

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

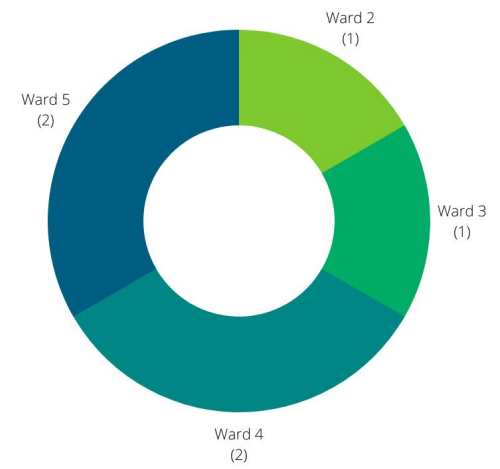
- Validate the established seven opportunity statements
- Find out more about each group's local experience
- Identify strengths, barriers & opportunities

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

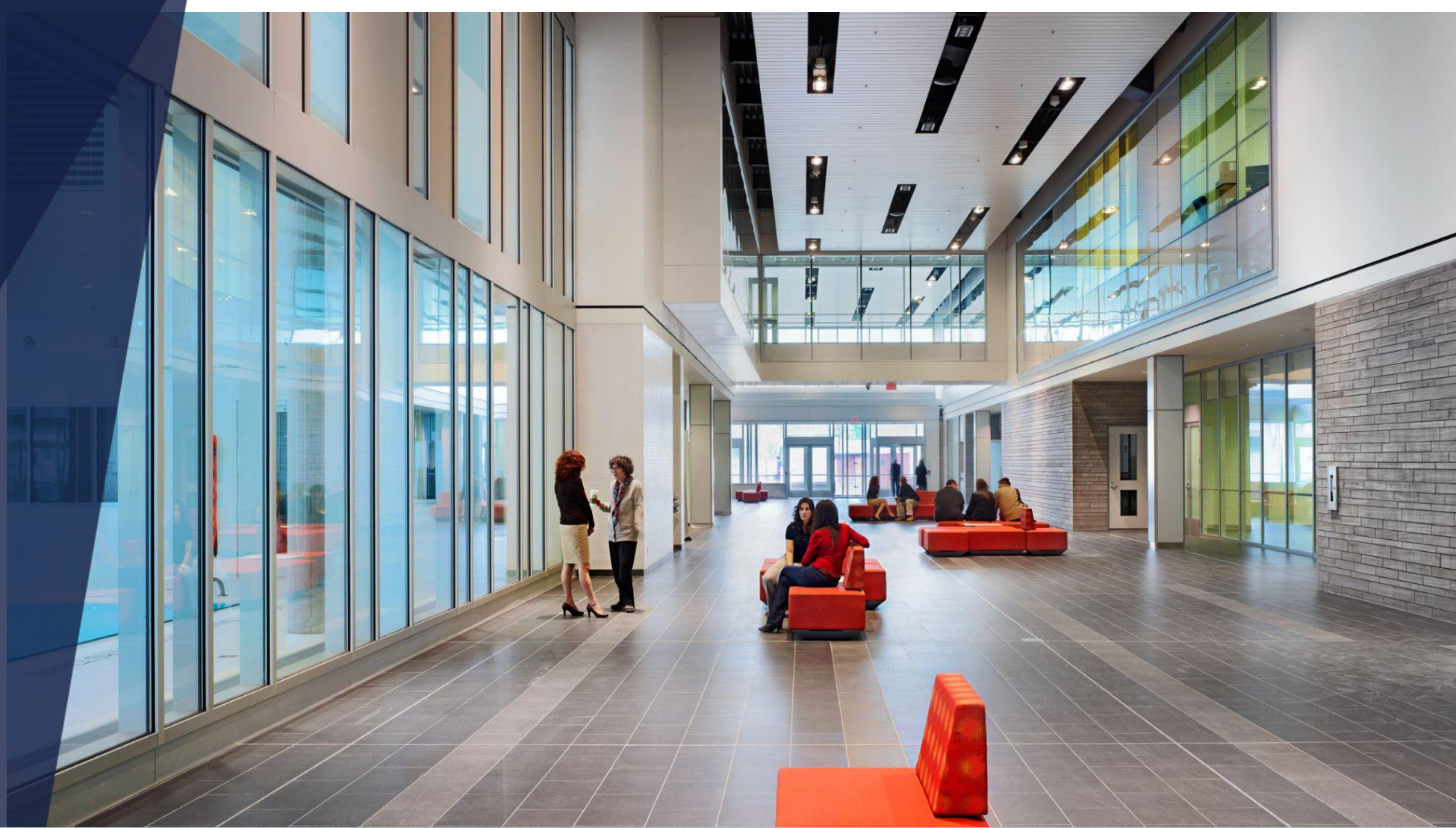
Recent Retirees & Late Career Professionals

- 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?

