

**Date:** 2023-10-03

**Subject:** **Brampton's 50th Birthday Celebrations (RM 1/2023)**

**Contact:** **Jason Tamming, Director, Strategic Communications, Tourism and Events**

**Report Number:** Corporate Support Services-2023-844

**Recommendations:**

1. That, the report from Jason Tamming, Director, Strategic Communications, Tourism and Events to Committee Meeting date of October 25, 2023, re: **Brampton's 50<sup>th</sup> Birthday Celebrations** be received; and
2. That Council approve the proposed Brampton's 50<sup>th</sup> Birthday Visual Identity Guide (Appendix 1) and
3. That Council approve the proposed Brampton's 50<sup>th</sup> Birthday Work Plan (Appendix 2)

**Overview:**

- The City of Brampton's 50<sup>th</sup> birthday celebrations will take place throughout 2024, with both city-wide initiatives and events led by City departments.
- A large 'Brampton Birthday Celebration' will take place on June 29, 2024 at Chinguacousy Park.
- Utilizing a broad internal consultation of staff leaders, the theme for the celebrations will be *Chapter 50: Telling the story of Brampton's past, present & future.*
- The City's Corporate logo will be changed to gold for the duration of 2024. The new logo will be used in communications, programming, events, and other City initiatives pertaining to the 50<sup>th</sup> birthday celebrations

## **Background:**

The City of Brampton will be marking its 50<sup>th</sup> birthday (since incorporation) on January 1, 2024.

From a settlement in the early 1800s, to an officially designated city in 1974, Brampton has grown into a dynamic and vibrant city with a proud past and bright future.

Brampton is Canada's 9th largest city, moving from a small population of 500 in 1853 to 656,480 in 2021. It is the fastest growing of Canada's largest 25 cities, and Brampton's growth represents 90.2% of the net population growth within the Region of Peel (between 2016 and 2021). We are a diverse community with 250 cultures speaking 171 languages.

To commemorate the 50 successful and vibrant years of Brampton's growth, various city-wide initiatives and events will be led by City departments, including a dedicated website highlighting celebrations and a special one-year City logo rebrand.

Through a cross departmental working group, staff engaged various internal and external stakeholders to develop and implement a work plan that utilizes the theme of *Chapter 50: Telling the story of Brampton's past, present and future.*

## **Current Situation:**

### **Work Plan Overview**

The City of Brampton's 50<sup>th</sup> birthday celebrations are founded on the theme of *Chapter 50: Telling the story of Brampton's past, present & future.*

Celebrations will begin on December 31, 2023, at our annual New Year's Eve event, and continue throughout the year including, but not limited to, the 2024 Levee, Citizens Awards and Brampton Birthday Celebration. To celebrate this golden jubilee milestone, we will be changing the City's logo to gold and incorporating it in all 2024 promotional material.

A Brampton's 50<sup>th</sup> Birthday Visual Identity Guide (Appendix 1) will guide all year-long marketing and promotional material.

Brampton's 50<sup>th</sup> celebrations will be executed through new initiatives and existing programs and events; details are available in Brampton's 50<sup>th</sup> Birthday Work Plan (Appendix 2). Proposed initiatives for the celebrations include:

- Transit bus wraps
- 50<sup>th</sup> photo opportunity in Ken Whillans Square
- Traveling exhibition display highlighting Brampton's 50 years, in partnership with PAMA
- The Citizens Awards introducing a special 50<sup>th</sup> category to highlight individuals and organizations that have been instrumental to the development of Brampton
- Memorabilia/swag giveaways at events
- Brampton Birthday Celebration on June 29, 2024, which will include stage performances, family-friendly programming and a City showcase

## Engagement and Consultation

Staff will continue to engage with internal and external stakeholders as needed to actualize the implementation of this report

## Corporate Implications:

### Financial Implications:

Each operating department will ensure sufficient funding is requested through the 2024 annual operating budget submissions, subject to Council approval

## Strategic Focus Area:

**Culture and Diversity:** Focusing on cultural diversity, cross-cultural understanding, and supporting artistic expression and production.

Brampton's 50<sup>th</sup> will support diverse businesses, artists, & community members, & raise investments in Arts & Culture

## Conclusion:

The City of Brampton's 50<sup>th</sup> birthday celebrations will highlight the growth and diversity of our city, while bringing together residents to remember their past, celebrate today, and look forward to the future of Brampton. The approval of this report will allow staff to execute the work plan for the December 31, 2023 launch date.

Authored by:

Reviewed by:

---

Meagan Guerra, Manager, Events & Protocol

---

Jason Tamming, Director, Strategic Communications, Tourism & Events

Approved by:

Submitted by:

---

Alex Milojevic, Commissioner, Corporate Support Services

---

Marlon Kallideen, Chief Administrative Officer

## Attachments:

- Appendix 1: Brampton's 50<sup>th</sup> Birthday Visual Identity Guide
- Appendix 2: Brampton's 50<sup>th</sup> Birthday Work Plan