

Committee of the Whole (1) Report

DATE: Monday, January 23, 2023

WARD(S): ALL

TITLE: ECONOMIC DEVELOPMENT COUNCIL PROCLAMATIONS –
2024-2026

FROM:

Nick Spensieri, City Manager

ACTION: DECISION

Purpose

To enable the City of Vaughan to celebrate the local economy and economic development, the Economic Development (ED) department is seeking approval of a list of significant provincially, nationally, and internationally recognized days of significance for entrepreneurs, businesses, and stakeholders.

Report Highlights

- Raising the profile of the local economy and undertaking marketing and promotional efforts about Vaughan to attract and retain investments is a key pillar of economic development.
- Engaging in provincial, national, and international opportunities for economic development is a vital way to advance this strategic initiative.

Recommendations

1. THAT Council proclaim the events listed in Table “A” as celebrations in the City of Vaughan to the end of 2026; and,
2. THAT Council direct the Office of Communications and Economic Development to use corporate channels where appropriate to communicate the listed economic development-related celebrations.

Background

Economic Development works to profile and support Vaughan’s transformative, ambitious and purpose-driven economy to make Vaughan a place where entrepreneurship, business, tourism, and art can prosper and grow.

Vaughan is **Transformative**. Our economy and business community continue to change the way business is done. The Economic Development department enables transformative projects.

Vaughan is **Ambitious**. The City of Vaughan undertakes world-class projects that elevate opportunities for our talent and businesses that strive to lead their industries.

Vaughan is **Purpose-Driven**. The City of Vaughan is proud to lead a community that is dedicated to doing business with purpose. Our community works to build Vaughan as a vibrant and inclusive community where all can prosper.

Vaughan remains a destination of choice for investment, and a major regional economic driver as the largest economy and employment centre in York Region, outpacing regional, provincial, and national economic growth rates.

Vaughan remains the largest economy in York Region, contributing more than one-third of all economic output in the Region. Vaughan accounts for more than half of the Region’s real GDP in good-producing industries and nearly one-third of its real GDP in service-producing industries. In 2022, Vaughan’s GDP surpassed \$25 billion.

Various organizations recognize businesses and the economy with designated days and weeks to educate, mobilize, and celebrate.

An important part of growing the local economy is to celebrate its successes and contributions to society. The United Nations (UN), for example, leads many international celebrations. They remind us that:

- “International days are occasions **to educate the general public on issues of concern, to mobilize political will and resources to address global problems, and to celebrate and reinforce achievements of humanity.**”¹

¹ See:

<https://www.un.org/en/observances#:~:text=International%20days%20are%20occasions%20to,and%20reinforce%20achievements%20of%20humanity.>

Previous Reports/Authority

[Economic Development Council Proclamations – 2023](#). Committee of the Whole (2) Report, December 12, 2022.

Analysis and Options

To further raise the profile of Vaughan’s economy, ED recommends that Council endorse the following government and public sector celebrations, thereby having the City of Vaughan participate in conversations across the globe.

TABLE “A”: Economic Development-Related Days of Recognition			
Celebration	2024 Date(s)	Opportunity	Organization
International Day of Education	January 24, 2024	The City of Vaughan boasts a resident base of which 70% have achieved post-Secondary accreditation	United Nations
International Day of Women and Girls in Science	February 11, 2024	To promote Vaughan’s growing science and life sciences sectors, celebrating women and girls in science will enhance inclusion and our talent base	United Nations
World Health Day	April 7, 2024	This is an opportunity to celebrate the health and healthcare industry in Vaughan	United Nations
National Canadian Film Day	April 17, 2024	This is an annual opportunity to highlight the film and film production	National Film Board (NFB)

		industry as an emerging sector in Vaughan which contributes to the creative and cultural industries. This is also an opportunity to highlight Vaughan's world-class international film festival held annually in June.	
International Creativity and Innovation Day	April 21, 2024	Vaughan has strong creative assets like the McMichael Canadian Art Collection and the Vaughan Film Festival, along with a thriving innovation cluster. Celebrating our community's innovative spirit will enhance the City's profile	United Nations
World Intellectual Property Day	April 26, 2024	This presents an opportunity to highlight the innovation and intellectual property generated in Vaughan	United Nations
National Tourism Week	April – May, 2024	National Tourism Week provides Vaughan with an opportunity to showcase	Tourism Industry Association of Canada (TIAC)

		community attractions and the contributions made to the tourism industry by local providers.	
Economic Development Week	May 6-10, 2024	Economic Development Week provides Vaughan ED with a platform to showcase the community and the contributions made to the local economy by the City of Vaughan	International Economic Developers Council Economic Development Association of Canada Economic Developers' Council of Ontario
World Telecommunication and Information in Society Day	May 17, 2024	To help raise awareness of the possibilities that the Internet and other information and communication technologies (ICT) can bring to societies and economies, this day is an opportunity to celebrate the uptake of technology by our businesses.	United Nations
International Museum Day	May 18, 2024	An opportunity to celebrate Vaughan's museums and heritage homes as visitor destinations	International Council of Museums

Micro, Small, and Medium Sized Enterprises Day	June 27, 2024	Vaughan's economy is more than 85% small business. The City can celebrate their contributions	United Nations
International Equal Pay Day	September 18, 2024	This day presents an opportunity for the City to join the United Nations in promoting the elimination of the pay gap. It will allow our City's economy to demonstrate that it remains purpose-driven	United Nations
World Tourism Day	September 27, 2024	The City's Tourism Vaughan Corporation (TVC) and ED support Vaughan's hospitality and tourism industry. World Tourism Day is an opportunity to celebrate Vaughan as a destination.	United Nations
Small Business Month	October	An annual celebration of Small Businesses and an opportunity to profile Vaughan's community and support services	Government of Canada through the Business Development Bank of Canada
Small Business Week	October 20-26, 2024	An annual celebration of Small Businesses and an opportunity to	Government of Canada through the Business

		profile Vaughan's community and support services	Development Bank of Canada
Global Entrepreneurship Week	November 11-15, 2023	An annual celebration of entrepreneurs is an opportunity to celebrate our local community and the services the City provides	Global Entrepreneurship Network
Women's Entrepreneurship Day	November 19, 2024	An opportunity to celebrate women in business and entrepreneurship in Vaughan	Women's Entrepreneurship Day Organization
International Volunteer Day for Economic and Social Development	December 5, 2024	Vaughan's vibrant not-for-profit sector relies on volunteers to contribute to economic and social development. This is an opportunity to thank them for their contributions to our economy.	United Nations

Financial Impact

None.

Operational Impact

None. The necessary communications are part of the OCED's expected activities.

Broader Regional Impacts/Considerations

None.

Conclusion

The Economic Development department recommends that Council adopt the above-listed celebrations. This will help the City to raise the profile of the economy and engage in provincial, national, and international discussions about economic development.

For more information, please contact Raphael Costa, Director, Economic Development, ext. 8891.

Attachments

None.

Prepared by

Raphael Costa, Director, Economic Development, ext. 8891.

Approved by

A handwritten signature in black ink, appearing to read 'Nick Spensieri', with a long horizontal line extending to the right.

Nick Spensieri, City Manager