



**CITY OF VAUGHAN  
ECONOMIC PROSPERITY TASK FORCE AGENDA**

**This is an Electronic Meeting.**

**Tuesday, September 22, 2020**

**8:00 a.m.**

**Electronic Meeting**

**Vaughan City Hall**

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	<b>Pages</b>
<b>1. CONFIRMATION OF AGENDA</b>	
<b>2. DISCLOSURE OF INTEREST</b>	
<b>3. COMMUNICATIONS</b>	
<b>4. DETERMINATION OF ITEMS REQUIRING SEPARATE DISCUSSION</b>	
1. COVID-19 IMPACT OPPORTUNITY STATEMENT REVIEW AND DISCUSSION Discussion with respect to the above (statement is attached).	2
2. CITY BRANDING: MARKETING, OUTREACH AND EDUCATION Presentation by Economic Development Officer, Michelle Samson, with respect to the above (presentation is attached).	3
<b>5. ADOPTION OF ITEMS NOT REQUIRING SEPARATE DISCUSSION</b>	
<b>6. CONSIDERATION OF ITEMS REQUIRING SEPARATE DISCUSSION</b>	
<b>7. NEW BUSINESS</b>	
<b>8. ADJOURNMENT</b>	

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# Meeting #1 Recap

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## **Covid-19 Impact Opportunity Statement**

Recent challenges have demonstrated that an economy needs to be adaptable, flexible, and the inter-dependencies of sectors need to be acknowledged and fostered in order to drive resilience and success. Furthermore, the physical and program infrastructure needs to be in place to help organizations be flexible and adapt to challenges.

# The Vaughan Advantage



# Why Vaughan?

**All access, no compromise**

## **Vaughan's advantages**

- Prime location
- Strong economy
- Diverse economy
- Connected to talent
- Embedded in innovation
- Ambitious projects
- Satisfied businesses
- Satisfied residents
- Service Excellence





# Prime Location

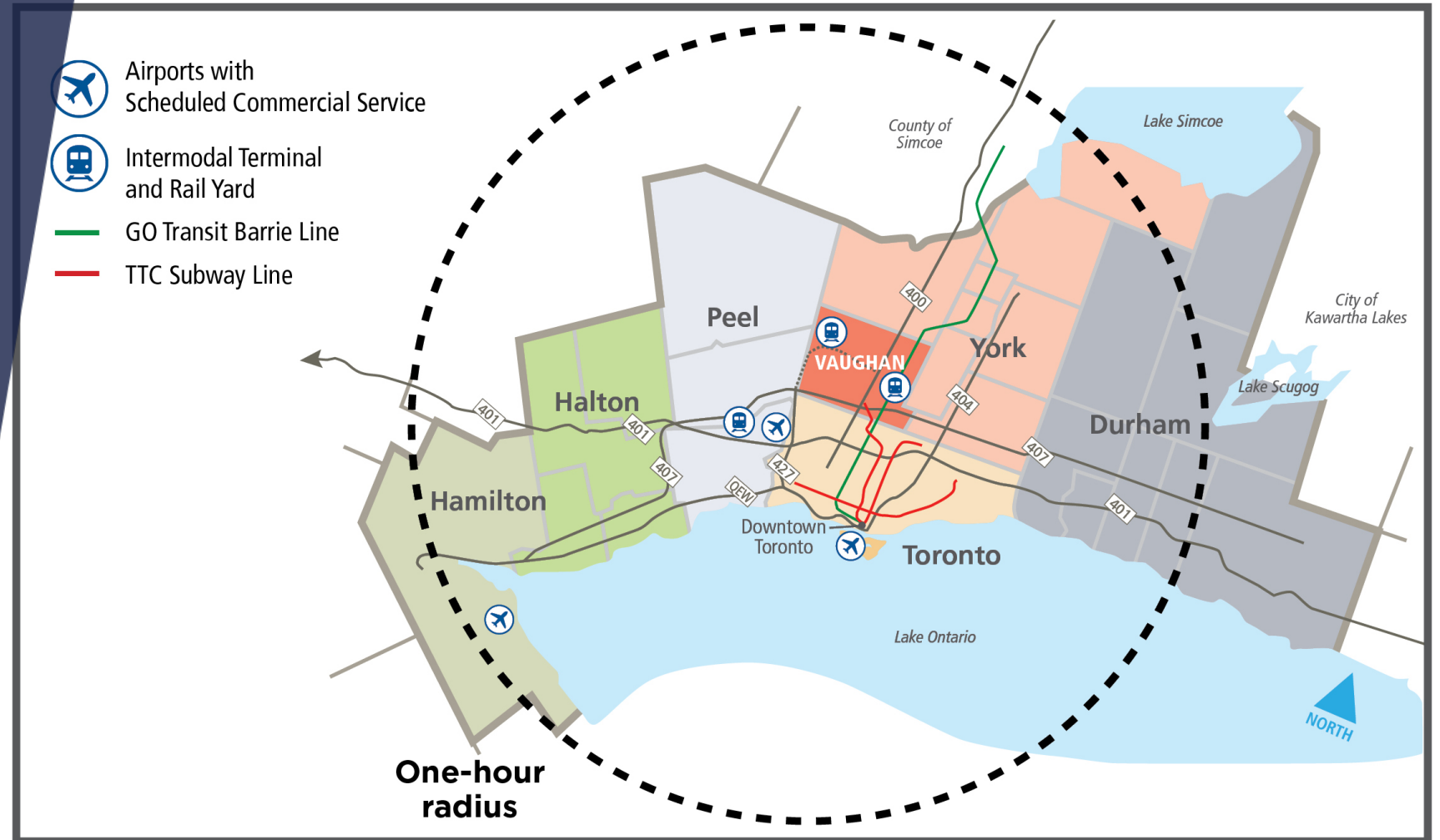
## Access to domestic and international markets

### Greater Toronto

Central to downtown and suburbs  
Major highways  
Commuter transit links

### Canada and International

Pearson Int'l Airport  
Intermodal Terminals  
CN Rail Yard



# Strong Economy

**4th largest business centre in the GTA**

**Largest economy in York Region**

**Growing local population**

More than 325,000 residents  
Projected to reach 500,000 by 2041

**City building continues**

1,040 permits valued at over \$327 million issued Jan 1 to May 31, 2020

**GROSS DOMESTIC PRODUCT**

**\$24.2 BILLION**

2% year-over-year growth

**TOTAL EMPLOYMENT**

**227,000+**

6% year-over-year growth

**4%**

**ECONOMIC GROWTH RATE**

**BUILDING PERMITS ISSUED BY THE CITY OF VAUGHAN IN 2019**

**BUSINESS ESTABLISHMENTS**

**19,100**

**\$1.316 BILLION**

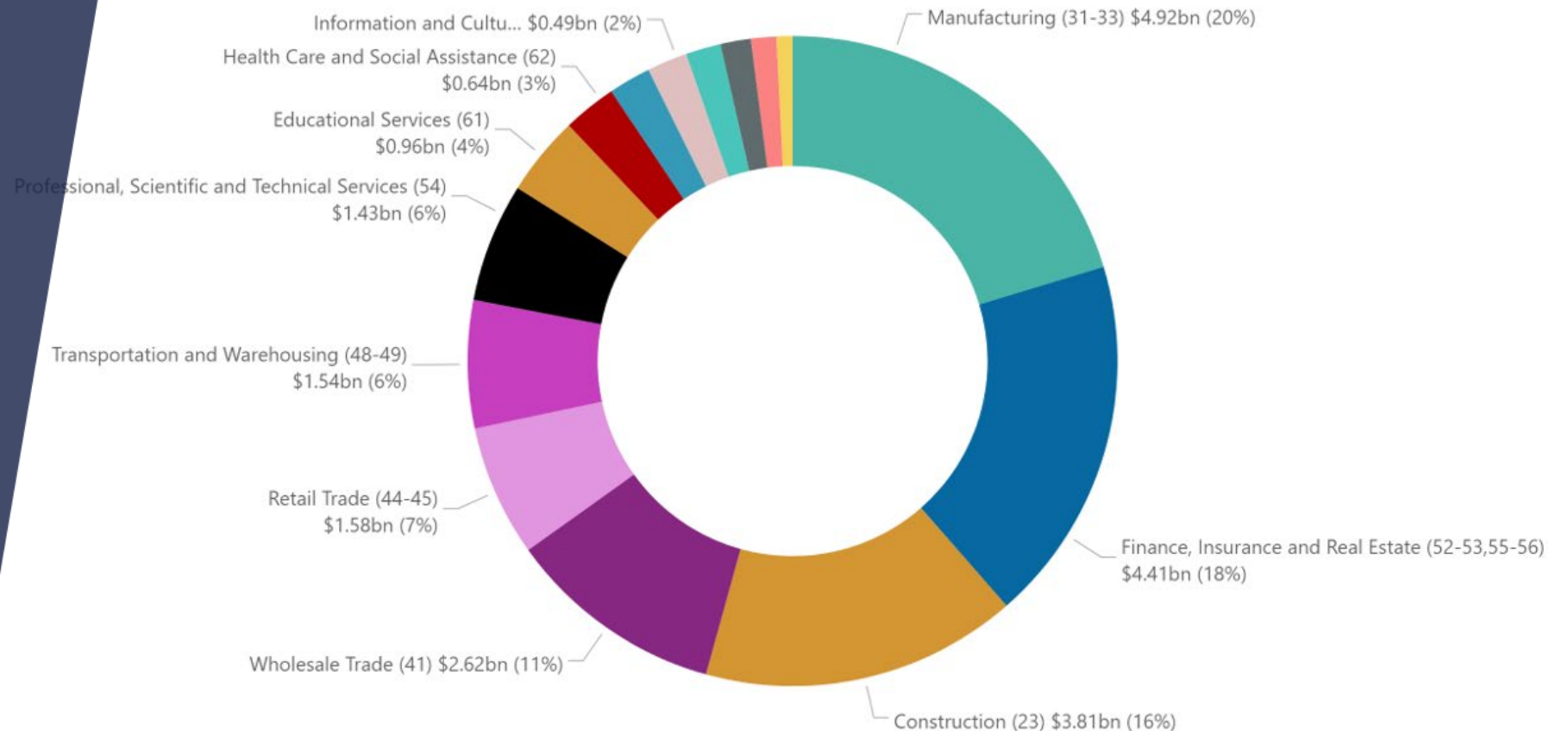


# Diverse Economy

## Major Employers

Adidas Canada  
Bondfield Construction  
Canada's Wonderland  
Condrain  
Costco Wholesale  
FedEx  
Ganz  
GFL Environmental  
Grand & Toy  
Highlight Motor Group  
Home Depot  
Kohl & Frisch  
KPMG  
Magna P&F Tool & Die  
Mircom  
NPL Canada  
OZZ Electric  
Recipe (Cara Foods)  
SCIEX  
SmartCentres  
Telecon Design  
Toromont CAT  
United Parcel Service Canada

Real GDP of Vaughan in 2019 by Sector (in chained 2007 Canadian dollars)





# Connected to Talent

**Within a one hour drive:**

**Large and growing talent pool**  
3 million workers

**Educated and in demand**  
68% post-secondary attainment  
2.25 million post-secondary  
educated workers

**Robust pipeline**  
20 universities and 28 colleges  
170,000+ university students  
118,000+ college students  
Niagara University in VMC

**Diverse**  
160+ languages spoken





# Embedded in Innovation

**Part of Canada's second largest tech hub**

## **York Region tech hub**

4,300+ tech firms

60,000+ tech-based jobs

## **Ecosystem assets**

ventureLAB

Incubators

Innovation hubs

Campus-linked accelerators

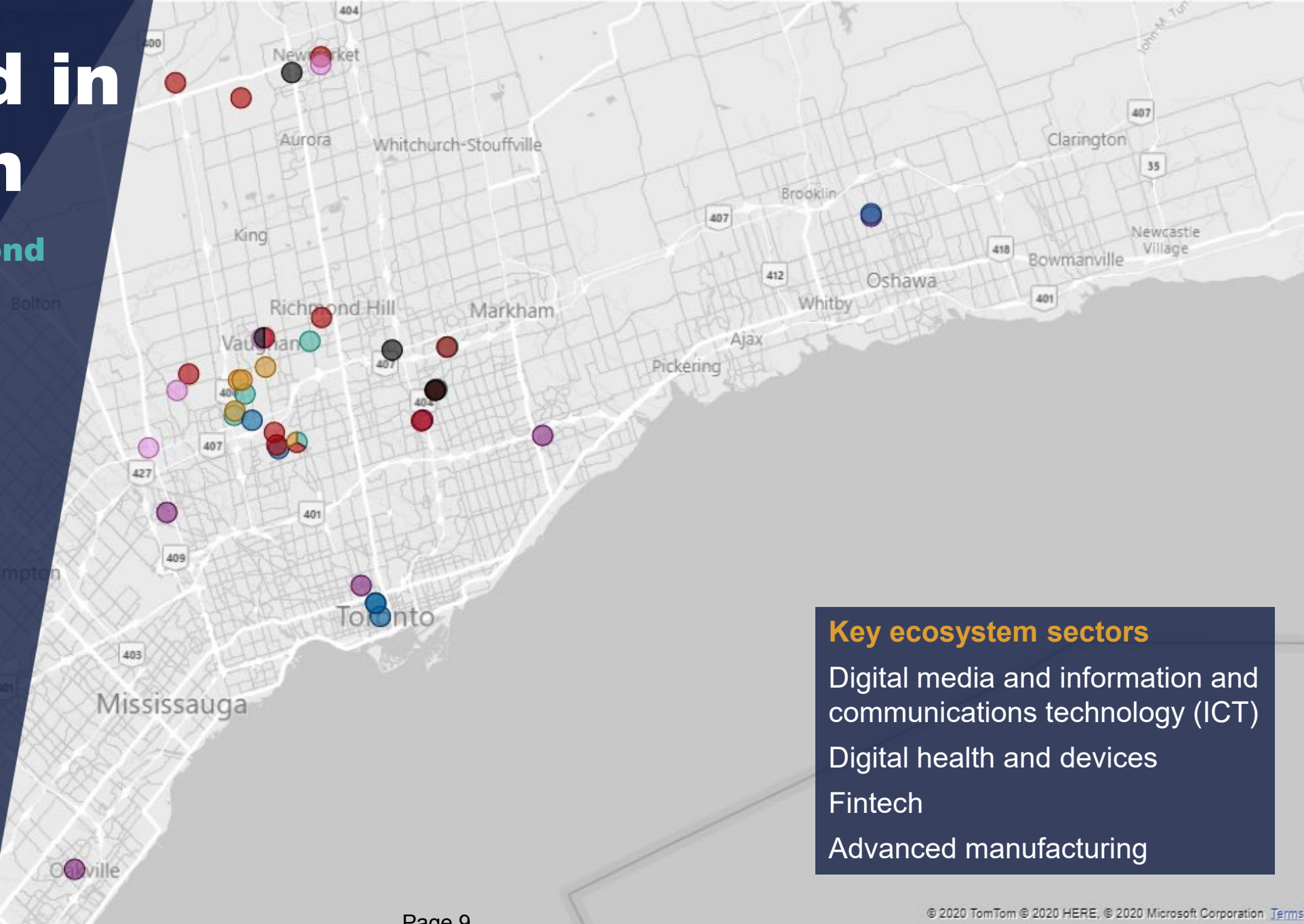
Coworking and shared offices

48 colleges and universities\*



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● College ● Funding and Investment ● Innovation Centres, Hubs and Incubators ● Makerspaces ● Shared Office Space ● Small Business Enterprise Centre ● University



## **Key ecosystem sectors**

Digital media and information and communications technology (ICT)

Digital health and devices

Fintech

Advanced manufacturing

# Innovation Corridor

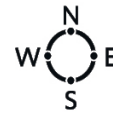
One-hour  
radius



VAUGHAN  
METROPOLITAN  
CENTRE

YORK UNIVERSITY

DOWNSVIEW PARK



SPADINA

ST. GEORGE

QUEEN'S PARK

ST. PATRICK

OSGOODE

ST. ANDREW

UNION

Mackenzie Vaughan Hospital  
Smart Hospital

VMC - Downtown Vaughan  
Niagara University  
VMC Mobility Hub  
Rapid and local bus service  
to York Region and Brampton

York University  
Third-largest university in Canada

Downsview Aerospace Hub

University of Toronto  
Largest university in Canada

MaRS Discovery District:  
Research park and innovation hub comprised  
of **7 million square feet** of facilities, including  
hospitals, research institutes, business  
incubators and venture capital organizations

- J Labs@Toronto
- MaRS Innovation
- Deep Genomics

University Health Network  
Representing **8 hospital sites**  
Ryerson University - DMZ  
#1 university-based business incubator  
in the world (UBI Global)

OCAD University

Financial Services Centre of Canada

- TSX: **Third-largest** stock exchange  
in North America
- **World's largest exchange** for mining,  
oil and gas, and cleantech companies

Union Station

- Canada's busiest transport facility
- Travel time from VMC: 45 minutes

Entertainment district



# Ambitious Projects

## Groundbreaking city-building projects

### Downtown Vaughan

Poised to be the new financial, innovation and cultural core of the city.

### Vaughan Healthcare Centre Precinct

Adjacent to Cortellucci Vaughan Hospital, Canada's first smart hospital.

Partnership with ventureLAB, York U and Mackenzie Health





# Satisfied Businesses

**94%** business satisfaction with City services

**95%** business satisfaction with quality of life





# Satisfied Residents

**97% citizen satisfaction**

## High quality amenities

North Maple Regional Park  
500 City-owned recreation assets  
National-scale attractions  
Vibrant independent restaurants

## Safe communities

Suburban neighborhoods  
Quaint main streets  
Luxury estates  
Urban condos and townhomes

## Multicultural population

46% foreign-born  
Large Italian, Chinese,  
Indian, Russian and  
Filipino communities





# Connect with us

## Vaughan Economic and Cultural Development

### Ready to help you

Learn about Vaughan

Locate or expand your business  
in Vaughan

Engage with Vaughan's business  
community

Navigate government programs  
and supports

Michelle Samson  
Economic Development Officer  
[Michelle.samson@vaughan.ca](mailto:Michelle.samson@vaughan.ca)

[VaughanBusiness.ca](http://VaughanBusiness.ca)