

# ECONOMIC DEVELOPMENT INVESTMENT CONCIERGE SERVICE

Committee of the Whole (Working Session)

February 5, 2025



# Agenda

- 1. Investment Context (Site Selection – Ontario – Vaughan)**
- 2. About Investment Concierge Services**
- 3. Proposed Vaughan Program (Criteria – Methodology)**
- 4. Next Steps**

# Investment Context

## ▶ Site Selection

- The Greater Toronto Area is a top metropolitan area in North America with strong competition across the region.

## ▶ Ontario

- Invest Ontario and Toronto Global are increasing investment attraction activities.

## ▶ Vaughan

- Emerging sectors call for increasingly complex developments.



# About Investment Concierge Services

## ▶ City Benefits through:

- Improved perception of investment readiness and place branding.
- Greater collaboration and coordination across portfolios.
- More investment in priority sectors.

## ▶ Investors Receive:

- Enhanced advisory and proactive support from a multi-disciplinary team
- Predictability and clarity through a “Roadmap to Ribbon-Cutting” through the Municipal requirements
- A dedicated concierge to facilitate applications through the Roadmap to Ribbon-cutting and across departments.

- ▶ NB: Investors are those who have already purchased or leased a site in Vaughan.



# Vaughan Program – Criteria\*

**New commercial, industrial, or office developments, large additions, or major renovations that meet at least two of the following six criteria.**

1. Industrial projects exceeding 9,000 square meters (roughly 100,000 sq. ft).
2. Retail projects of at least 2,500 square meters (roughly 30,000 sq. ft.) in Vaughan's growth and intensification areas identified in the Official Plan or by a Secondary Plan (e.g., grocery stores).
3. Office projects exceeding 4,600 square meters (roughly 50,000 sq. ft.) to match York Region Office incentives thresholds.
4. Projects contributing to the retention or creation of more than 150 new jobs, or 40 new jobs in the Professional and Scientific Sector or in the Skilled Trades. This is in line with both Provincial density targets and economic development best practices.
5. Projects with a capital investment of at least \$30 million (to match thresholds for investment incentives from partner organizations).
6. High-profile or globally recognized companies presenting significant potential to enhance Vaughan's reputation as determined by the City Manager in consultation with the Deputy City Manager, Strategic Initiatives and Director, Economic Development, or designates.

\*Applications may be given additional consideration for inclusion in the program when deemed to contribute to sectors identified by Vaughan's and partner Economic Development strategies by the City Manager.

# Vaughan Program – Methodology

**The proposed program delivery framework follows a case management model that empowers a case manager/concierge to manage a client's Roadmap-to-Ribbon-Cutting through the municipality from start to finish.**

1. Intake
  - Promote the program
  - Rolling applicant evaluation and intake
2. Needs Assessment
  - Identify investor needs
3. Service Planning (Roadmap to Ribbon-Cutting Development)
  - Finalize a tailored Roadmap to Ribbon-Cutting with the investor
4. Service Delivery, Monitoring, and Ongoing Evaluation.
  - Monitor investments and program performance.
  - Report annually to Council

# Vaughan Program – Methodology

Investing in Vaughan and Receiving Support from the Concierge Can Expect to Follow This Journey.



# Next Steps

## Launch the Program in Q2/3, 2025

- ▶ Finalize Roadmap to Ribbon-Cutting template
- ▶ Engage with external agencies and finalize their roles
- ▶ Complete program branding
- ▶ Recruit the Concierge staff



# Thank you!

## Connect with us

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## Economic Development

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