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Communication

CW(WS) – April 10, 2024

Item No. 1



# **VAUGHAN MUNICIPAL EVENTS STRATEGY**

**(2024-2028)**

## **COUNCIL PRESENTATION**

April 10, 2024

Prepared for the City of Vaughan by  
urbanMetrics inc.

## WHAT IS THE PURPOSE OF THIS STRATEGY?

The purpose of the Strategy is to guide internal and external event organizers through a timely and streamlined process for hosting an event in the City of Vaughan, including ‘*City-led*’ (produced by City of Vaughan) and ‘*Community-led*’ events (produced by residents, non-profit organizations, and businesses). It provides a road map for how the City can modernize its event permitting processes and empower organizations to deliver safe, best-in-class events which support the diverse needs of our residents.

Simply put: this strategy is intended to help people in all corners of Vaughan to gather and celebrate, safely.

# APPROACH

The Municipal Event Strategy was developed following months of extensive consultation and research. It builds on the Current State Assessment Report (February 2023) that summarized Vaughan's current event offerings and processes and highlighted the City's strengths, areas for improvement, opportunities, and challenges when it comes to events. It also integrates the insights of staff, elected officials, local event producers, and most importantly, residents of Vaughan.

**12**

1-on-1 MEETINGS  
WITH CURRENT AND  
PAST MEMBERS OF  
COUNCIL



**158**

PUBLIC SURVEY  
RESPONSES



**9**

ROUNDTABLE AND SMALL  
GROUP MEETINGS  
*WITH*

**36**

STAFF MEMBERS  
*ACROSS*

**15**

DEPARTMENTS

**34**

STAFF SURVEY  
RESPONSES



# WHAT WE HEARD FROM EVENT STAKEHOLDERS THROUGH THE PROCESS

Vaughan has the right attitude and energy to become a leader in municipal events.

The current process for facilitating (and municipal permitting of) Community-led events continues to demonstrate opportunities for improvement.

Creative and strategic promotion of events is important to make sure events are clearly communicated and well-attended.

Events are typically attended by “family” audiences.

As the community continues to grow and change there is a need to incorporate a Diversity, Equity and Inclusion (DEI) lens in event planning and programming.

City staff resources are currently stretched thin, especially during peak event season. Going forward, resources will be challenged as we return to more in-person events.

All events carry risk. The City of Vaughan is steadfastly committed to ensuring risks, including public health, safety, and compliance, are managed responsibly.

New “flagship” facilities and venues such as the Vaughan Metropolitan Centre (VMC) and North Maple Regional Park provide an opportunity for the City of Vaughan to showcase their capacity to lead, support, and foster exceptional event experiences.

# VISION

***Vaughan supports and celebrates events that are diverse, safe, welcoming and accessible for all who live, visit, play and work in our community.***

# GUIDING PRINCIPLES

**Vaughan supports CITY-LED and COMMUNITY-LED events which are:**



## **Impactful**

Events are fun, insightful or memorable.



## **Unifying**

Events build community bonds and facilitate a sense of belonging for all residents.



## **Barrier Free**

Events are safe, welcoming and fully-accessible for all audiences.



## **Affordable**

City-led events are free. Community-led events are encouraged to provide affordable ticket options.



## **Representative**

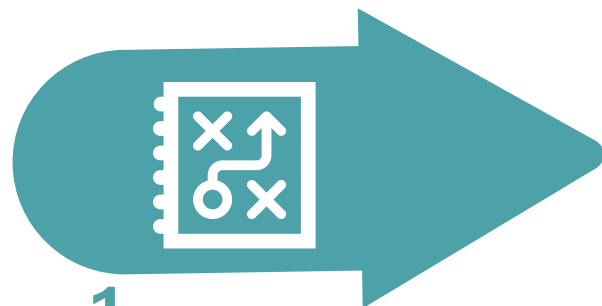
Events celebrate Vaughan's diversity and promote inclusion.



## **Collaborative**

Events provide a platform for partnership and collaboration between City event staff and community organizations, including private event planners and organizers.

# STRATEGIC GOALS



**1.**

Clarify roles & responsibilities



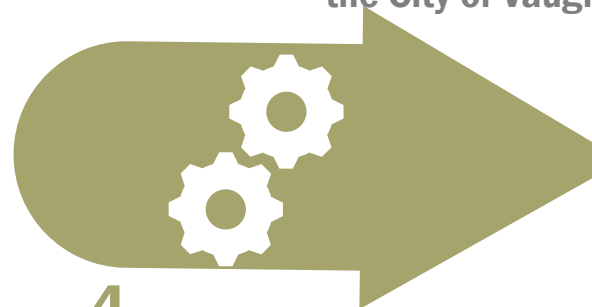
**2.**

Streamline the event approval process



**3.**

Support new and existing event operators in running great events



**4.**

Allocate resources to effectively and efficiently maximize impact



**5.**

Continue to actively communicate with and invite organizers to host in the City of Vaughan

# ACTION ITEMS

Action Items are the specific tasks that will help the City of Vaughan actualize the Vision Statement and Goals outlined in this Strategy.

**The 21 Action Items** identified in this plan vary in their complexity, cost, timelines, and internal roles/responsibilities. The action items are structured within six functional areas, including:

- City Procedures (x6),
- Information & Technology (x4) ,
- Staff Resourcing (x2),
- Logistics & Coordination (x3),
- Engagement & Empowerment (x3) , and
- Promotion (x3)



Canada Day

# CONCLUSION

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Community gatherings – *events* - play an integral role in the health and well-being of our residents. This Strategy was carried out to help the City of Vaughan make small but important refinements in the delivery and oversight of public-facing events that celebrate the very best of what Vaughan has to offer.

This Strategy is focused on both City-led and Community-led events and provides a detailed plan for how the City of Vaughan can make small but important improvements to ensure the delivery of safe and meaningful events that draw residents closer together.

The recommendations in this Strategy were based on extensive research and consultation with key stakeholders that represent various perspectives around municipal events. These perspectives informed all elements of the Strategy and helped define a road map towards an event landscape in Vaughan that builds on existing strengths, tackles challenges, and takes advantage of opportunities.

Achieving the goals set out in this Strategy will require buy-in and commitment from both internal and external stakeholders. Without this, the full potential of Vaughan's events will not be reached, and opportunities will be left untapped. But with the right dedication and resourcing, the City of Vaughan is well-positioned to become a shining example of event excellence with a full calendar of events which are inclusive, diverse and exciting for residents and visitors.





