



### **Background**

The purpose of this report is to provide an update on VMC marketing and business development activities planned and delivered between Q4 2018 and the present.

- New Strategic Direction
- New Staff







### Audience and key messages

#### **Marketing audience**

- Commercial realtors and brokers
- Corporate real estate executives
- Top-level corporate executives
- Site selection professionals

#### **Key messages**

- The VMC is Vaughan's emerging downtown core.
- The VMC is beyond a blueprint.
- The VMC has unprecedented access to talent, Class A office space, multi-modal mobility, and urban amenities.
- The VMC has already attracted significant investment.
- Now is the time to secure customized office space with room to grow in Canada's most exciting development.



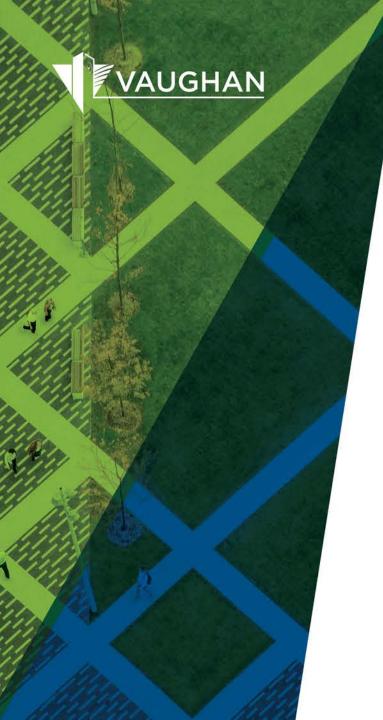


### **Connected with Business**

Information gathering from businesses, land owners, tenants, real estate intermediaries via:

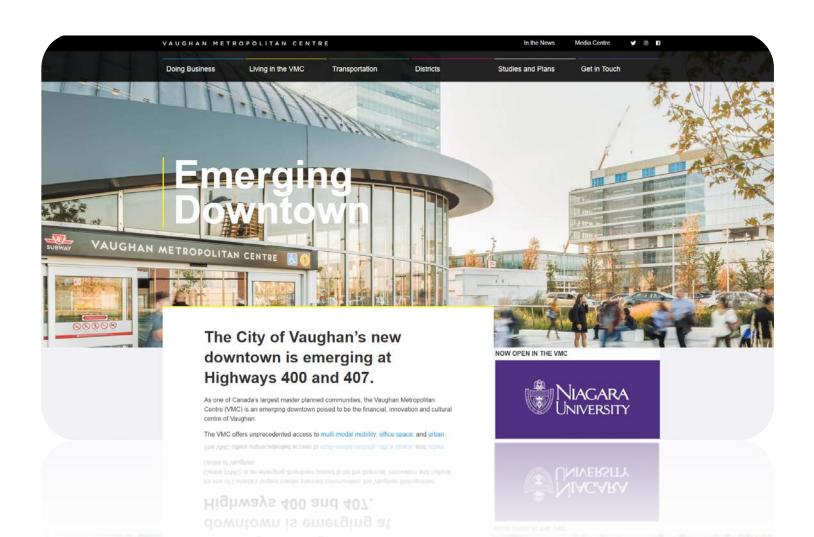
- Economic Development and Employment Sector Strategy (EDESS) workshops
- The first-ever Vaughan Business Satisfaction Survey
- Cultural and Performing Arts Centre Feasibility Study workshops
- Regular business visitations

52% of respondents feel that the City of Vaughan is effectively promoting the VMC as a location where businesses want to invest.



### VMC Microsite: myVMC.ca

#### Signature Marketing Vehicle



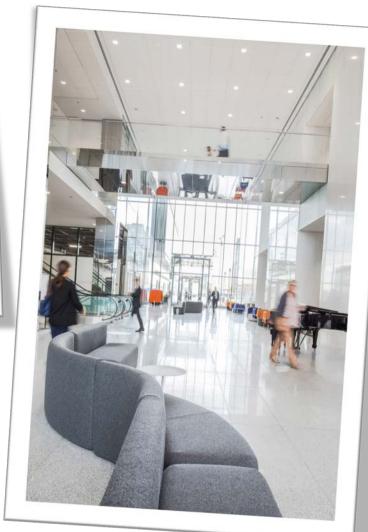


## **Photography**

#### Fall 2018 Collection



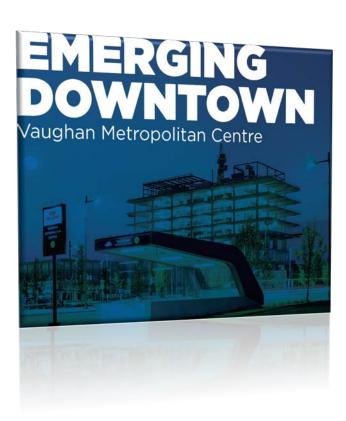








### **VMC Lure Book**











### **Virtual Reality Tour**

An immersive, first-person perspective





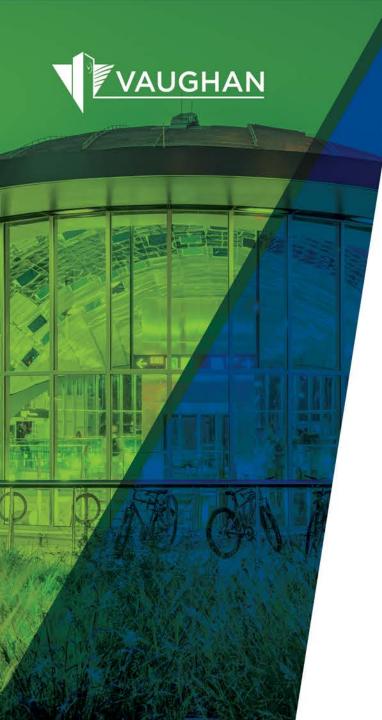


#### **Business and real estate events**

#### Profiling and networking with the target audience

- CoreNet REmmy Awards Gala
- Presidents of Enterprising Organizations Conference
- Mayor's Luncheon
- LandPRO Conference





## **Mobility Hub Anniversary Pop Up**





### **Media Support**

- Earned Media: especially Niagara University
- Celebrate Vaughan Magazine and Momentum report
- Budget Book
- Social Media
- City Update and Council eNews
- Multi-year communications plan



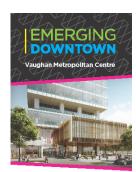






### **Paid Advertising**





位於 Highway 7 夾 Jane Street 的旺市 都會中心,是旺市新的市中心。這個 新的旺市心臟地帶將是各方人材、創 新思维以及城市設施的集結地。

於 2017 年 12 月間通的多倫多掛鍵伸 延線,是首條開至多倫多市外圍的地 鐵線,讓旺市乘客可直達多公本

VAUGHAN



# VAUGHAN'S AMBITIOUS NEW DOWNTOWN

is ready to be your HQ, too

This downtown is real and sing north of Taronto, Onlon North America's 4 integrated model. The Vou-gland Methopolitan Centra (VMC), an emerging downtown with uppre-cedented access to taken, Class A-office space, multi-modal mobility, and urban americas.

\*voughon's population poemed over that sine hume and as confirme to grow (now 33.4%), since huge demand for a grow (now 33.4%), since huge demand for a forth warp of the center, from the since human warp in a grow point warp to the since the since he sinc

our own signature." The plan is built on seamless mobility and signature amenities.

Being at the intersection of

three highways makes driving a quick 45-minute subway ride Toll-Free: 844-832-2212

ecd@vaughan.ca myVMC.ca

visit myVMC.co or contact Yaughan Economic and Cultural Development.

Incentives for office projects over Now is the time to join the avan garde and secure customized office space with room to grow in Canada's most exciting

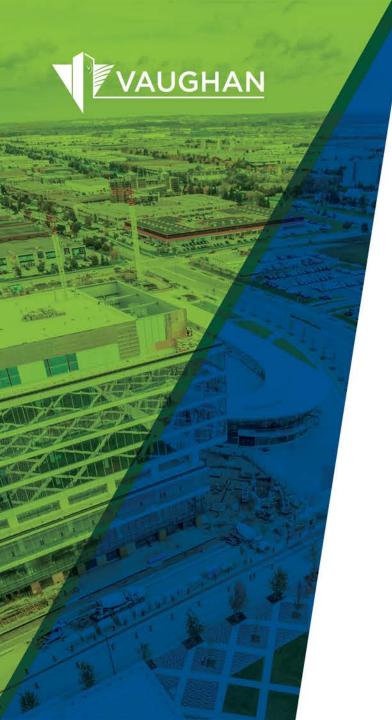
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the VMC is massively ambitious but grounded in high demand for accessible-verturable space in the Greater Toronto Area, to accelerate office development.

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CITYO

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#### **Podcasts**

#### The Project and Vaughan Rising

- The VMC will be featured in an upcoming episode of The Project Podcast: Inside Corporate Location Decisions.
- Staff are developing a CoV-produced podcast called Vaughan Rising to promote the city's major development projects and economic strengths.







#### **Intended Outcomes**

- Increase awareness of and interest in the VMC
- Office and retail business development
- Support for the 2031 office, retail, and residential targets

#### **Performance measurement**

- Exposure to 2,250 business and real estate professionals, 41 new direct connections.
- 2019 target: 100 direct engagements with target audience
- Micro-site traffic in 2018: 61,698 page views from 8,432 users
- 2019 target: increase over 2018 benchmark



### **Conclusion**

- Positive feedback from partners, target audience.
- The momentum built in 2018 will be escalated further in 2019, with many exciting projects on the horizon.



