

ECONOMIC PROSPERITY TASK FORCE – MAY 11, 2022

COMMUNICATIONS

Distributed May 11, 2022

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Please note there may be further Communications.

**Communication C1.
Item 1
EPTF
May 11, 2022**

Upcoming Economic Development Events

**ECONOMIC PROSPERITY TASK FORCE
MAY 11, 2022**



Vaughan B2B Industrial Tour

Wednesday, June 15, 2022

Vaughan B2B Industrial Tour

- **Purpose:** provide learning and networking opportunities for Vaughan-based companies
- The Vaughan B2B Industrial Tour is a targeted event matching two companies with similar interests and needs.
- Matched companies will take turns to host and tour each other's facilities with the goal of sharing operational best practices, policies, and business challenges.
- Companies will also be encouraged to discuss any potential pilot projects, business or partnership opportunities.

Vaughan B2B Industrial Tour

Call for Applications

- Participating business must be a Vaughan-based company with 20+ employees and operate within an industrial facility such as a warehouse, manufacturing plant or distribution centre.
- Qualified and interested companies will be invited to fill out an online registration form at vaughanbusiness.ca/b2btour by May 20.
- Staff will review applications and match companies based on their preferences and interests.
- Matched companies will be then asked to confirm their commitment and availability to participate.
- On the event day, matched companies will first meet at the Element Vaughan Hotel at 8:00 AM. The actual tour is to begin around 10:00 AM.

Vaughan B2B Industrial Tour

Sample Agenda

Wednesday, June 15th, 2022, 8:00 AM – 3:00 PM

8 – 10 am	Meet and Greet @ Element Vaughan Southwest (6170 Highway 7) in Oak Room
	<ol style="list-style-type: none">1. Welcome Remark by Mayor Bevilacqua2. Presentation by Supply Chain Alliance
10 – 10:30 am	Matched Companies Travels to “Company A” Facility
10:30 – 10:45 am	Introduction and Review Health and Safety Protocol at “Company A” Facility
10:45 – 11:30 am	Facility Tour
11:30 – noon	Q & A and Discussion
noon – 1 pm	Lunch Break
1 – 1:30 pm	Matched Companies Travels to “Company B” Facility
1:30 – 1:45 pm	Introduction and Health and Safety Protocol at “Company B” Facility
1:45– 2:30 pm	Facility Tour
2:30 – 3 pm	Q & A and Discussion

Participants are encouraged to move at their own pace.

Collision Conference

June 20-23, 2022

Collision 2022

- Economic Development will be participating in this year's Collision Conference at the Enercare Centre in Toronto.
- Collision is North America's fastest growing tech conference, bringing together leaders, entrepreneurs and companies that are redefining the global tech industry.
- The conference anticipates more than 33,000 attendees from more than 140 countries.
- Event speakers include representatives from leading organizations and companies such as Wikipedia, MIT, General Motors, Proctor & Gamble, Johns Hopkins School of Medicine, Bedrock and Boston Dynamics.
- The purpose of Economic Development's participation will be to showcase Vaughan's economic strengths to a global audience of start-ups, multinationals, governments and investment organizations.

Collision 2022

- Economic Development will be participating in the York Region Pavillion, with a dedicated kiosk for Vaughan Economic Development branding and promotional materials.
- Economic Development will leverage the pavillion mainstage to make two economic announcements on June 22nd:
 1. Development of the Vaughan Healthcare Centre Precinct
 2. LGC-TRC Investment Announcement (Growth of Vaughan's life sciences sector)
- Each announcement will be accompanied by a promotional video profiling Vaughan's competitive advantages and strengths for businesses in the broader sector. Economic Development is also creating two more general promotional videos to highlight the advantages of Vaughan and strengths of Vaughan's technology sector.
- Alongside the trade show programming, Vaughan Economic Development will arrange technical briefings with potential partners, public sector counterparts and investment leads.

Communication C2.
Item 2
EPTF
May 11, 2022

Economic Prosperity Focus Groups: Findings

Presentation by Maximum City to
Economic Prosperity Task Force
May 11, 2022



Agenda

1. Overview & Key Findings
2. Group Highlights:
 - Women Entrepreneurs
 - Youth & Recent Graduates
 - Recent Retirees & Late Career Professionals
3. Questions & Comments

Today's Purpose

Share findings from the three March community focus groups on challenges and opportunities related to working or starting a business in the City of Vaughan.



FOCUS GROUPS:
OVERVIEW & KEY FINDINGS

Focus Groups

Overview & Goals

Deeper engagement with 3 key stakeholder groups

WOMEN
ENTREPRENEURS

YOUTH / RECENT
GRADUATES

RECENT
RETIREES/ LATE
CAREER

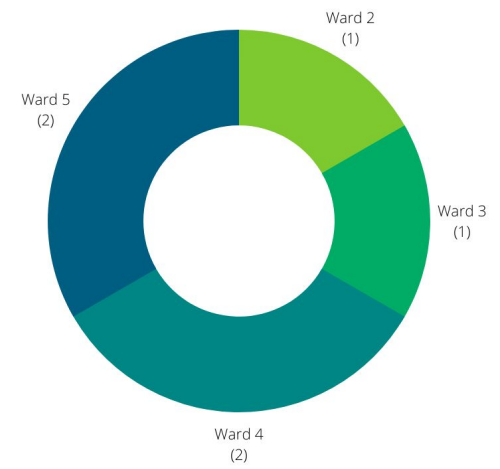
- Validate the established seven opportunity statements
- Find out more about each group's local experience
- Identify strengths, barriers & opportunities

STAKEHOLDER MAPPING



6 out of 9 participants currently work or own a business in the City of Vaughan

- 2 participants are the sole owner
- 1 participant owns a company of 6-10 employees
- 1 participant works at a company of 11-100 employees
- 2 participants work at a company of 101-500 employees



Businesses are located in Wards 2, 3, 4 and 5



"I or someone in my household was born outside of Canada."



"English is not my first language."



"I identify as a racialized person."



"I moved to Canada within the last 5 years."



"French is my first language."



"I identify as a member of an equity-deserving group."



FOCUS GROUPS:
KEY FINDINGS

Key Findings



Opportunity Statements resonated with participants

Pandemic & post-pandemic adaptability: key to success

Vaughan is convenient, well-served, and well-connected

Big need & appetite for sharing & receiving information





FOCUS GROUPS:
GROUP HIGHLIGHTS

HIGHLIGHTS

All Groups



RECOMMENDATION

Consistent need for transparency, knowledge sharing, flexibility, and resources related to the pandemic.



RECOMMENDATION

Promote what makes Vaughan unique or more appealing (e.g. connectivity, more opportunity for flexibility within job roles, reduced requirements for professional experience, talent pool, etc.)

HIGHLIGHTS

Women Entrepreneurs

- Adapting their business to Covid-19
- Challenges around talent acquisition, retention, securing funding
- Untapped potential of connecting entrepreneurs with one another and with other businesses and individuals

“[We] wanted to hire locally so it would be ideal to hone in on the local talent pool.”

HIGHLIGHTS

Women Entrepreneurs



RECOMMENDATION

Create a streamlined web-based resource and/or welcome toolkit for Vaughan entrepreneurs.

HIGHLIGHTS

Youth & Recent Graduates

- Comparisons between industries, opportunities, salaries, specializations, reputations, and company sizes
- Vaughan appeal: Flexible work roles & businesses with low-barrier experience requirements
- Lack of awareness around available City resources and opportunity information

“As a young grad, I’m always thinking about what’s next. If Vaughan provides the opportunities that I’m looking for, it would be attractive to stay.”

HIGHLIGHTS

Youth & Recent Graduates



RECOMMENDATION

Expand and promote connections between the City and post-secondary institutions.

HIGHLIGHTS

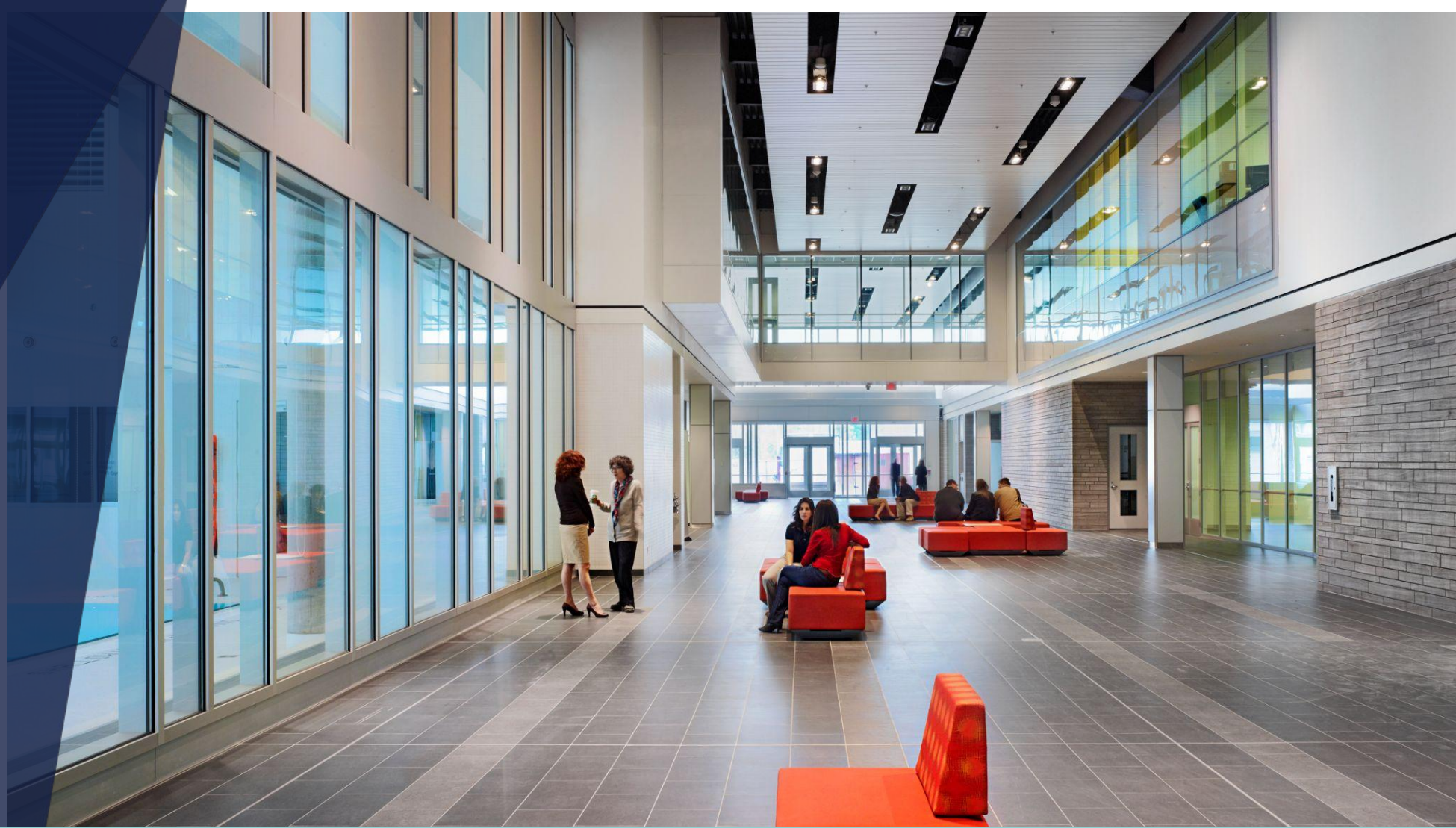
Recent Retirees & Late Career Professionals

- Importance of mentorship, connections, and building strong relationships
- Impact of Covid-19 and opportunities to promote future preparedness
- Recognizing the diverse needs of mentees, as well as the need for inclusive representation to share experiences and build trust

“We have the energy, the talent, the time. The connectivity can easily be established by those who want mentorship and those who can mentor. Cities can help make this an easier, better process.”

HIGHLIGHTS

Recent Retirees & Late Career Professionals



RECOMMENDATION

Leverage the appetite, experience, and capital of mentors to expand networks, and facilitate connections.



FOCUS GROUPS: **CLOSING REMARKS**

- Participants were highly engaged, “Vaughan proud,” and invested in improving connections
- Opportunity statements resonate

Questions & Comments?



**Communication C3.
Item 3
EPTF
May 11, 2022**

EPTF Findings Report

Recommendations

THAT Council endorses the 7 Opportunity Statements as input to the next Economic Development Strategic Business Plan, 2023-27.

THAT Council endorse the Economic Prosperity Focus Group Findings Report

THAT an Economic Prosperity advisory body to continue in the 2022-2026 Term of Council.

Background

Vaughan is transformative, ambitious, and purpose-driven, with York Region's largest economy and a community growing incredibly.

Vaughan's residents, businesses and stakeholders are the community's greatest assets in seizing our economic development opportunities. Their participation in the Task Force was a key success factor.



Findings/Opportunity Statements

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.

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 opportunities for businesses and talent to thrive.



Findings/Opportunity Statements

Built-Form Opportunity Statement

Vaughan is a leader in the manufacturing, construction, and supply-chain/logistics sectors in Ontario. With growing financial, insurance, and professional service industries, as well as an emerging healthcare cluster, and innovation as the backbone of multiple sectors, Vaughan has an opportunity to create an environment for prosperity.

International Business Development Opportunity Statement

The City of Vaughan is an international city. Our diversity means that the world is woven into our cultural and commercial fabric. As an international city, Vaughan is a thought leader and can elevate its global standing to the benefit of its businesses and residents by participating in global activities and discussions of best practices.

Findings/Opportunity Statements

Talent Opportunity Statement

The City of Vaughan has an educated and diverse talent pool. Businesses in sectors from healthcare, the knowledge industries, and professional services, to manufacturing, the trades, hospitality and retail, and supply-chain logistics can find an effective and innovative workforce in Vaughan.

Arts, Culture and Tourism Opportunity Statement

Vaughan is a vibrant urban city where art is accessible to all and valued as a placemaking catalyst, and diversity is celebrated by highlighting our diverse cultural traditions. In addition, Vaughan is home to a cluster of premier attractions that brings millions of visitors annually. The people and places that make Vaughan an incredible place to visit also make a community that is a great place to live, work and play.



Findings/Opportunity Statements

Small Business and Entrepreneurship Opportunity Statement

Small business is the backbone of Vaughan's economy with more than 85% of its businesses employing fewer than 20 people. To ensure that our economy remains vibrant in all sectors, the City of Vaughan's Economic Development (ED) Department has invested in this segment of our economy by building a supportive community of business people, by reducing barriers to business startup and growth, and working with various stakeholders to ensure that the resources needed for business success are available.

Next Steps

- Recirculate the Opportunity Statements for comments considering Focus Group Feedback.
- Integrate feedback and present to Council in June
- Use Opportunity Statements as input to the Economic Development Business Plan, 2023-27