

Committee of the Whole (2) Report

DATE: Monday, December 12, 2022 **WARD(S):** ALL

TITLE: ECONOMIC DEVELOPMENT COUNCIL PROCLAMATIONS -
2023

FROM:

Nick Spensieri, City Manager

ACTION: DECISION

Purpose

To enable the City of Vaughan to celebrate the local economy and economic development, the Economic Development department is seeking approval of a list of significant provincially, nationally, and internationally recognized days of significance for entrepreneurs, businesses and stakeholders.

Report Highlights

- Raising the profile of the local economy and undertaking marketing and promotional efforts about Vaughan to attract and retain investments is a key pillar of economic development.
- Engaging in provincial, national, and international opportunities for economic development is a vital way to advance this strategic initiative.

Recommendations

1. THAT Council proclaim the events listed in Table “A” as celebrations in the City of Vaughan; and,
2. THAT Council direct the Office of Communications and Economic Development to use corporate channels where appropriate to communicate the listed economic development-related celebrations.

Background

Through its Economic Development department (ED), the City of Vaughan works to profile and support Vaughan's transformative, ambitious, and purpose-driven economy to make Vaughan a place where entrepreneurship, business, tourism, and art can prosper and grow.

ED's strategic objectives, as detailed in its 2020-2023 Strategic Business Plan, are to:

- Enable a climate for businesses to grow, prosper and create jobs.
- Advance economic opportunities and attract new investment.
- Enrich Vaughan's communities and economy through public art development.
- Effectively pursue service excellence.

ED is preparing a 2023-2027 economic development action plan for Council approval in Q2, 2023.

Vaughan remains a destination of choice for investment, and a major regional economic driver as the largest economy and employment centre in York Region, outpacing regional, provincial, and national economic growth rates: despite revolving public health measures, supply chain impacts, and increasing inflation, Vaughan's economy exceeded pre-pandemic growth in 2021.

Vaughan remains the largest economy in York Region, contributing 37.5 per cent of all economic output in the Region. Vaughan accounts for more than half of the Region's real GDP in good-producing industries and nearly one-third of its real GDP in service-producing industries. In 2021, Vaughan's GDP approached \$25 Billion.

Various organizations recognize businesses and the economy with designated days and weeks to educate, mobilize, and celebrate.

An important part of growing the local economy is to celebrate its successes and contributions to society. The United Nations (UN), for example, leads many international celebrations. They remind us that:

- “International days are occasions to educate the general public on issues of concern, to mobilize political will and resources to address global problems, and to celebrate and reinforce achievements of humanity.”¹

Previous Reports/Authority

[STRATEGIC BUSINESS PLAN FOR ECONOMIC AND CULTURAL DEVELOPMENT, 2020-2023, Committee of the Whole Report \(2\), September 24, 2019](#)

[Economic and Cultural Development Business Plan, 2020-23](#)

Analysis and Options

The City of Vaughan provides best-in-class services to one of Canada’s most dynamic economies: the services and economy can be celebrated to raise the City of Vaughan’s profile as a destination of choice for business through Council-endorsed provincial, national, and international days and weeks.

In 2021 ED staff exemplified service excellence, helping our businesses to yield meaningful results as they:

- Delivered 814 business advisory consultations.
- Answered more than 3,150 inquiries.
- Provided 78 webinars to more than 1,500 participants.
- Assisted the start or growth of 239 businesses.
- Facilitated a total of 32 pre-qualified site-selection inquiries.

ED was further recognized for its outstanding efforts in its economic development efforts. The City has been recognized with the following awards:

- International Economic Development Council (IEDC) Gold Award: Vaughanbusiness.ca (nominated best in show)
- International Economic Development Council (IEDC) Gold Award: Activate!Vaughan Innovation program (nominated best in show)
- International Economic Development Council (IEDC) Bronze Award: Breaking News Tourism Vaughan Familiarization Tour
- International Economic Development Council (IEDC) Bronze Award: Vaughan Rising Podcast

¹ See:

<https://www.un.org/en/observances#:~:text=International%20days%20are%20occasions%20to,and%20reinforce%20achievements%20of%20humanity.>

- Economic Development Association of Canada (EDAC) Marketing Award: vaughanbusiness.ca
- Economic Development Council of Ontario (EDCO) Winner: Fav Spot campaign
- Economic Development Council of Ontario (EDCO) Winner: Activate!Vaughan Smart City Innovation Challenge
- Ontario Tourism Resiliency Award: Familiarization Tour

Furthermore, Vaughan’s unemployment rate was 7.8 per cent in 2021, a 1.3 per cent decrease from the previous year and below the regional and provincial rates. Vaughan’s labour force participation rate was 74 per cent in 2021. In addition, the City’s economy is growing at a rate above the national average.

To further raise the profile of Vaughan’s economy, ED recommends that Council endorse the following government and public sector celebrations, thereby having the City of Vaughan participate in conversations across the globe.

TABLE “A”: Economic Development-Related Days of Recognition			
Celebration	Date(s)	Opportunity	Organization
International Day of Education	Tuesday, January 24, 2023	The City of Vaughan boasts a resident base of which 70% have achieved post-Secondary accreditation	United Nations
International Day of Women and Girls in Science	Saturday, February 11, 2023	To promote Vaughan’s growing science and life sciences sectors, celebrating women and girls in science will enhance inclusion and our talent base	United Nations
World Health Day	Friday, April 7, 2023	This is an opportunity to celebrate the health and healthcare industry in Vaughan	United Nations

International Creativity and Innovation Day	Friday, April 21, 2023	Vaughan has strong creative assets like the McMichael Canadian Art Collection and the Vaughan Film Festival, along with a thriving innovation cluster. Celebrating our community's innovative spirit will enhance the City's profile	United Nations
World Intellectual Property Day	Wednesday, April 26, 2023	This presents an opportunity to highlight the innovation and intellectual property generated in Vaughan	United Nations
Economic Development Week	May 8-12, 2023	Economic Development Week provides Vaughan ED with a platform to showcase the community and the contributions made to the local economy by the City of Vaughan	International Economic Developers Council Economic Development Association of Canada Economic Developers' Council of Ontario
World Telecommunication and Information in Society Day	Wednesday, May 17, 2023	To help raise awareness of the possibilities that the Internet and other information and communication	United Nations

		technologies (ICT) can bring to societies and economies, this day is an opportunity to celebrate the uptake of technology by our businesses.	
International Museum Day	Thursday, May 18, 2023	An opportunity to celebrate Vaughan's museums and heritage homes as visitor destinations	International Council of Museums
Micro, Small, and Medium Sized Enterprises Day	Tuesday, June 27, 2023	Vaughan's economy is more than 85% small business. The City can celebrate their contributions	United Nations
International Equal Pay Day	Monday, September 18, 2023	This day presents an opportunity for the City to join the United Nations in promoting the elimination of the pay gap. It will allow our City's economy to demonstrate that it remains purpose-driven	United Nations
World Tourism Day	Wednesday, September 27, 2023	The City's Tourism Vaughan Corporation (TVC) and ED support Vaughan's hospitality and	United Nations

		tourism industry. World Tourism Day is an opportunity to celebrate Vaughan as a destination.	
Small Business Month	October	An annual celebration of Small Businesses and an opportunity to profile Vaughan's community and support services	Government of Canada through the Business Development Bank of Canada
Small Business Week	October 15-21, 2023	An annual celebration of Small Businesses and an opportunity to profile Vaughan's community and support services	Government of Canada through the Business Development Bank of Canada
Global Entrepreneurship Week	November 16-22, 2023	An annual celebration of entrepreneurs is an opportunity to celebrate our local community and the services the City provides	Global Entrepreneurship Network
Women's Entrepreneurship Day	November 19, 2023	An opportunity to celebrate women in business and entrepreneurship in Vaughan	Women's Entrepreneurship Day Organization
International Volunteer Day for Economic and Social Development	Tuesday, December 5, 2023	Vaughan's vibrant not-for-profit sector relies on volunteers to contribute to economic and social development. This is an opportunity to	United Nations

		thank them for their contributions to our economy.	
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Financial Impact

None.

Broader Regional Impacts/Considerations

None.

Conclusion

The Economic Development department recommends that Council adopt the above-listed celebrations. This will help the City to raise the profile of the economy and engage in provincial, national, and international discussions about economic development.

For more information, please contact Raphael Costa, Director, Economic Development, ext. 8891.

Attachments

None.

Prepared by

Raphael Costa, Director, Economic Development, ext. 8891.

Approved by



Nick Spensieri, City Manager