

City of Brampton – Economic Recovery Strategy

The Economic Recovery Strategy aims to bring resiliency and competitive advantage to the Brampton economy.

This will be achieved by fully adopting our innovation and technology transformation, seizing opportunities to attract investment, expediting infrastructure projects and shifting the paradigm through which the arts and creative sector serves as the beating heart of Brampton.

Economic Recovery Strategy Four Cornerstones:

- 1) **Innovation, Technology & Entrepreneurship:** The Innovation and Technology sector continues to be highly adaptable and resilient. A significant focus will be put on supporting innovation and technology companies through dedicated sector support as well as investments in the up and coming Brampton Innovation District. This support system has resources for innovation and tech companies in all stages including start-up, scale-up as well as SME's and large corporates. Looking beyond the sector, economic resiliency will come from businesses in all sectors adopting new technology.
- 2) **Infrastructure:** The City of Brampton will be moving forward with short and long term infrastructure projects to help stimulate economic activity and position projects that can take advantage of federal and provincial stimulus funding.
- 3) **Investment:** The “new normal” that is being created throughout the economy will provide opportunities as companies review, and potentially restructure, their operations and supply chains. The City of Brampton can seize these private-sector investment opportunities by supporting our local companies as they adapt to new realities, building on our strategic advantages like logistics, and looking internationally for companies that would benefit from investing in Brampton.
- 4) **Arts, Culture & Tourism:** The Culture Master Plan themes of Developing a Community of Practice and Building Brampton's Identity not only remain relevant, but are required in the effort to transform the city's current cultural environment into a thriving arts scene – replete with opportunities to produce, participate in and consume creative products that drive cultural and community progress, grow the local economy, attract investment and build Brampton's identity.



Task Force Members:

- **Kamal Khera**
 - Member of parliament (Brampton West), Parliamentary Secretary to the Minister of International Development, Government of Canada
- **Prabmeet Sarkaria**
 - Member of Provincial Parliament (Brampton South), Associate Minister of Small Business and Red Tape Reduction, for the Ministry of Economic Development, Job Creation and Trade, Province of Ontario
- **Todd Letts**
 - Chief Executive Officer, Brampton Board of Trade
- **Suzy Godefroy**
 - Executive Director, Downtown Brampton BIA
- **Kristina Romasco**
 - Chair, Downtown Brampton BIA and Owner/Operator, Dolcezza Custom Cakes
- **Andria Barrett**
 - President, Canadian Black Chamber of Commerce
- **Pramod Goyal**
 - President, Indo-Canada Chamber of Commerce
- **Jenny Lo**
 - Founder and President, Brampton Chinese Business Association
- **Badar Shamim**
 - Vice President, Portfolio Manager at Generation PMCA Corp and Member of the Board of Directors, Canadian Turkish Business Council
- **David Kapil**
 - Advisor, Kapil Financial Services and Chair of Board of Directors for New Brampton
- **Todd Kerr**
 - Vice President, Real Estate, Giampaolo Investments Limited
- **Steven Schipper**
 - C.M., O.M, Executive Artistic Director, Performing Arts

Past Events:

- April 17, 2020: Brampton Small Businesses
 - <https://letsconnect.brampton.ca/13109/widgets/53489/documents/32710>
- April 6 2020: Restaurant & Food Service Sector Conference Call
 - <https://letsconnect.brampton.ca/13109/widgets/53489/documents/32172>
- March 30, 2020: Small Business Tele Town Hall
 - <https://letsconnect.brampton.ca/13109/widgets/53489/documents/32009>

The Economic Support Task Force, co-chaired by Regional Councillor Michael Palleschi (Wards 2 and 6) and Regional Councillor Paul Vicente (Wards 1 and 5), will coordinate recommendations and measures to support business relief efforts in Brampton.

This group will provide an assessment on support, stimulus and recovery measures needed to get local business, across all sectors, back to normal operations in consideration of the ongoing COVID-19 public health pandemic. This includes immediate and long-term actions to support local businesses, workers and residents.

The Task Force will consult, as needed, with the Brampton Board of Trade, Brampton Downtown Business Improvement Area, Black Chamber of Commerce, local employers and businesses, labour organizations, the public and others, to fulfil its mandate.

Where possible and available, the Task Force will leverage and advocate for regional, provincial and federal government economic assistance and funding to support Brampton-based businesses.