

Office of the CAO		
Department	Activity	Timelines and Completion Date
<b>Economic Development</b>	<ul style="list-style-type: none"> <li>Identify and celebrate business in Brampton with 50 years of service</li> <li>Integrate branding and theme into regular business programs</li> <li>Consuls General event in Brampton</li> <li>Event in partnership with the Brampton Board of Trade</li> </ul>	Begin planning in January 2024
Corporate Support Services		
Department	Activity	Timelines and Completion Date
<b>Information Technology</b>	Dedicated webpage <a href="http://www.brampton.ca/50birthday">www.brampton.ca/50birthday</a>	In progress
<b>Human Resources</b>	<ul style="list-style-type: none"> <li>Long Term Service awards to have a 50<sup>th</sup> theme</li> <li>Staff initiatives and communications throughout the year</li> </ul>	In progress
<b>Strategic Communications, Tourism &amp; Events</b>	Content for dedicated webpage <ul style="list-style-type: none"> <li>A Look Back in Time (important dates)</li> <li>Your Book of Stories (resident/business/tourist submissions)</li> <li>List of all activities through the year</li> </ul>	Begin developing in Fall 2023 to launch January 1, 2024
	Visual Identity Guide and tagline:  <i>Chapter 50</i> <i>Telling the story of Brampton's past, present &amp; future.</i>  <i>Full comms plan, including:</i> <ul style="list-style-type: none"> <li>Golden City logo</li> <li>Dedicated hashtag</li> <li>Marketing &amp; advertising throughout the City</li> <li>Media story pitching</li> <li>Branded Swag</li> <li>Internal Communications (staff engagement)</li> </ul>	Summer 2023 onwards
	Tourism: <ul style="list-style-type: none"> <li>Passport: 50 things to do in Brampton: a self-guided tour of top 50 things to do and see in 2024</li> <li>Use 50th Theme within Farmers Market: Vendors that have been in the City for 50 years-special highlight</li> </ul>	In progress

	<ul style="list-style-type: none"> <li>• Marquee Festival Grants program to encourage events and programming that celebrate the anniversary</li> <li>• Encourage the use of the anniversary theme at community events, including sports events/tournaments</li> </ul>	
50 Anniversary Events	<p>New Year's Eve   December 31, 2023</p> <ul style="list-style-type: none"> <li>• Include programming and key messaging elements to kick of the 50th</li> <li>• Brampton clock tower and sign lighting in Brampton colours (gold and blue)</li> <li>• Gold 6-foot "50" photo-op (to remain in Ken Whillans Square for year)</li> </ul>	Late Fall 2023 onwards
	<p>New Year's Levee   January 2024</p> <ul style="list-style-type: none"> <li>• Greetings (Prime Minister, Premier, etc.)</li> </ul>	Requests to be submitted upon council report approval
	<p>Citizens Awards   May 2024</p> <ul style="list-style-type: none"> <li>• Special recognition "50" category to be added for individuals/organizations that has been active and/or instrumental in the community for 50 years</li> </ul>	<p>Report will be submitted to Council regarding changes/additions to program in Q4 2023</p> <p>Award Ceremony will be held in May 2024</p>
	<p>Brampton Birthday Celebration   June 29, 2024</p> <ul style="list-style-type: none"> <li>• Concert featuring local performances</li> <li>• Family-friendly programming</li> <li>• City showcase (department booths and activations)</li> </ul>	Late Fall 2023 onwards
<b>Organizational Performance &amp; EDI</b>	<p>Equity Office</p> <ul style="list-style-type: none"> <li>• Archeological Management Plan – developing a Consultation and Accommodation process with host Nations.</li> <li>• Orange Shirt and Logo design</li> <li>• National Day of Truth and Reconciliation</li> <li>• TRC Calls to Action using UNDRIP Framework</li> </ul>	In progress
<b>Community Services</b>		
<b>Department</b>	<b>Activity</b>	<b>Timelines and Completion Date</b>
<b>Community Services cross divisional projects (Community Safety &amp; Wellbeing, Parks Maintenance &amp; Forestry, Recreation, Service Brampton, and</b>	<ul style="list-style-type: none"> <li>• Incorporate 50<sup>th</sup> Logo into printed materials and venues</li> </ul>	Year-round
	<ul style="list-style-type: none"> <li>• Exhibit the work of 50 Brampton-based artists in partnership with BAO</li> </ul>	January - December
	<ul style="list-style-type: none"> <li>• Several Neighbourhood Beautification Projects/Public Art Installations in partnership with CSWB, Parks, Recreation, Transit, BFES and Facilities.</li> </ul>	April – September

<b>Cultural Services)</b>	<ul style="list-style-type: none"> <li>• Launch new Arts Walk of Fame Exhibit / Programing at Rose Theatre</li> </ul>	Q2
	<ul style="list-style-type: none"> <li>• Special Arts Walk of Fame Induction (cross departmental collaboration)</li> </ul>	TBC
	<ul style="list-style-type: none"> <li>• Brampton Concert Band &amp; Jazz Mechanics ft Liberty Silver <i>Title TBC (50 years of Songs)</i></li> </ul>	April
	<ul style="list-style-type: none"> <li>• AWOFF/ Brampton Artists as part of Brampton On Stage 2024 Season(s)</li> </ul>	Year-round
	<ul style="list-style-type: none"> <li>• This is Brampton and Co-Presentations with community partners to include 50<sup>th</sup> branding</li> </ul>	Year-round
	<ul style="list-style-type: none"> <li>• Highlight the work of 50 non-profit organizations receiving Advance Brampton Funding</li> </ul>	Q1 2024
<b>Public Works and Engineering</b>		
<b>Department</b>	<b>Activity</b>	<b>Timelines and Completion Date</b>
<b>Facilities Operation &amp; Maintenance</b>	<ul style="list-style-type: none"> <li>• Incorporate 50<sup>th</sup> logo into printed and electronic materials</li> <li>• Support events and activities held at City Hall and FOM Facilities (clock tower lighting, “50” photo-op in KW Sq, Farmer’s Market)</li> <li>• Provide Security support for events and activities held city wide</li> </ul>	Year-round
<b>Planning, Building and Growth Management</b>		
<b>Department</b>	<b>Activity</b>	<b>Timelines and Completion Date</b>
<b>Integrated City Planning</b>	Heritage: Update A Walk Through Time - Downtown Heritage Walking Tour book	In progress
<b>Fire and Emergency Services</b>		
<b>Department</b>	<b>Activity</b>	<b>Timelines and Completion Date</b>
<b>Brampton Fire</b>	Vehicle 50 <sup>th</sup> decals for all fire trucks and staff vehicles	April
	50 <sup>th</sup> Decal for fire stations front man doors	April
	Fire trucks to be scheduled to attend significant celebration events	Ongoing
	Children's fire helmets at the celebration includes 50th anniversary decal on them	Year-round
	Key fire department historical timeline for 50 years of BFES on a banner or banners for front lobby of HQ	Launch May 4, International Firefighter Day
	Full fire truck wrap with key fire department historical timeline for 50 years of BFES	Launch May 4, International Firefighter Day

<b>Brampton Transit</b>		
<b>Department</b>	<b>Activity</b>	<b>Timelines and Completion Date</b>
<b>Transit Development, Operations &amp; Services</b>	Provide free shuttle service to 50 <sup>th</sup> celebration event	Early spring for event to take place end of June
	Bus Destination signs for 50 <sup>th</sup> celebration	Week prior to event date of celebration
	Brampton Transit Bus Wrap	Depending on the duration of how long the wrap will be placed.
	Integrate the 50th branding on the front of the Rider Guide Map	Creative to start July Completion / in circulation September 2024
	Include the 50 <sup>th</sup> logo on the Read and Ride throughout the year	Printed every 6-8 weeks
<b>External</b>		
<b>Partner</b>	<b>Activity</b>	<b>Timelines and Completion Date</b>
<b>PAMA</b>	Joint campaign: 50 Best Photos of Brampton in the past 50 Years (photo contest)	In progress
	<p>The Region of Peel Archives to develop a series of eight display walls, related to Brampton's history, relying heavily on images and other visually engaging content from its collection. The panels will explore different themes, including the lead up to the creation of the City, what the anniversary means, and historical and cultural highlights from the last 50 years.</p> <p>Panel Set 1: Brampton's history up to 1973. Including the land itself, Indigenous history, the treaty, settlement, industry, and growth.</p> <p>Panel Set 2: Why the City was created from smaller municipalities, and how that impacted residents.</p> <p>Panel Set 3: City of Brampton's first 25 years, 1974 to 1998. One highlight or headline from each year from the corporation itself, with community history also noted.</p> <p>Panel Set 4: City of Brampton's second 25 years, 1999 to 2024.</p>	<p>The first phase of the exhibition would see the complete display debut at Brampton City Hall at the 2024 Levee, and then travel to other suitable venues as a set.</p> <p>Eventually, the exhibit would be broken into modular groups of two wall panels at a time, and travel to City venues including libraries, recreation centres, etc.</p>
<b>Brampton Library</b>	Speakers Series: <ul style="list-style-type: none"> <li>• Pre-recorded, presentation of Brampton's oral history</li> </ul>	In progress

	through prominent Brampton figures. Including Terry Miller, Bill Bailey, first south Asian residents, etc. Town crier proclamation for anniversary	
	Recommended reading list(s)	In progress
	Button Maker: celebrating Brampton's 50th buttons	In progress
	In-person branch program: bringing together old and new residents to share their formative Brampton experiences	In progress
	Brampton Library 50 year photo retrospective exhibit	In progress
	Library Youth Volunteers: their reflections of Brampton	In progress