

memorandum

DATE: January 15, 2025
TO: Council, City of Vaughan
FROM: Board of Directors, Tourism Vaughan Corporation
RE: **TVC Business and Action Plan, 2025**

Recommendations:

1. THAT the TVC forward the below and adjoining presentation material to the Voting Member as the 2025 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 2025, the TVC will advance the VDMP via the following actions under their respective strategic priorities.

1. Governance and City Policy Framework

2024 Result	2025 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 Worked with Economic Development to identify MAT opportunities Engaged with Bylaw and Permits as necessary for tourism-related items Hired a Tourism Development Coordinator (Information and Data) position Established and initiated an audit procedure to assess accommodations stakeholders' compliance with MAT remittance and reporting processes 	<ul style="list-style-type: none"> Support the City Auditors 2025 assessment of the Municipal Accommodation Tax enforcement audit Board presentations continuing in 2025 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 a Vaughan City Pass and a tourism servicing portal for tournaments, festivals and events, and business advisory Continue to engage with Bylaw and Permits as necessary for tourism-related items



memorandum

2. Tourism Product Development

2024 Result	2025 Actions
<ul style="list-style-type: none"> • Completed 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 • Supported 257 leisure events, activations and festivals, 24 business conferences, 18 sports tournaments and serviced 3 familiarization tours to drive tourist activity to the city • Launched the Tourism Festival and Sports Events hosting grant and partnership fund (“Host in Vaughan Grant”) in April 2024. The Grant supported 18 tourism activations with \$101,185.28 in funds distributed. An anticipated \$21,525 in funds will be disbursed upon the completion of late 2024 activations • Developed the Host in Vaughan Meetings and Events booklet, which included a map of key tourism elements in Vaughan and listings of Vaughan-based event venues, including City-owned venues such as The Sports Village and the Vaughan Studios and Event Space • Explored options for a Vaughan City Pass, with the process continuing in 2025 with the release of an RFP through procurement 	<ul style="list-style-type: none"> • Support current and actively seek out new festivals, events, conferences, and marquee amateur sports events with local clubs to grow tourism activations hosted in Vaughan, including submitting bids to host future tourism-driving activations • Launch two Host in Vaughan Grant intake periods in 2025 to support summer and shoulder season activations • Launch the third iteration of the Tourism Innovation Lab’s Vaughan “Spark” Mentorships and Grants Program and the second iteration of 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 • Provide webinars and/or seminars to local tourism businesses to position them to compete better and draw tourist visitation • Provide accommodations, attractions and information travel offices with a consumer-facing map with key tourism elements in Vaughan • Launch a Vaughan City Pass option for leisure, conferences, sports, and special events • Support the openings of two new accommodations, the transfer of one accommodation and the major renovation of one accommodation

memorandum

3. Partnerships

2024 Result	2025 Actions
<ul style="list-style-type: none"> • Conducted accommodations site visits to refresh content on HostInVaughan.ca and deepen stakeholder partnerships • Participated in the Vaughan International Film Festival's FAM tour, and serviced two additional FAM tours happening in 2025 • Participated in local, sector-specific meetings within tourism and hospitality to further advance Vaughan's positioning as a premier destination and align strategic planning • Hosted the Tourism Vaughan Stakeholder Networking event in November 2025, with an attendance of more than 50 individuals • Create a dedicated landing page on visitvaughan.ca for Stay and Play packages with local accommodations, attractions and event partners • Met with local attractions and family entertainment centres regularly to broaden in-market offerings and expand marketing opportunities through visitvaughan.ca and the Tourism Vaughan Instagram channel, @visitvaughan • Secured the Presenting Sponsor opportunity with Central Counties Tourism to host its annual Tourism Symposium in Vaughan in 2025 • Secured joint hosting rights of the Ontario Motor Coach Association (OMCA) Annual Marketplace 2025 event in Vaughan together with Markham. The two-day event will take place November 3rd to 5th, 2025 	<ul style="list-style-type: none"> • Continue to meet regularly with local attractions and family entertainment centres to broaden in-market offerings and opportunities to grow stay and play packages • Host regular networking events in 2025, including the networking portion of the Central Counties Tourism Symposium • Continue to 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 tours to deepen stakeholder partnerships • Host the 2025 Central Counties Tourism Symposium in February 2025 • Support new familiarization tours to Vaughan to enhance Vaughan's presence and reputation as a premier tourism destination

memorandum

4. Marketing and Communications

2024 Result	2025 Actions
<ul style="list-style-type: none"> • Executed seasonal campaigns to drive leisure visitation using social, digital, out-of-home, print, and other owned channels • Relaunched the visitvaughan.ca website, which included the new Plan My Visit page and My Stay page to create custom itineraries based on local attractions, restaurants, events and activations happening nearby • Continued to advertise through various channels hostinvaughan.ca, which targets meeting planners, business event planners and sporting tournament organizers, to enhance site visitation, duration and bid submissions • Provided the <i>Vaughan Events at a Glance</i> document to local accommodations, the TVC Board and the TVAC, with the addition of major tourism activations happening in the Greater Toronto Area to better prepare local accommodations of potential tourism compression • Exhibited at four tradeshow with focuses on the group tour market, the sports market and the business conferences market, to promote Vaughan as a premier destination • Worked with the Culinary Tourism Alliance to continue the culinary-focused Taste of Vaughan campaign • Represented the City and TVC on the Kleinburg Business Improvement Area 	<ul style="list-style-type: none"> • Continue to execute marketing campaigns that focus on increasing business events and conferences and sports tournaments • Launch a 'visit your neighbour' program with transit/subway-adjacent accommodations in Toronto to increase awareness of transit accessibility and drive visitation to local attractions and events • Launch custom Vaughan landing pages and targeted marketing campaigns with platforms like Expedia, TripAdvisor, etc. • Explore opportunities with Destination Ontario to promote Vaughan at a provincial level • Continue to exhibit at local and national tradeshow in collaboration with industry stakeholders to promote Vaughan as a destination for sports, business conferences, festivals and tours • Continue to grow and promote culinary tourism in Vaughan by working with the Culinary Tourism Alliance, and exploring opportunities with MICHELIN to add more Vaughan restaurants to the Guide

memorandum

5. Research and Data Analytics

2024 Result	2025 Actions
<ul style="list-style-type: none"> Renewed data agreement with Central Counties to understand visitation and visitor spending Assigned Economic Development Research and Intelligence Staff to support Ongoing monitoring of occupancy data to share and leverage the yorkdurhamheadwaters.ca online database with Central Counties Tourism, connected with the visitvaughan.ca website and its Plan Your Visit itinerary builder Hired a Tourism Development Coordinator (Information and Data) Continued to support research and analytics functions Delivered information and insight into Vaughan to local and regional tourism stakeholders Established quarterly reporting process of Vaughan accommodations occupancy rate, MAT remittances and related data 	<ul style="list-style-type: none"> Use 2021 Census and the 2024 York Region Employment Survey to drive insight Utilize 2023 and 2024 Environics research provided through Central Counties Tourism to assess the drivers of tourism in 16 key tourism destination areas Enhance data reports with the addition of room night specifications to monthly reports Regularly deliver insight into the tourism industry Deliver an annual Year in Review in Q2 2025

2025 Budget

Description	MAT Total	City ED Total*	Total
Staff	\$734,412	\$95,684	\$830,096
Staff Benefits	\$143,394	\$30,619	\$174,013
Destination Development Programming/Grant Program	\$575,000		\$575,000
Transfer to CoV for MAT admin	\$33,436		\$33,436
Professional Memberships	\$20,000		\$20,000
Marketing/Promotions	\$550,000		\$550,000
General admin	\$40,000		\$40,000
TOTAL	\$2,096,242	\$126,303	\$2,222,545

*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.