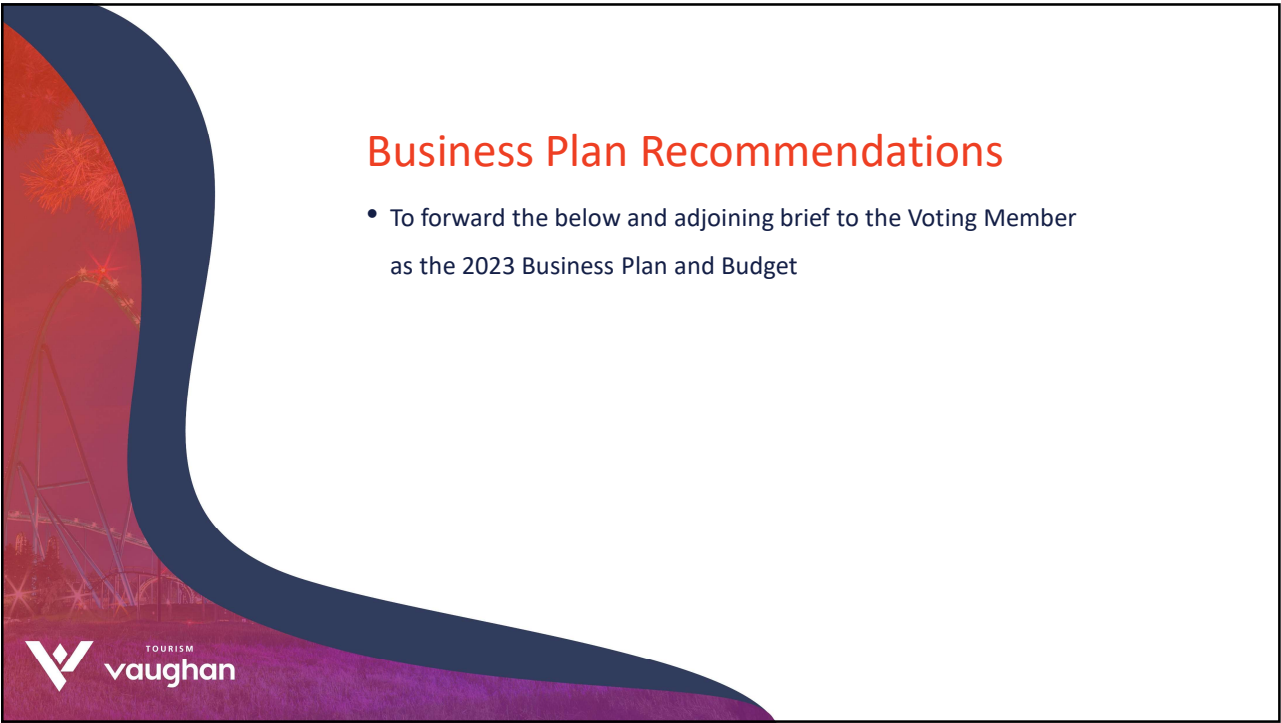




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2

Destination Masterplan Pillars



Governance

Product Development

Partnerships

Marketing and Communications

Research and Data Analysis

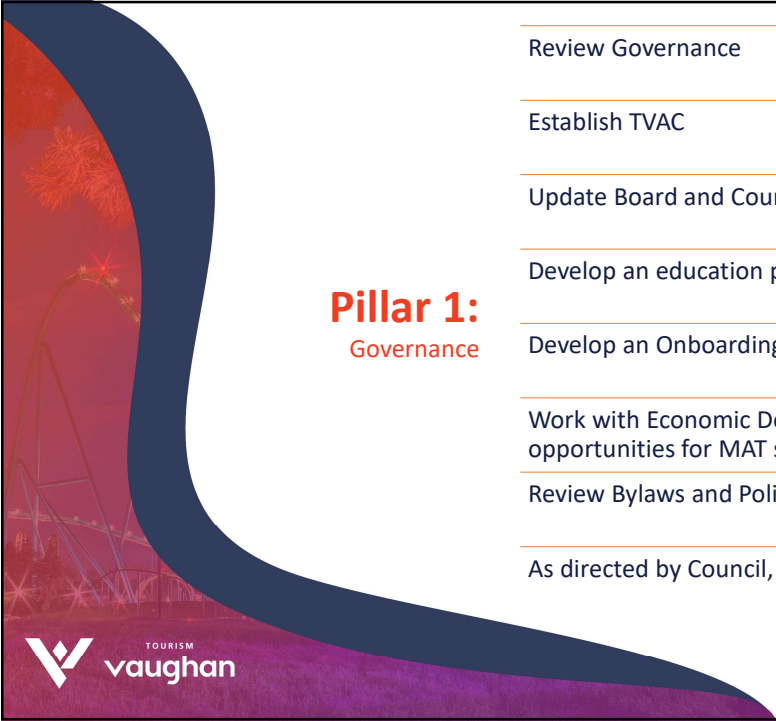
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Pillar 1:
Governance





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



Pillar 3:

Partnership



Pillar 3:

Partnerships

Establish TVAC

Host Local Industry Events

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

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



12



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.

TOURISM
vaughan

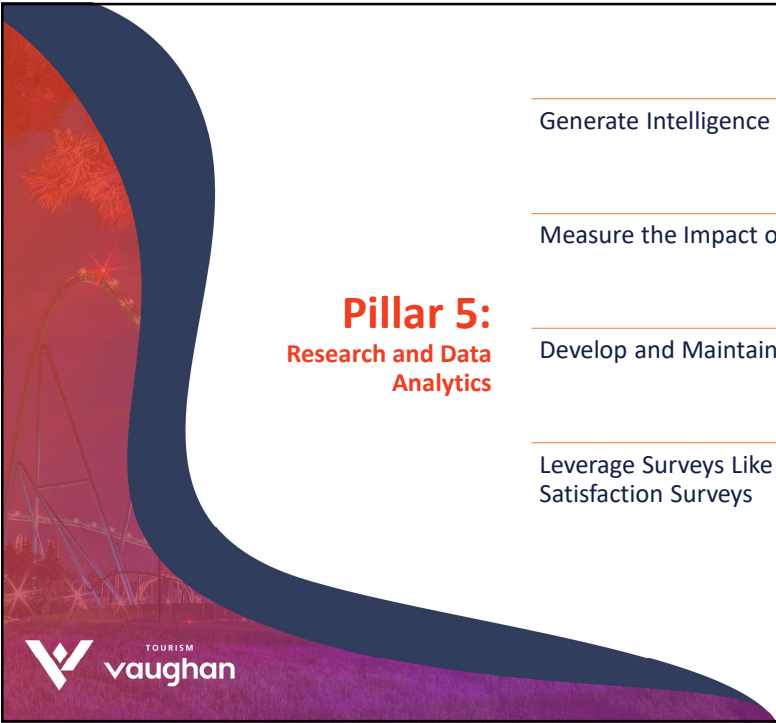
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Pillar 5:
Research and
Data Analytics

TOURISM
vaughan

16



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

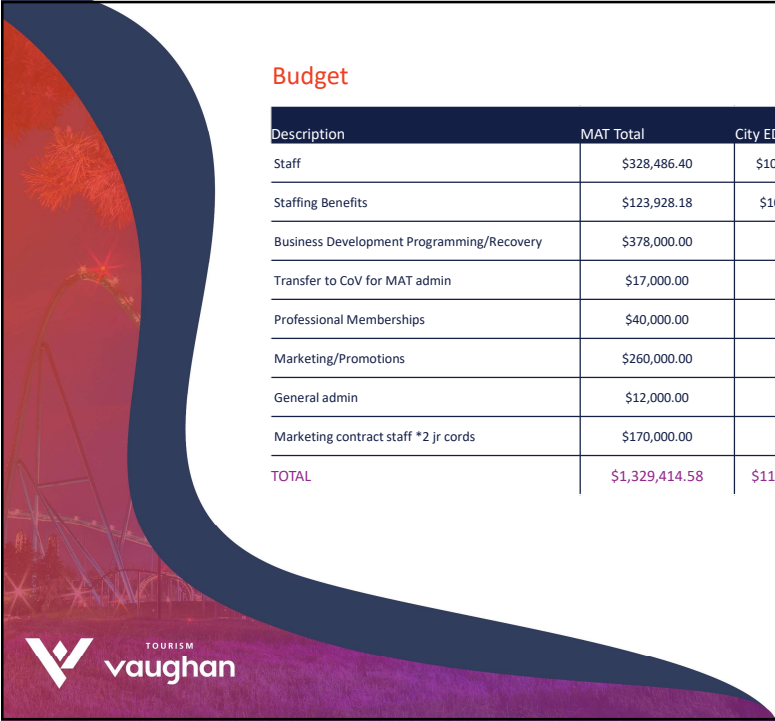
- Renewed data agreement with Central Counties to understand visitation
- Assigned Economic Development Research and Intelligence Staff to support
- Ongoing monitoring of occupancy data
- Shared and leveraged online databases like SupportVaughanLocal and yorkdurhamheadwaters.ca

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



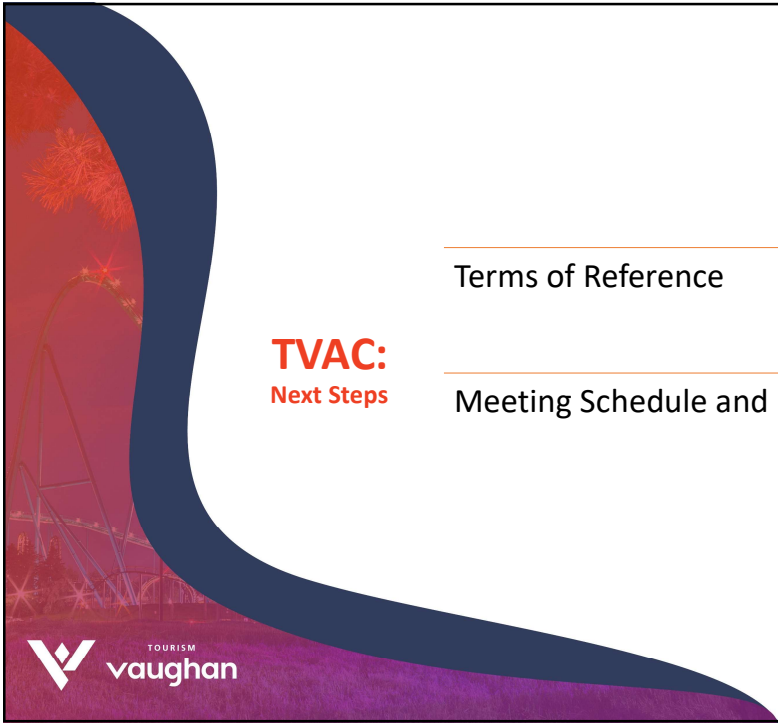
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Budget

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	
TOTAL	\$1,329,414.58	\$115,793.10	\$1,445,207.68	





TVAC:
Next Steps

Terms of Reference

Meeting Schedule and Plan - 2023



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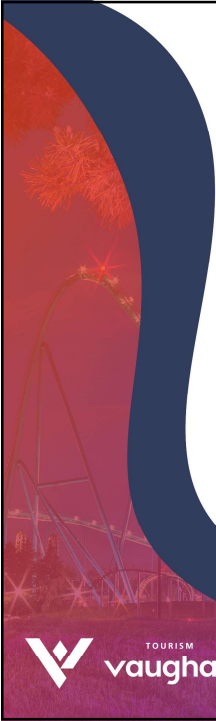


Terms of Reference

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



22



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)



