

C2.

Communication

Anti-Hate, Diversity and Inclusion

Advisory Committee – June 17, 2024

Item No. 2

Host in Vaughan Grant Program

Update to the Anti-Hate, Diversity, and Inclusion Advisory Committee

June 17, 2024

About the Host in Vaughan Grant Program

About the Fund

The Host in Vaughan Grant is a \$230,000 fund, established in 2024, that aims to enhance tourism across Vaughan by encouraging visitation and participation at local events through event funding.

Consideration is given to projects that meet the following objectives:

- Delivery of events, product packages and thematic campaigns that support tourism in Vaughan
- Demonstrated traction for the project to draw participants and visitors into Vaughan from greater than 40 kilometres away
- Events, activities and programs must take place in the city of Vaughan
- Proposed events and activations encourage residents to participate in their community and generate a sense of pride of place in the city of Vaughan
- The project promotes inclusivity, cross-cultural collaboration and participation of a diversity of groups and organizations in the city of Vaughan

Funding Categories

Projects will be assessed under one of the following Funding Categories:

1. Sports Events (sanctioned) – up to \$25,000
2. Business Conferences – up to \$10,000
3. Tourism Partnerships – up to \$10,000
4. Major Festivals and Events – up to \$10,000
5. Community Activations – up to \$5,000





Host in Vaughan Grant Program Summer 2024



Summer 2024

\$125,000 being recommended to Council for Award.

- 24 applications, 17 funded
 - 5 community Activations (4 receiving funding)
 - 2 Tourism Partnership
 - 14 Major Festival (13 receiving funding with 5 funded as community activations)
 - 2 Sports Events



Host in Vaughan Grant Program Fall 2024



Fall 2024

\$105,000 Funding for fall/winter events.

Applications open in September.

- Follow Vaughan Economic Development on LinkedIn and Tourism Vaughan on Instagram to stay up to date.



2024 International Economic Relations

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To advance the local economy EcDev works to achieve three primary goals when undertaking international activities:

1. *Trade and Foreign Direct Investment (FDI)*
2. *Established and emerging cluster development (for talent and innovation)*
3. *Advancing the City of Vaughan through Best Practice Research*

2024 International Economic Relations

Economic Development Works with local communities to advance opportunities.

2024 Activities include:

- Incoming Delegations and work related to:
 - Italy
 - Nigeria
 - The Philippines
 - The Association of ASEAN nations
 - France
- Outgoing activities include
 - Italy Mission
 - A Q1 2025 mission to South Asia in partnership with the Indo-Canadian Chamber of Commerce

