



Agenda
City Council Workshop
The Corporation of the City of Brampton

Friday, May 7, 2021

9:30 a.m.

Council Chambers - 4th Floor, City Hall - Microsoft Teams Meeting

Members:

Mayor Patrick Brown	
Regional Councillor R. Santos	Wards 1 and 5
Regional Councillor P. Vicente	Wards 1 and 5
City Councillor D. Whillans	Wards 2 and 6
Regional Councillor M. Palleschi	Wards 2 and 6
City Councillor J. Bowman	Wards 3 and 4
Regional Councillor M. Medeiros	Wards 3 and 4
City Councillor C. Williams	Wards 7 and 8
Regional Councillor P. Fortini	Wards 7 and 8
City Councillor H. Singh	Wards 9 and 10
Regional Councillor G. Dhillon	Wards 9 and 10

NOTICE: In consideration of the current COVID-19 public health orders prohibiting large public gatherings and requiring physical distancing, in-person attendance at Council and Committee meetings will be limited to Members of Council and essential City staff only. Public attendance at meetings is currently restricted. It is strongly recommended that all persons continue to observe meetings online or participate remotely.

For inquiries about this agenda, or to make arrangements for accessibility accommodations (some advance notice may be required), please contact:
Peter Fay, City Clerk, Telephone 905.874.2172, TTY 905.874.2130
cityclerksoffice@brampton.ca

1. **Roll Call**

2. **Workshop Session**

Purpose:

Council has prioritized the need to unlock Downtown Brampton's potential – advocating change and securing the City's future. Building on the bold initiatives outlined in The Brampton 2040 Vision, the Integrated Downtown Plan (IDP) will adhere to the same guiding principles of inclusivity, innovation and sustainability. As a roadmap for action, the IDP will serve to coordinate Downtown Brampton's many ongoing initiatives, programs, and infrastructure projects. The IDP is expected to guide future growth and strategic investment till the year 2051.

9:30 a.m. **Welcome and Introductory Remarks**

Bob Bjerke, Director, Policy Planning

9:35 a.m. **Integrated Downtown Plan (30 mins.)**

Shahid Mahmood, Principal Planner

10:05 a.m. **Discussion/Q&A (30 mins.)**

10:35 a.m. **Innovation District (20 mins.)**

Devin Ramphal, Sector Manager

10:55 a.m. **B-Hive (15 mins.)**

Vikram Nabar

11:10 a.m. **Discussion/Q&A (30 mins.)**

11:40 a.m. **Downtown Private-Sector Investment (10 mins.)**

Paul Aldunate, Expeditor

11:50 a.m. **Discussion/Q&A (10 mins.)**

12:00 p.m. **Wrap-up and Adjournment**

*Session and break times may vary depending on Council discussion.
This virtual Council Workshop will be livestreamed
and archived on the City's website for future public access.*

3. **Adjournment**

Brampton – A City of Opportunities



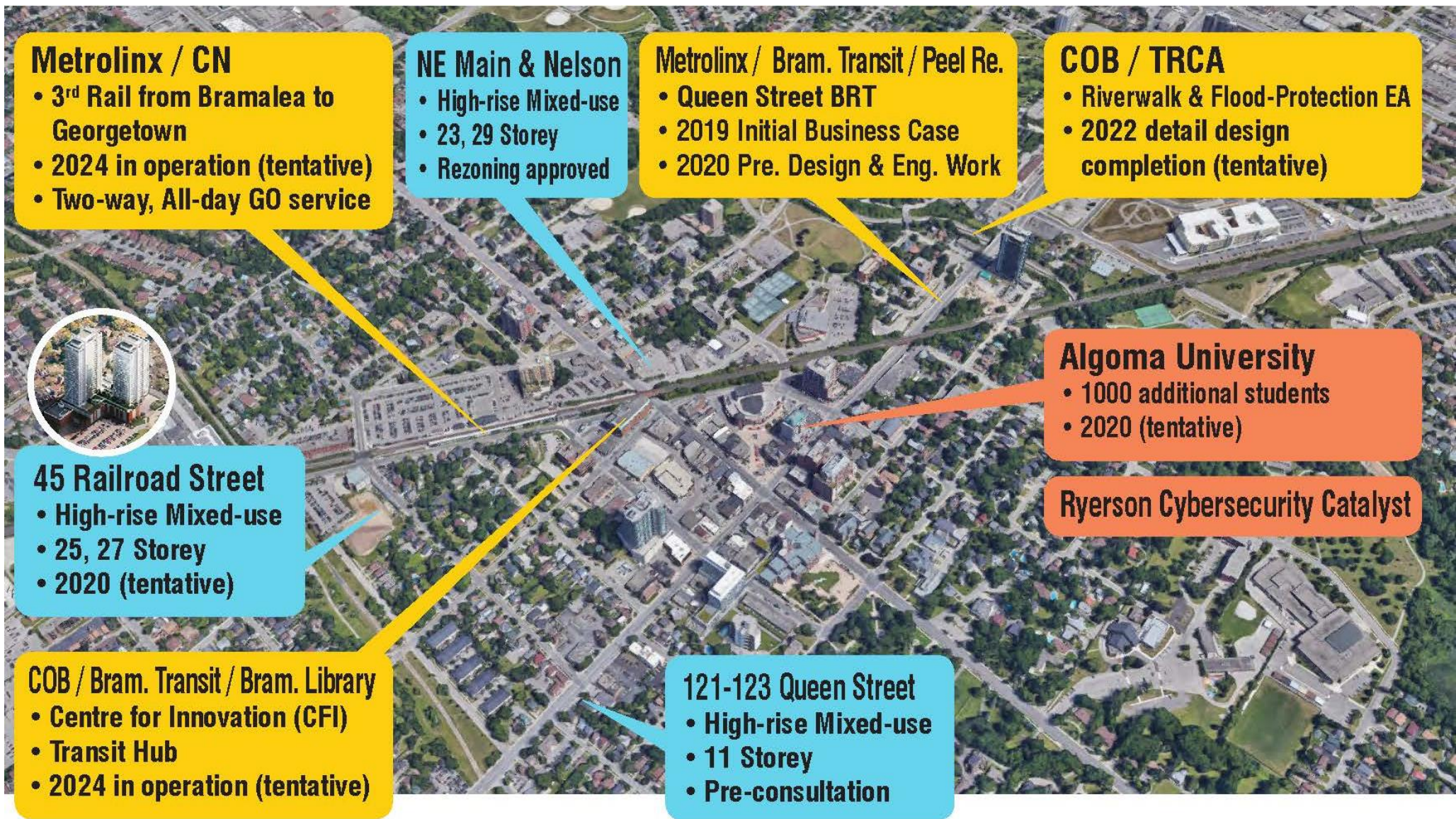
Introduction: Brampton - a City of Opportunities!



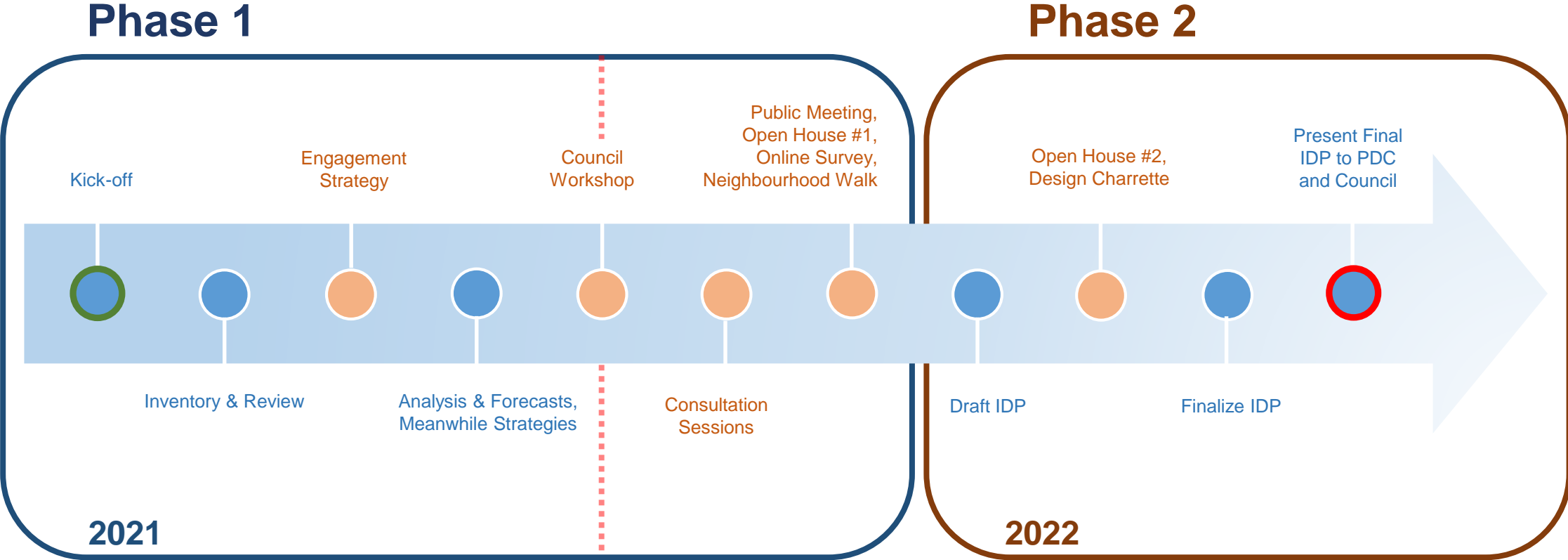
The **Integrated Downtown Plan** builds on the Brampton 2040 Vision by incorporating key components to facilitate sustainable growth and development. These components will create opportunities for investment and innovation while continuing to support ongoing revitalization initiatives by both the public and private sector.



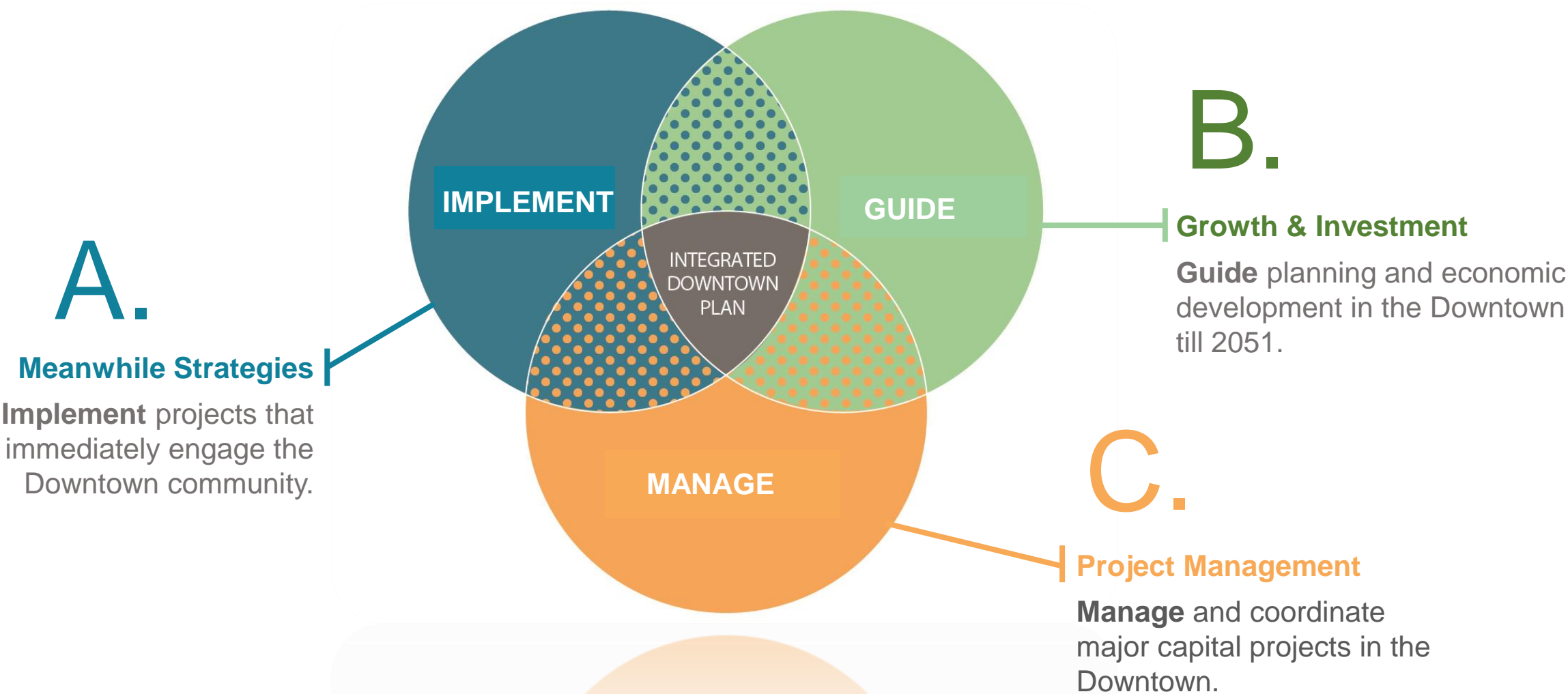
Introduction: Brampton - a City of Opportunities!



Introduction: Schedule

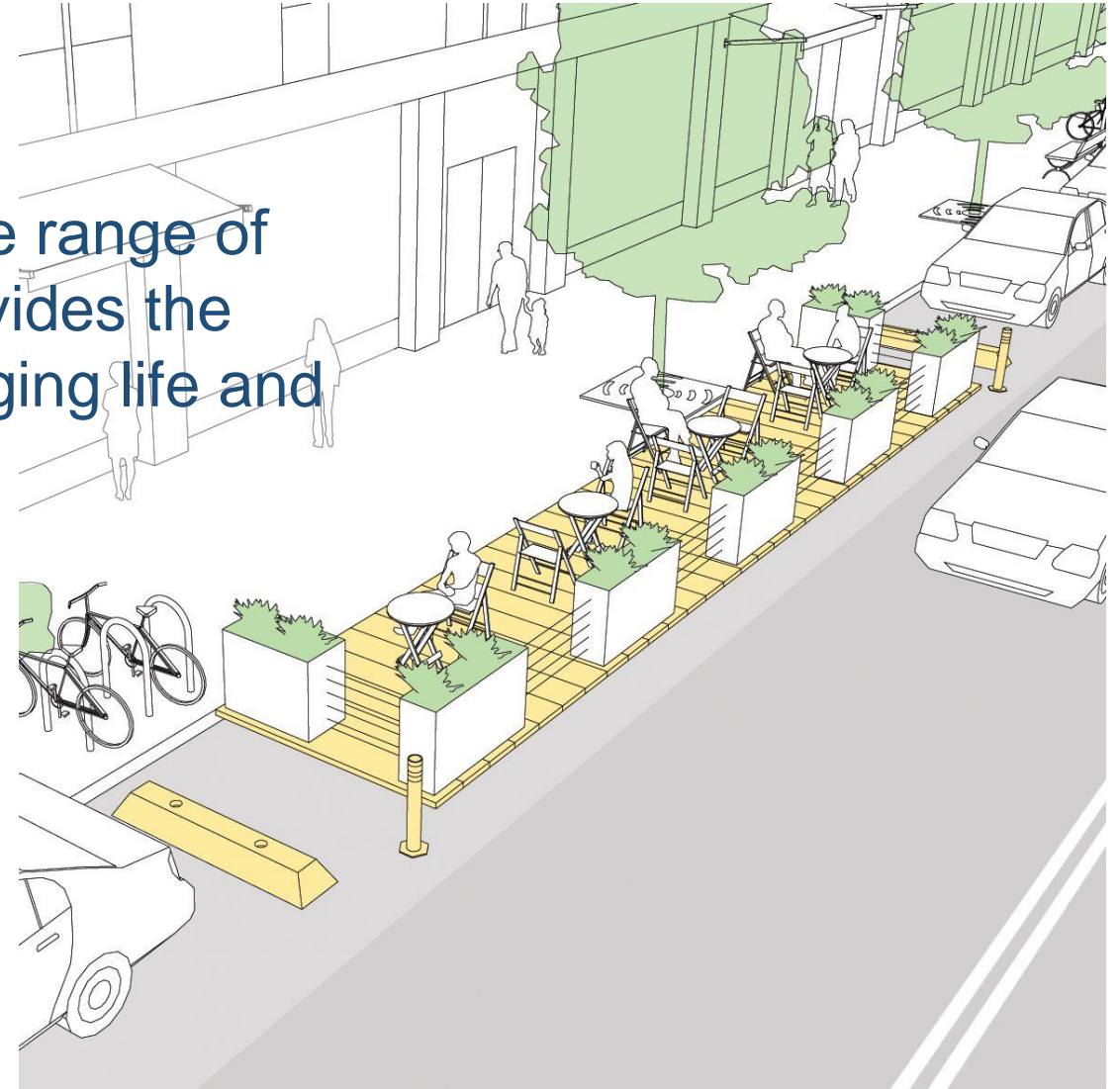


Introduction: What is the Integrated Downtown Plan?



Meanwhile Strategies: A way to make change...

“Meanwhile Strategies describe a diverse range of flexible and interchangeable uses. It provides the opportunity for early wins by quickly bringing life and activity to neighbourhoods.”



Meanwhile Strategies: Catalytic actions...

Markets **Lighting** **Heritage Theatre Block**
Reoccupation Strategy for Vacant Buildings
Coordinate Development Proposals
Reduce Impact of Infrastructure Work **PATIOS** **Community Recovery**
Laneway Improvements
Pop Ups *Art Installations* **Busking Areas**
Securing Grants **Urban Furniture**

Meanwhile Strategies: Temporary Window Activations



Meanwhile Strategies: Paint



Meanwhile Strategies: Patios



COV VIVA - Robson Square, Vancouver, BC



Main Street, 2020 - Brampton, ON

Meanwhile Strategies: Laneways



Seattle Laneway, WA

Meanwhile Strategies: Plazas



Jim Deva Plaza, Vancouver, BC

Meanwhile Strategies: Pop-up Retail



Before - START Pop-up Retail, Christchurch, NZ




After - START Pop-up Retail, Christchurch, NZ

Meanwhile Strategies: Mitigating Impact of “Infrastructure Replacement”



- Legend**
- Proposed Construction Start Interim Phase-1 (2021)
 - Proposed Construction Start Phase-1 (To be Determined based on decision on LRT)
 - Proposed Construction Start Phase-2 (2021)
 - Proposed Construction Start Phase-3 (2023)
 - Proposed Construction Start Phase-4 (2024)
 - Proposed Sanitary Sewer Replacement Works
 - Proposed New Sanitary Sewer Works
 - Proposed Watermain Replacement Works
 - Phase 3 Proposed DC Watermain Works Main
 - Watercourse
 - Railway Line



Surface Treatment

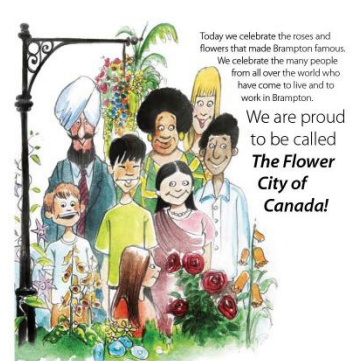
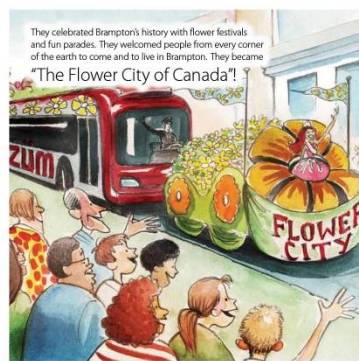
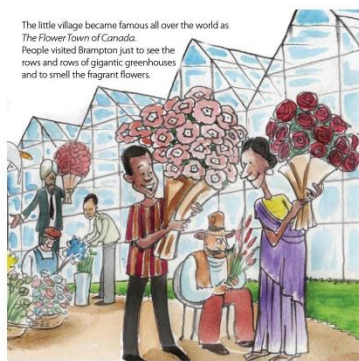
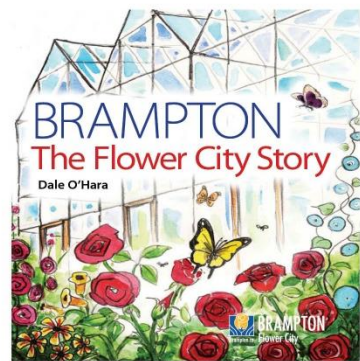
Meanwhile Strategies: Mitigating Impact of “Infrastructure Replacement”

Concepts: Flower City, Surface Treatments

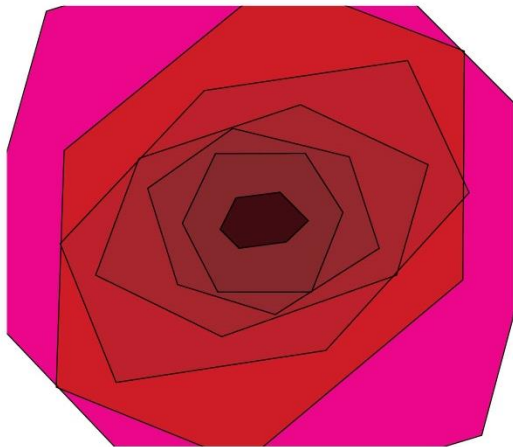
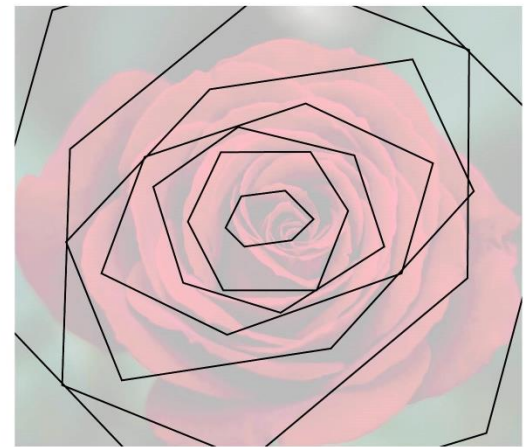


Meanwhile Strategies: Mitigating Impact of “Infrastructure Replacement”

Concepts: Flower City, Surface Treatments

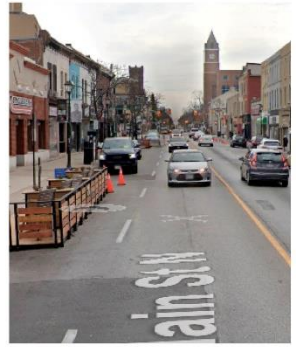
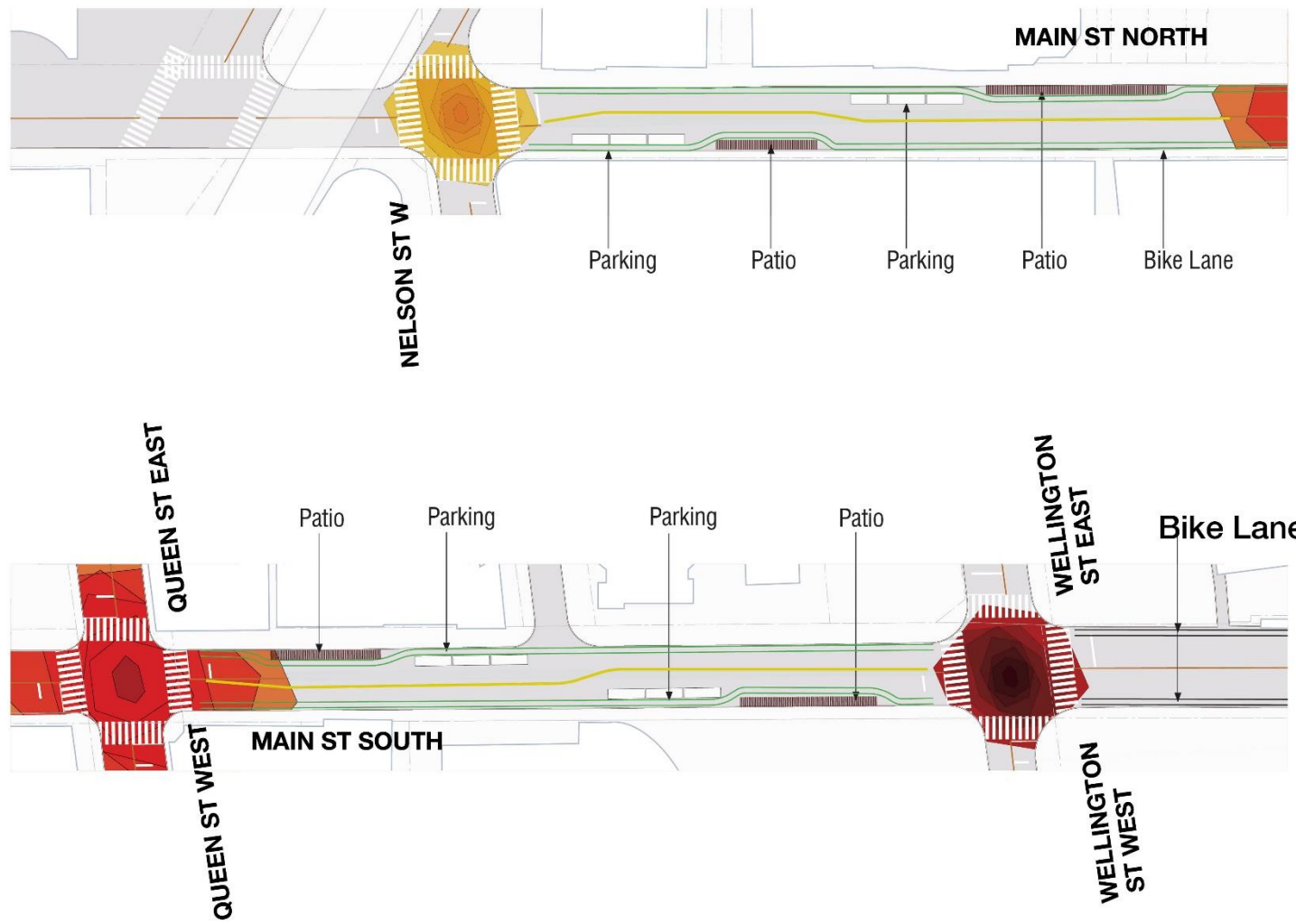


Hepatica /Canadian trillium / Blue Flower iris / Orchid



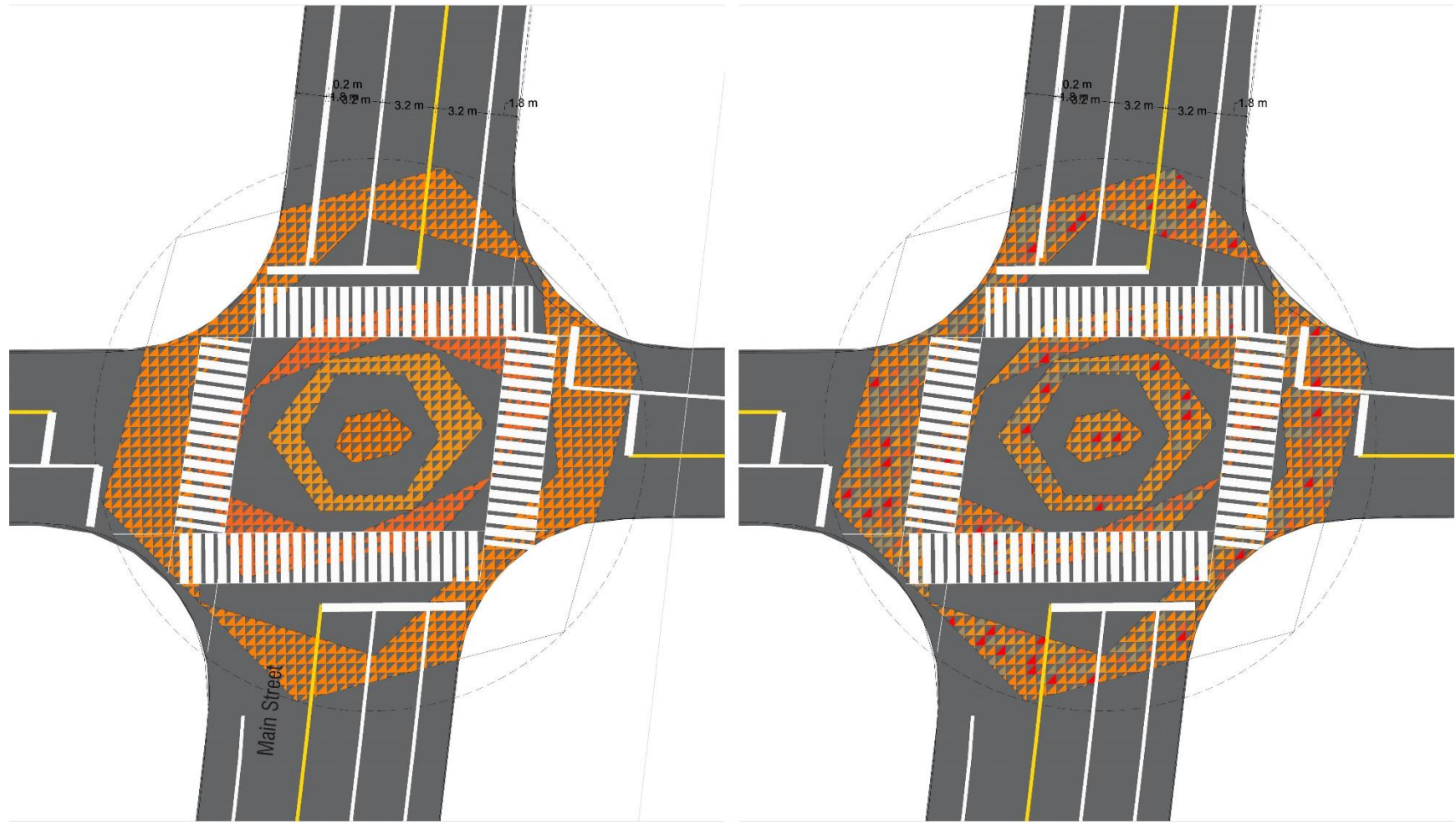
Meanwhile Strategies: Mitigating Impact of “Infrastructure Replacement”

Concepts: Parking, Patios, and Bike Lanes (hybrid option)



Meanwhile Strategies: Mitigating Impact of “Infrastructure Replacement”

Concepts: Surface Treatment



Meanwhile Strategies: Mitigating Impact of “Infrastructure Replacement”

Concepts: Surface Treatment



Meanwhile Strategies: Main Street Properties - 60 Main Street North



CREATIVE PLACEMAKING STRATEGIES AND OPPORTUNITIES IN REAL ESTATE



- Engage artists, cultural creatives, and the community in project design.
 - Create “outside-the-box” use of spaces.
 - Repurpose old or uninspiring spaces.
 - Spark interest for larger projects with temporary or pop-up arts and culture.
 - Leverage arts and culture as a tool for equity and community engagement.
 - Establish public/private partnerships.
 - Develop a business case approach to demonstrate project ROI.
-

Meanwhile Strategies: Main Street Properties - 60 Main Street North



The old Cyclepath Building will become a creative hub for art practitioners, curators, creative industries, arts groups, organizations and writers to activate the unused and empty retail space into a "Creative Venue".

Meanwhile Strategies: Main Street Properties - 60 Main Street North

Precedent: Museum of Contemporary Art (Toronto) – artist studios




Meanwhile Strategies: Main Street Properties - 60 Main Street North

Precedent: “Why Not Theatre” – performances in unused spaces



Meanwhile Strategies: Main Street Properties - 36/40 Main Street North





Bike Repair

Meanwhile Strategies: Main Street Properties - 36/40 Main Street North



Tune in, tool up, and get rolling

* * *

Virtual BikeWrX

* * *

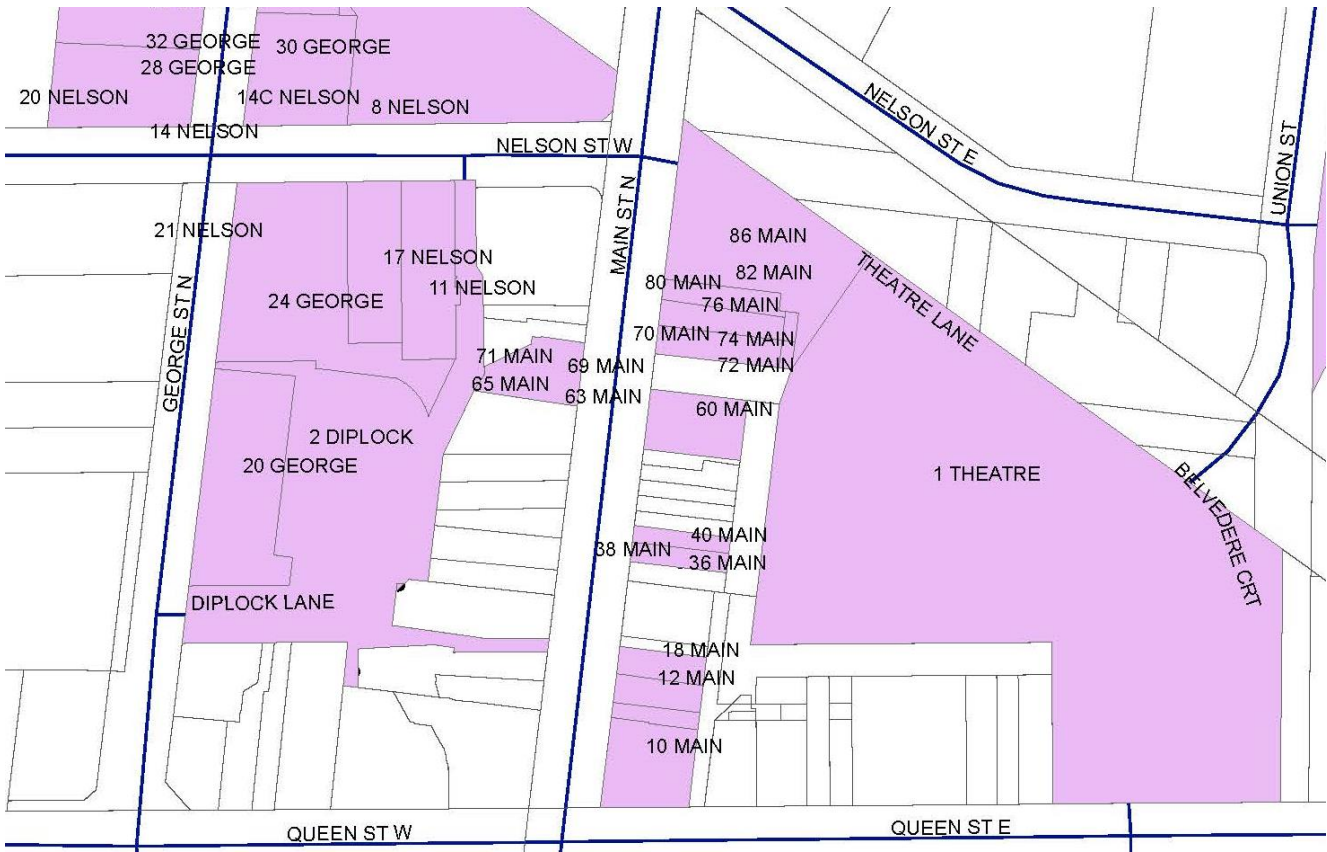
April 24, 1-3 pm

May 2, 1-3 pm

Register: [BikeBrampton/Events](https://BikeBrampton.com/Events)



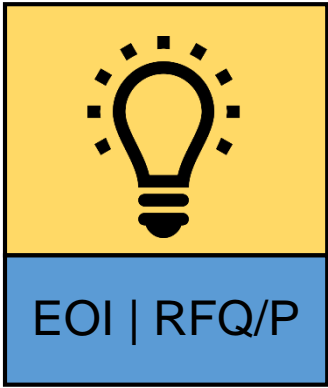
Meanwhile Strategies: Main Street Properties - Heritage Block



- Heritage Block:**
82 | 76-78-80 | 72-74 Main Street North
- 82 Main Street:**
Heritage Theatre
- 60 Main Street:**
Cycle Path
- 36/40 Main Street:**
Wendel Clark's

 City Owned

- The City owns multiple buildings on the east side of Main Street North
- Majority of the block remains vacant
- Official governance calls for the cultural preservation of Heritage Block



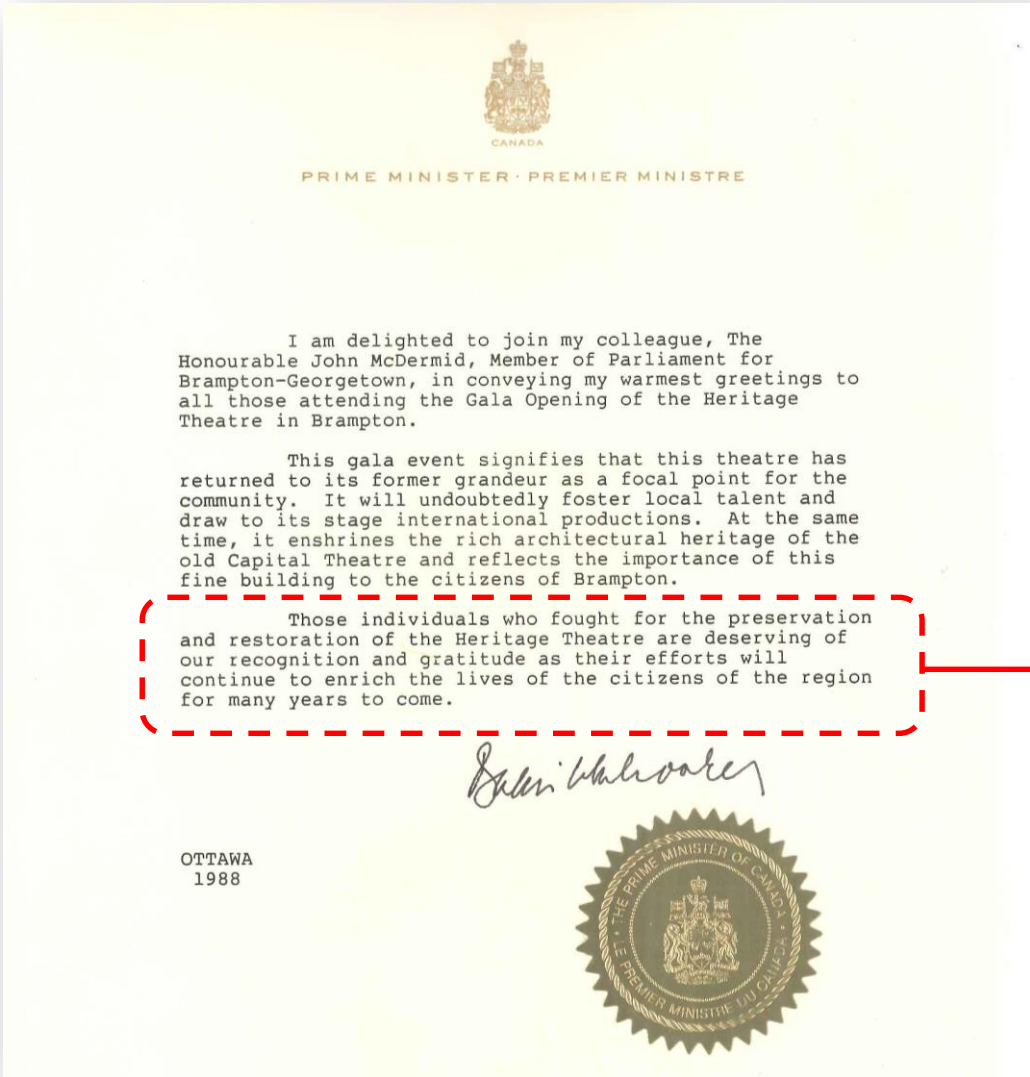
Meanwhile Strategies: Main Street Properties - Heritage Theatre



Representative of Brampton's rich history.

- Landmark property
- Integrated into the streetscape with cultural and symbolic value
- Has been modified but it retains its original form with some original interior and exterior details
- Heritage Board recommends its designation

Meanwhile Strategies: Main Street Properties - Heritage Theatre



“Those individuals who fought for the preservation and restoration of the Heritage Theatre are deserving of our recognition and gratitude as their efforts will continue to enrich the lives of the citizens of the region for many years to come.”

Brian Mulroney
(former Prime Minister of Canada)

Meanwhile Strategies: Main Street Properties - Heritage Theatre

Objectives:

- Effectively leverage City asset(s)
- Explore cost-effective restorations that can be realized in two years
- Explore architectural designs that incorporate the Heritage Theatre building envelope and enhance key heritage attributes
- Encourage residents, non-for-profits and agencies with collective aspirations, goals and partnership opportunities
- Capitalize on economic development opportunities

Meanwhile Strategies: Main Street Properties - Heritage Theatre



What?

We will use this City asset to attract collaborating partners.



How?

We will structure an EOI or Staged RFQ/RFP process.



When?

We will make an announcement next month.

Meanwhile Strategies: Innovation District



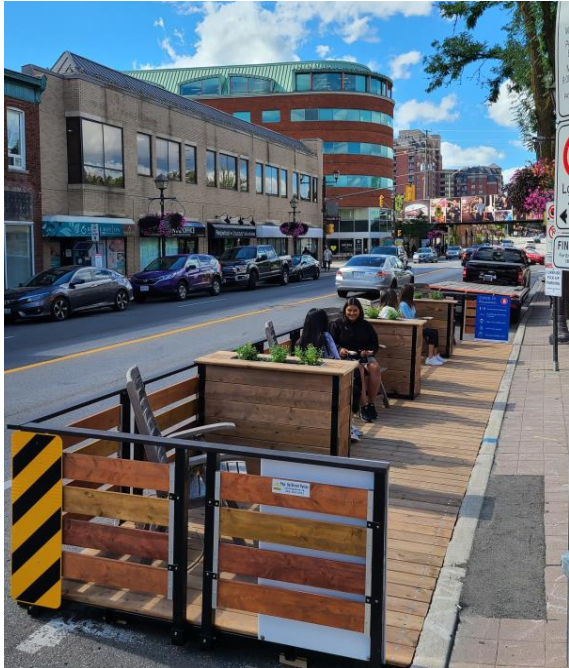
Roads: Painted bike-lanes and lane reductions on Queen and Main Streets



Retail: Temporary Downtown pop-ups using shipping containers.



Art: Temporary Downtown art installations with interactive uses.



Patios: Allow business owners to expand patios for safe post-COVID 19 activity

*“Meanwhile Strategies” will bring activity to Downtown neighbourhoods such as the **Innovation District**...*

- 1: Brampton Entrepreneur Centre
- 2: RIC Centre
- 3: Founders Institute
- 4: Ryerson Venture Zone
- 5: Rogers Cybersecure Catalyst-Headquarters
- 6: Rogers Cybersecure Catalyst Cyber Range and Accelerator - Led by The Rogers Cybersecure Catalyst and Ryerson's DMZ
- 7: Sheridan Edge

- 8: Rogers Cybersecure Catalyst Accelerated Cybersecurity Training Centre
- 9: Ryerson - Chang School of Continuing Education
- 10: Sheridan College
- 11: Algoma University
- 12: Brampton Economic Development Office
- 13: Downtown Brampton BIA
- 14: Brampton Board of Trade
- 15: Future Centre for Innovation

BRAMPTON innovation DISTRICT





Welcome Sign, 1982 (Globe & Mail)

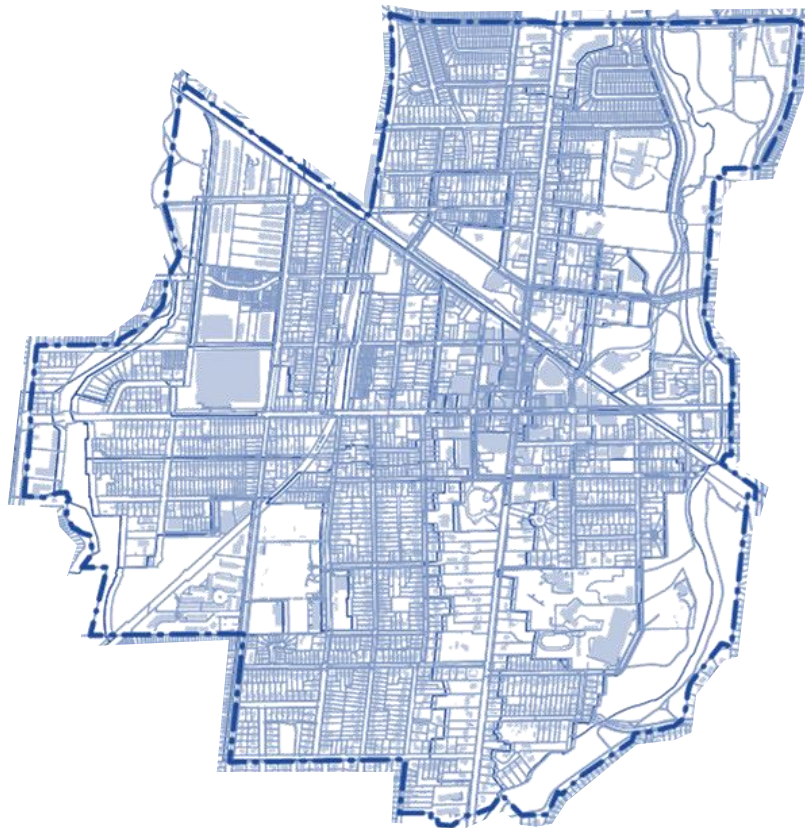
26,000 jobs
20,000 households

Brampton 2040 Vision forecasts for the Downtown by 2040

30,140 people 15,510 jobs
12,470 households

The SGU Growth Forecast (Region of Peel) by 2051

Growth & Investment



Brampton's Downtown is projected to experience significant growth.

15,000 new jobs and 30,000 additional residents anticipated by 2051

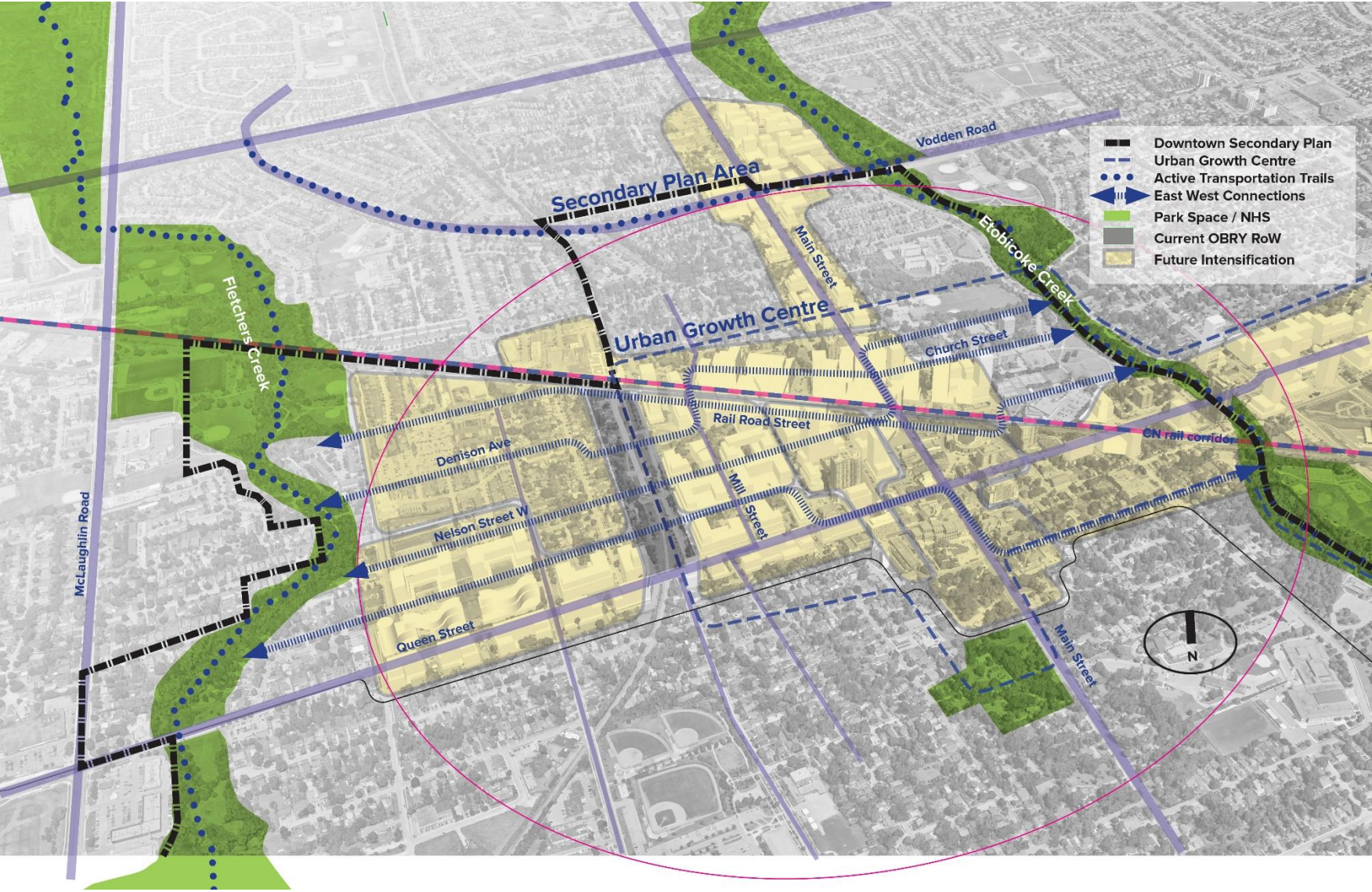


How is this growth holistically managed?

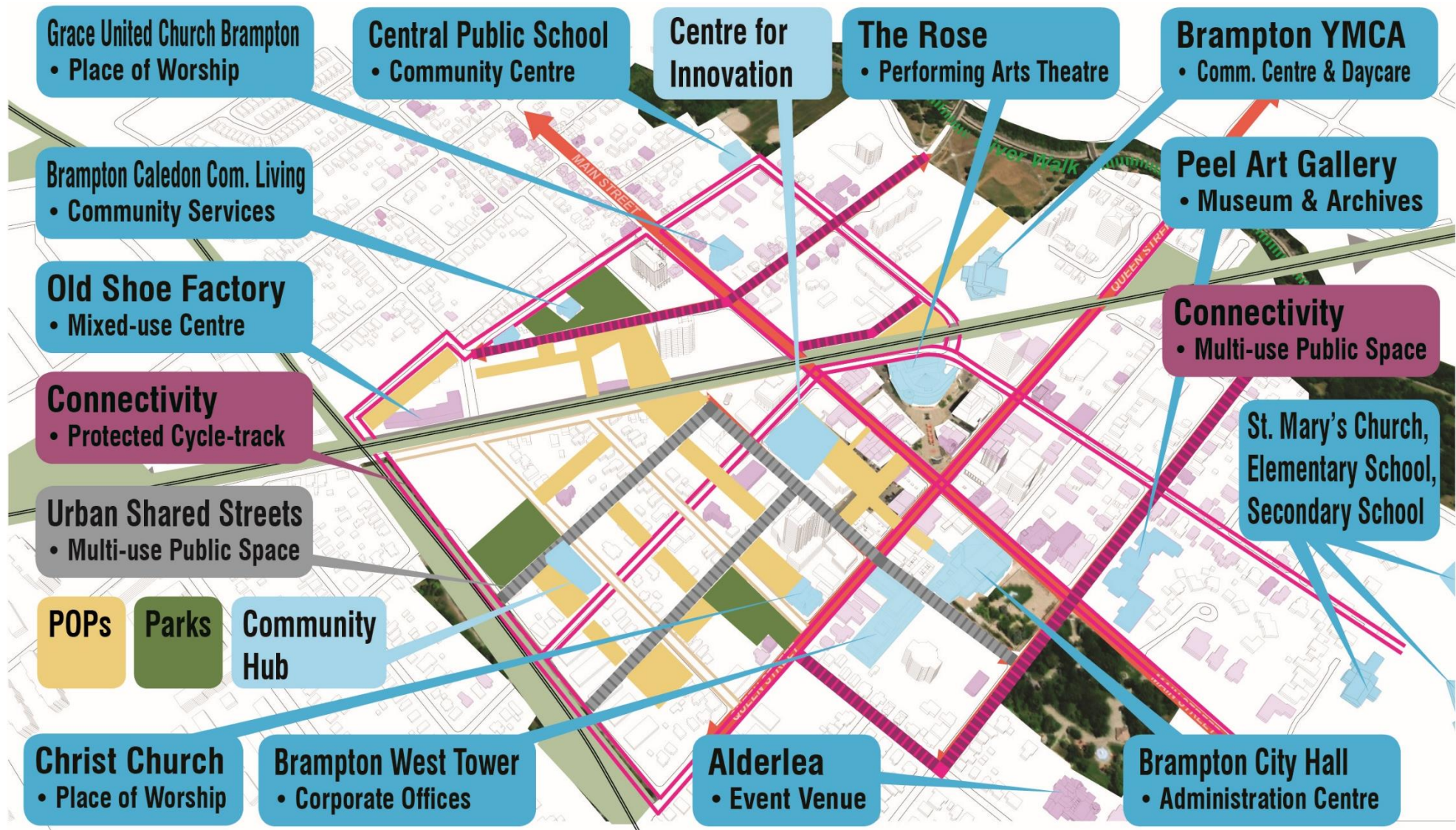
Growth & Investment: A heart to draw everyone...



Growth & Investment: Interconnected Green Network...



Growth & Investment: Complete neighbourhoods...



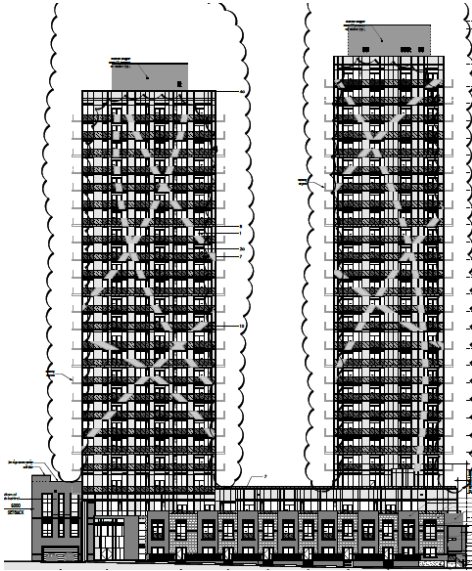
Growth & Investment: Developments



OZS-2021-0003 - 151 Main St N, 30 storey mixed-use



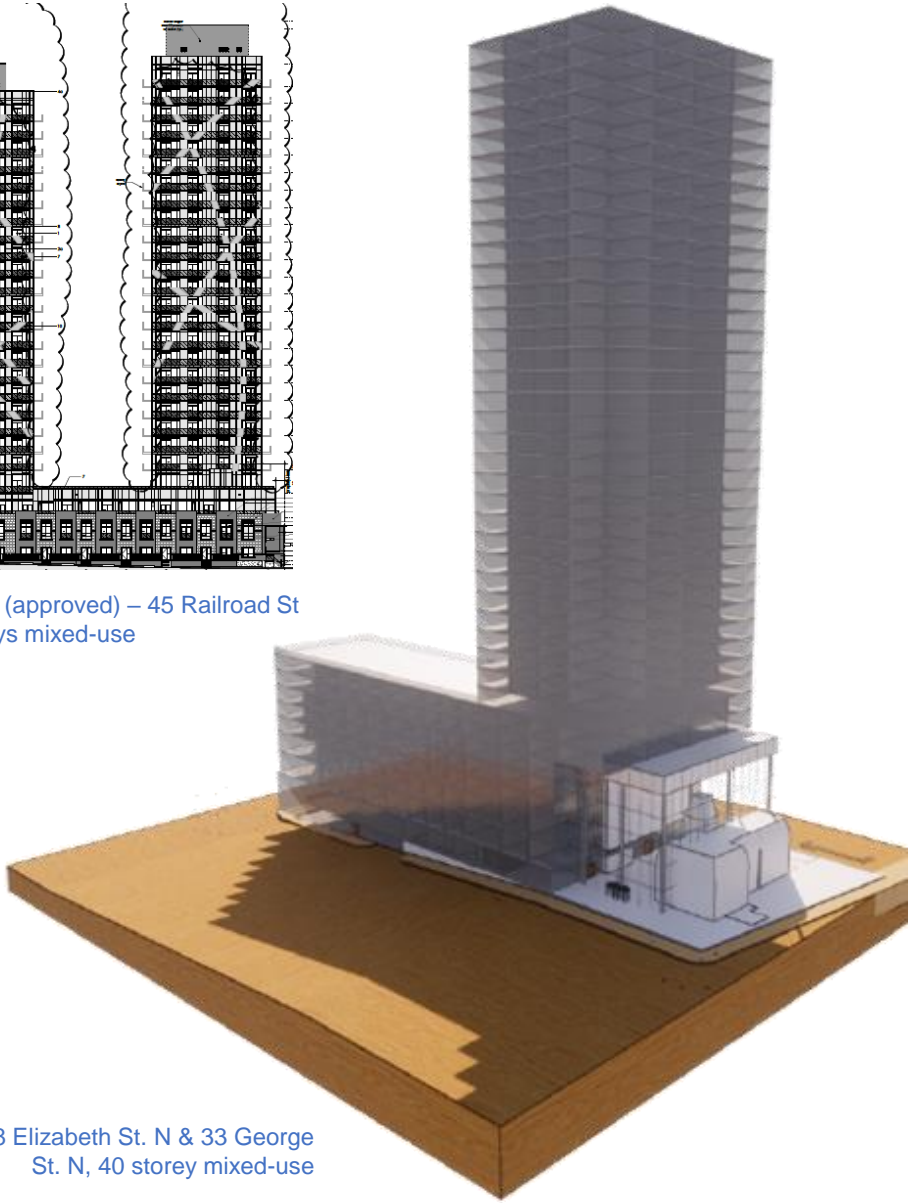
OZS-2020-0030 – 18-24 Elizabeth St
14 storey residential



SPA-2020-0161 (approved) – 45 Railroad St
25 and 27 storeys mixed-use

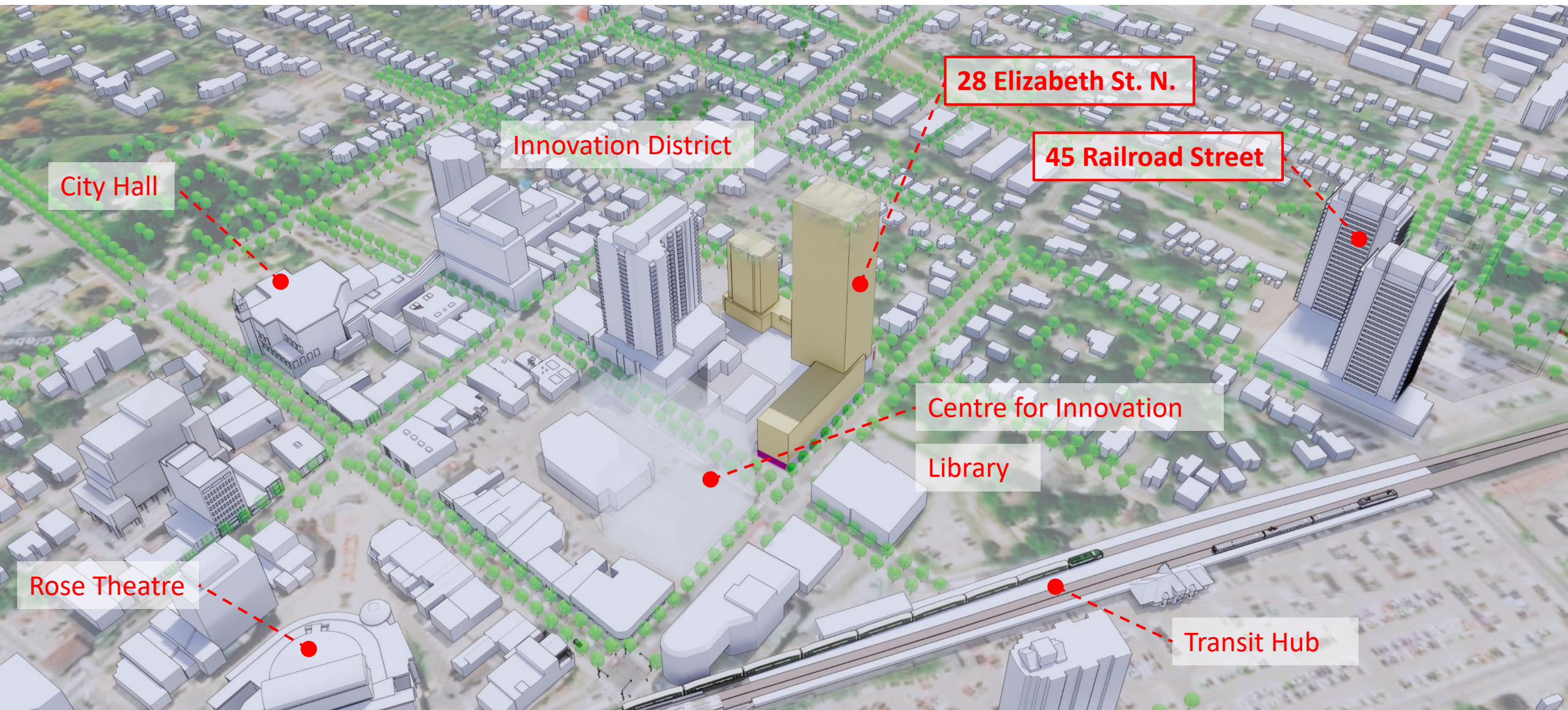


C01E04.015 (approved) – 7-29 Clarence St, 90 townhouses



PRE-2020-0033 – 28 Elizabeth St. N & 33 George
St. N, 40 storey mixed-use

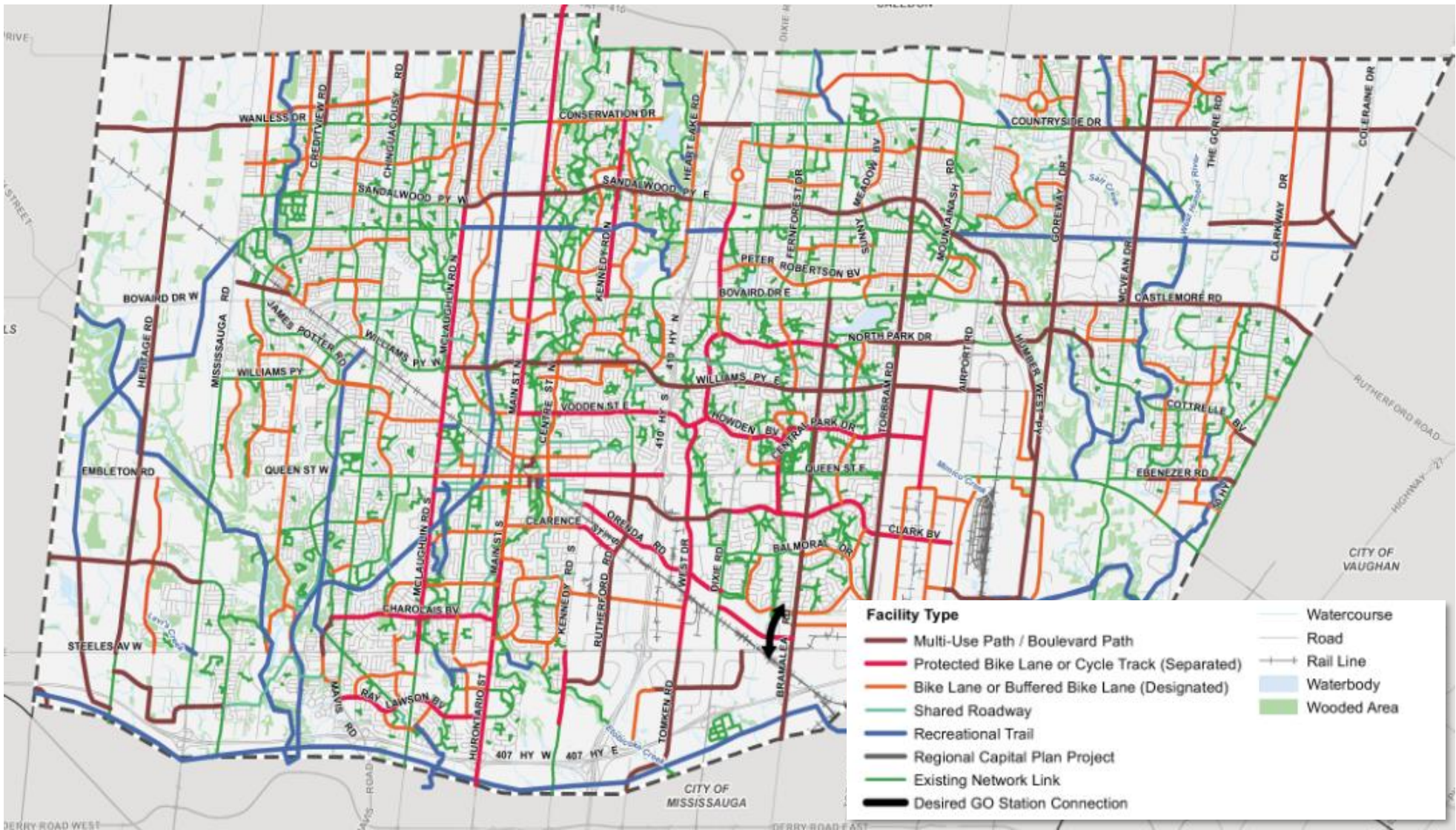
Growth & Investment: Complete living...



Growth & Investment: Transportation Master Plan - Overview



Growth & Investment: Transportation Master Plan – Complete Streets



CITY OF BRAMPTON
COMPLETE STREETS
GUIDE

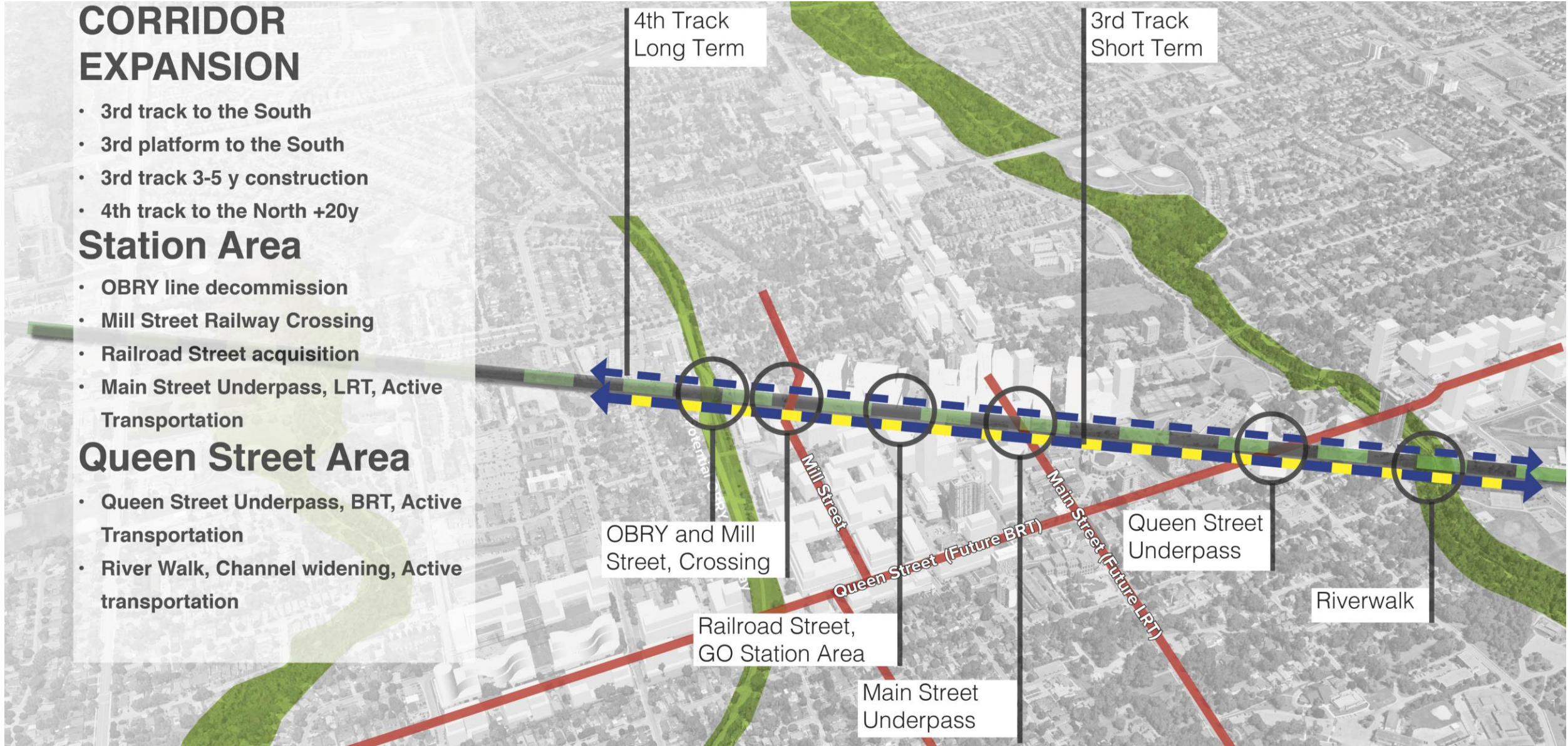


DRAFT – IN PROGRESS



BCSG

Growth & Investment: Transportation Master Plan – Complete Streets



Growth & Investment: Hurontario-Main LRT Study

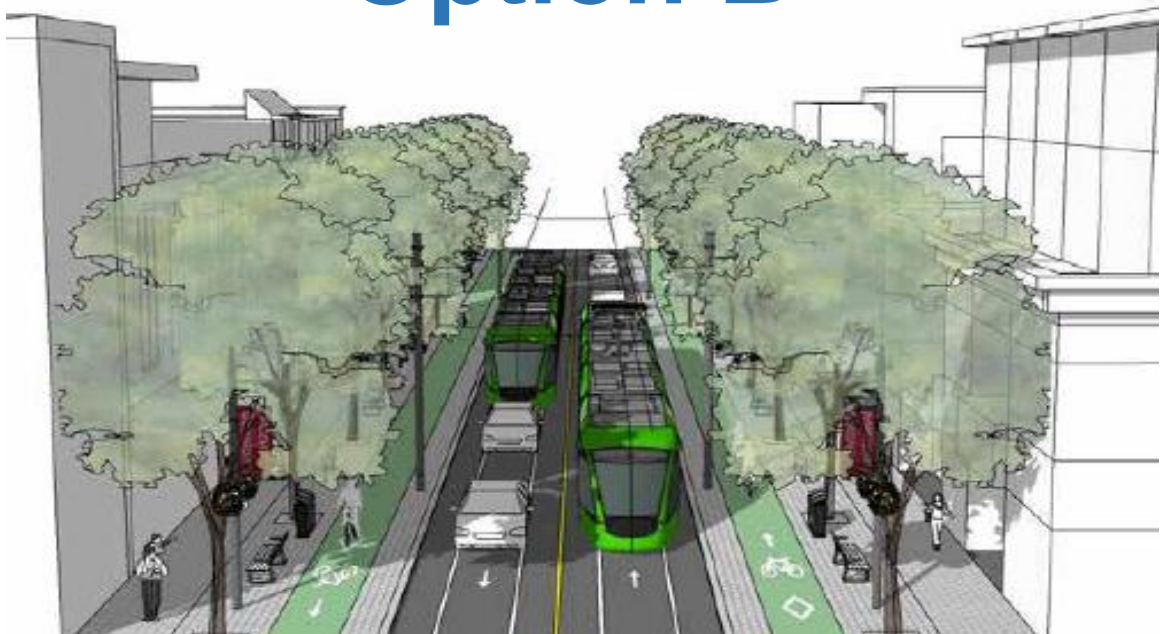
Providing alternatives to extend light rail transit from Brampton Gateway Terminal to Brampton GO station in Downtown Brampton.

Option A



Potential Surface Layout with LRT Underground Segment

Option B



Potential LRT Surface Design

Growth & Investment: Highway 7 BRT

Metrolinx is leading the project with support from the City of Brampton, Peel Region, and York Region.



Queen Street – Highway 7 BRT



Busiest transit corridor
in Brampton



More than **30,000**
transit customers
per day



Nearly **33%**
population growth
anticipated over the
next 20 years



133%
ridership growth
from 2009 – 2019



Approximately **54%**
employment growth
over the next 20 years



brampton.ca/QSBRT

Illustration is Artist's concept. E.&O.E.

Growth & Investment: Downtown Brampton Transit Hub



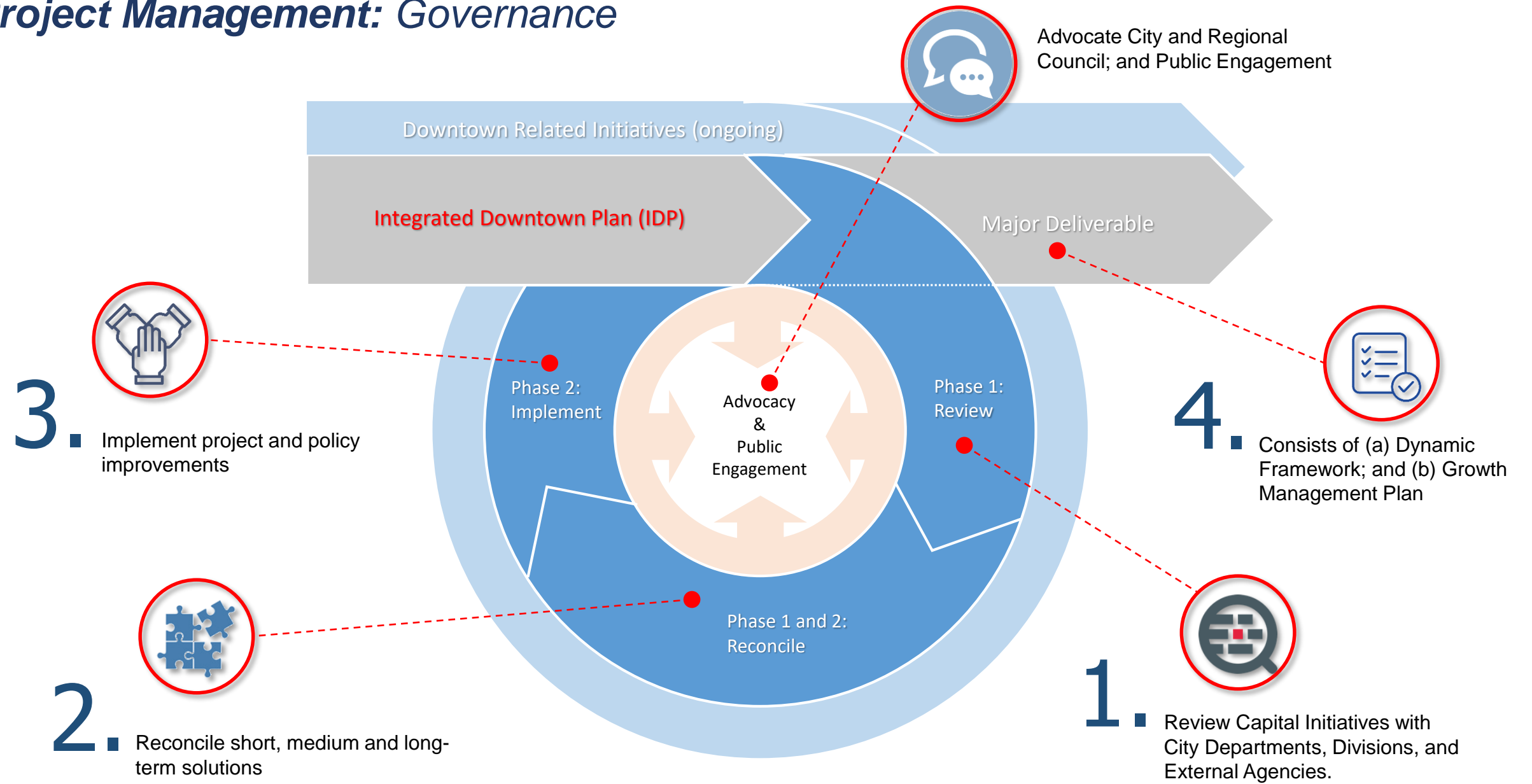
- A new Transit Hub will enhance intermodal connectivity and support active transportation.
- The new Transit Hub will help revitalize Downtown Brampton ensuring a high-quality public realm with vibrant transit-oriented communities.

Growth & Investment: Riverwalk – Nature brought back...

The City is leveraging the Riverwalk Project to maximize its benefit to revitalize Downtown.



Project Management: Governance



Project Management: Coordination

Department Coordination

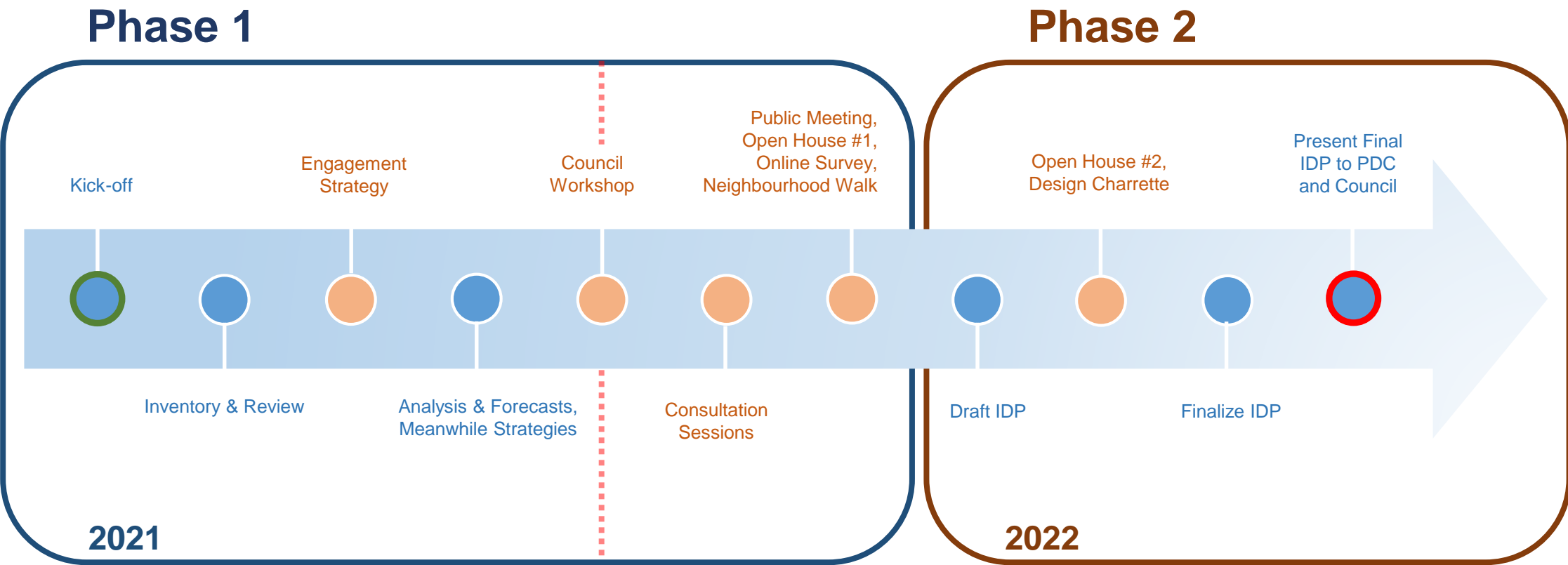
Direct Impact Projects									
Department	Project Title	Project Mandate	Contact	Start Date	End Date	Coordinating Depts.	Applicable Grants	Concerns/Conflicts	Bridging “Meanwhile” strategy?
Community Services	▶								
Planning, Building & Economic Dev.	▶								
Public Works and Engineering	▼								
	Algoma Univ. Expansion								
	Brampton Univ. Expansion								
	Centre of Innovation								
	Track Exp. CN & Metrolinx								
	B-Hive								
	CIP Program								
	Cybersecure Catalyst								
	Downtown Mobility Hub								
	Downtown Plan								
	Main St. Revitalization Plan								
Transit	▶								
Unassigned	▶								

Project Management: Engagement

Phase	Purpose	Purpose
Phase 1 (2021)	Coordinated Engagement Strategy	Prepare
Phase 1 (2021)	Website & Branding Launch	Inform
Phase 1 (2021)	Council Workshop	Inform
Phase 1 (2021)	Tele Town Hall	Inform
Phase 1 (2021)	Public Meeting	Inform
Phase 1 (2021)	Stakeholder Focus Groups	Discuss
Phase 1 (2021)	Technical Consultation Sessions	Discuss
Phase 1 (2021)	Open House #1 (Virtual)	Listen
Phase 1 (2021)	Online Survey	Listen
Phase 1 (2021)	Neighbourhood Walk (Virtual)	Listen
Phase 2 (2022)	Open House #2 (Virtual)	Collaborate
Phase 2 (2022)	Virtual Design Charrette and/or Virtual World Café	Collaborate
Phase 2 (2022)	Finalize IDP	Synthesize



Project Management: Schedule



Comments & Questions

Project Sponsors

Richard Forward - *Commissioner of Planning, Building & Economic Development*
Bob Bjerke - *Director of Planning and Design*

Project Manager

Jeffrey Humble - *Manager of Policy, Programs and Implementation*

Project Leads

Shahid Mahmood - *Principal Planner, Senior Supervisor IDP*
shahid.mahmood@Brampton.ca

Shahinaz Eshesh - *Assistant Policy Planner IDP*
shahinaz.eshesh@Brampton.ca

Visit “Downtown Brampton”

<https://www.brampton.ca/EN/City-Hall/Downtown-Brampton/Pages/Welcome.aspx>

BRAMPTON innovation DISTRICT

Council Workshop- May, 2021

INVESTBRAMPTON.CA

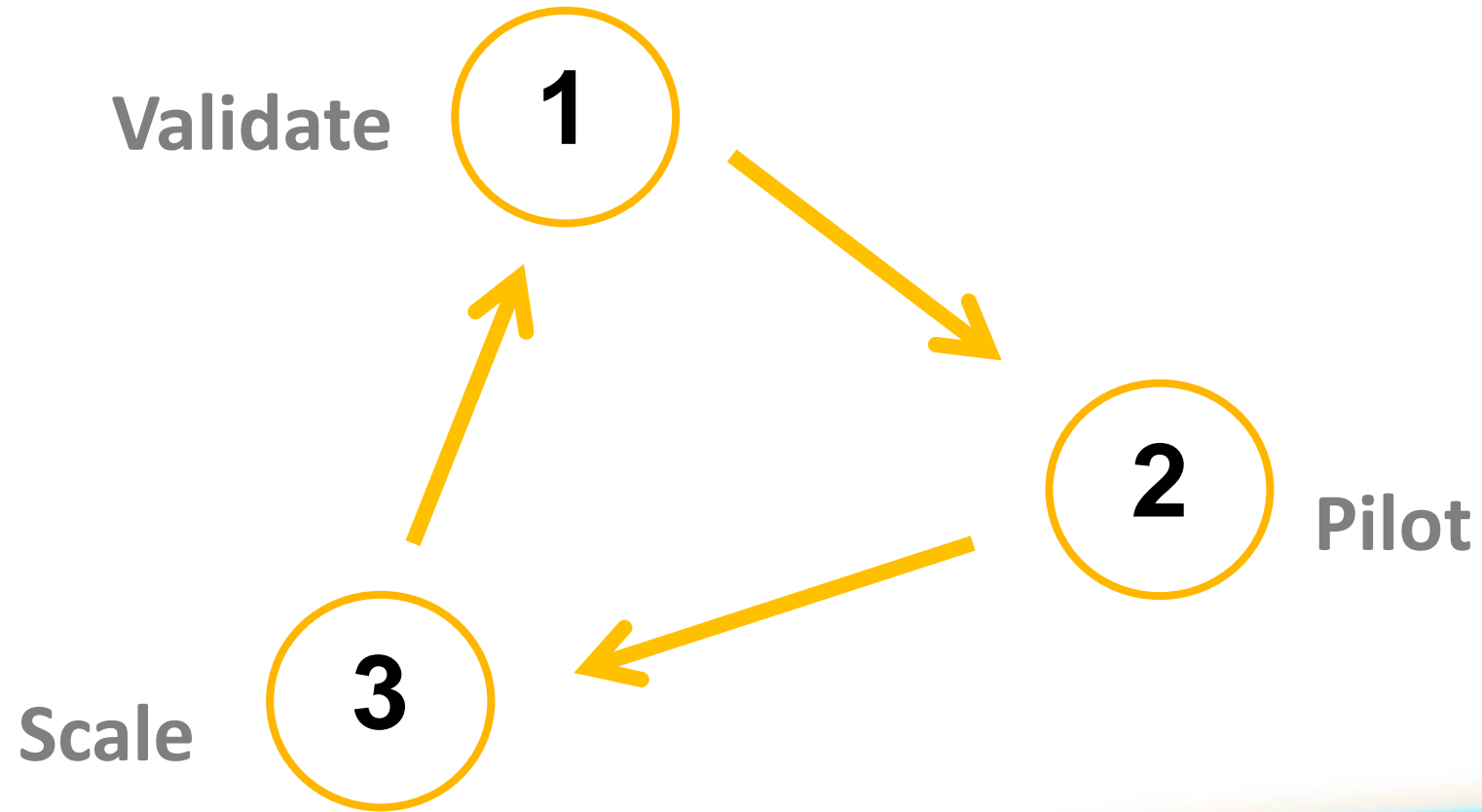
AGENDA:

1. Innovation District Vision
2. Innovation District Background - How We Got Here (5 minutes)
3. Supports and Services (10 minutes)
4. Innovation District Recovery Efforts (10 minutes)
5. Why the District?
6. Innovation District - What's next?

OUR VISION

*Become an **international destination** for innovation and technology companies to build and grow.*

Entrepreneurship Led Economic Development



1. We Validated Brampton's Tech Scene

- Hackathons
- Robotics Competitions
- Tech Socials
- Start-up Weekends
- Community Coffee & Code
- Venture Capital Flow
- Maker Spaces
- Brampton City Slack

40+

NEW TECH EVENTS ADDED IN YEAR ONE

5,000+

NEW PARTICIPANTS ADDED IN YEAR ONE

2. We Piloted an Innovation Space

- Brampton's first incubator and co-working space
- Owned and operated by the Brampton Entrepreneur Centre (BEC) - The Home of the Hustle
- Provides access to capital, on-site business advisors, workshops, and training

400+

ENTREPRENEURS SUBSCRIBED IN YEAR ONE

3. We're Scaling and Building Our Innovation District



Ryerson
Venture Zone
in Brampton

**Brampton
Entrepreneur
Centre**
+ Co-working Space



ROGERS
cybersecure
catalyst



FOUNDER
INSTITUTE

4+

NEW INCUBATORS ADDED IN YEAR ONE

17,000+

SQUARE FEET OF ENTREPRENEURIAL SPACE
ADDED IN YEAR ONE

Brampton Innovation District: The System

EARLY STAGE



LATER STAGE



SUPPORT SYSTEMS





- 1: Brampton Entrepreneur Centre
- 2: RIC Centre
- 3: Founders Institute
- 4: Ryerson Venture Zone
- 5: Rogers Cybersecure Catalyst Headquarters
- 6: Rogers Cybersecure Catalyst Cyber Range and Accelerator
- Led by The Rogers Cybersecure Catalyst and Ryerson's DMZ
- 7: Sheridan Edge
- 8: Rogers Cybersecure Catalyst Accelerated Cybersecurity
Training Centre

- 9: Ryerson - Chang School of Continuing Education
- 10: Sheridan College
- 11: Algoma University
- 12: Brampton Economic Development Office
- 13: Downtown Brampton BIA
- 14: Brampton Board of Trade
- 15: Future Centre for Innovation
- 16: BHIVE

Innovation District Partner Profiles

Broken down into 3 sections

1. Specializations
2. Audience
3. Resources

Innovation District Partner Profiles: Specializations

**Brampton
Entrepreneur Centre**
+ Co-working Space

Sheridan 


**FOUNDER
INSTITUTE**

 **Ryerson
Venture Zone**
in Brampton

 **B H I V E**
BRAMPTON

 **ROGERS
cybersecure
catalyst**

 **ric**
CENTRE

Sector Focus	Mainstreet business, small business, lifestyle entrepreneurs	Social Impact	Sector Agnostic	Sectors that are impactful and relevant to Brampton	Sector Agnostic	Sector Agnostic	Sector Agnostic
Technology Focus	Technology Agnostic	Technology Agnostic	Tech. Agnostic + Cyber Security	Technology Agnostic	Technology Agnostic	Cyber Security	Technology Agnostic- specialty in Clean Tech and advanced mfg.
Other Differentiators	Access to well-recognized Starter Company programs	Access to Sheridan College knowledge pool, expertise and resources	Globally established founder development program + access to international	Access to highly recognized Ryerson Zone Network	Dedicated focus on Start-up Visa Program and newcomer entrepreneurs	Access to Cyber Security Accelerator and Cyber Range	Access to Private Office space + established incubator program and network

Innovation District Partner Profiles: *Audience*

**Brampton
Entrepreneur Centre**
+ Co-working Space

Sheridan **EDGE**

**FOUNDER
INSTITUTE**

**Ryerson
Venture Zone**
in Brampton

B H I V E
BRAMPTON

**ROGERS
cybersecure
catalyst**

ric
CENTRE

Mainstreet business (early to late stage)	X	X					
Small Business (early to late stage)	X	X					
Venture fundable start-up (Ideation stage)	X	X	X	X			
Venture fundable start-up (Validation stage)		X	X	X	X	X	X
Venture fundable start-up (Scale stage)			X	X	X	X	X

Innovation District Partner Profiles: *Resources*

**Brampton
Entrepreneur Centre**
+ Co-working Space

Sheridan **EDGE**


FOUNDER
INSTITUTE

 Ryerson
Venture Zone
in Brampton

B H I V E
BRAMPTON

 ROGERS
cybersecure
catalyst

ric
CENTRE

Co-working Space/ Hot Desk	X	X			X	X	X
Incubation space		X		X	X	X	X
Business advisory services	X	X	X	X	X	X	X
Access to Entrepreneurs In Residence (EIR)			X	X	X	X	X
Networking events	X	X	X	X	X	X	X
Foundational business training and workshops	X	X	X	X	X		X
Access to funding	X	X	X	X	X	X	X

Business Recovery: RICC



- E2E COVID-19 Survival Toolkit program geared towards helping tech entrepreneurs recover in the wake of COVID
- Digital Mainstreet DMS Program initiated with Brampton BIA to support tech adoption with Mainstreet business.
- RICC Client MedEssist partnered with Government of Canada manage refills, vaccines, COVID-19 testing, and medication inventory online

\$75K

FUNDING SECURED FOR DMS PROJECTS

600+

ENTREPRENEURS REGISTERED

17

COMPANIES GRADUATED

INVESTBRAMPTON.ca

Business Recovery: Founder Institute



- FI founders raised over \$500K in funding last year
- FI Graduated over 100 founders providing critical pitch training and investor readiness
- Awarded 10 fellowships for Brampton Entrepreneurs to attend Founder Institute

\$500K+

FUNDING RAISED

125+

FOUNDERS GRADUATED

10

BRAMPTON FELLOWSHIPS AWARDED

INVESTBRAMPTON.ca

Business Recovery: Rogers Cyber Secure Catalyst



- Cyber Accelerator launched and graduated its first class of Cyber Security companies
- SANS Cyber Camp talent program
- Launching Small-Medium Business Cyber Readiness Training in a post-COVID-19 world
- Launched K-12 Cyber security youth programming

\$660K

FEDERAL FUNDING SECURED FOR RESKILLING

350

YOUNG TALENT TRAINED IN CATALYST CYBER CAMP

5

HIGH-POTENTIAL COMPANIES GRADUATED

INVESTBRAMPTON.ca

Business Recovery: RVZ (Sept-Dec 2020)



- Launched first cohort focussing on Health and Wellness start-ups and reducing burden to a strained health system through digital health
- Secured partnership with Health tech leader, Dynacare
- Develop upskilling and learning entrepreneurial skills for career development

1500+

NEW INTRAPRENEUR/ENTREPRENEURS ENGAGED

262

TRAINING AND ADVISORY SESSIONS HELD

29

NEW FOUNDERS IN PROGRAM

INVESTBRAMPTON.ca

Business Recovery: Sheridan EDGE +CAMDT



- Partnership with Coca-Cola to deliver countertop shields to small business
- Production and donation of 2000 face shields
- Continue to support Early-Stage start-ups
- Open Innovation Challenge- a nationwide challenge to reimagine learning and education in our communities launched out of Brampton

\$75K

FUNDING FROM COCA-COLA TO BUILD COUNTERTOP SHIELDS

2000

FACE SHIELDS BUILT AND DONATED

200+

ENTREPRENEURS ENGAGED

INVESTBRAMPTON.ca

Brampton Innovation District Start-up Services

BRAMPTON INNOVATION DISTRICT START-UP SERVICES

	Brampton Entrepreneur Centre Co-working Space	Sheridan EDGE	FOUNDER INSTITUTE	Ryerson Venture Zone	EDGE INNOVATION	Ryerson Cybersecure Catalyst	RIC CENTRE	BRAMPTON INNOVATION DISTRICT
AUDIENCE	Mainstreet business (early to late stage)	X	X					X
	Small Business (early to late stage)	X	X					X
	Venture fundable start-up (Ideation stage)	X	X	X	X			X
	Venture fundable start-up (Validation stage)		X	X	X	X	X	
	Venture fundable start-up (Scale stage)			X	X	X	X	
RESOURCES	Co-working Space/ Hot Desk	X	X		X	X	X	X
	Incubation space		X		X	X	X	
	Business advisory services	X	X	X	X	X	X	
	Access to Entrepreneurs in Residence (EIR)			X	X	X	X	
	Networking events	X	X	X	X	X	X	X
	Foundational business training and workshops	X	X	X	X	X	X	X
	Advanced/Specialized business training		X	X	X	X	X	
	Access to funding	X	X	X	X	X	X	
SPECIALIZATIONS	3D Printing and prototyping		X					X
	Sector Focus	Small Business and Mainstreet Business	Social Impact	Sector Agnostic	Sectors that are impactful and relevant to Brampton	Sector Agnostic	Sector Agnostic	Sector Agnostic
	Technology Focus	Technology Agnostic	Technology Agnostic	Tech. Agnostic + Cyber Security	Technology Agnostic	Technology Agnostic	Cyber Security	Technology Agnostic
Other Differentiators	Access to well-recognized Starter Company programs	Access to Sheridan College knowledge pool, expertise and resources	Globally established founder development program + access to international network	Access to highly recognized Ryerson Zone Network	Dedicated focus on Start-up Visa Program and newcomer entrepreneurs	Access to Cyber Security Accelerator and Cyber Range	Access to Private Office space + established incubator program and network	Free access to Lynda.com, 3D printers and additional training

DEVIN RAMPHAL
Sector Manager, Innovation & Technology
905.874.3693 | devin.ramphal@brampton.ca
BRAMPTON, Part of the Greater Toronto Area

BRAMPTON
innovation
DISTRICT

BRAMPTON

BRAMPTON'S TALENT PIPELINE

<p>Sheridan Faculty of Continuing and Professional Studies</p> <p>Sheridan's College Innovation gateway connects entrepreneurs and change makers to innovation supports throughout Sheridan and provides direct access to the Centre for Advanced Manufacturing and Design Technologies (CAMDT) and the Entrepreneurship Discovery and Growth Engine (EDGE) Hub at Brampton Davis Campus. The Davis Campus in Brampton is Sheridan's largest campus with more than 12,000 students.</p>	<p>Ryerson University ROGERS cybersecure catalyst</p> <p>Provides an intensive cybersecurity training and certification program designed to produce high quality cyber talent by providing students from diverse backgrounds the skills they need to launch careers in the cybersecurity sector. This not-for-profit organization is owned and operated by Ryerson University and provides training and certification, support for cyber scale-ups, applied R & D and more.</p>
<p>Algoma UNIVERSITY</p> <p>Algoma University's Brampton Campus includes the Algoma School for Business and Economics, and offers four-year degree programs in Business, Economics and Computer Science, with an upcoming Psychology degree and Certification in Community Economic and Social Development.</p>	<p>Ryerson University The Chang School of Continuing Education</p> <p>The Chang School of Continuing Education offers courses on Computer Security and Digital Forensics. Classes include Computer Network Security and Security Architecture and Design.</p>

DEVIN RAMPHAL
Sector Manager, Innovation & Technology
905.874.3693 | devin.ramphal@brampton.ca
BRAMPTON, Part of the Greater Toronto Area

BRAMPTON
innovation
DISTRICT

BRAMPTON



www.BramptonInnovationDistrict.ca

BRAMPTON

INVESTBRAMPTON.CA

Brampton Innovation District Start-up Services Summary

BRAMPTON INNOVATION DISTRICT START-UP SERVICES

Brampton Entrepreneur Centre Co-working Space	Sheridan ED3 LG3	FOUNDER INSTITUTE	Ryerson University Venture Zone	BHIVE	Ryerson University ROGERS cybersecure catalyst	ric CENTRE
Audience	Audience	Audience	Audience	Audience	Audience	Audience
<ul style="list-style-type: none"> Early stage- established Small and main street businesses 	<ul style="list-style-type: none"> Venture fundable Early-stage start-up Social enterprise Sheridan College students and alumni (*not a requirement) 	<ul style="list-style-type: none"> Venture fundable Start-ups Cyber security start-ups High potential founders looking to develop skills Start-ups located across the GTA and beyond 	<ul style="list-style-type: none"> Venture fundable Start-ups Start-ups located across the GTA and beyond 	<ul style="list-style-type: none"> Newcomer entrepreneurs Empowering immigrant start-ups to scale up faster and create business value 	<ul style="list-style-type: none"> Cyber security professionals, start-ups and scale-ups 	<ul style="list-style-type: none"> Technology-based start-ups and scale-ups in Peel Region Advanced Manufacturing, CleanTech, IOT
Resources	Resources	Resources	Resources	Resources	Resources	Resources
<ul style="list-style-type: none"> Co-working space Access to funding On-site small business advisors Business fundamental training seminars Networking events 	<ul style="list-style-type: none"> Incubation space Access to funding Access to start-up advisors Business fundamental training seminars Networking events 	<ul style="list-style-type: none"> Globally recognized and specialized training for founders High powered mentor network Scholarships available for Brampton based companies 	<ul style="list-style-type: none"> Incubation space Access to funding Access to tech focused advisors Business fundamental training seminars Networking events 	<ul style="list-style-type: none"> Start-up Visa application support Immigration support Incubation space Access to funding Access to tech focused advisors Business fundamental training seminars Networking events 	<ul style="list-style-type: none"> Incubation space Private offices Access to funding Access to tech focused advisors Business fundamental training seminars Networking events 	<ul style="list-style-type: none"> Incubation space Private offices Access to funding Access to tech focused advisors Business fundamental training seminars Networking events
Specializations	Specializations	Specializations	Specializations	Specializations	Specializations	Specializations
<ul style="list-style-type: none"> Small Business focus Technology agnostic Access to well-recognized Starter Company Programs 	<ul style="list-style-type: none"> Social Impact focus Technology agnostic Access to Sheridan College knowledge pool and resources 	<ul style="list-style-type: none"> Sector agnostic Tech agnostic + cyber security Access to globally established founder programs and international network 	<ul style="list-style-type: none"> Focused on sectors impactful to Brampton Technology agnostic Access to Ryerson zone network 	<ul style="list-style-type: none"> Sector and technology agnostic Dedicated focus on Start-up Visa Program and newcomer entrepreneurs 	<ul style="list-style-type: none"> Sector agnostic and Cyber Security focus Access to Cyber Security Accelerator and Cyber Range 	<ul style="list-style-type: none"> Sector and technology agnostic focus Access to private office space + established incubator program and network

IDEATION

START-UP

SCALE-UP

DEVIN RAMPHAL
Sector Manager, Innovation & Technology
905.874.3693 | devin.ramphal@brampton.ca
BRAMPTON, Part of the Greater Toronto Area

BRAMPTON
innovation
DISTRICT

BRAMPTON

BRAMPTON'S TALENT PIPELINE

Sheridan Faculty of Continuing and Professional Studies	Ryerson University ROGERS cybersecure catalyst
<p>Sheridan's College Innovation gateway connects entrepreneurs and change makers to innovation supports throughout Sheridan and provides direct access to the Centre for Advanced Manufacturing and Design Technologies (CAMDT) and the Entrepreneurship Discovery and Growth Engine (EDGE) Hub at Brampton Davis Campus. The Davis Campus in Brampton is Sheridan's largest campus with over 12,000 students.</p>	<p>Provides an intensive cybersecurity training and certification program designed to produce high quality cyber talent by providing students from diverse backgrounds the skills they need to launch careers in the cybersecurity sector. This not-for-profit organization is owned and operated by Ryerson University and provides training and certification, support for cyber scale-ups, applied R & D and more.</p>
Algoma UNIVERSITY	Ryerson University The Chang School of Continuing Education
<p>Algoma University's Brampton Campus includes the Algoma School for Business and Economics, and offers four-year degree programs in Business, Economics and Computer Science, with an upcoming Psychology degree and Certification in Community Economic and Social Development.</p>	<p>The Chang School of Continuing Education offers courses on Computer Security and Digital Forensics. Classes include Computer Network Security and Security Architecture and Design.</p>



DEVIN RAMPHAL
Sector Manager, Innovation & Technology
905.874.3693 | devin.ramphal@brampton.ca
BRAMPTON, Part of the Greater Toronto Area

BRAMPTON
innovation
DISTRICT

BRAMPTON

www.BramptonInnovationDistrict.ca

BRAMPTON

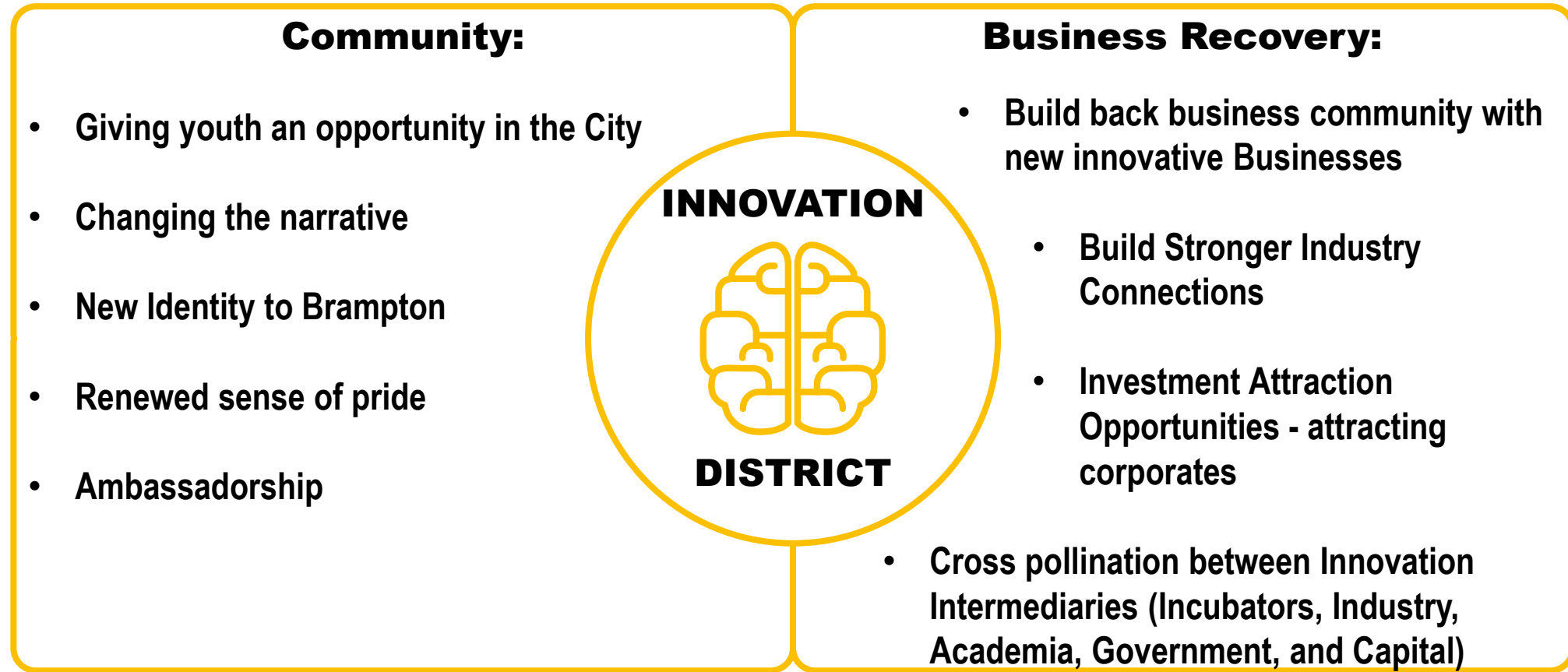
INVESTBRAMPTON.CA

AWARD-WINNING INNOVATION DISTRICT

Brampton's Innovation District has been recognized by the IEDC for our collaborative partnerships with educational institutions.



Why the District?



What's Next for the District?

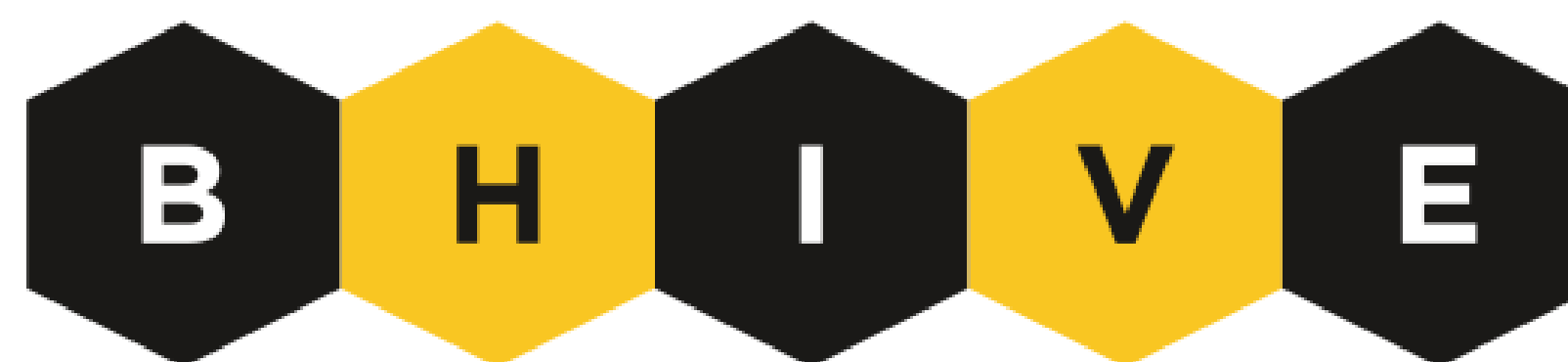
- Raise awareness of the Innovation District by leveraging strategic and impactful marketing opportunities
- Leverage our **transit connections** to position us as a home for talent and technology companies.
- Continue to **differentiate** Brampton's Innovation District from other ecosystems in the region
- Explore program development for BIPOC entrepreneurs and underserved communities
- Attract innovation-style investments and development such as co-living/co-working
- Engage with **Corporate Canada** to find collaboration opportunities in the District
- Identify and cultivate Innovation District **compliments** such as an entertainment district, creative culture district food districts, fashion district and legal innovation districts.

***BRAMPTON MEANS
BUSINESS NOW***



Bhive Launch

April 7, 2021



B R A M P T O N



About BHive

BHive is the new start-up incubator located in the Brampton Innovation District which is dedicated to attracting immigrant entrepreneurs to Brampton

- Toronto Business Development Centre (TBDC) is providing administrative service to launch B-Hive in 2021 and grow scale over the next few years

TBDC has extensive experience as an incubator and specializes in attracting and incubating immigrant entrepreneurs to help grow jobs, business activity, and exports in communities.



BHive Aspirational Goals

- **Incubator of Choice:** Be the top choice for immigrant entrepreneurs under the SUV Program
- **Financially Sustainable:** Be financially self-sustaining, and offsetting all costs and repaying investments by 2023
- **Economic Development:** Start-ups incubated by B-Hive will create jobs and a larger tax base of businesses



BHive

Target Markets

- The primary target market will be India, which is Brampton’s priority target for investment attraction
- India is an attractive market with over 50,000 start-ups of its own and with entrepreneurs that are highly educated, speak English and are often open to emigration
- Entrepreneurs of Indian-origin in “transit countries” are also a target for BHive
- Other markets that are expected to be important are the USA, the Middle East and

China
Primary Market

India

Middle East

Secondary Market

USA

Tertiary Market

China



Bhive's launch will initially focus on building a backlog of accepted applicants...

BHive Value Stream for Immigrant Entrepreneures

BHive's launch plan will initially focus on building a backlog of accepted applicants...



...preparing them for transition to Canada when travel restrictions ease

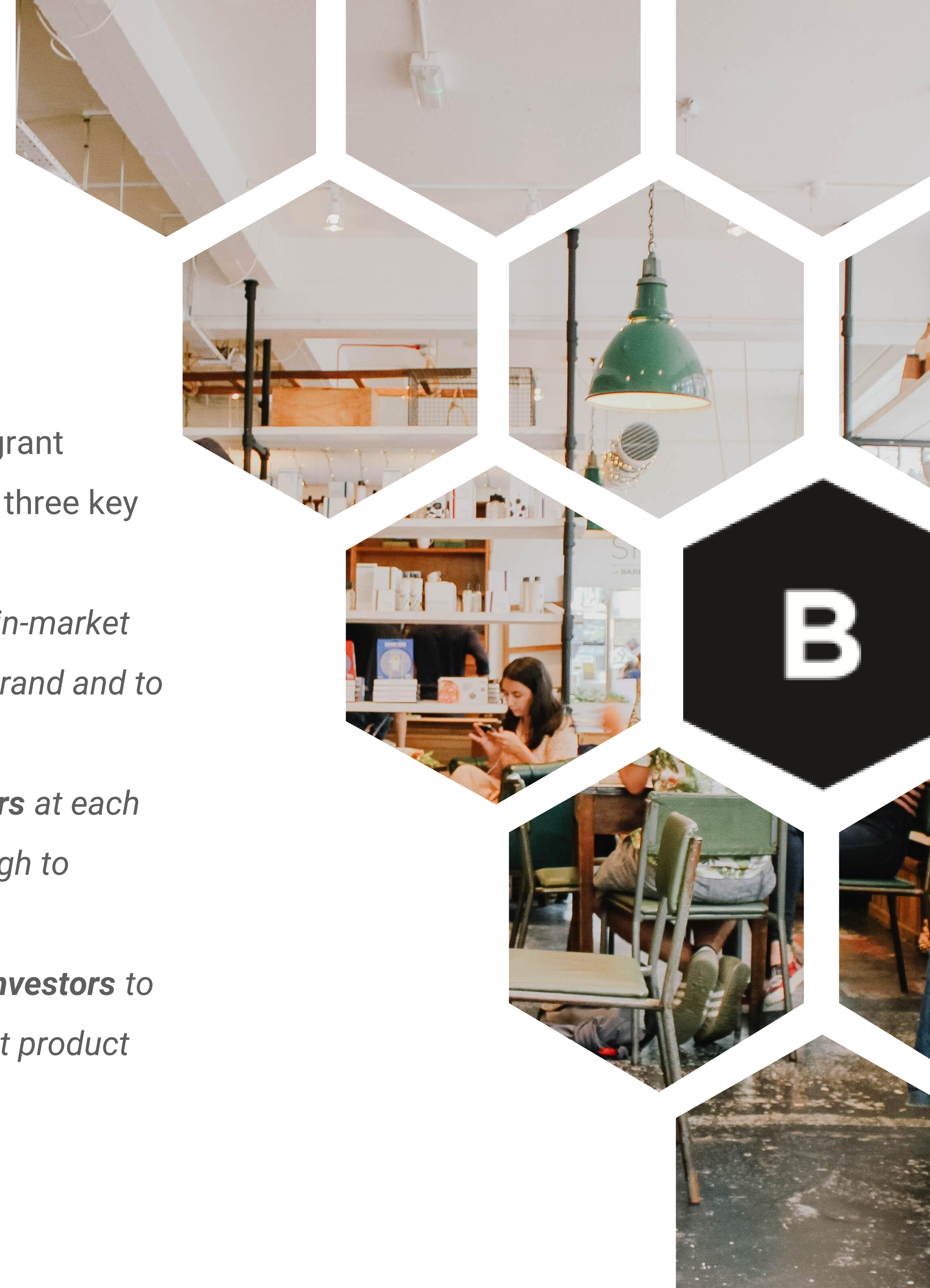
...and putting in place the infrastructure required for future incubator programming excellence and growth.

BHive

Key Success Factors

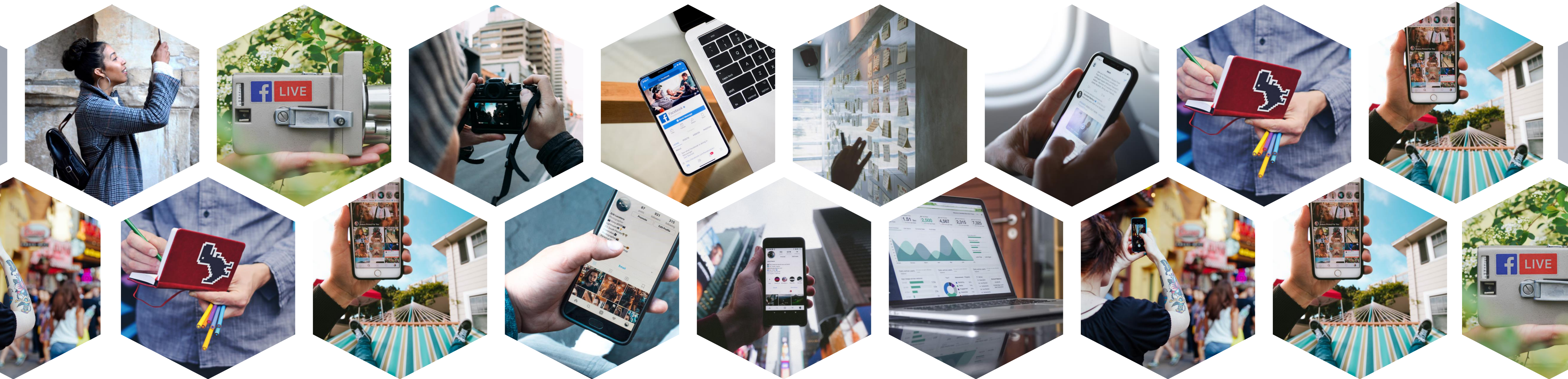
Achievement of BHive's aspiration of becoming the incubator of choice for immigrant entrepreneurs will require execution of a differentiated service strategy, including three key elements:

- Execution of a **multi-faceted marketing plan** leveraging digital channels and in-market partners to educate potential applicants on BHive's offering, build a leading brand and to attract high-quality applicants at the targeted levels
- delivery of a **service offering tailored to the needs of immigrant entrepreneurs** at each step in the value stream from application review, during incubation and through to support for alumni
- **building networks of leading industry partners, subject matter experts and investors** to provide participants with valuable knowledge transfer and mentoring, relevant product testers and early customers, and an engaged pool of investors



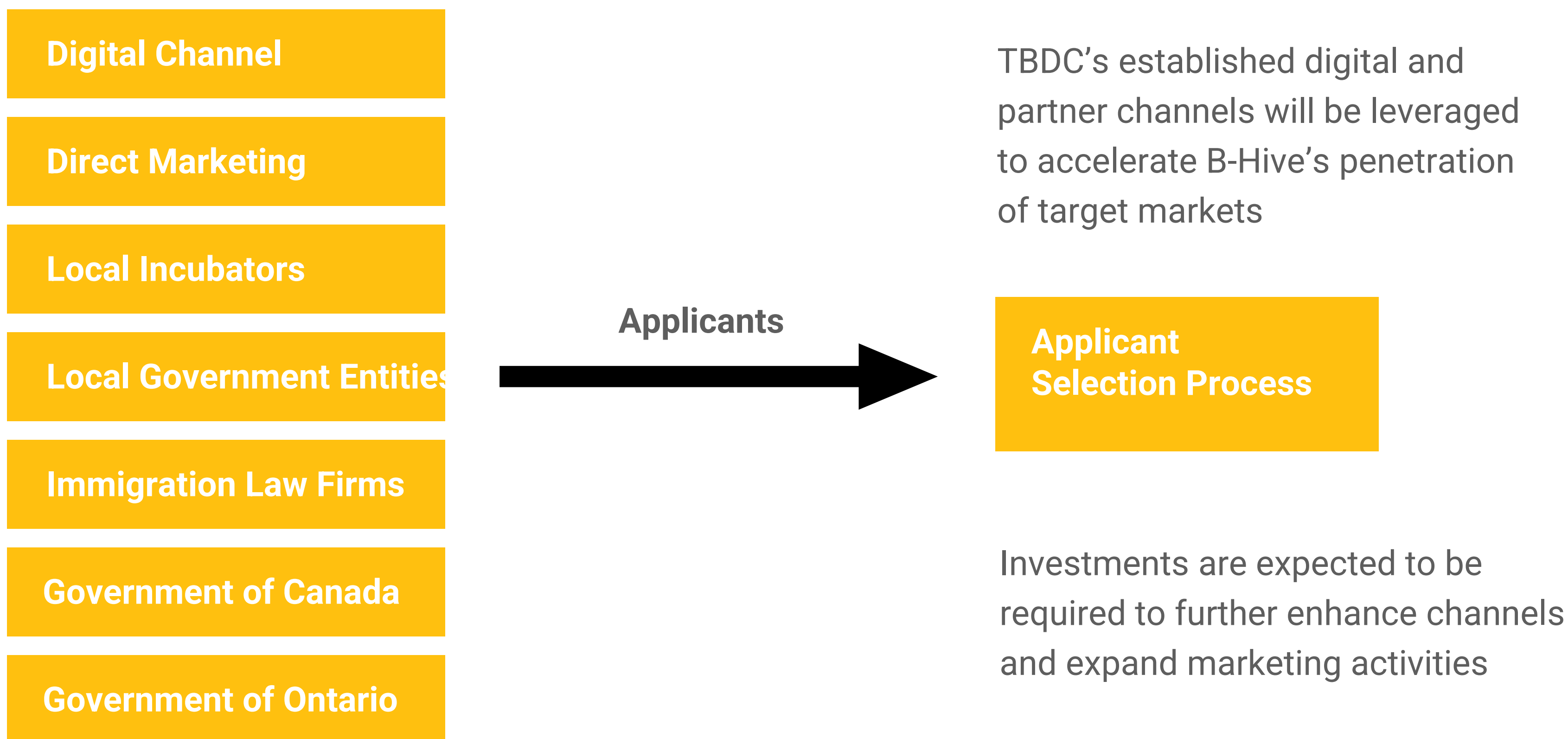
Building the Winning Value Proposition

We will look next at the plan for each element of the value proposition



BHive

Differentiated Marketing Plan



BHive

Value Added Application Process

- BHive will provide applicants with a fast, value added application experience
- Target turnaround is 4-6 weeks, which is faster than SUV Program peers
- Three stage screening ensures only high quality applicants will be accepted:
 - *TBDC staff will screen all applications for completeness and fatal flaws*
 - *Conduct founder interviews for screened applicants, provide them feedback on gaps and prepare the applicant for the final interview stage*
 - *Conduct Panel Interviews with experienced mentors and makes acceptance or decline recommendations based on the quality of the business plan and the founder*
- TBDC begins to match applicants with potential mentors at this early stage

BHive

Support During Immigration Process

The reality of current immigration delays will be mitigated with the following value added services for applicants:

- *referrals to the best immigration lawyers*
- *pre-Incubation Programming is being piloted with partner incubators for applicants from India to prepare them for doing business in Canada while they wait for their visas*
- *TBDC will develop enhanced transition services to help accepted applicants with the logistics of moving to and settling in Canada thereby accelerating their ability to focus on developing their start-ups*



BHive Excellence in Incubator Programming

Over the next 12 months, BHive will build a differentiated service offering across four dimensions which TBDC believes drive start-up incubator excellence.

Knowledge
Building

Customer
Introductions

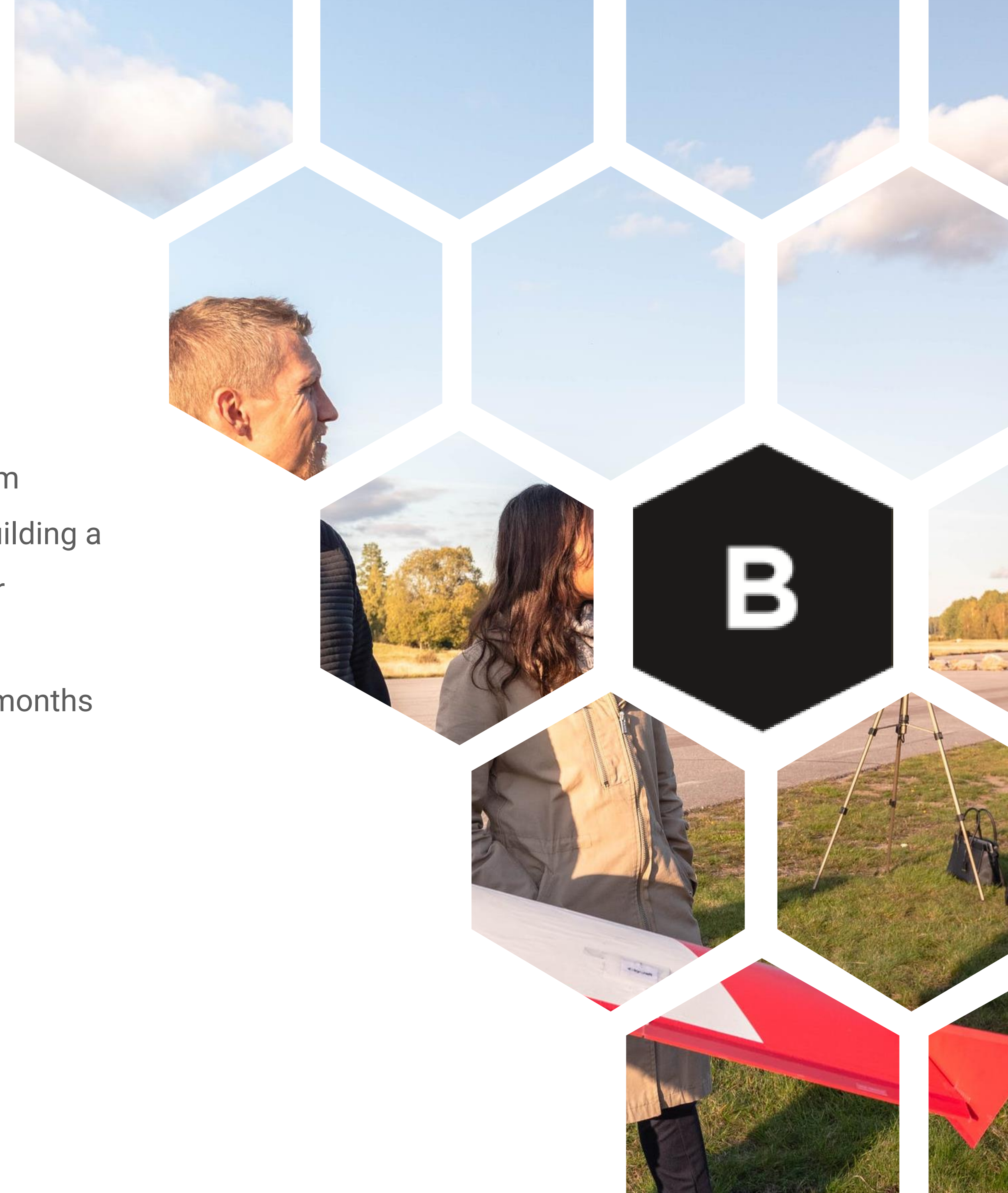
Attracting
Investors

Partner
Services



Conclusion

- B-Hive is all about building an entrepreneurial community and ecosystem
- The launch plan reflects the current context and will initially focus on building a backlog of accepted applicants, while preparing for a surge of incubator participants post pandemic
- This initial plan will guide actions and investments over the coming 12 months and will be adjusted as needed based on the environment and realized experience



Thank You

Q & A



133 MAIN STREET
Pre Consultation
20 St. 250 Units

17 CLARENCE ST Site
Plan Approval
90 Stacked towns

117 QUEEN STREET W
OPA ZBA Subdivision
11 St, 82 Units

24 ELIZABETH ST. N.
Pre Consultation
14 St, 3 St 82 Units

31 GEORGE ST N
Pre Consultation
40 st. 6 st podium. MU res.

130 MAIN ST N
Approved
2 x 29 st. tower
4-st podium

30 MCLAUGHLIN RD S
Pre Consultation
8 St. MU, 110

12 HENDERSON AVE
Site Plan Application
11-storey apart + st. towns
402 units.

10 HENDERSON AVE
Pre Consultation
20 St 440 units

125,123 RAILROAD ST
Site Plan Approval
Conversion Rental to Condo

65 PARK ST
Pre Consultation
11 storey 133 apart. units,

45 RAILROAD ST
Site Plan Approval
365 unit 25 & 27 storey

151 MAIN ST N
Pre Consultation
20-storey MU 324 apart.

219 MAIN ST N
Pre Consultation
Approx. 600 17 storeys.