



Lorne McCool, City Manager

Year 2000 will be remembered as a time of great celebration, anticipation and activity in Brampton. As a new millennium dawned, Brampton's population reached 325,000 people placing the City as the 3rd most populous in the Greater Toronto Area and 13th in Canada.

Testament of our success in 2000 was the fact Brampton finished as the 5th most active construction market in Canada. An unprecedented achievement for our City. In real terms, we issued building permits representing a total construction value of \$1.1 Billion dollars.

We also welcomed our newest corporate citizens, in Coca-Cola Bottling Company, Asea Brown Boveri (ABB Body-in-White), Siemens Automation, ACCO Canada, Magna International and Southern Graphics who showed tremendous confidence by investing millions of dollars in their new Brampton operations. Jobs and investment are very important elements of Brampton's success and the City's reputation as a business centre for manufacturers and corporate headquarters has never been stronger. In addition, we greeted many new residents who moved to Brampton in 2000.

Within this context, I am pleased to present the millennium edition of our Corporate Annual Report 2000. It reflects the many accomplishments and successes of a banner year in Brampton. The theme of this publication reflects Brampton's prosperity, vitality, diversity, sustainability and efficiency as a local municipal government.

In fact, the Four Cornerstones of our strategic plan embraces a high quality of community life, a prosperous and diversified economy, excellence in local government, and an efficient transportation network. Throughout the city, you can see evidence of our strategic plan in action.



Our success continues to be rooted in the dedicated staff who deliver the day-to-day services offered by the City of Brampton. City employees consistently deliver excellence to the City's many customers. Whether our United Way program, initiating new service programs or competing for national and international awards our staff commit a very high level of energy and pride in their work. They deserve a tremendous amount of thanks.

The next few years present extraordinary challenges for all municipalities as the complex demands of a growing economy and changing legislation continue to manifest. We intend to achieve our goals through sensible planning, fiscal responsibility, and meeting the expectations of our citizens.

Brampton's reputation as a clean, green, and safe city has evolved over many years because residents, volunteers, businesses, and local government work together to make this the best city it can be. Your active involvement in creating a healthy, dynamic, and progressive community means a brighter future for you, your family, and your business. As the City Manager of this diverse and prosperous community, I am honoured to work alongside such a dedicated team. In 2000, there was a high level of customer satisfaction for Brampton's municipal services and this trend continues to grow. This is a strong public endorsement. In the upcoming years, I am committed to constantly improving customer satisfaction levels in our City and to get them to the highest plateau possible.

As our 150th anniversary approaches in 2003, I take great pride in watching Brampton mature as a modern 21st century City.

Lorne McCool
City Manager



The Brampton City Hall Clock Tower

A P R O S P E R O U S E C O N O M Y



Brampton is home to many national and multinational corporations

A leading city based on a prosperous and diversified economy relies on planning and marketing to attract its share of wealth in an extremely competitive global market. Brampton has rapidly become the destination of choice for forward-thinking companies, highly educated and skilled workers, and advanced technologies. Its bedroom community days put to rest, 40 to 50 percent of Brampton's labour force now live in Brampton.

The city is renowned for its open entrepreneurial and corporate climate, which local officials encourage through cost-effective business approval processes that are consistent, free of red tape, and flexible. The Coca-Cola Bottling Company announced the single largest facility investment it has ever made — \$150 million to be invested in a 630,000 square foot building at Highway 410 and ETR 407 in Brampton. Scheduled for completion in 2001, it will be the largest production and sales operation in the Canadian Coca Cola Bottling Company family, and will add 604 employees to the work force.

Brampton's economy performed well beyond all expectations. The City became the fifth most active construction market in Canada. For the first time, the construction value of permits issued surpassed \$1.1 billion dollars – 47 per cent higher than in 1999. Over 4,000 jobs were created, and 258 businesses relocated or started in Brampton.



In 2000, major investors as well as small and medium sized enterprises discovered a positive business environment in Brampton provided by two key departments: the Planning and Building Department and the Brampton Economic Development Office. These groups work hand-in-hand to ensure clients are provided with the highest level of service.



To foster economic growth and job creation, the Small Business Enterprise Centre – a public/private partnership – helps thousands of clients to realize their business aspirations every year, and provides convenient customer service through its street-level access. The Centre responded to 14,808 inquiries in 2000, and was featured on City TV's Breakfast Television.

In 2000, the City of Brampton Economic Development Office and Small Business Enterprise Centre were awarded the prestigious Royal Bank of Canada sponsored "Platinum Award" for being the best Community Economic Development Program in the country.

**Promoting
a wealth of jobs
and new
business
opportunities**

Total Construction Activity Value of Building Permits, 1990-2000





Coca-Cola, Part of Brampton's Corporate Family

SUCCESS IN NUMBERS (2000)

3,109,000 people used parks and recreation facilities

30,000 volunteers removed 120,000 tons of garbage

700 trees planted in neighbourhoods

3,000 seedlings planted in valley lands

170 parks adopted

6 new parks completed

570 sports excellence awards

Brampton reflects
the social, recreational
and cultural nuances
that are woven into its
colourful tapestry of
community life.



Chinguacousy Park, an oasis in the City

More than 325,000 people from all corners of the globe have planted their hopes and dreams in one of Canada's most respected cities. Private citizens and businesses feel confident in the lifestyle that can be achieved in a city that takes pride in its attractive neighbourhoods, healthy communities, natural resources, heritage treasures, safe neighbourhoods and future opportunities.

The people of Brampton can enjoy life to the fullest. The City offers citizens diverse opportunities for social, cultural, and recreational enrichment.

Over the past year, more than three million visitors, residents and clients enjoyed our parks and recreation facilities. Brampton remains committed to providing a high quality of life through programs that taxpayers have come to expect, while cost-efficiently managing the demands of an expanding urban population. Recreation services are delivered at a community level with an eye on ensuring, where they apply, user fees are competitively positioned.



Sports is a big player in Brampton

