

Business Ambassadors Advisory Committee (New)

Composition:

Eleven members, who represent businesses of various sizes from across Brampton's key sectors, which include: Advanced Manufacturing, Innovation and Technology, Food Processing, Health and Life Sciences.

The members will be representative of Brampton's diversity.

Members of Council, as determined by Council.

Term of Office: Concurrent with the term of Council, ending November 14, 2026, or until successors are appointed

Established by: Council Resolution (anticipated December 14, 2022)

Meetings: Four times annually

Reports to: Committee of Council, Economic Development Section

Supported by: City Clerk's Office and the Economic Development Office

Committee Structure/Responsibilities:

The purpose of the Committee is to engage Brampton's business community to further the City's economic growth, with a particular focus on attracting new investment and business retention and expansion. This new level of engagement builds upon the recent accreditation status of the Economic Development Office, whereby the City of Brampton Economic Development is now an officially accredited economic development organization with the International Economic Development Council. Only 70 such organizations in the world have such a status.

Ambassadors are business leaders who recognize the importance of promoting Brampton within their networks and actively participating in the growth and economic development of the City, and/ or who bring sophisticated technical knowledge and insight of industry.

An Ambassador's role will be to endorse Brampton as a place to invest. Ambassadors will be provided with the information and resources to speak in a unified voice and will share referrals and opportunities with the Economic Development Office. Ambassadors will work closely with the City's Economic Development Office, other Ambassadors, Mayor, Chair and Vice Chair of the Economic Development Committee and the many partners that provide services and supports within the local and international businesses. Ambassadors are individuals that bring existing business networks locally, nationally and internationally.

Outcomes include: investment growth, job retention and creation.