

CREATIVE AND CULTURAL INDUSTRIES ADVISORY COMMITTEE
APRIL 9, 2025

COMMUNICATIONS

Distributed April 2, 2025

Item No.

- C1. Presentation material (revised April 8, 2025)
- C2. Presentation material

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C1. (Revised)
Communication
Creative and Cultural Industries
Advisory Committee – April 9, 2025
Item No. 1

Ontario's Arts, Culture, and Creative Industries

Strengthening Competitiveness and Communities

Presentation for the City of Vaughan Creative and Cultural Industries Advisory Committee

April 9, 2025



Overview

- Ontario's culture sector is an economic powerhouse but often overlooked in economic plans and discussions.
- Government, industry, and academia all have a role to play:
 - Support Ontario's cultural exports on the global stage
 - Build capacity for regional cultural economic development and investment attraction
 - Develop funding models for inclusive, long-term growth





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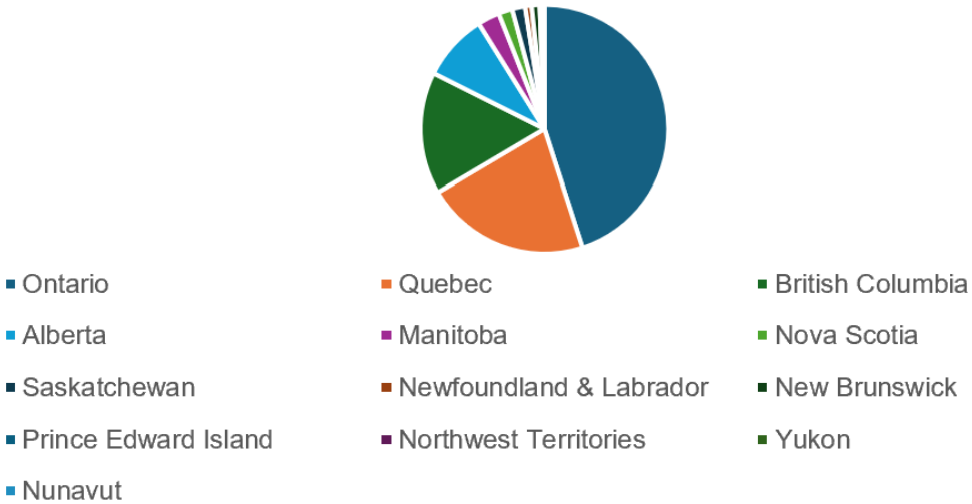
Ontario - The Cultural Capital of Canada - Fueling Productivity and Competitiveness on a Global Scale



Ontario - The Cultural Capital of Canada - Fueling Productivity and Competitiveness on a Global Scale

Provincial/Territorial Culture GDP Totals - 2022

In 2022, Ontario's culture sector contributed over \$26 billion to the provincial (GDP), accounting for nearly 45 per cent of Canada's total GDP growth in the sector.



Source: Government of Canada. "Culture Satellite Account." Canada.ca, July 5, 2024.



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Ontario - The Cultural Capital of Canada - Fueling Productivity and Competitiveness on a Global Scale

With Canada's lagging productivity amid growing economic uncertainty, Ontario's culture sector plays a pivotal role in cementing the nation's trade position and influence on the world stage.



Source: Government of Canada. Culture Satellite Account, November 19, 2024.



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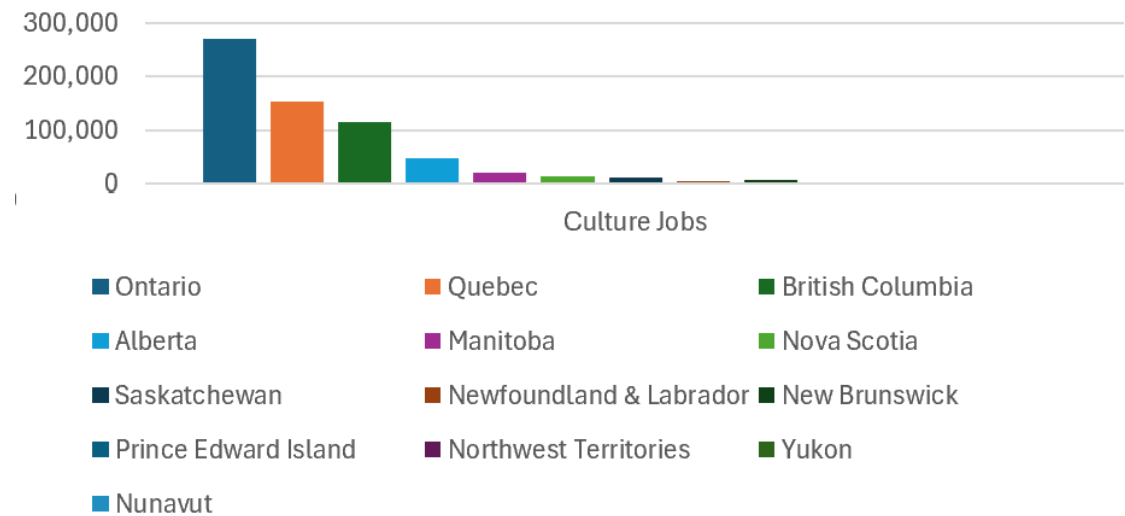
Unlocking Potential - Workforce Resilience in Ontario's Culture Sector



Unlocking Potential - Workforce Resilience in Ontario's Culture Sector

As of October 2024, Ontario's culture sector workforce included over 273,000 direct jobs, the largest in Canada.

Provincial/Territorial Culture Jobs Total - 2022



Source: Government of Canada. Culture Satellite Account, November 19, 2024.



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Unlocking Potential - Workforce Resilience in Ontario's Culture Sector

Regionally, the sector's upward workforce trends can be seen in initiatives such as the [Cultural Industries of Ontario North \(CION\)](#). North Bay, for instance, hosted 94 film productions over 10 years, generating \$167 million, directly supporting workforce development, and filling labour gaps in the region.



Source: Cultural Industries Ontario North



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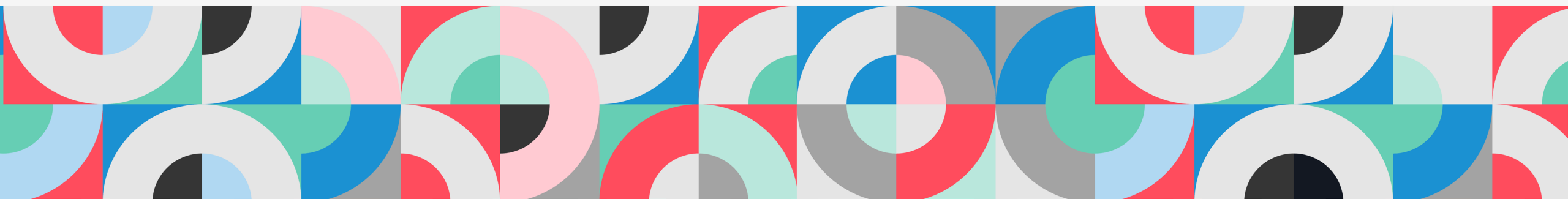
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From the Stage to the Streets - Culture's Role in Regional Economic Development



From the Stage to the Streets - Culture's Role in Regional Economic Development

The Government of Ontario's 2021- 22 Celebrate Ontario Blockbuster and Reconnect funding generated an estimated \$1 billion in economic impact across the province, with every dollar of provincial funding driving nearly \$21 of visitor spending



Source: Vaughan International Film Festival



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From the Stage to the Streets - Culture's Role in Regional Economic Development

In 2023, the world-famous Stratford Festival generated an overall economic impact of over \$276 million. Of that, \$147.3 million was spent within Stratford and the surrounding area. Restaurants benefited the most with \$24.4 million spent by visitors to the Festival

Expanding regional investments, transit access, and culture-based infrastructure will drive economic growth and community prosperity across Ontario.



McMichael Canadian Art Collection. Source: Attractions Ontario



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Cultural Pathways - A Cross-Sectoral Accelerator for Economic Growth



Cultural Pathways - A Cross-Sectoral Accelerator for Economic Growth

Though comprising only 13 per cent of all visitors, arts and culture tourists in Ontario account for **30 per cent** of total tourist spending.

Additionally, **40 per cent** of these tourists stay three days or more (compared to only 13 per cent of nonculture visitors).



Source: Visit Vaughan



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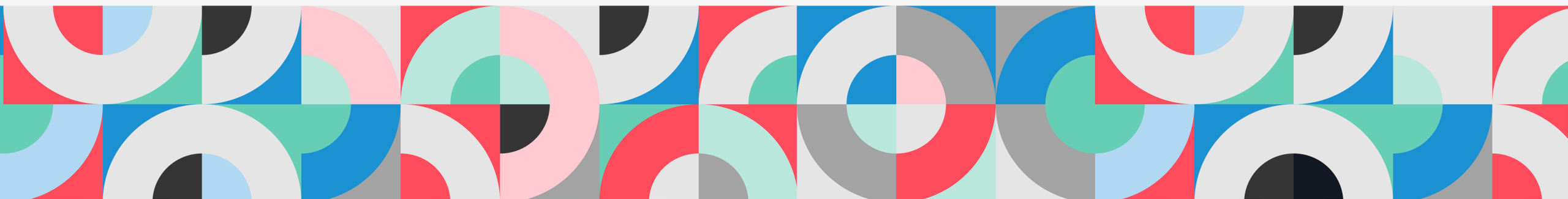
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Connected Communities - Cultivating Belonging through Culture



Connected Communities - Cultivating Belonging through Culture

Culture is a connector that creates a sense of belonging and inclusion.

79% of Ontarians say the arts support their mental health, fostering self-expression, social cohesion, and a better quality of life.



Source: Community Arts Council Canada

Examples of Municipal Culture Plans

- City of Toronto's ***Culture Connects Action Plan***: This plan seeks to boost cultural investment by \$35 million over the next decade.
- City of Markham's ***Markham is More: Markham's Economic Development and Culture Strategy***. This plan prioritizes its Main Street as a hub for the arts, culture, and business.
- City of Guelph's ***Everywhere, Everyday. Everyone. Culture Plan 2030***. This plan prioritizes cultural investment through support for anchor cultural sites, service organizations, public art acquisitions, and specialized funding programs for arts and culture.





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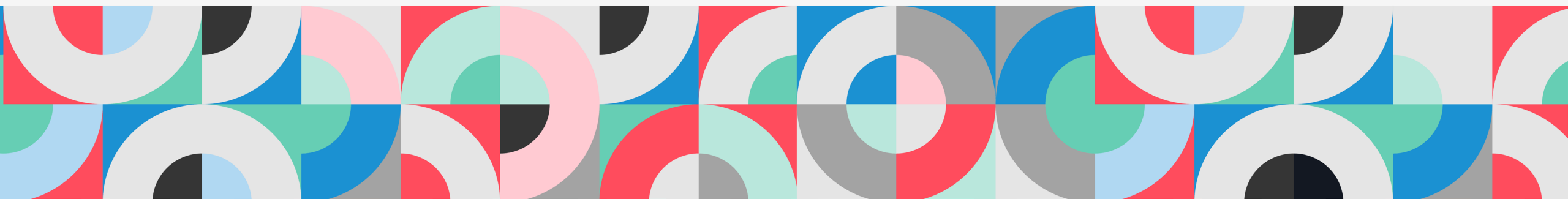
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Catalyzing Funding and Investments for Inclusive Growth



Catalyzing Funding and Investments for Inclusive Growth

Investments in the culture sector have been shown to deliver significant benefits and a high rate of return.

In 2022, Ontario Creates-supported industries contributed over \$3.6 billion to Ontario's GDP, generated over 44,000 jobs, and exported over \$3.8 billion in products and services internationally.



Source: Kleinburg Film Studios

Catalyzing Funding and Investments for Inclusive Growth

30 per cent of non-profit arts organizations forecast being at high risk of closing within three years, with nearly half unable to sustain operations for more than 12 months.

To fuel inclusive growth, special attention must be paid to reducing barriers to entry, mitigating administrative burdens in accessing funding, and creating flexible funding models that can better support SMEs and artists in the long-term.



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Any questions, please reach out: Neeky Dalir neekydalir@occ.ca



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Creative and Cultural Industries Advisory Council

Meeting 2 – April 9, 2025

C2.

Communication

Creative and Cultural Industries

Advisory Committee – April 9, 2025

Item No. 2



Things to think about...

- ▶ Thinking ahead to what a future Arts Council's strategic objectives could be, what is Vaughan's unique place in the broader arts landscape given the community and assets in Vaughan and the Toronto region?
 - ▶ What does our community contribute to the broader cultural landscape?
 - ▶ What are our opportunities to specialize?

Vaughan's Hypothesis

- ▶ **Emerging strengths:** digital media, post-production cluster, visual arts, design (architecture and construction), tourism (attractions)
- ▶ **Assets:** McMichael Canadian Art Collection, Vaughan International Film Festival, future Performing Arts Centre, diverse population
- ▶ As the GTA's next cultural hub, Vaughan is poised to be an advanced



Things to think about...

- ▶ Given the characteristics of the local creative and cultural industries, what kinds of opportunities do they need to grow? Do you know of successful programs or services?
- ▶ What are Vaughan and the broader Toronto region missing that could help local creative entrepreneurs and artists?

Vaughan's Hypothesis

▶ Programs:

- ▶ Former Artrepreneur training for artists
- ▶ Talent training supported through Talent City Vaughan for residents who, for example, want to learn about working in the film industry
- ▶ Granting programs that help artists commercialize and sell their art

▶ Gaps:

- ▶ Public art competitions
- ▶ Spaces for artists to work and congregate

Agenda

- 1. Vaughan at a Glance**
- 2. Creative Industries Assets**
- 3. Tourism Overview**
- 4. Creative Placemaking & Public Art**

FEATURED ATTRACTIONS

- 1 Kleinburg Village
- 2 McMichael Canadian Art Collection
- 3 Kortright Centre for Conservation
- 4 Canada's Wonderland
- 5 Vaughan Mills
- 6 LEGOLAND® Discovery Centre
- 7 Reptilia Zoo
- 8 Black Creek Pioneer Village

AMENITIES

- Dining
- Entertainment
- Shopping
- TTC Subway
- Go Train
- Accommodations

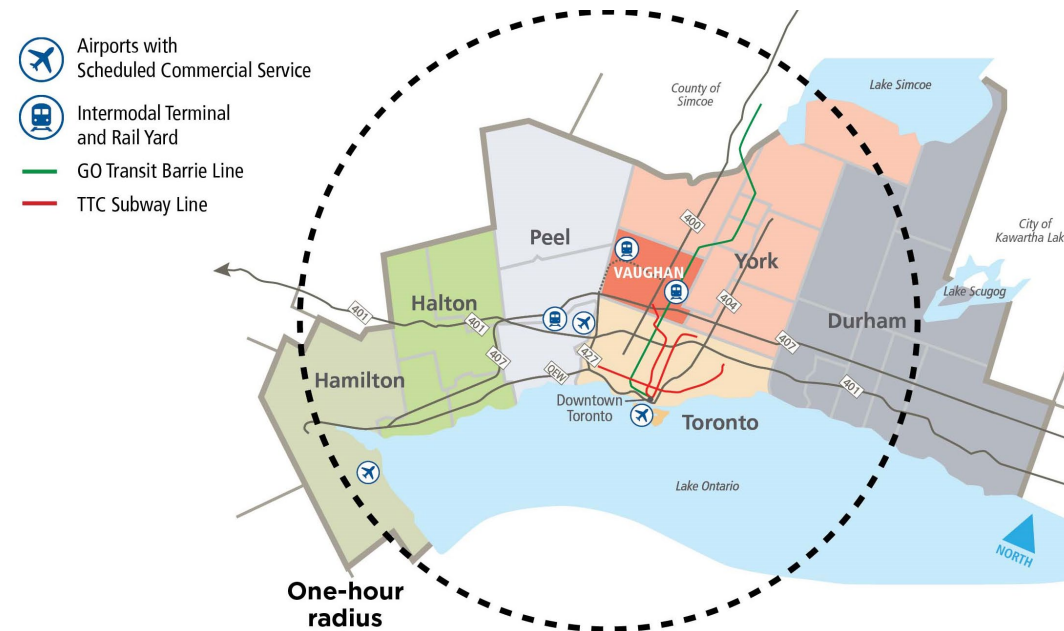
VISIT VAUGHAN



Welcome to Vaughan

Vaughan is growing a diverse economy, bringing in a range of creativity

- ▶ **113** unique foreign languages spoken
- ▶ **More than 217** ethnic or cultural origins
- ▶ **41%** of Vaughan's population is considered a visible minority
- ▶ **46%** of Vaughan's population are immigrants, **higher than the GTHA average**



Getting Here

Vaughan has all the ingredients for a world-class creative economy

Multi-modal transit

- ▶ Only municipality outside of Toronto with subway access
- ▶ GO Train stations (Maple and Rutherford)

Broader transportation networks

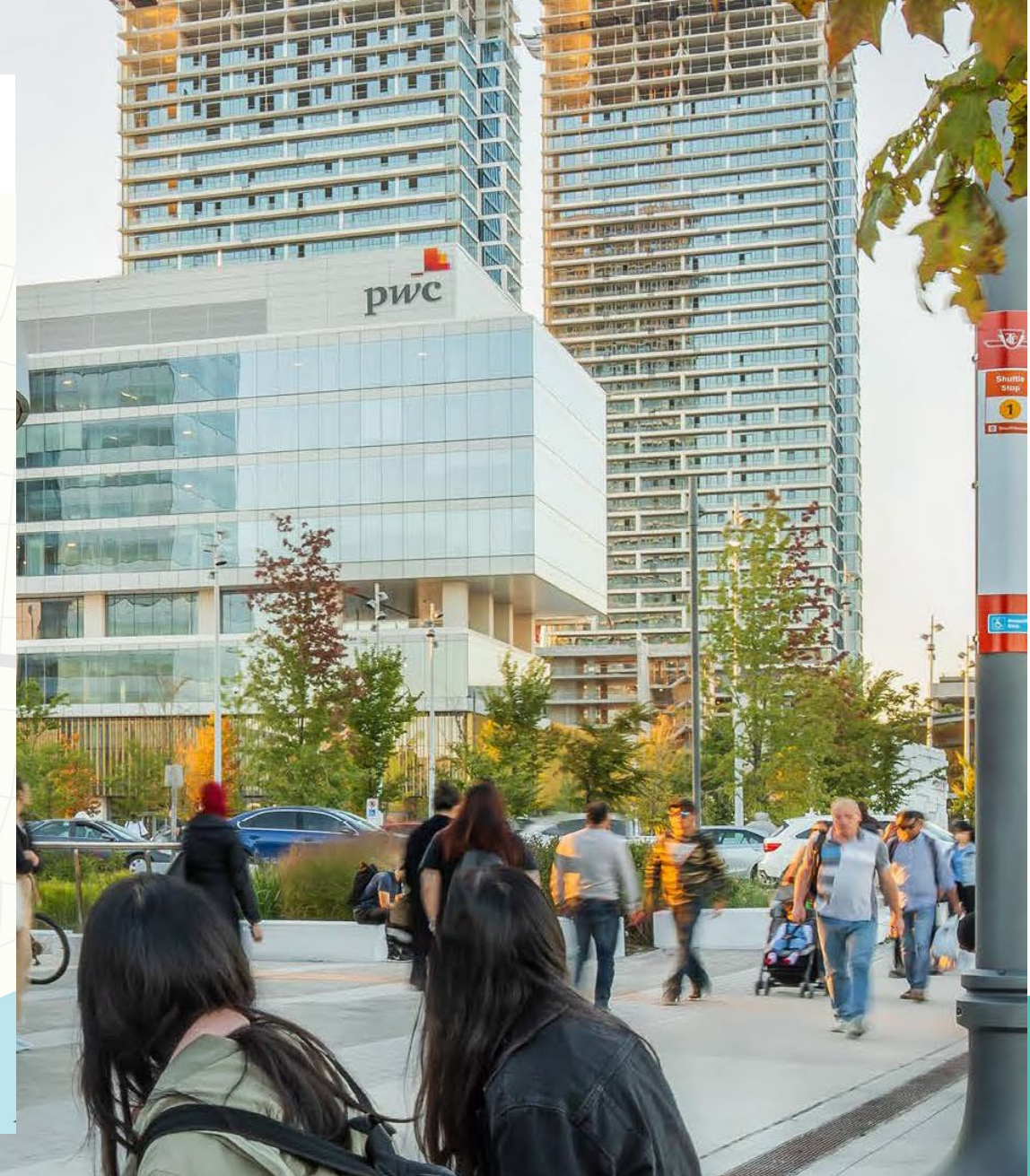
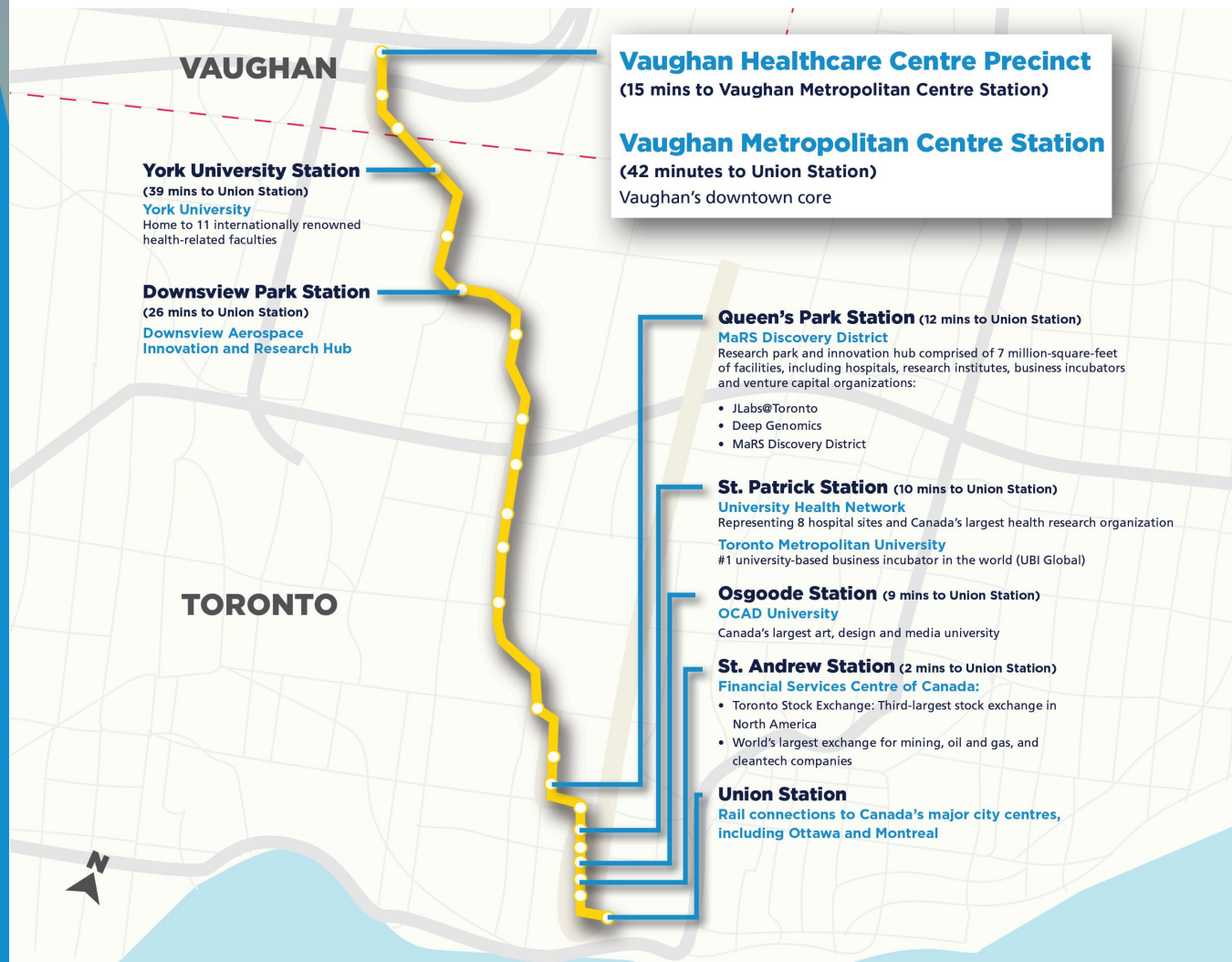
- ▶ Direct access to 400-series highways (427, 400 and 407)

Connections internationally

- ▶ Less than 20 km to Pearson International airport,
- ▶ Less than 2-hour drive to Rainbow Bridge at Canada-US Border



Transit Corridors



Vaughan Metropolitan Centre (VMC)

A destination for creatives to build and find community

Need space? As of 2024, built or approved space in the VMC include:

- ▶ More than 1.6 million square feet of office space
- ▶ Nearly 900,000 square feet of retail space

Projected to be the most densely populated area in Canada at 640 residents per square hectare, comparable to the Upper East Side in New York City of 684 residents per square hectare



Life in the VMC

Get active with state-of-the-art recreation

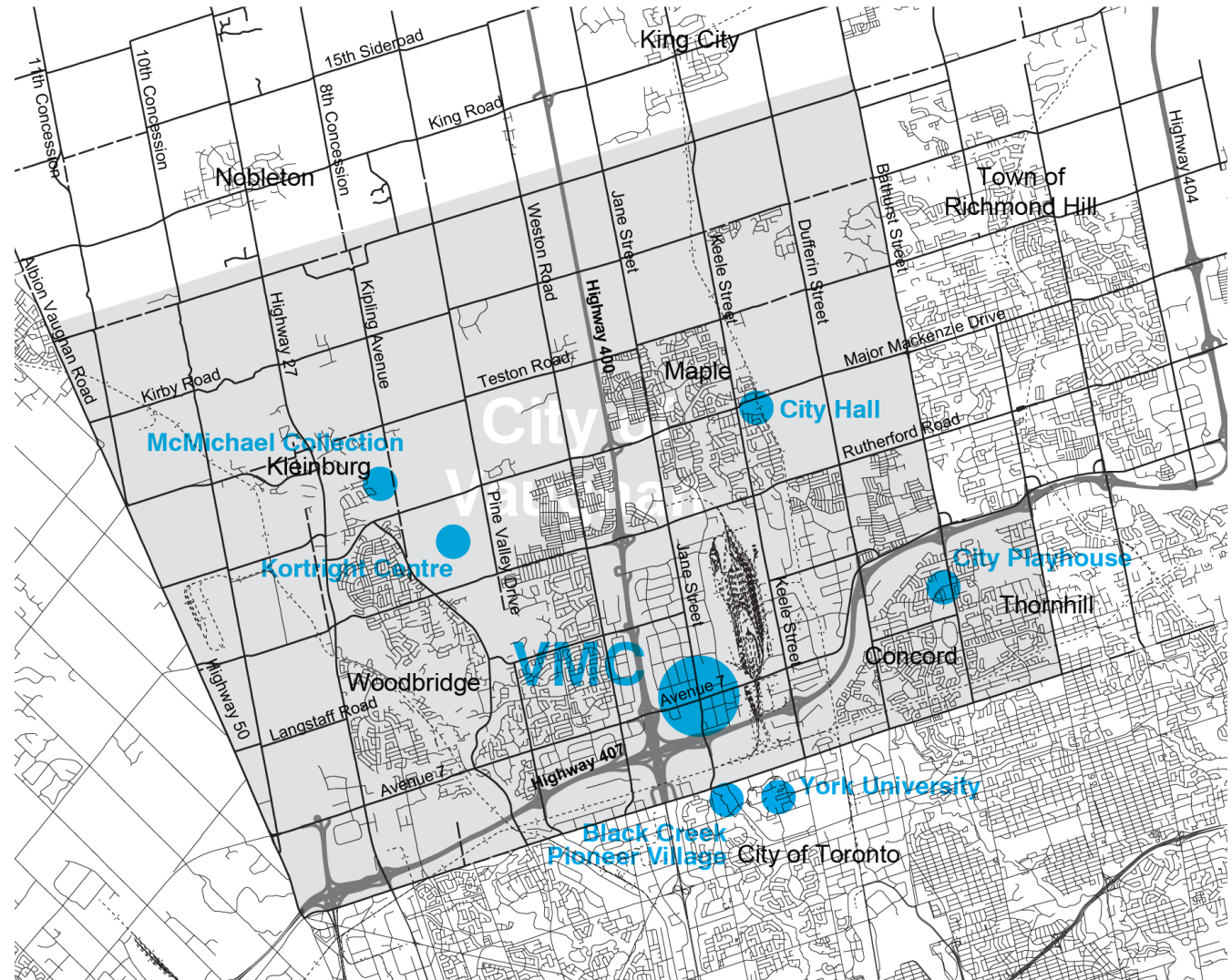
- ▶ PwC-YMCA tower, Vaughan Metropolitan Centre YMCA and future Vaughan Public Library branch

Get outside with outdoor urban spaces

- ▶ Kortright Centre for Conservation, Transit Square, Edgely Pond and Park and the future Assembly Park

Get entertained with nearby restaurants, retail, attractions and art

- ▶ Vaughan Mills, Canada's Wonderland, The Interchange, McMichael Canadian Art Collection, and Kleinburg Village



Performing and Cultural Arts Centre

A growing creative economy in Vaughan

- ▶ To be built in the Vaughan Metropolitan Centre (VMC), situated in QuadReal's Assembly Park community
- ▶ Anticipated **\$100 million** in economic activity related to construction
- ▶ Potential to inject more than **\$2.5 million** annually into local and regional economy
- ▶ Supporting creative industries, hospitality and retail sectors, and tourism destination development
- ▶ **State-of-the-art venue** for local, regional, and international creative talent and audiences
- ▶ **1,000+ seats**, with flexible capacity for performances of various sizes
- ▶ The future centre will open onto a central **public square** which will serve as a gathering place for the community, at the heart of a broader **arts and culture district**
- ▶ Located at the terminus of a **pedestrian-oriented retail corridor** stretching between Hwy 7 and the public square



Cultural Arts District Development

A cultural hub in Vaughan's downtown to meet market demand and community need

- ▶ Supported by high-order transit, highways, open spaces, growing population, business and employment growth in the VMC
- ▶ Create multiple, distinct but connected spaces for arts and culture
- ▶ Enable broader opportunities for activation and develop the VMC as Vaughan's premier cultural destination



Creative Industries



Vaughan at a Glance: Creative Industries

Vaughan makes up more than one-third of all creative businesses in York Region

- ▶ Vaughan contributes **more than a quarter of GDP and employment** in York Region's creative industry.
- ▶ Home to **5,450 creative industry businesses** with employees, accounting for **28%** of all businesses.

Top creative industries in Vaughan

- ▶ Computer systems design and related services – **1,134 businesses (32%)**
- ▶ Architectural, engineering and related services – **291 businesses (8%)**
- ▶ Clothing and clothing accessories retailers – **208 businesses (6%)**

**GROSS DOMESTIC
PRODUCT**

**\$2.5
BILLION**

2023

BUSINESSES

5,450

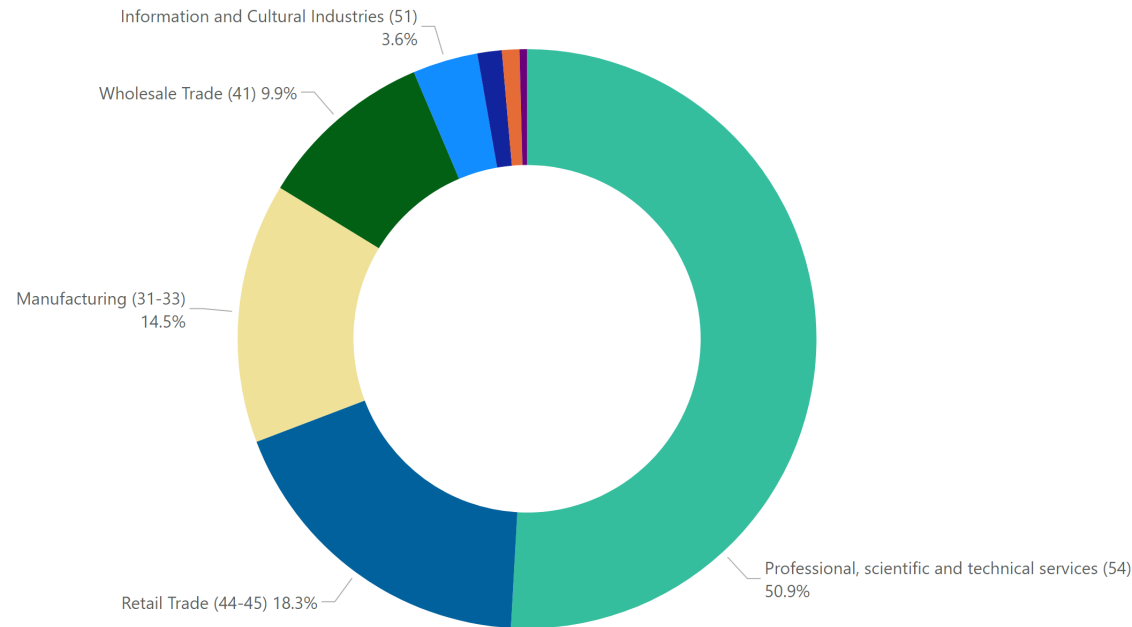
EMPLOYMENT

27,286

Creative Economy

Vaughan's creative economy spans a diversity of sectors

Business Counts by Sector



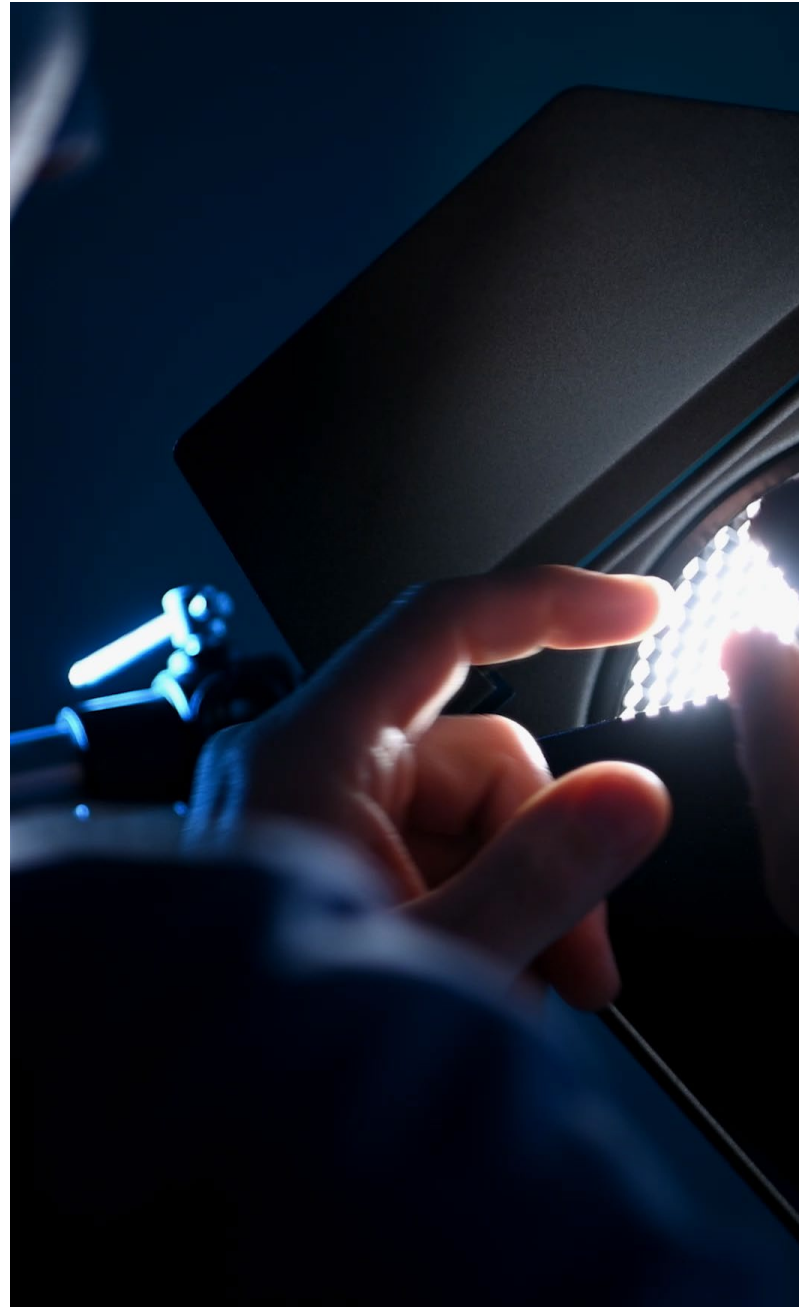
Major creative employers in Vaughan

- Canada's Wonderland
- McMichael Canadian Art Collection
- Kortright Centre for Conservation
- The City Playhouse Theatre
- Lombardi Publishing
- Imagine Cinemas Promenade
- Dream Productions

Vaughan's Creative Corridor

Connecting businesses to historic main streets, heritage preservation districts, and a community of creative businesses

- ▶ Home to more than **54,000 residents** and **1,200 businesses** employing more than **17,200 workers**
- ▶ The corridor boasts **75 restaurants** and a 10-minute drive to four accommodations and an additional 12 properties across the city
- ▶ **Film:** Kleinburg Film Studios, McMichael Canadian Art Collection, the Doctor's House, City Hall and conservation areas have been locations for major TV and film productions
- ▶ **Art:** McMichael Canadian Art Collection welcomes more than 56,000 visitors each year, the only public art gallery devoted to Canadian art
- ▶ **Leading companies within the Corridor:** Kleinburg Film Studios, Kleinburg Village Business Improvement Area (BIA), McMichael Canadian Art Collection, Vaughan International Film Festival, Market Lane Shopping Centre, Al Palladini CC, Chancellor CC





Tourism Vaughan Corporation



Tourism Vaughan

**More than 950 companies
employing more than 16,500
people, which includes:**

- ▶ More than **25 amusement attractions** that employ nearly **4,600 people**
- ▶ More than **16 accommodations** that employ more than **500 people**
- ▶ More than **750 dining and drinking establishments** that employ more than **10,200 people**



Tourism Vaughan Corporation's goal is to promote Vaughan as a premier overnight destination for leisure, sport and business visitors.

Home to some of Canada's premier attractions, including:

- ▶ Canada's Wonderland
- ▶ McMichael Canadian Art Collection
- ▶ LEGOLAND Discovery Centre
- ▶ Vaughan Mills
- ▶ Reptilia Zoo
- ▶ and many more!

Mission Statement: To champion Vaughan as a premier tourism destination through product development, marketing and educations, and strong collaboration with – and in support of – operators.



Tourism Vaughan

A range of tourism assets, including:

- ▶ **750+** culinary venues
- ▶ **87** meeting and events spaces
- ▶ **42** sports and recreation facilities
- ▶ **29** attraction and entertainment venues
- ▶ **16** accommodations; **additional 2** opening over the next 9-12 months
- ▶ **9** nature and outdoor trail assets
- ▶ **8** arts, culture and heritage assets



2024 Highlights

Serviced over 300 events, including:

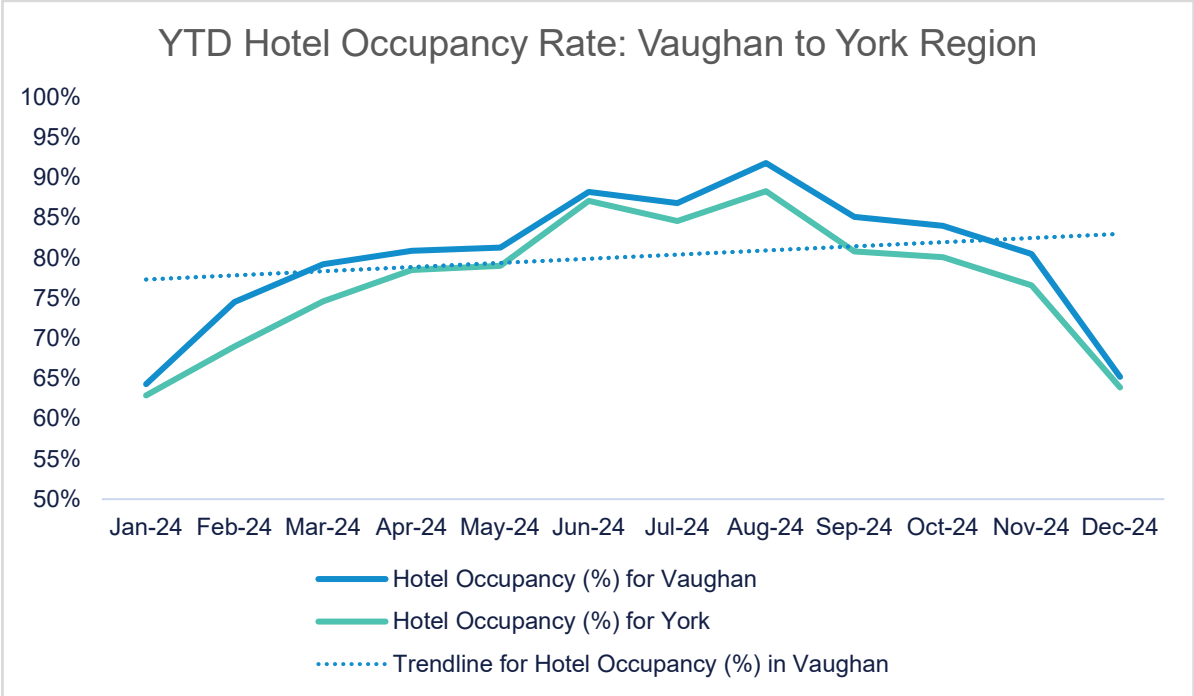
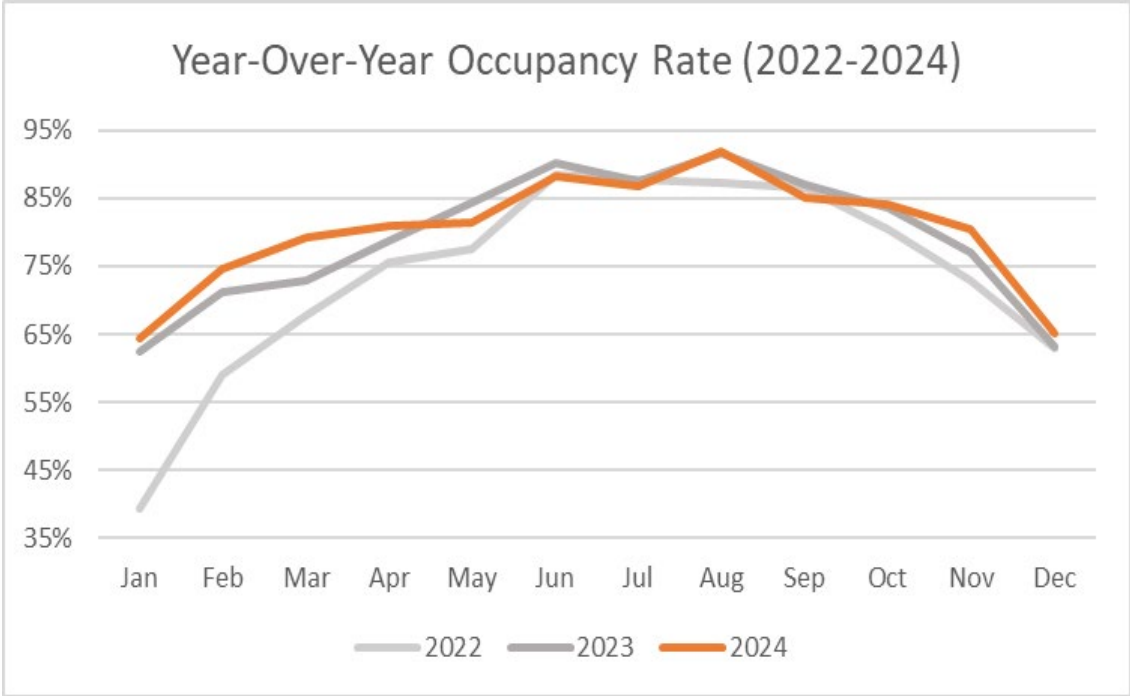
- ▶ 271 events, activations and festivals
- ▶ 25 business conferences
- ▶ 18 sports tournaments
- ▶ 4 familiarization (FAM) tours

Vaughan's average monthly hotel occupancy rate continues to rise

- ▶ Consistently performing at **more than 3 percentage points higher** than the average York Region's average monthly occupancy rate



Occupancy Rate Highlights



Tourism Programs

Offering a range of programs to kickstart or grow your tourism business, event or conference

Host in Vaughan Grant

- ▶ Aims to enhance tourism across Vaughan by encouraging visitation and participation at local events, as well as strong stakeholder partnerships
- ▶ Five categories: Sports Tournaments (sanctioned), Business Conferences, Partnerships, Major Festivals and Events, and Community Activations
- ▶ **\$230,000** in grant funding was available for dispersion in inaugural year

Better Your Business

- ▶ Social and Environmental Sustainability Program
- ▶ Tourism Diversity Program

Tourism Innovation Lab

- ▶ This program offers selected individuals, start-ups, or small businesses/non-profits **3 months of mentorship, seed funds, and access to a support network** to help realize their tourism ideas.





CREATIVE PLACEMAKING

Vaughan City-Wide Public Art Program

What is Creative Placemaking?

Creative placemaking is an evolving field of practice that intentionally leverages the power of the arts, culture, and creativity to serve a community's interests while driving a broader agenda for change, growth, and transformation in a way that also builds character and quality of place.

The Vaughan City-Wide Public Art Program is a dynamic creative placemaking catalyst for conveying the City's unique identity and economic vitality.

Creativity is a powerful placemaking tool.

Creative Placemaking

Public Art

Vaughan leverages **Public Art** as a placemaking catalyst to boost cultural tourism, stimulate commerce, and increase real estate value by delivering innovative signature visual art initiatives that position Vaughan as a progressive, creative urban destination for both visitors and local residents.



CREATIVE VISION

Creative Industries and Public Art

Public Art plays a vital role in Vaughan's creative industries by enhancing community spaces, fostering social engagement, and contributing to the City's economic growth and cultural identity.

Vaughan City-Wide Public Art Program

The City-Wide Public Art Program provides a guiding framework for maximizing opportunities to create both city and privately owned public art that enhances community character, builds civic pride, orients visitors, and celebrates local and national talent. By animating the City's public realm, public art fosters a vibrant community life that is **inclusive, progressive, and expresses Vaughan's unique personality.**



Roles for Public Art

Placemaking

Gateway Marker

Landmark

Memorial

Local Focal Point

Wayfinding

Interpretation

Functional Element

Activation and Animation

Public Art Definition

Types of Public Art

There are three main types of Public Art

- 1 | Independent Sculpture or Discreet Element
- 2 | Site Specific
- 3 | Integrated



Public Art is art that:

- ▶ is physically or visually accessible
- ▶ is on public and private lands
- ▶ is created by or in collaboration with artists
- ▶ has aesthetic qualities
- ▶ is context-specific and can be a variety of media
- ▶ may be permanent or temporary
- ▶ is selected, commissioned or acquired in a process supported by the principles and method of the City of Vaughan's Public Art Program



**VAUGHAN CITY-WIDE
PUBLIC ART PROGRAM**

INSTALLATIONS



Metropolis in Motion
Frank Mazzuca | VMC

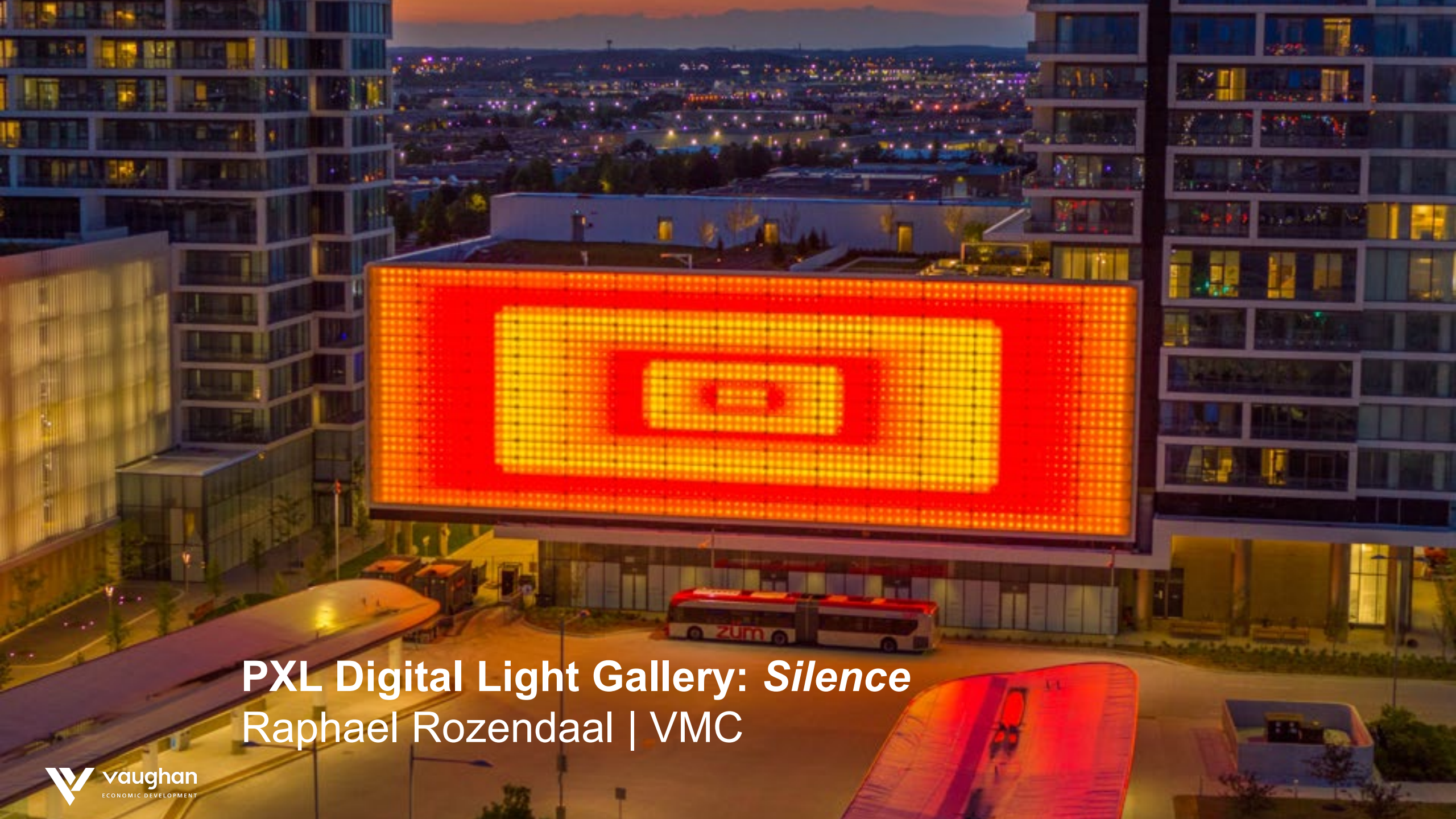
This lenticular mural serves as a gateway feature, welcoming residents and visitors to Vaughan's downtown.



Assembly Park Outdoor Public Art Gallery

Andre Kan | *Transitions*

Temporary mural painted on shipping containers.



PXL Digital Light Gallery: *Silence*
Raphael Rozendaal | VMC



Circle of Life

Ed Pien and Jay Soule | Thornhill

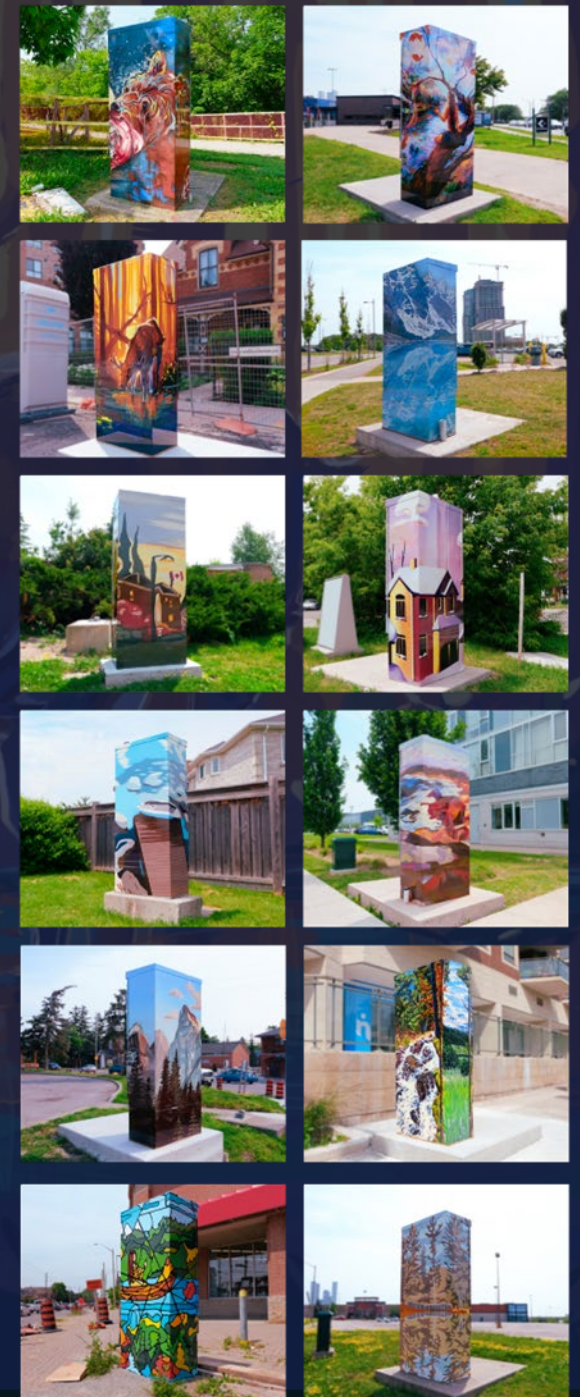
The sculptural series represents Toronto's rivers and their historic significance to Indigenous peoples.



ARTonBOXES Program

A signature public art initiative created to animate **over 100** city-wide traffic signal boxes with original art designs within a ten-year period between 2025 and 2034.

The **ART of HEALING** is the curated theme for 2025. 15 new works of art featuring the talent of artists from Vaughan and the GTA will be installed at high-traffic intersections in early June.



Creative Placemaking

Corporate Art Collection

To date, **79 professionally curated works by established and emerging artists** from Vaughan and the GTA have been acquired to animate key public spaces, support creative excellence and engage diverse public audiences.

The vision and collection mandate recognize, nurture and profile artistic talent; encourage interactive, accessible engagement between artists and public audiences; embrace equality and diversity; foster art appreciation; and integrate art into the fabric of everyday experiences.





Public Art plays a pivotal role in Vaughan's creative industries.

It enhances community spaces, fosters social engagement, and contributes to the City's economic growth and cultural identity.

It identifies, cultivates and recognizes artistic talent.

It profiles and celebrates creative innovation, transformation and excellence.

It inspires and nurtures artists to develop their creative potential.

Thank you!

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Vaughan Economic Development

Economic Development

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