

memorandum

DATE: January 31, 2024
TO: Council, City of Vaughan
FROM: Board of Directors, Tourism Vaughan Corporation
RE: **TVC Business and Action Plan, 2024**

Recommendations:

1. THAT the TVC forward the below and adjoining presentation material to the Voting Member as the 2024 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 (VDMP).

In 2024, the TVC will advance the VDMP via the following actions under their respective strategic priorities.

1. Governance and City Policy Framework

2023 Result	2024 Actions
<ul style="list-style-type: none"> Actively worked with and received feedback and insights from the Tourism Vaughan Advisory Committee (TVAC) consisting of tourism operators and key stakeholders to deepen local industry connections and to review key strategic priorities, such as the Tourism Festival and Sports Events hosting grant and partnership funding program Provided the TVC Board with presentations from industry associations and key partners to educate staff, the Board and the TVAC Participated in the City-wide Events Strategy, including Bylaw and policy review Worked with Economic Development to identify MAT opportunities Hired a Tourism Development Coordinator position 	<ul style="list-style-type: none"> Board presentations continuing in 2024 through 2026 from industry associations to educate staff, Board, and TVAC Continue to receive feedback and insights from the TVAC for key strategic priorities, such as the Tourism Festival and Sports Event hosting grant and partnership funding program, and a tourism servicing portal Engage with Bylaw and Permits as necessary for tourism-related items

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2. Tourism Product Development

2023 Result	2024 Actions
<ul style="list-style-type: none"> • Launched the second iteration of the Tourism Innovation Lab’s Vaughan “Spark” Mentorships and Grants program to encourage new and innovative tourism concepts through a pitch competition • Completed delivery of the Better Your Business: Tourism Diversity program to expand and enhance tourism products, services and experiences (Winner: 2023 EDAC Marketing Excellence Award) • Provided a Vaughan-specific module on Central Counties Tourism’s tourism ambassador program through The Learning Lab • Supported 157 events, activations and festivals, 10 business conferences, 4 sports tournaments and successfully serviced 4 familiarization tours to drive tourist activity to the city • Progressed on the development of Tourism Festival and Sports Events hosting grant and partnership funding program in preparation for the 2024 Summer events season with input from TVAC and the Bylaw, Legal, Diversity and Inclusion, and Recreation departments. • Provided seminars to local businesses to position them to better compete and draw tourist visitation 	<ul style="list-style-type: none"> • Support festivals, events, conferences, marquee amateur sports events with local clubs, and submit bids to host future tourism-driving activations • Launch the Tourism Festival and Sports Events hosting grant and partnership funding program in preparation for the 2024 Summer events season (\$230,000 initial year funding envelope) • Deliver the second iterations of both the Tourism Innovation Lab’s Vaughan “Spark” Mentorships and Grants Program and the Better Your Business: Tourism Diversity Program • Develop and launch a Tourism Servicing Portal to enhance the benefit of selecting Vaughan as a host destination for festivals, events, conferences and sporting tournaments • Develop and provide accommodations, attractions and information travel offices with a consumer-facing map with key tourism elements in Vaughan • Explore a Vaughan City Pass option for leisure, conferences, sports, and special events

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3. Partnerships

2023 Result	2024 Actions
<ul style="list-style-type: none"> Conducted accommodations site visits to refresh content on HostInVaughan.ca and deepen stakeholder partnerships Hosted and participated, in partnership with the Vaughan Film Festival, two familiarization tours for film industry representatives Engaged in local, regional and provincial industry meetings to further advance tourism Participated in a familiarization tour with Central Counties Tourism to bring travel writers to Vaughan and other areas of York, Durham and Headwaters Hosted the first-ever Vaughan tourism networking event, in partnership with Central Counties Tourism, to connect industry stakeholders 	<ul style="list-style-type: none"> Create a dedicated landing page on visitvaughan.ca for Stay and Play packages with local accommodations, attractions and event partners Establish regular meetings with local attractions and family entertainment centres to broaden in-market offerings Continue networking series of events to connect industry stakeholders Participate in local, sector-specific meetings within tourism and hospitality to further advance Vaughan's positioning as a premier destination and align strategic planning Continue to conduct accommodation and sporting venue site visits to deepen stakeholder partnerships Work with Central Counties Tourism as a Platinum Sponsor for the Annual Industry Symposium

4. Marketing and Communications

2023 Result	2024 Actions
<ul style="list-style-type: none"> Executed seasonal campaigns to drive leisure visitation using social, digital, out-of-home and print, and other owned channels Launched year-long advertising targeted towards meeting planners, business event planners and sporting tournament organizers to enhance hostinvaughan.ca (Winner: 2023 IEDC Gold Award for Special Purpose Website) Established the <i>Vaughan Events at a Glance</i> document for local accommodations, shared with the TVC Board and the TVAC Relaunched social media channel @visitvaughan Instagram 	<ul style="list-style-type: none"> Relaunch visitvaughan.ca and explore the opportunity to expand the hostinvaughan.ca website Launch custom Vaughan landing pages and targeted marketing campaigns with platforms like Expedia, TripAdvisor, etc. Relaunch the Taste in Vaughan culinary campaign, and execute seasonal marketing campaigns to promote leisure travel Execute marketing campaigns that focus on increasing business events and conferences and sports tournaments Explore opportunity for a 'visit your neighbour' program with

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<ul style="list-style-type: none"> Represented the City and TVC on the Kleinburg Business Improvement Area 	transit/subway-adjacent accommodations in Toronto <ul style="list-style-type: none"> Exhibit and Participate in Provincial and National trade shows and events through collaboration with industry stakeholders
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5. Research and Data Analytics

2023 Result	2024 Actions
<ul style="list-style-type: none"> 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 the yorkdurhamheadwaters.ca online database with Central Counties Tourism 	<ul style="list-style-type: none"> Use 2021 Census and the 2024 York Region Employment Survey to drive insight Utilize 2022 and 2023 Environics research provided through Central Counties Tourism to assess the drivers of tourism post-pandemic Develop and deliver ongoing insight on the industry Deliver an annual Year in Review in Q2 2024 Hire a Tourism Development Coordinator to support Research and Analytics functions

2024 Budget

Description	MAT Total	City ED Total*	Total
Staff	\$608,924	\$90,452	\$699,376
Staff Benefits	\$122,914	\$28,945	\$151,859
Destination Development Programming/Grant Program	\$525,000		\$525,000
Transfer to CoV for MAT admin	\$22,000		\$22,000
Professional Memberships	\$15,000		\$15,000
Marketing/Promotions	\$395,000		\$395,000
General admin	\$40,000		\$40,000
Marketing contract staff	\$135,000		\$135,000
TOTAL	\$1,863,838	\$119,397	\$1,983,235

*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.