

**C3.**

**Communication**

**Anti-Hate, Diversity and Inclusion**

**Advisory Committee – December 4, 2023**

**Item No. 2**

# City of Vaughan Economic Development Update – Diversity, Equity and Inclusion

December 4, 2023



# Background




# ED's mandate is to help businesses grow in Vaughan by identifying opportunities for growth and reducing barriers to investment.

ED's primary tools to support business retention and expansion are business advisory and intelligence services delivered through:

- Direct services
- Strategic programs including Marketing/Education
- Research gathering and intelligence development
- Policy recommendations
- Partnerships and advocacy

The City of Vaughan has other levers to create a climate for job creation, which ED advises through its position in the City Manager's office. These include:

- Bylaw and enforcement
- Planning and building standards
- Infrastructure development
- Public works maintenance
- Public education via Libraries and Corporate Communications
- Finance and taxation policy



# Black, Indigenous, and People of Colour (BIPOC) Canadians own more than 10% of the Small- and Medium-Sized Enterprises (SMEs) in Canada. These owners face unique obstacles to business growth.

In October and November 2021, Statistics Canada conducted the Canadian Survey on Business Conditions to better understand the needs of businesses emerging from the Global COVID-19 Pandemic.

The results indicated that BIPOC business owners were less likely to have an optimistic outlook for the future of their firms. The less optimistic outlook stemmed from above average concern in the following areas:

- Obstacles attracting customers
- Fluctuations in demand
- Maintaining cashflow and managing debt
- The absence of government support programs



# Vaughan's BIPOC community is an essential part of our diverse economy and resident base.

According to the 2021 census, 41% of Vaughan's population is a visible minority. The top four visible minorities in Vaughan, as of 2021, are:

- South Asian (36,000)
- Chinese (27,000)
- West Asian (13,000)
- Black (10,500)

## In Vaughan, the Black community includes a variety of organizations who support residents.

Vaughan's Black community is supported by the following organizations:

- The African Canadian Coalition against Hate, Oppression and Racism (ANCHOR)
- The York Region Alliance of African Canadian Communities (York Region AACC)
- The Canadian Black Chamber of Commerce (CBCC)
- The Black Entrepreneurship Alliance / YSpace YorkU
- Ogo Tawa – The Black Artrepreneur Program



# Emerging Community Supports



# The Federal and Provincial governments have invested in programs to support BIPOC business owners with specific resources for the Black business community.

In May 2021, the Government of Canada invested \$265 Million over four years in the Black Entrepreneurship Program (BEP). The BEP is a partnership with financial and business organizations. It provides support through three initiatives:

- The Black Entrepreneurship Loan Fund in Partnership with the Federation of African Canadian Economics (FACE)
- The National Ecosystem Fund to support not-for-profit Black-led business organizations that provide business training for Black entrepreneurs
- The Black Entrepreneurship Knowledge Hub led by Carleton University's Sprott School of Business and ream Legacy Foundation to identify barriers to Black business success

In March 2022, the Province of Ontario provided \$5 Million over two years to support Black-owned main street businesses through the Digital Main Street program. The Racialized and Indigenous Supports for Entrepreneurs (RAISE) program is providing an up to \$10,000 grant for business transformation, innovation, and growth plans.



# Vaughan Supports



# Better Your Business | Social and Environmental Sustainability Program

The Better Your Business Tap into Social and Environmental Sustainability Program is a new initiative that will support five Vaughan-based businesses in incorporating the United Nation's 17 Sustainable Development Goals into their corporate practices.

Every business has opportunities to serve its community and generate positive social and environmental change by implementing progressive business practices.

SDG1: No Poverty  
SDG4: Quality Education  
SDG5: Gender Equality  
SDG8: Decent Work and Economic Growth  
SDG10: Reduced Inequalities

# Better Your Business | Tourism Diversity Program

Through this initiative, Tourism Vaughan provides up to 24 tourism-related businesses with an opportunity to plan and develop more inclusive and diverse tourism products, services and experiences.

## Highlights


- A Panel Discussion on the Importance of Inclusion
- The Case for Accessible Tourism – Scope, Skills and Strategy
- Cultivating Safe Spaces for the 2SLGBTQIA+ Visitor
- An Unbiased Approach to Exceptional Customer Service

# SMALL BUSINESS WEEK 2023

## Small Business Week 2023 Event Calendar

Monday	Tuesday	Wednesday	Thursday	Friday
<p>7:30 - 10:00 a.m. (In-Person) @ The Hub   <b>Kickoff Networking/Breakfast</b></p> <p><b>Speakers:</b> Mayor Del Duca, <a href="#">Carlos Cadogan</a>, <a href="#">Keynote</a>, <a href="#">Diversity Advocate</a></p>	<p>10-11 a.m. (Virtual) <b>Sustainable Development Goals Fireside Chat</b></p> <p><b>Speaker:</b> Professor Mark Terry, Consultant for the City of Vaughan's Social and Environmental Sustainability Program</p>	<p>11 a.m. – 12:00 p.m. (Virtual) <b>Financing for Small Businesses with the BDC</b></p> <p><b>Speakers:</b> Louay Georgie &amp; Nicole Ng, BDC   Andrew Ko, Futurpreneur</p>	<p>11am -12:30 p.m. (Virtual) <b>Getting your Venture Funded by YSpace</b></p> <p><b>Speaker:</b> Erich Ko, Entrepreneur, Hopin</p>	<p>11 a.m. - 12 p.m. (Virtual) <b>Accessible Business   Scope, Skills, &amp; Strategy</b></p> <p><b>Speaker:</b> Joe Baker, Advocate for an inclusive, future-forward industry</p>
<p>2-3 p.m. (Hybrid) <b>AI Tools for Small Businesses</b></p> <p><b>Presenter:</b> Vaughan Public Libraries</p>	<p>12-1 p.m. (Virtual) <b>Supporting 2SLGBTQ+ Employees Through Meaningful Practice</b></p> <p><b>Speaker:</b> Jordyn Samuels, Lead Equity, Diversity, Inclusion Consultant, Journeys InEquity Consulting</p>	<p>12-1:30 p.m. (Virtual) <b>Introduction to the Vaughan Business Café</b></p> <p><b>Speaker:</b> Eliot Fenwick, Senior Program Manager, 10k Coffees</p>	<p>12-1:30 p.m. (Virtual) <b>Inclusive Hiring Practices for Your Business</b> (Postponed)</p> <p><b>Speaker:</b> Kevin McShan, Disability Advocate</p>	
	<p>6:00-8:30 p.m. (In-Person) <b>Grow Your Digital Presence and Influence Audiences</b></p> <p><b>Speakers:</b> C3 Labs, Digital Service Squad</p>	<p>6-8 p.m. (Virtual) <b>Being a Diverse Founder in the Food &amp; Bev Industry</b></p> <p><b>Speakers:</b> Olu Villasa, Manager, Black Entrepreneurship Alliance (BEA) with <b>Panelists:</b> Chaneé Dowdie Co-Fou, Gilles Tchianga, Tamara Shelly,</p>	<p>7-8:30 p.m. (Hybrid) <b>Seniorpreneurship</b></p> <p><b>Presenter:</b> Vaughan Public Libraries</p>	

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# To better support the Black community in Vaughan, Economic Development will deliver a 2024 program with three tactics. By leveraging the growing support ecosystem and Economic Development's current services, the program's aim is to make more information available to the Black community.

First, Economic Development will launch a new online resource page, to inform stakeholders about dedicated black business support programs, organizations, and funding opportunities. This resource is under development.

Second, Economic Development will continue to expand its work with community organizations to provide dedicated networking, seminars, and/or training programs to the Black community. Economic Development is in discussions with various organizations and hopes to provide new programming.

Finally, Economic Development, within the Office of Communications and Economic Development (OCED) will undertake enhanced outreach and communication about services and programs to the black community in collaboration with local black community channels. Enhanced communications will be conducted where appropriate.



# Thank you

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Office of Communications and Economic Development (OCED) | City Manager's Portfolio

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