoring and networking events.
- International Women’s Day event, featuring celebrity chef Anna Olson, March 5, 2015.
- Noted upcoming free seminars and events
- Indication that BEC is a member of the Ontario Network of Entrepreneurs (ONE) and receives funding from the Ministry of Research and Innovation. ONE is part of a network of 90 regional centres that connects Ontario’s entrepreneurs, innovators, and small- and medium-sized businesses with the in-person and online assistance they need to start, grow and succeed.
- 2014 Client consultations by Sector – The number of clients in the professional, Scientific and Technical services sector is steadily increasing (10% in 2012, 14% in 2013 and 19% in 2014).
- Christina’s Tortina Shop – an example of a successful individual who used BEC to get her business started.
- Overview of Youth Entrepreneurship core programs:
  - Biz Kids – Ages 9-7
  - High school students: Make your pitch
  - Summer Company – Ages 15-29:
    - Started with 3 students in 2001 and has grown to 26 in 2014. There have been 132 students in the program since 2011. Over 40% of Summer Company students become entrepreneurs upon completion of the program.
  - Starter Company – Ages 18-29
  - Young Entrepreneurs, Make Your Pitch:
    - Phonetastic, Caylee Hadfield from St. Marguerite d’Youville, Brampton, created a telephone case company where one uses creativity to personalize telephone cases.
    - Jacob Farjou – started a gym in his garage, and after graduation from college, he opened his own gym.
Jennifer Vivian, Advisor, Small Business, Economic Development, Office of the Chief Operating Officer, continued the presentation and provided the following:

- Promotion of the City of Brampton services at Sheridan College
- Examples of students that who been impacted by the services the City offers:
  - Dan Amponsah – Neck Couture – Dan makes wooden bowties - After some coaching and encouragement, Dan had applied to the Summer Company program. Now Dan is involved with the Arts Council, Farmers Market selling his bowties. He worked on his business plan and connected with Tea by Daniel. Dan now acts as a mentor.
  - Sam Seo – Ryerson University student and co-founder of Physicalytics and Founder of Hostorea - Another young man who became involved with the Summer Company program in 2013. Sam is now a lead speaker at the ONE network, and is currently making presentations for Kelly Stahl, Senior Advisor, HACE Creative Economy, Office of the Chief Operating Officer.

Kelly Stahl, Senior Advisor, HACE Creative Economy, Office of the Chief Operating Officer, provided an overview of Creative Industries Sector – Tech Talk, Makerspace projects as follows:

- What is Makerspace? Makerspace combines manufacturing equipment, community, and education for the purpose of enabling community members to design, prototype and create manufactured works that would not be possible with the resources available to individuals working alone.
- Brampton’s Creative Hub:
  - Get hands-on with cool technology
    - Drop-in Architectural Design, Arduino Kits, 3D Printing & Modeling
    - Robotics workshops, Engineering Projects, competitions & Showcases
  - Expert advice:
    - Residential Renovation
    - Home Energy Audit
  - Community Building:
    - Class visits, group tours and youth and family programming
  - Special events:
    - Culture Days, Repair Café, Tech Talks
- 2014 Project timeline:
  - Visitors and programming (September 27 – December 31, 2014)
- Creating a “buzz” about Brampton
- Next steps:
  - Evaluate results from pilot against expected outcomes
  - Develop a comprehensive Business Plan
  - Engage additional Sheridan faculties, stakeholders and industry partners
  - Bring forward a proposal for Council consideration

Pam Banks, Executive Director, RIC Centre, provided an overview of the Research Innovation Commercialization (RIC) Centre at Brampton and included the following:
- RIC is a member of ONE and is funded by the Ministry of Research and Innovation
- Peel ONE Network members work together for coordinated service delivery to the start-up community
- RIC helps tech entrepreneurs fast track their business to market
- Since mid-October, RIC has been working with Brampton Economic Development - experimenting with an incubator (Pilot Project)
- In-community service delivery for start-up tech entrepreneurs
- Incubator pilot – tech entrepreneur and in-bound soft landing
- Practical trial – outreach channels, understanding local client needs, evaluate incubating services
- Pilot highlights:
  - New client registrations
  - Bi-weekly lunch and learn sessions (speakers)
  - On-site Entrepreneur in Residence consultation
  - Community Builder for Corporate engagement
- Innovation Hub – Youth and Entrepreneurship
- Next Steps:
  - February 19, 2015 – Community engagement meeting
  - February 28, 2015 – Pilot completion
  - March 2015 – business case completion
  - March / April 2015 – Presentation to EDO & Economic Development Committee
- Challenges:
  - Community Commitment:
    - Industry, education, government, industry groups
    - Creating a long term vision
    - Finding leaders
    - Funders
• The pilot will be completed by the end of February 2015. Once completed, the information will be shared with Economic Development staff
• Reviewed network partners

Committee discussion included the following:
• Questions relating to how students attending university outside Brampton will be educated about the programs offered to initiate and interest to return to Brampton.
• Staff noted that reaching out to University students may be achieved by reaching out to universities through other partners.

The following motion was considered.

ED008-2015 That the presentations and open discussion to the Economic Development Committee Meeting of February 4, 2015, re: Innovation and Entrepreneurship Projects be received.

Carried

F 2. Presentation by Jeff Baines, Manager, Business Information and Competition Policy, Office of the Chief Operating Officer, re: Brampton’s Business Structure:
   a. Existing Economic Base
   b. New Companies
   c. Established Companies
   d. Made in Brampton
   e. Key Economic and Market Indicators (Year to Date Report)
   f. Business Anniversaries Recognition

Jeff Baines, Manager, Business Information and Competition Policy, Office of the Chief Operating officer, provided an overview of Brampton’s Business Structure and included the following:
• Every two years, a business survey is undertaken to determine changes
• In 2013, there were 8,600 businesses and 29,000 registered business names (contractors, trades individuals, etc.)
• The three largest private sector employers in Brampton in 2013 were Rogers Communications Inc., Chrysler Canada Brampton Assembly Plant, and Loblaw Companies Ltd. Together, these
businesses employed 11,137 individuals and accounted for 7.2% of all employment within Brampton

- Brampton’s top five manufacturing employers are:
  - Chrysler Canada Brampton Assembly Plant
  - Maple Lodge Farms
  - Coca-Cola Bottling Company Ltd.
  - Olymel L.P.
  - Matcor Automotive Inc.

- Manufacturing remained the largest sector by employment in Brampton.

- Economic Base – 2013 Brampton Employer Survey Results
  - 27% of companies are goods-producing industries
  - 73% of companies are services-producing industries.

- Service industries represent a significant component of Brampton’s economic base.

- Reviewed economic base analysis of Brampton in relation to Ontario.

- New employment and business
  - Air Canada Operations Centre
  - Unilever – Distribution Centre
  - Amazon – Distribution Centre

- Noted Brampton established companies

- Noted Brampton products and services

- Brampton economic indicators
  - In 2014, Brampton Economic Development Office recorded 197 new businesses and 2,021 new jobs.
  - $2.2 billion dollars were spent in construction, the total construction value was on par with projections

- Construction Activity: New Industrial-Commercial – 1.6 million square feet of new floor space

- Construction Activity: Industrial-Commercial Expansion

- Commercial Activity – Non-residential

- Population and Employment in Brampton – over the next 25 years, Brampton’s growth is expected to increase 25%. The population in Brampton is expected to grow more than 40% in the next 25 years.

- Social Media
  - Twitter Followers – 2,264
  - Twitter Tweets – 3,155
  - Youtube Views – 23,820
  - Youtube estimated minutes watched – 29,617
  - Linkedin Connections – 1,120
Committee discussion included the following:

- Questions relating to how staff identifies areas for growth.
- Clarification that six district sectors are identified by using information and communication technology.
- Outlined the type of activities used to identify growth.
  - Events and missions
  - Partnering
  - Outreach to connect with companies
  - Monitor the media
  - Offer businesses an opportunity to relocate to Brampton.
  - Relationship with development teams and real estate community brings leads and opportunities for staff to follow-up.
- Clarification that a key document is the Official Plan, used to define a strategy response.
- Suggestion that there should be a closer collaboration with Economic Development and Planning and Infrastructure staff.
- Questions relating to the quality of jobs in Brampton.
- Noted that employment land has been set aside to help shape the type of employment we want and require. The office, professional, and business services are underrepresented. Staff is planning a series of workshops and focus sessions to help reshape and define the service area.

The following motion was considered.

**ED009-2015** That the presentation by Jeff Baines, Manager, Business Information and Competition Policy, Office of the Chief Operating Officer, to the Economic Development Committee Meeting of February 4, 2015, re: Brampton’s Business Structure be received.

Carried
G. Economic Development and Enterprise Services  
   (Vice-Chair, City Councillor D. Whillans)

   G 1. Economic Development – nil
   G 2. Office of the Central Area – nil
   G 3. Festivals and Special Events – nil

H. Minutes - nil

I. Other/New Business

   I 1. Verbal update from City Councillor Bowman, Chair, and City Councillor Whillans, Vice-Chair, Economic Development Committee, re: Strategic Economic Development Committee Priorities.

       There was no discussion under this item.

J. Referred Matters – nil

K. Deferred Matters – nil

L. Notices of Motion – nil

M. Correspondence – nil

N. Councillors Question Period – nil

O. Public Question Period – nil

P. Closed Session – nil
Q. **Adjournment**

ED010-2015 That the Economic Development Committee do now adjourn to meet again on Wednesday, February 18, 2015 at 3:00 p.m.

Carried