

COMMUNICATION : C3 VMC (SC) : May 27, 2020 ITEM # 1

VMC Marketing Report

VMC Sub-Committee May 27, 2020



Background

The marketing and business development tactics presented here were delivered June 2019 - May 2020 and are intended to drive awareness of the VMC as an attractive major commercial office and retail location choice in the Greater Toronto Area marketplace.

Since March 2020, we are promoting where possible and assessing the impact of COVID-19.

VMC Identity Mark

- Part of a new family of identity marks for economic development and tourism.
- Launched in May 2020











Business and Real Estate Events

- RealTrends
- Mayor's Golf Classic
- Mayor's Lunar Gala
- Schulich Perspectives Lecture
- PEO Leadership Conference
- CoreNet REmmy Awards Gala
- Mayor's Luncheon
- FEO Conference
- LandPRO



Arts and Culture Events

- Inspirit
- Music in the Square
- Culture Days
- Italian Contemporary Film Festival (ICFF) Architettura and Design
- Movies in the Square
- Next Stop Music and Food Festival

Paid advertising

- York Link sponsored content
- City of Vaughan sponsored content
- **Perspective Vaughan**
- Globe and Mail Report on Business and LinkedIn Ads
- Perspective Ontario Report

NVEST EXPAND

RE

Communications

- 107 posts on City of Vaughan social media channels.
- Earned media

TORONTO

\$9B in investment

Vaughan Metropolitan Centre's Firs

weet

opening in late 2017 - a flurry of construction has taken pl

five-tower development nearing completion, and tower 3 2019. In addition to those two most recent condo towers 36-storey purpose-built rental building by SmartLiving. also include a one-acre park, and 25,000 square feet of



The VMC is the 'largest and most ambitious project in city's history' VEW5 Dec 13, 2019 by Dina Al-Shibseb S Vaughan Citizen Over the last several years-both while Vaughan Metropol One of the largest developments at SmartVMC-a 100-ac ntreCourt and SmartLiving, the recently renam



Mayor: Vaughan's downtown core attracts up to

City of Vaughan is at Vaughan Metropolitan Centre.

versus Florida Panthers game, Read the full release:

Hockey Recreation Vaughan

As an official stop on the Rogers Hometown Hockey 2019-20 Tour, the Vaughan Metropolitan Centre was transformed into a weekend-long fan experience, including a broadcast of tonight's Toronto Maple Leafs

https://bit.ly/2FL2Eol #rhhvaughan2020 Rogers Rogers Hometown

Content Marketing

Five VMC episodes on Vaughan Rising Podcast

VAUGHAN

- 360 degree Tour ightarrow
- LinkedIn personal accounts ightarrow



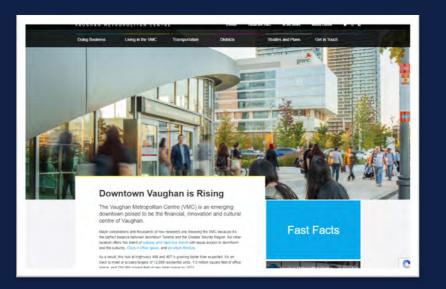


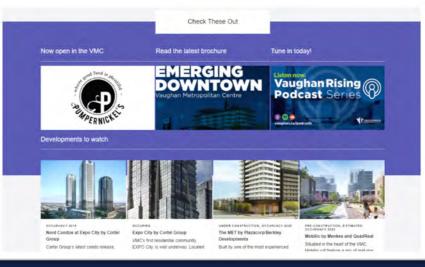
Like Comment Share

3,957 views of your post in the feed

VMC Microsite

- Home base for information and news
- Refresh completed in September 2019:
 - New openings, the 360 Degree Tour and other content added to home page.
 - 'About the VMC' and events pages added.





Outcomes

- Exposure to **3,639** event attendees.
- One-on-one connections with **62** members of the target audience.
- More than **105,000** impressions on York Link social media channels.
- More than **124,000** impressions on City of Vaughan social media channels.
- More than **70,000** impressions on ECD staff LinkedIn account.
- More than **101,000** digital advertising impressions.

Outcomes

- Print circulation of 366,000 copies of Perspective Vaughan and the Invest in Ontario report.
- **8,600** podcast episode downloads in more than **30** countries.
- More than 54,000 microsite page views by 9,900 users.
- **8,300** in-person and online views of the 360 Degree Tour.
- An Award of Excellence from the Economic Developers Council of Ontario for the VMC 360 Degree Tour.