

Strategic Economic Initiatives

2024 Year in Review

The Economic Development department's Strategic Economic Initiatives (SEI) unit undertakes key projects that establish economic assets. These strategic projects aim to promote the growth of the city's business community and attract businesses and talent to Vaughan. The SEI unit strives to transform placemaking by developing ambitious, sustainable and purpose-driven projects that better the community.

Within the SEI unit, staff are undertaking projects in the following areas:



Smart Cities development



Public art and art development



Economic asset development



Municipal partnerships

2024 KEY ACCOMPLISHMENTS

MARCH

York University received provincial support for a **new School of Medicine to be located in the Vaughan Healthcare Centre Precinct.**

JUNE

Entered a **Memorandum of Understanding** with QuadReal to advance the plans to develop a **Performing and Cultural Arts Centre in the Vaughan Metropolitan Centre (VMC)**, which were announced by Mayor Del Duca in March.

Phase 2 and Phase 3 of the **Digital Billboard Revenue Project** were approved by Council for construction, adding eight locations of billboards and 15 community signs to the City's inventory, expanding the City's communication network and revenue share.

OCTOBER

Participated in the **2024 MedTech conference** in Toronto to raise the profile of Vaughan's emerging MedTech and life sciences sectors.

Launched **two demonstration projects** across Vaughan: Kevalues Autonomous Services initiated a **robot system for inspecting cycle lanes and sidewalks**, while Municipal Parking Services tested their **solar-powered parking detection solution** within a mixed residential and school area in Maple.

DECEMBER

Launched an **innovative wayfinding pilot project** in partnership with the Canadian National Institute for the Blind Access Labs to enhance accessibility for people who are blind or partially sighted, enabling them to navigate independently across six City facilities.

Hosted the inaugural cohort of **Ontario Vehicle Innovation Network (OVIN) Demonstration Zone** project demonstrators to showcase their automotive and mobility technologies at the **Automotive Industry Networking and Mobility Technology** event.

Launched a demonstration project involving Msafe Solutions Inc. utilizing **artificial intelligence powered analysis and camera detection** to monitor travel patterns and behaviours at the intersection of Martin Grove Road and Woodbridge Avenue.

MAY

Delivered a successful **Health Innovation mission to Chicago**, in partnership with the Vaughan Healthcare Centre Precinct (VHCP) partners resulting in the identification of international stakeholders and best practices that could support the development of the VHCP.

SEPTEMBER

All large-scale structural components were installed for "Fathom" at EXPO City CG Tower 5, the VMC's first landmark sculptural artwork.

Daniels BAIF's **"Circle of Life" multi-media public art series installed and unveiled** on Beverley Glen Boulevard and Bathurst Street in Thornhill.

NOVEMBER

Launched **two demonstration projects**: Loop Parking began testing a **real-time parking detection solution** at Millway Avenue and Highway 7 and along Woodbridge Avenue at Clarence Street in Vaughan, and Kiwi Charge Inc. tested their **portable electric vehicle charging solution** at two Vaughan community centres.

The Call for Artist Submissions Package and Locational Plan was finalized for the **2025 ARTonBOXES program**. The theme for year one (2025) is **"ART of HEALING."**

In 2024

Secured more than \$36 million in grant revenue to offset major capital and operating expenses and alleviate pressure on the tax base, including **\$35 million** from the Housing Enabling Water Systems Fund.

The incoming Sponsorship and Donation Policy was approved, and approximately **\$175,000** in sponsorship and **\$295,000** of in-kind donations were accepted.