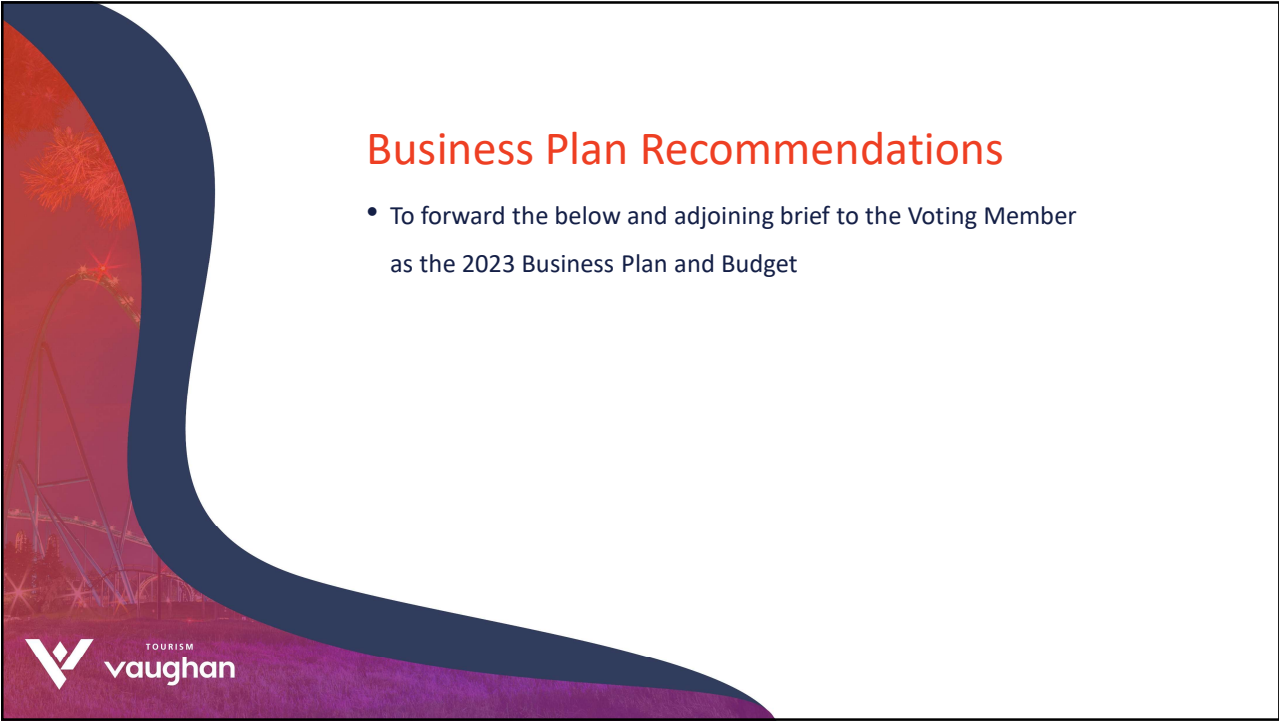




1



2



**Destination Masterplan Pillars**

- Governance
- Product Development
- Partnerships
- Marketing and Communications
- Research and Data Analysis



The slide features a background image of a roller coaster at night with a red and blue color gradient. The text is arranged in a list format, with each item separated by a horizontal line. The Vaughan Tourism logo is located in the bottom left corner.

3




**Pillar 1:  
Governance**




The slide features a background image of a roller coaster at night with a dark blue and purple color gradient. The text is centered on the slide. The Vaughan Tourism logo is located in the bottom left corner.

4



**Pillar 1:**  
Governance

- Review Governance
- Establish TVAC
- Update Board and Council on Tourism Industry
- Develop an education plan for TVC Board and Stakeholders
- Develop an Onboarding pack for TVC Board and TVAC
- Work with Economic Development to identify Tourism opportunities for MAT spending
- Review Bylaws and Policies related to Tourism
- As directed by Council, introduce industry reps to the TVC Board



5



**RESULTS TO DATE**

- Established a Tourism Vaughan Advisory Committee (TVAC) consisting of tourism operators and key stakeholders to use as a regular feedback loop for TVC, the TVC Board, and to deepen local industry connections
- As directed by Council, appointed two industry representatives from the TVAC to the TVC Board
- Worked with Economic Development to identify MAT opportunities
- Published VDMP to guide the sector’s development

**2023 ACTIONS**

- Board presentations starting in March from Industry Associations to educate staff, Board, and TVAC
- City-Wide Events Strategy participation from TVC President including Bylaw and policy review



6



7



8



**RESULTS TO DATE**

- Launched the Tourism Innovation Lab in Vaughan, the first time this unique program has been offered anywhere in the GTA to encourage new and innovative tourism concepts through a pitch competition
- Successfully awarded \$100,000 grant from Central Counties Tourism under FedDev Ontario's Tourism Relief Fund to deliver on the Better Your Business Tourism Diversity program
- Supported nearly 70 events, activations and festivals to drive visitation
- Supported applications to FedDev Ontario's Tourism Relief Fund from the Vaughan Chamber of Commerce and the City's Cultural Heritage department
- Supported the Vaughan opening of Canada's first avid Hotel (IHG brand) - 119 guest rooms (6800 Hwy 7)
- Launched Phase 2 of the Cultural Arts Centre Project
- Continuation of Safe Travels and Post Promise in Vaughan with 200+ businesses to date (combined)
- Hosted Canada Soccer National Championships 2022

**2023 ACTIONS**

- Continue to provide seminars to local businesses to position them better to compete
- Support marquee amateur sports events with local clubs (soccer, curling)
- Introduce a Tourism Festival and Sports Events hosting grant and partnership funding program in preparation for the 2024 Summer events season



9



**Pillar 3:**  
**Partnership**



10



**Pillar 3:**  
Partnerships

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Establish TVAC

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Host Local Industry Events

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Work with Regional, Provincial, and Federal Agencies to Advance the Industry

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Work With Industry Associations to Develop Business and Sport Visitation



11



**RESULTS TO DATE**

- Conducted accommodations site visits to refresh content on HostInVaughan.ca and deepen stakeholder partnerships
- Partnered on key tourism driving campaigns, showcasing the Staycation Tax Credit program in 2022
- Hosted in partnership with the Vaughan Film Festival a Familiarization Tour for film industry representatives
- Supported Vaughan Chamber of Commerce’s SupportVaughanLocal
- Secured \$100,000 Tourism Relief Fund grant from FedDev Ontario through Central Counties Tourism

**2023 ACTIONS**

- Work with Central Counties Tourism as a Platinum Sponsor for the Annual Industry Symposium
- Invite key partners including Central Counties and the Vaughan Attractions Council to Board meetings
- Support marquee amateur sports events with local clubs (soccer, curling)
- Launch a Vaughan module of the CCT Ambassador Program



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13



14



**RESULTS TO DATE**

- Launched a new Economic Development Communications Business Unit to increase marketing and communications
- Advertised with sport and meeting professionals industry associations to attract business and sport activities
- Executed on seasonal visitor campaigns for Summer, Fall and Winter/shoulder
- Represent the City and TVC on the Kleinburg Business Improvement Area
- VDMP identified value propositions and target markets

**2023 ACTIONS**

- Develop business communications toolkits for operators, accommodations, and small businesses
- Refresh HostInVaughan.ca and work to relaunch visitvaughan.ca
- Relaunch social media channel @visitvaughan Instagram
- Invite key partners including Central Counties and the Vaughan Attractions Council to Board meetings
- Explore opportunities to customize Vaughan landing pages on platforms like Expedia, TripAdvisor, etc.



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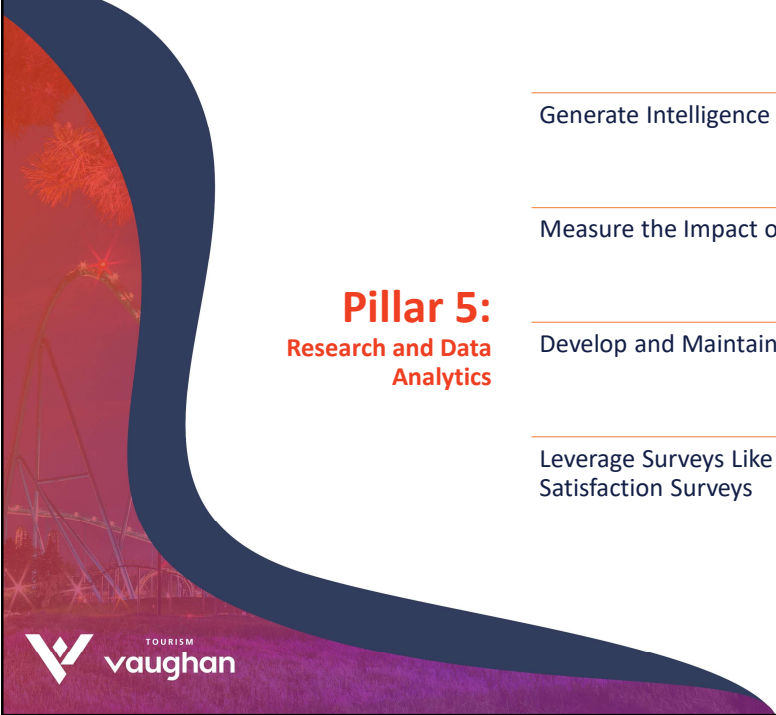


**Pillar 5:**  
**Research and Data Analytics**




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**Pillar 5:**  
**Research and Data Analytics**

- Generate Intelligence From Data
- Measure the Impact of the Industry
- Develop and Maintain Online Databases
- Leverage Surveys Like the Business Satisfaction and Citizen Satisfaction Surveys



17



**RESULTS TO DATE**

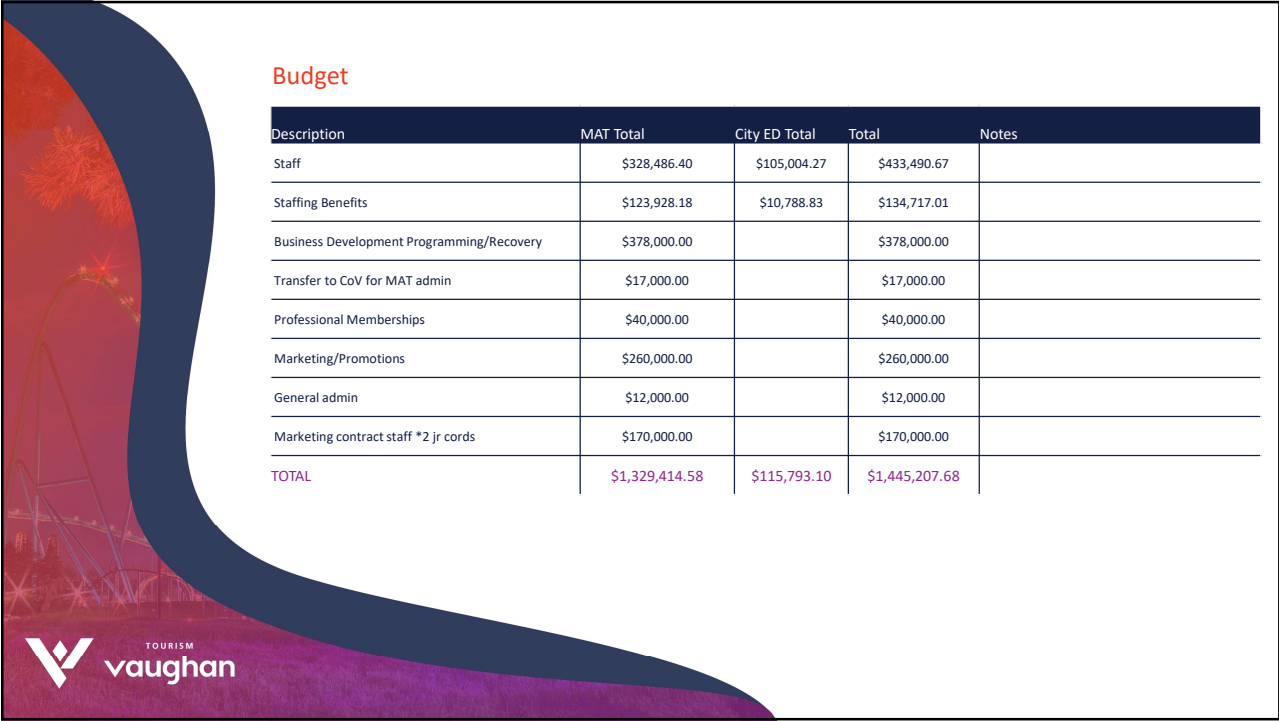
- Renewed data agreement with Central Counties to understand visitation
- Assigned Economic Development Research and Intelligence Staff to support
- Ongoing monitoring of occupancy data
- Shared and leveraged online databases like SupportVaughanLocal and yorkdurhamheadwaters.ca

**2023 ACTIONS**

- Use 2021 Census to drive insight
- Secure York Region Employment Survey for 2024
- Utilize 2019 to 2022 Environics research provided through Central Counties Tourism (pre-pandemic and pandemic recovery stages)
- Develop and deliver ongoing insight on the industry
- Deliver an annual Year in Review in Q2 2023




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### Budget

Description	MAT Total	City ED Total	Total	Notes
Staff	\$328,486.40	\$105,004.27	\$433,490.67	
Staffing Benefits	\$123,928.18	\$10,788.83	\$134,717.01	
Business Development Programming/Recovery	\$378,000.00		\$378,000.00	
Transfer to CoV for MAT admin	\$17,000.00		\$17,000.00	
Professional Memberships	\$40,000.00		\$40,000.00	
Marketing/Promotions	\$260,000.00		\$260,000.00	
General admin	\$12,000.00		\$12,000.00	
Marketing contract staff *2 jr cords	\$170,000.00		\$170,000.00	
<b>TOTAL</b>	<b>\$1,329,414.58</b>	<b>\$115,793.10</b>	<b>\$1,445,207.68</b>	



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# TVAC:

## Next Steps



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**TVAC:**  
Next Steps

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Terms of Reference

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Meeting Schedule and Plan - 2023

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**Terms of Reference**

- Reminder: new term to start March 2023 to October 2026

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### Meeting Schedule and Plan - 2023

**February 15 TVC Board**

- Present and approve TVC Business Plan and Budget
- TVAC members selected and 2 from TVAC appointed to TVC Board

**Mar 2 TVAC**

- Kickoff
- Identification of priority areas of focus for TVAC
- Workshop content-strategy for IG relaunch and Summer Season campaign

**Mar 22 TVC Board**

- Present and approve plans from Public Works and Recreation Events team
- Presentation from either: Central Counties Tourism (CCT) OR York Region OR Vaughan Attractions Council TBD

**Apr 13 TVAC**

- Workshop a Tourism Festival and Sports Events hosting grant and partnership funding program in preparation for the 2024 Summer events season (categories, streams, criteria, prioritization, intake, adjudication)

**May 17 TVC Board**

- Presentation from either: Central Counties Tourism (CCT) OR York Region OR Vaughan Attractions Council TBD
- Present draft plans for a Tourism Festival and Sports Events hosting grant and partnership funding program

**Sep 14 TVAC**

- Workshop strategies for business meetings, conferences and sports events tactics
- Workshop Winter/Shoulder Season campaign including business toolkits

**Sep 20 TVC Board**

- Present and approve plan for Tourism Festival and Sports Events hosting grant and partnership funding program
- Present and approve toolkits

**Nov 9 TVAC**

- Workshop Tourism Festival and Sports Events hosting grant and partnership funding program (adjudication and review processes)



23



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