



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

This is an Electronic Meeting.

Tuesday, November 24, 2020

8:00 a.m.

Electronic Meeting

Vaughan City Hall

	Pages
1. CONFIRMATION OF AGENDA	
2. DISCLOSURE OF INTEREST	
3. COMMUNICATIONS	
4. DETERMINATION OF ITEMS REQUIRING SEPARATE DISCUSSION	
1. VAUGHAN'S IDENTITY OPPORTUNITY STATEMENT REVIEW AND DISCUSSION Discussion with respect to the above.	2
2. CITY BUILDING: VAUGHAN'S DEVELOPED AREAS AND THE FUTURE OF BUILT-FORM Presentation by Acting Director of Economic and Cultural Development - Raphael Costa, and Discussion.	4
5. ADOPTION OF ITEMS NOT REQUIRING SEPARATE DISCUSSION	
6. CONSIDERATION OF ITEMS REQUIRING SEPARATE DISCUSSION	
7. NEW BUSINESS	
8. ADJOURNMENT	

Meeting #2 Recap

City of Vaughan Identity Opportunity Statement

The City of Vaughan is a leader in the Greater Toronto Area's (GTA) economy. Our location has made Vaughan a catalyst for innovation and transformation while providing opportunity for businesses and talent to thrive.

The City of Vaughan has an opportunity to stand out amongst its neighbours. Growing beyond the suburban, fueled by innovation, Vaughan's massive transformation allows businesses and talent to enjoy the excitement, opportunity and culture of urban centres with the comfort of the suburbs. Vaughan has unparalleled access to talent with the technical and business skills to make the economy succeed, via our subway and major projects like the new downtown and healthcare centre precinct. Economic and Cultural Development has an opportunity to shift Vaughan's narrative as an edge-city in the GTA to capture the reality that ours is a world-class city with fast-moving, transformational projects and opportunities.

Meeting #2 Recap

City of Vaughan Identity Opportunity Statement

How can we do this? Initial thoughts include:

- Engage, educate, and empower business leaders in a variety of sectors
- Use stories from current business owners - Why are you here? What were you able to accomplish by being in this local economy?
- Communications campaign with key messages related to Vaughan's transformative growth
- Campaign focus could include: Healthcare Centre Precinct - world-class health and safety; VMC - a downtown rising - only city outside Toronto with subway access (intersection with talent); life-style projects like the North Maple Regional park and super trail system - all of these speak to a city that leads with innovation

Vaughan: Built-Form and our Economy

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

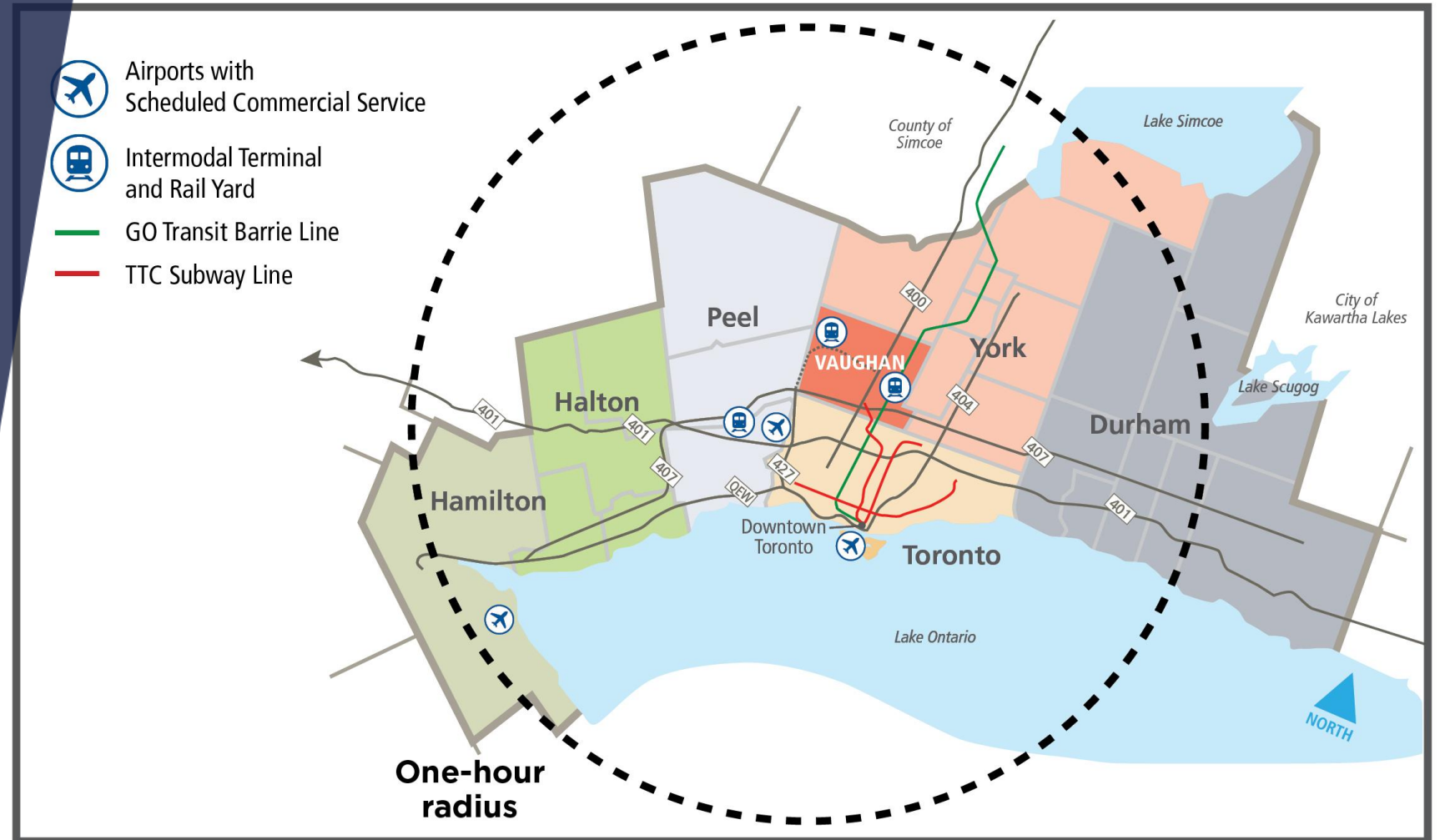
Access to domestic and international markets

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

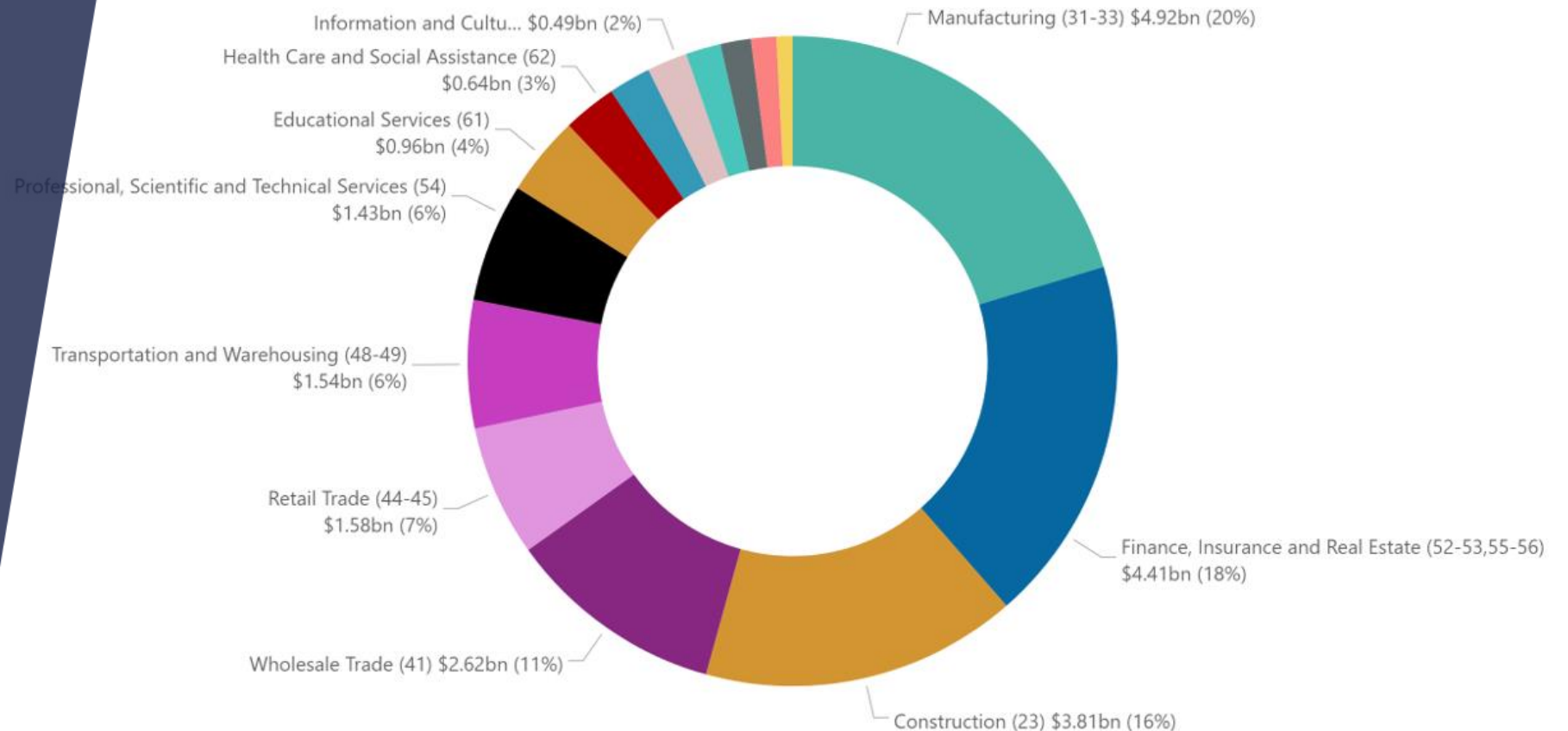
\$1.316 BILLION

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*

**Including satellite campuses*



Key ecosystem sectors

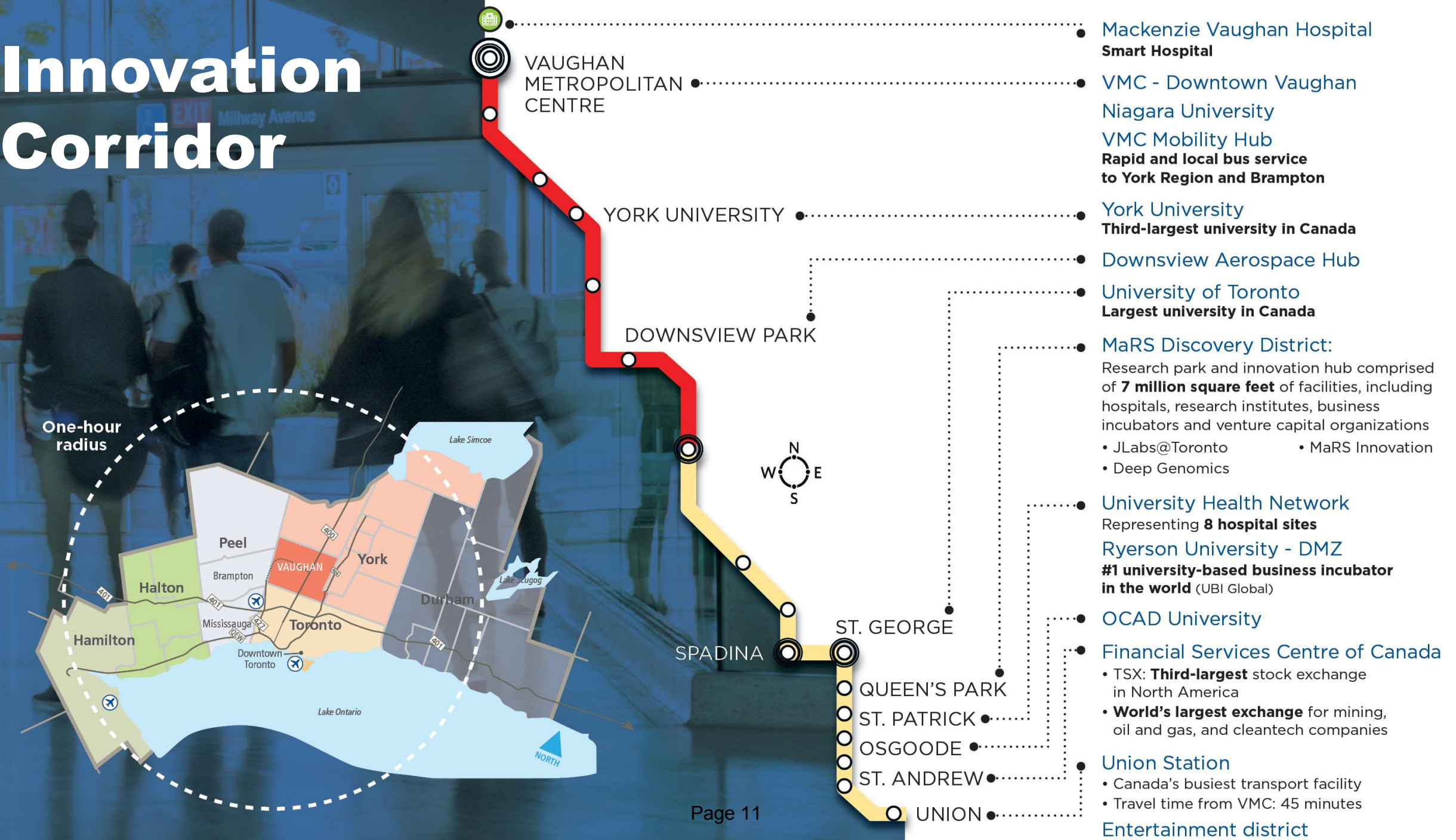
Digital media and information and communications technology (ICT)

Digital health and devices

Fintech

Advanced manufacturing

Innovation Corridor



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 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



EDC Role

Economic Developers are:

- Educators
- Catalysts
- Connectors
- Gap Fillers

Economic Developers act by:

- Monitoring
- Marketing
- Managing Program
- Creating Policy



Objectives

Term of Council Service Excellence Strategic Plan

Economic & Cultural Development Business Plan

Enable a Climate for Job
Creation

Advance Economic
Opportunities and Attract New
Investments

Enrich Vaughan's Communities
and Economy Through Public
Art and Cultural Development

Demonstrate Good Value
for Money



Economic and Cultural Development



Employment Zones

- VMC: Purple
- VEZ Green
- General Emp Blocks: Grey

Infrastructure

- Roads: Yellow
- Current Fibre: Blue
- Future Fibre: Red and Orange

