

# REVENUE OPPORTUNITIES

# 2024 PROPOSED BUDGET

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Building the **Brampton Advantage** for  
**Families**  
**Jobs**  
**Recreation**  
**Transit**  
**Health Care**  
**Community Safety**

# REVENUE OPPORTUNITIES

PROJECT	REVENUE OPPORTUNITY
<b>ASE Ticket Processing Centre</b>	<p>The 2024 Budget proposes startup revenues of \$3.5M from ASE operations, fully offset by equivalent expenditures, for a net zero impact to the property tax base.</p> <p><b>50 Cameras – Continuous Operation</b></p> <ul style="list-style-type: none"><li>• Over a 5-year period, ASE operations are projected to generate annual positive cash flow in the range of \$3M to \$5M, net of expenditures.</li><li>• This revenue projection would result in a breakeven point of 11-25 years, where the City would fully repay capital investments in land, building and equipment.</li></ul> <p><b>185 Cameras – Continuous Operation</b></p> <ul style="list-style-type: none"><li>• Over a 5-year period, ASE operations are projected to generate annual positive cash flow in the range of \$7M to \$17M, net of expenditures.</li><li>• This revenue projection would result in a breakeven point of 3-6 years, where the City would fully repay capital investments in land, building and equipment.</li></ul>

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<b>Carbon Credits</b>	<ul style="list-style-type: none"><li>• The value of the traded global markets for carbon dioxide (CO2) credits is estimated at almost \$1 trillion in 2022. The City of Brampton is in the process of acquiring a consultant through a Request for Proposal to provide consulting services to quantify the City of Brampton's carbon footprint and reductions, and develop a Carbon Offset and Credit Strategy for the City.</li><li>• The consultant will determine the Carbon Offset and Credit Strategy which may generate revenue streams through the creation of carbon credits from GHG reductions in:<ul style="list-style-type: none"><li>• Retrofits and energy efficiency in buildings,</li><li>• Electrification of Fleets/Vehicles,</li><li>• Installation of EV Charging Stations.</li></ul></li><li>• The city will have a more fulsome understanding of the potential revenue from our carbon reduction items in the coming months.</li></ul>

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<b>Sponsorship &amp; Digital Advertising</b>	<p><b>\$1M+ in Sponsorship &amp; Naming Rights</b></p> <ul style="list-style-type: none"><li>• Naming Rights available including Gore Meadows Community Centre and Century Gardens Youth Hub</li></ul> <p><b>Up to \$1M Digital Advertising Phase 2</b></p> <ul style="list-style-type: none"><li>• Phase 1: Bridge Overpasses</li><li>• Phase 2: Digital Billboards on City-Owned Property</li></ul>