

# memorandum

**DATE:** February 15, 2023

**TO:** Council, City of Vaughan

**FROM:** Board of Directors, Tourism Vaughan Corporation

**RE:** **TVC Business and Action Plan, 2023**

## Recommendations:

1. THAT the TVC forward the below and adjoining presentation material to the Voting Member as the 2023 Business Plan and Budget.

The Tourism Vaughan Corporation (TVC) has been mandated by the voting member (Vaughan Council) to implement the approved Vaughan Destination Master Plan.

In 2023, the TVC will advance the VDMP via the following actions under their respective strategic priorities.

1. Governance and City Policy Framework

Actions	Result
<ul style="list-style-type: none"> <li>• Review TVC Governance</li> <li>• Establish TVAC</li> <li>• Update Board and Council on Tourism Industry</li> <li>• Develop an education plan for TVC Board and Stakeholders</li> <li>• Develop an Onboarding pack for TVC Board and TVAC</li> <li>• Work with Economic Development to identify Tourism opportunities for MAT spending</li> <li>• Review Bylaws and Policies related to Tourism</li> <li>• As directed by Council, introduce industry reps to the TVC Board</li> </ul>	<ul style="list-style-type: none"> <li>• 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</li> <li>• As directed by Council, appointed two industry representatives from the TVAC to the TVC Board</li> <li>• Worked with Economic Development to identify MAT opportunities</li> <li>• Published VDMP to guide the sector's development</li> <li>• Board presentations starting in March from Industry Associations to educate staff, Board, and TVAC</li> <li>• City-Wide Events Strategy participation from TVC President and Staff including Bylaw and policy review</li> </ul>

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## 2. Tourism Product Development

Actions	Result
<ul style="list-style-type: none"> <li>• Build on Product and Experience Clusters to Drive Visitation</li> <li>• Support Vaughan Businesses in Product/Experience Development</li> <li>• Work on Product/Experience Development to Extend Lengths of Stay in Vaughan</li> </ul>	<ul style="list-style-type: none"> <li>• 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</li> <li>• 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</li> <li>• Supported nearly 70 events, activations and festivals to drive visitation</li> <li>• Supported applications to FedDev Ontario's Tourism Relief Fund from the Vaughan Chamber of Commerce and the City's Cultural Heritage department</li> <li>• Supported the Vaughan opening of Canada's first avid Hotel with 119 guest rooms (IHG brand) (6800 Hwy 7)</li> <li>• Launched Phase 2 of the Cultural Arts Centre Project</li> <li>• Continuation of Safe Travels and Post Promise in Vaughan with 200+ businesses to date (combined)</li> <li>• Hosted Canada Soccer National Championships 2022</li> <li>• Continue to provide seminars to local businesses to position them better to compete</li> <li>• Support marquee amateur sports events with local clubs (soccer, curling)</li> <li>• Introduce a Tourism Festival and Sports Events hosting grant and partnership funding program in preparation for the 2024 Summer events season</li> </ul>

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## 3. Advance Partnerships

Actions	Result
<ul style="list-style-type: none"> <li>Establish TVAC</li> <li>Host Local Industry Events</li> <li>Work with Regional, Provincial, and Federal Agencies to Advance the Industry</li> <li>Work With Industry Associations to Develop Business and Sport Visitation</li> </ul>	<ul style="list-style-type: none"> <li>Conducted accommodations site visits to refresh content on HostInVaughan.ca and deepen stakeholder partnerships</li> <li>Partnered on key tourism driving campaigns, showcasing the Staycation Tax Credit program in 2022</li> <li>Hosted in partnership with the Vaughan Film Festival a Familiarization Tour for film industry representatives</li> <li>Supported Vaughan Chamber of Commerce's SupportVaughanLocal</li> <li>Secured \$100,000 Tourism Relief Fund grant from FedDev Ontario through Central Counties Tourism</li> <li>Work with Central Counties Tourism as a Platinum Sponsor for the Annual Industry Symposium</li> <li>Invite key partners including Central Counties and the Vaughan Attractions Council to Board meetings</li> <li>Support marquee amateur sports events with local clubs (soccer, curling)</li> <li>Launch a Vaughan module of the CCT Ambassador Program</li> </ul>

## 4. Marketing and Communications

Actions	Result
<ul style="list-style-type: none"> <li>Generate Awareness of Vaughan as a Tourist Destination</li> <li>Develop a Tourism Marketing Strategy and Plan</li> <li>Develop and Distribute Material/Messaging that Operators can Incorporate in Their Communications</li> <li>Communicate the Industry to Stakeholders including Residents</li> </ul>	<ul style="list-style-type: none"> <li>Launched a new Economic Development Communications Business Unit to increase marketing and communications</li> <li>Advertised with sport and meeting professionals industry associations to attract business and sport activities</li> <li>Executed on seasonal visitor campaigns for Summer, Fall and Winter/shoulder</li> </ul>

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	<ul style="list-style-type: none"> <li>• Represent the City and TVC on the Kleinburg Business Improvement Area</li> <li>• VDMP identified value propositions and target markets</li> <li>• Develop business communications toolkits for operators, accommodations, and small businesses</li> <li>• Refresh HostInVaughan.ca and work to relaunch visitvaughan.ca</li> <li>• Relaunch social media channel @visitvaughan Instagram</li> <li>• Invite key partners including Central Counties and the Vaughan Attractions Council to Board meetings</li> <li>• Explore opportunities to customize Vaughan landing pages on platforms like Expedia, TripAdvisor, etc.</li> </ul>
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### 5. Research and Data Analytics

Actions	Result
<ul style="list-style-type: none"> <li>• Generate Intelligence From Data</li> <li>• Measure the Impact of the Industry</li> <li>• Develop and Maintain Online Databases</li> <li>• Leverage Surveys Like the Business Satisfaction and Citizen Satisfaction Surveys</li> </ul>	<ul style="list-style-type: none"> <li>• Renewed data agreement with Central Counties to understand visitation</li> <li>• Assigned Economic Development Research and Intelligence Staff to support</li> <li>• Ongoing monitoring of occupancy data</li> <li>• Shared and leveraged online databases like SupportVaughanLocal and yorkdurhamheadwaters.ca</li> <li>• Use 2021 Census to drive insight</li> <li>• Secure York Region Employment Survey for 2024</li> <li>• Utilize 2019 to 2022 Environics research provided through Central Counties Tourism (pre-pandemic and pandemic recovery stages)</li> <li>• Develop and deliver ongoing insight on the industry</li> <li>• Deliver an annual Year in Review in Q2 2023</li> </ul>



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## 2023 Budget

Description	MAT Total	City ED Total*	Total
Staff	\$328,486.40	\$105,004.27	\$433,490.67
Staff Benefits	\$123,928.18	\$10,788.83	\$134,717.01
Destination 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 coords	\$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>

\*This ONLY represents direct inputs from Economic Development. It does not, for example, include Corporate and Strategic Communications inputs, Finance inputs, Legal inputs, the time of the Board members, etc.