



# VMC Marketing Update

VMC Sub-Committee  
March 5, 2019



## 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

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## 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

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

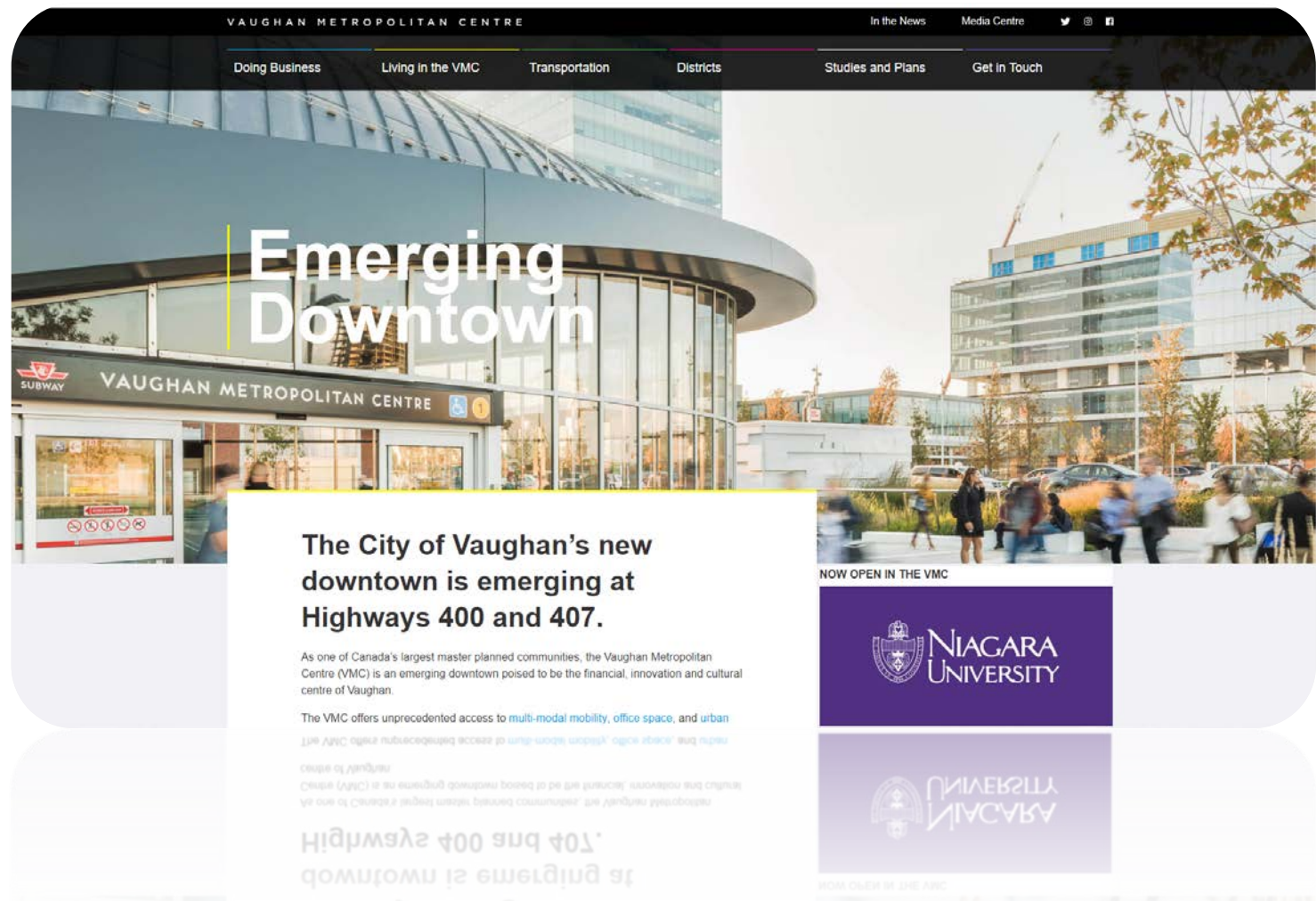
- Economic Development and Employment Sector Strategy (EDESS) workshops
- The first-ever Vaughan Business Satisfaction Survey
- Cultural and Performing Arts Centre Feasibility Study workshops
- Regular business visitations

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](https://myVMC.ca)

## Signature Marketing Vehicle





# Photography

## Fall 2018 Collection

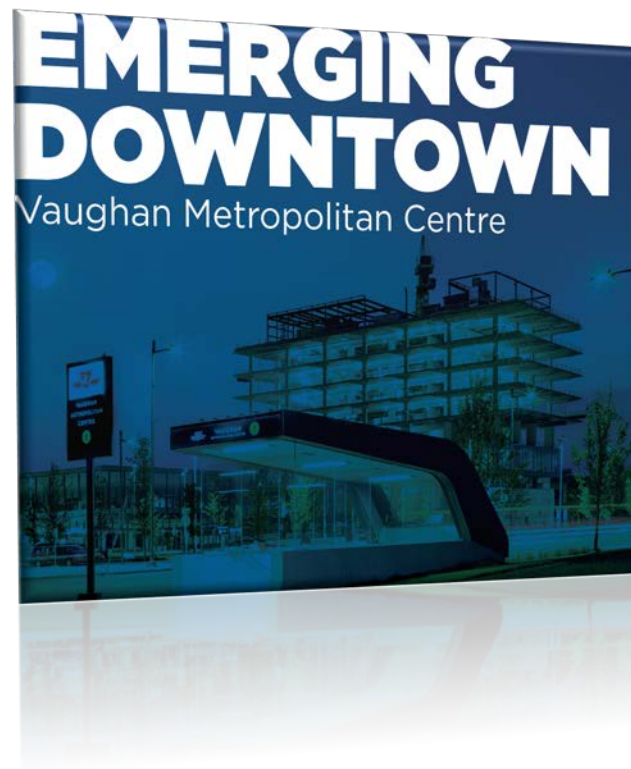








# VMC Lure Book



**Important access to transit, office space, retail, residential and urban amenities.**

Located on the corner of Hwy 7 and Hwy 7A, the new office building is a prime location for businesses looking to expand their presence in the VMC. The building is a modern, curved structure with a glass facade, and it is surrounded by other commercial buildings and transit facilities. The building is a prime location for businesses looking to expand their presence in the VMC.



**DOING BUSINESS IN THE VMC**





# 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





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# Podcasts

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## 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

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- **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

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







# Vaughan Metropolitan Centre

Economic and Cultural Development  
City of Vaughan  
2141 Major MacKenzie Dr.  
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[Vaughan.ca/Business](http://Vaughan.ca/Business)

