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ROGERS COMMUNICATIONS RELOCATION

SUBJECT

Rogers Communications is looking to relocate their Brampton Campus from its current presence at 8200 Dixie Road to the “Brampton GO Lands” just south of the Brampton GO Station. This briefing note provides background information and summary notes from an economic development perspective.

BACKGROUND

- Rogers Communications is seeking to relocate their offices in Brampton to have direct access to “Higher Order Transit” (GO Station, LRT, & BRT) and would be the anchor business for the ecosystem emerging in the Innovation District.
- This relocation will help Rogers attract and retain top talent and be in close proximity to education institutions and innovation hubs creating a symbiotic relationship with the innovation ecosystem.

CURRENT SITUATION

- Currently, Rogers’ office facilities at 8200 Dixie Road consist of a one million square foot repurposed former Nortel warehouse on 60 acres of industrial land.
- The space was retrofitted for office purposes, but Rogers feels the premises is outdated, does not align with Rogers employee and workplace needs and does not embody the type of premises they require to attract and retain a top-tier workforce.
- Recently, Rogers has been consolidating and selling its real estate holdings across Canada.
- Rogers is looking to relocate approximately 3,000 employees from the Dixie campus, as well as other corporate offices from throughout the GTA, to a brand new, state-of-the-art, sustainable, transit-oriented, mixed-use development south of the Downtown Brampton GO station.
- The new campus will include a minimum of 200,000 square feet of office/retail uses, with space for additional office uses to be added in phases.
- This strategic location would allow for the emergence of a vibrant transit-oriented community and situate the new Rogers Brampton office at the centre of Canada’s Innovation Corridor, broadening both Rogers and Brampton’s access to talent.
- The downtown Brampton site is the only site being considered in the City.
- This is still considered a competitive situation from an economic development perspective. Other sites in Canada are likely still being considered.

ECONOMIC DEVELOPMENT PERSPECTIVE:

The Economic Development Office’s perspective centres around the perceived advantages of seeing through this relocation as well the disadvantages that may occur from losing this important employer in the City.

<i>Perspective</i>	<i>Advantages</i>	<i>Disadvantages</i>
Relocation decision to Downtown Brampton at Brampton GO Lands	<ul style="list-style-type: none"> Retaining an important Employer in the City. Will be a modern development that is highly flexible and will adapt to changing tech requirements, and state of the art working environment. 	<ul style="list-style-type: none"> If relocation does not occur and Rogers leaves Brampton this will mean a substantial portion of the total tech employees in Brampton will be lost. Tax revenue from the new site would be forfeited.
Environmental Consideration	<ul style="list-style-type: none"> Intensification around Downtown Brampton GO Station, the future LRT and Queen Street BRT promotes transit use, and a stronger case for "2 way all day GO". New building will be high performance and sustainable development aiming for low or zero carbon emission with LEED platinum or better certification (a very high standard) Reduction in Single Occupant Vehicles which are currently primarily used to get to Rogers Campus on Dixie 	<ul style="list-style-type: none"> A failure to intensify development around the Downtown Brampton GO Station could lead to underutilization of the station, which will carry environmental consequences.
Employment	<ul style="list-style-type: none"> Maintaining significant high paying ICT employment in Brampton Approximately 3000 new employees to relocate to Downtown Brampton The new Rogers Campus will attract employees and talent from outside of Brampton into the city There will be an ongoing movement of talent between Rogers Campuses in Kitchener Waterloo and Downtown Toronto Average wage of an ICT employee (the type of Employees at Rogers) according to government of Canada is between approximately \$40.00 to \$60.00/hour (or \$72,800 to \$109,200 annually). 	<ul style="list-style-type: none"> There are not many other businesses that carry the name, brand, and ambition as Rogers and are able to draw in significant employment the way Rogers is able to. A loss of a significant employer for the City of Brampton may carry other indirect consequences such as a loss of confidence in Brampton's potential by other corporates.
Innovation District	<ul style="list-style-type: none"> Rogers would be the anchor business in the Innovation District which is crucial for the District's next stage of development This could also house the company's Cybersecurity unit, which is currently in their Brampton location. This development will bolster and strengthen the Cybersecurity value proposition for Cybersecurity in Brampton. 	<ul style="list-style-type: none"> Complimentary companies that rely on Rogers as a major client may also leave the city (e.g. Iron logic and Trinity Communications). Not having the Rogers development in Downtown Brampton will setback the next phase of development for the

	<ul style="list-style-type: none"> Proximity to Rogers will be key for other Innovation & Tech companies to set-up and stay in Brampton There is potential for complimentary innovation based development to be brought in by virtue of Rogers relocation There is a potential for additional synergies and collaboration to occur with other Innovation District Partners and Post Secondary institutions in Downtown Brampton. 	Innovation District as an anchor tenant is vital.
Downtown Brampton Revitalization	<ul style="list-style-type: none"> Thousands of jobs will be significant for local business, walkable streets, revitalization, economic and talent development This will demonstrate an investment projection of hundreds of millions of dollars for the Downtown. The Rogers relocation development will be a major investment attraction tool and will drive complimentary developments in retail, office and other business who will want to set-up a presence in Downtown Brampton. Help with revitalization of downtown bringing approximately 3000 employees as business clients to main street businesses 	<ul style="list-style-type: none"> Not having significant employment and intensification around the downtown may lead to a loss in confidence by Downtown business for the potential of main street. The company is not considering another site in Brampton to relocate to. This is the only site they are considering in the City. This project is still considered competitive and could go to another City.

RECOMMENDATION

Staff recommend supporting Rogers relocation efforts to Downtown Brampton as this development demonstrates a significant investment from an economic perspective to Downtown Brampton and the Innovation District. The relocation of the Cybersecurity unit from the Rogers Brampton Campus to the Innovation District will bolster and strengthen the Cybersecurity value proposition for Brampton.

Rogers relocation can provide anchor tenant for the Innovation District and will help drive further investments, and attract talent to Downtown Brampton as well as help in the long term revitalization of Downtown Brampton.

This relocation has a very strong potential of also creating symbiotic collaborations between the existing Innovation District partners and Rogers as already demonstrated by the Rogers Cybersecure Catalyst and potential discussion with Ryerson Venture Zone. Rogers has had a strong Innovation focused investment in areas where they have set-up offices.

INFORMATION CONTACTS

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