

Economic Development Officer Services

1. Corporate Calling Program

Through the corporate calling program, staff engage with business executives to better understand their needs, offer business advisory services, and address any business challenges they may have. These interactions are typically conducted via an on-site visitation to the physical location of the business, and result in multiple touchpoints to address any challenges or to continue delivery of advisory services. In addition, corporate calls are a key mechanism in gathering information on our local economy and offer a pulse-check to monitor emerging macro- and micro-trends or issues affecting the local economy.

Through this program, businesses can access:

- business advisory support through the dissemination of information that can help their business grow, including relevant funding or financing programs, value-added introductions, or advocacy and government relations toolkits.
- introductions to partnerships and business development opportunities.

2. Site Selection and Location Assistance

Commercial and industrial investors who are expanding or relocating their business in Vaughan are offered site-location assistance. This service provides investors with:

- information about the community and relevant properties.
- an inventory of vacant land for opportunities.
- arranging site visits.
- custom research.
- introductions to local businesses that could be strategic collaborators.
- introductions to business support organizations.
- information about relevant programs from other levels of government that can help the business grow.

3. Providing Business and Economic Intelligence

To help the City of Vaughan's leadership and business community executives make informed decisions, Economic Development provides economic intelligence through several external data sources, including Statistics Canada, Conference Board of Canada, the Regional Municipality of York, and the City of Vaughan.

The key economic indicators that the department tracks to provide insight, and their sources, are:

- **Real Gross Domestic Product:** This indicator measures the value of the goods and services over a defined period produced by Vaughan's economy. Data is procured from the Conference Board of Canada on an annual basis.
- **Employment:** This indicator measures the number of people currently employed at businesses in Vaughan. Data is procured from the Conference Board of Canada on an annual basis.
- **Population:** This indicator estimates indicate the current estimated population for the city. Estimates are provided on a biennial basis from York Region Long Range Policy Planning.
- **Business Counts:** This indicator highlights the number of businesses that operate throughout the city. Data is procured through Statistics Canada's Canadian Business Counts program.
- **Building Permits:** This indicator, measured by both value and number of building permits, indicates overall building activity within the city and are provided through the City's Building Standards department. Comparator data with other municipalities is procured through Statistics Canada.

These economic indicators inform memos, briefs, final reports, program updates, and publicly accessible dashboards, which can be found here:

<https://vaughanbusiness.ca/data-and-research/data-research/>.

4. Business Training, Networking, and Connections for the Local Business Community

A key function in providing business advisory and intelligence provision to our business community is the facilitation of connections between businesses. To accomplish this, Economic Development partners with key industry stakeholders like local and regional chambers, business and industry associations, and other levels of government to host conferences, networking and learning events in Vaughan. These activities offer businesses opportunities to develop effective relationships with one another by sharing industry information and best practices as well as connections to potential customers, suppliers, and business partners.

5. Workforce Development Support

Workforce development involves initiatives and programs aimed at enhancing the skills, knowledge, and capabilities of the workforce to meet the demands of the local and regional labour market. To address challenges identified through corporate calling, Economic Development staff work to support workforce development through partnerships with key stakeholders in this space, such as post-secondary institutions, the Workforce Development Planning Board of York Region, and employment centres, as well as through city-led initiatives such as Talent City Vaughan.