

# ***BRAMPTON MEANS BUSINESS **NOW*****

Industrial Commercial Investment (ICI)  
Outreach Program  
Committee of Council  
February 24, 2021

# Overview

- The Industrial Commercial Investment (ICI) industry is vital to supporting Brampton's goals as being an ideal place for investment and job growth.
- The City of Brampton Planning, Building and Economic Development Department recognizes the value of the ICI community in driving economic growth to our community.
- Investment identified as a cornerstone of Brampton's Economic Recovery Strategy.
- Staff have developed a **three phase** outreach program targeting the GTA ICI community.

# ***Phase 1 – Virtual Interactive Sessions***

- Highlighting Brampton's value proposition, and how municipal government can support this sector.
- To date, reached almost 10% of the City of Brampton's Commercial Realty database.
- Utilizing direct email and social media to engage and book sessions.



***Phase 2 – Memberships and Associations***

***Phase 3 – Virtual Commercial Real Estate Forum***

*Thank you*