

COMMUNITY ECONOMIC PROSPERITY

NAVIGATING CHANGE



TO BE OR NOT TO BE?

- Declining downtowns across Canada and the United States in the 1990's
- Brantford was no different...

OR COULD IT BE.....

- **GROUND ZERO**
- **VISION**
- **STRATEGY**
- **MAKING IT A REALITY**
- **BUILDING A LEGACY**

WRITING HISTORY



The City of Brantford is poised to become a **21st Century City**.

Partnerships with the post-secondary institutions will play a key role in the educational attainment and development of our **workforce** which will **diversify** the community's **economic base** and enhance the ability of the City to **attract** and **retain** residents, businesses and students to service the new economy.

A NEW DIRECTION

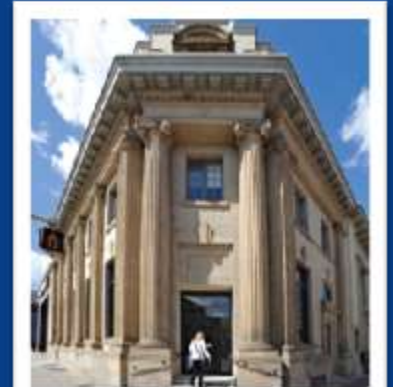
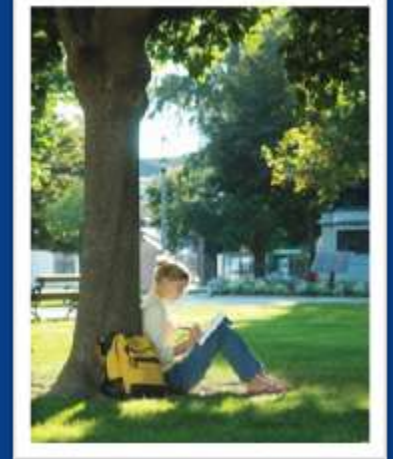
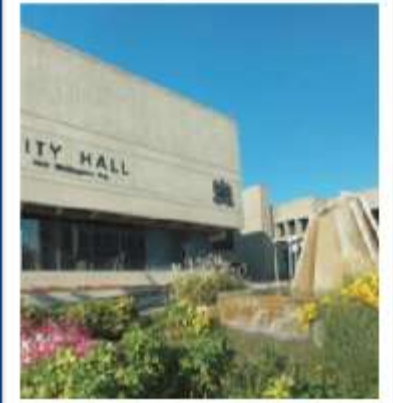
Brantford has cultivated successful partnerships...



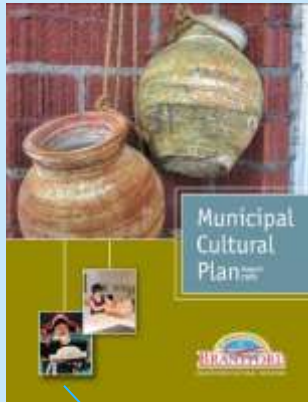
Partnerships are key and lead to....

- Better use and efficiency of tax payers money
- Ability to meet long term needs of community
- Leverage resources to attract other partners and third party investment
- Investments in post-secondary, heritage, community space/interaction and to a slower degree commercial enterprise

Mutual Prosperity



The City is moving cohesively to build a 21st Century City...



21st Century City



REAPING THE REWARDS

Total Contributions from City of Brantford
towards Post-Secondary Expansion
(2000-2010):
\$17.0 million

Total Brantford Economic Benefit (1998-2005)

- 1393 part-time jobs
- 1043 full-time jobs
- \$32.2 M estimated economic impact

Forecasted Total Economic Benefit (2005-2010)

- 765-940 jobs
- \$100-135 M estimated economic impact
- \$24.2 M in construction investment
- **Actual to date: exceeds \$60M**

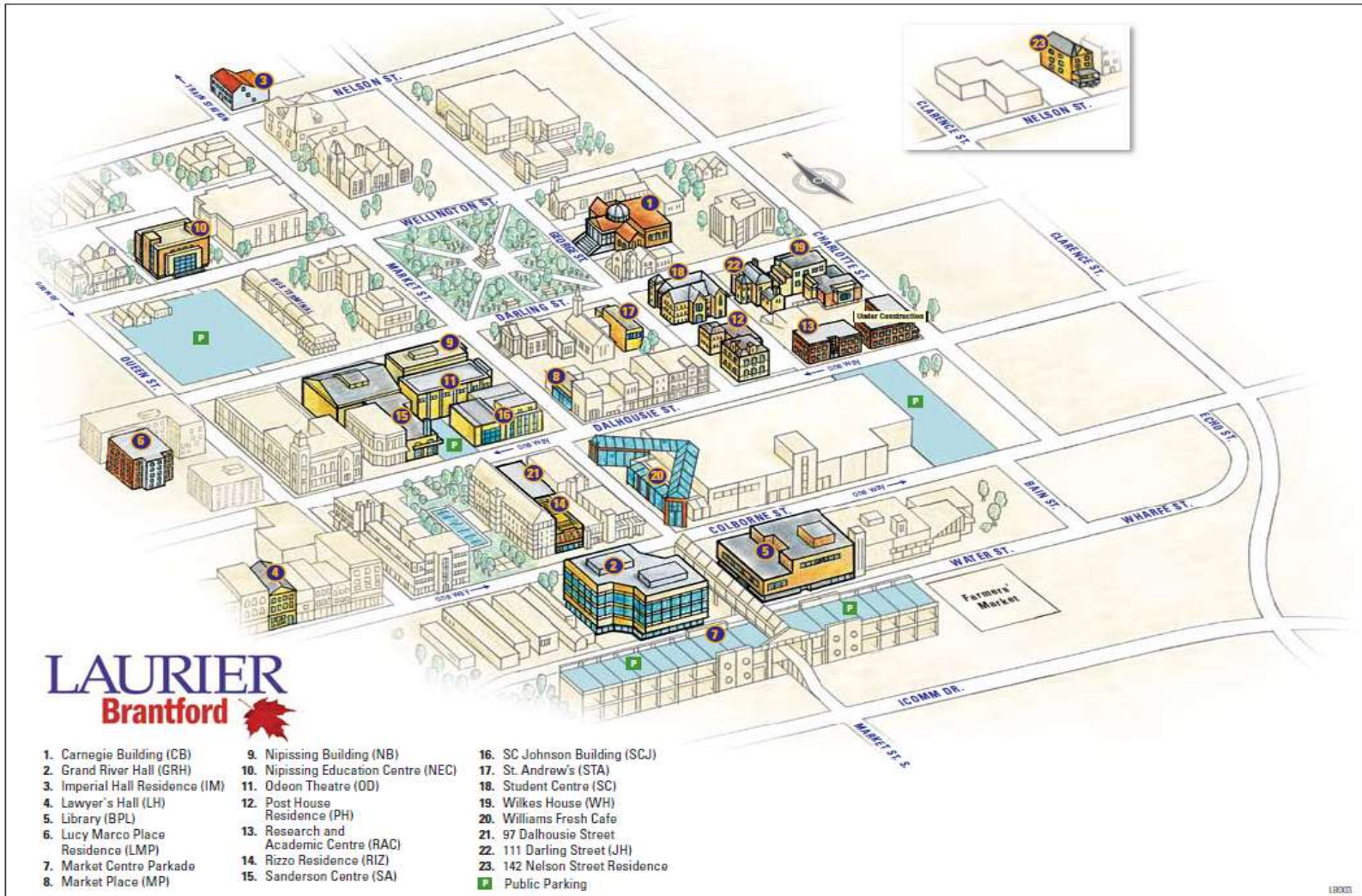
BENEFITS OF POST-SECONDARY EXTEND BEYOND THE CITY

REGIONAL BENEFITS

- Brant County stakeholders see post-secondary expansion as catalysts and enhancement in creating a more favourable climate for employment and graduate retention in the County
- Benefits to the City of Brantford produce spin-offs for Brant County
- Assist with employment attractiveness and young adult retention
- Six Nations positive about the expansion of post-secondary from both a cost minimization and culture adjustment perspective



RE-INVENTING DOWNTOWN BRANTFORD



INVESTMENT ATTRACTION & REDEVELOPMENT



GROWING NEW OPPORTUNITIES

- In the next 20 years, the population of Brantford and Brant County is forecasted to grow 29% (from 93,000 to 120,000).
- In the next 12 years, Laurier Brantford expects to grow from 2500 students to 15,000 students.
- Continued Strategic Partnerships with Post-Secondary, Private Sector Investors and the Municipality will meet the needs of the community



FUTURE PROJECTS:

\$65 MILLION INVESTMENT

600+ JOBS

COMMUNITY RECREATION COMPLEX

STUDENT HOUSING

COMMERCIAL DEVELOPMENT

.....and the result is.....

ECONOMIC DEVELOPMENT

THROUGH STRATEGIC

PARTNERSHIP



SUMMARY OF ECONOMIC BENEFITS

21st Century City

Leveraging capital investment and forming strong partnerships

Attract further investment to the downtown

Meeting the recreational needs of a growing community at an affordable price.

Continue to increase cultural diversity and vibrancy through student retention.

A sustainable educated workforce that will assist in the attraction, retention, and develop of local industry.

Increased programming and year-round courses to students.

CONCLUSION

- Proven partnership with successful track record
- Project reflects the four pillars of Community Prosperity in the creation of a 21st Century City
- Post-secondary will continue to be a key economic driver
- Continued diversification of economic base and building of quality, educated workforce
- Strongly supported regionally by both community and industry

