

# **Economic Prosperity Task Force Meeting #1**

# Discussion Plan

---

1. Welcome
  - Expectations, Roles & Outcomes
  - Meeting Schedule & Topics Review
2. Economic & Cultural Development Overview
  - Business Plan
  - Covid-19 Impact
3. Problem Statement and Solutions
4. Next Steps



# Welcome

## Time to Introduce Ourselves

### City Councillors & Staff

Councillor Sandra Yeung Racco  
(Task Force Chair)

Deputy Mayor and Regional Councillor Mario Ferri  
(Task Force Vice-Chair)

Raphael Costa  
(Acting Director,  
Economic & Cultural Development)

Katie Maginn  
(Acting Manager,  
Small Business & Entrepreneurship)

Rose Magnifico  
(Council/Committee Administrator)



# Welcome

Time to Introduce Ourselves

Task Force Members



# Purpose

## Group Responsibility

## Focused Topic Approach

### Presentation

### Honest & Respectful Discussion

### Identify a Problem Statement

### Discuss Possible Solutions

- Influence long-term planning and potential short-term adjustments in service

### Next Meeting Topic and Considerations

### After every meeting we will...

Have a problem statement related to the topic at hand  
Have possible solutions to the problem statement

### At the end of this task force we will...

Use findings to inform the development of a 2022 business plan that reflects the needs of the community





# Meeting Topics

---

1. JULY 2020: Orientation, Business Plan & Resiliency addendum
2. SEPT 2020: City Branding: Marketing, Outreach & Education
3. NOV 2020: City Building: Major Projects, Centres & Corridors, Employment Blocks, Planning
4. JAN 2021: Foreign Direct Investment
5. MAR 2021: Workforce Development
6. MAY 2021: Entrepreneurship & Start-Up Efforts, Innovation and Social Enterprise
7. JUNE 2021: Placemaking: Arts, Culture, Tourism



# City of Vaughan

## Economic and Cultural Development (ECD)

### Mission

We work to make Vaughan a place where entrepreneurship, business, tourism, art and culture can prosper and grow

### Services

Business development

Small business and entrepreneurship support

Matchmaking within the economic development and entrepreneurship ecosystem

Develop and promote tourism, art and cultural experiences

Agenda 4.2 Pg. 7





# By the Numbers

Largest economy in  
York Region

4th largest business  
centre in the GTA

GROSS  
DOMESTIC  
PRODUCT

**\$24.2  
BILLION**

2% year-over-year growth

BUSINESS  
ESTABLISHMENTS

**19,100**

TOTAL EMPLOYMENT

**227,000+**

6% year-over-year growth

**5.1%**

UNEMPLOYMENT  
RATE

BUILDING PERMITS ISSUED BY  
THE CITY OF VAUGHAN IN 2019

**\$1.316  
BILLION**

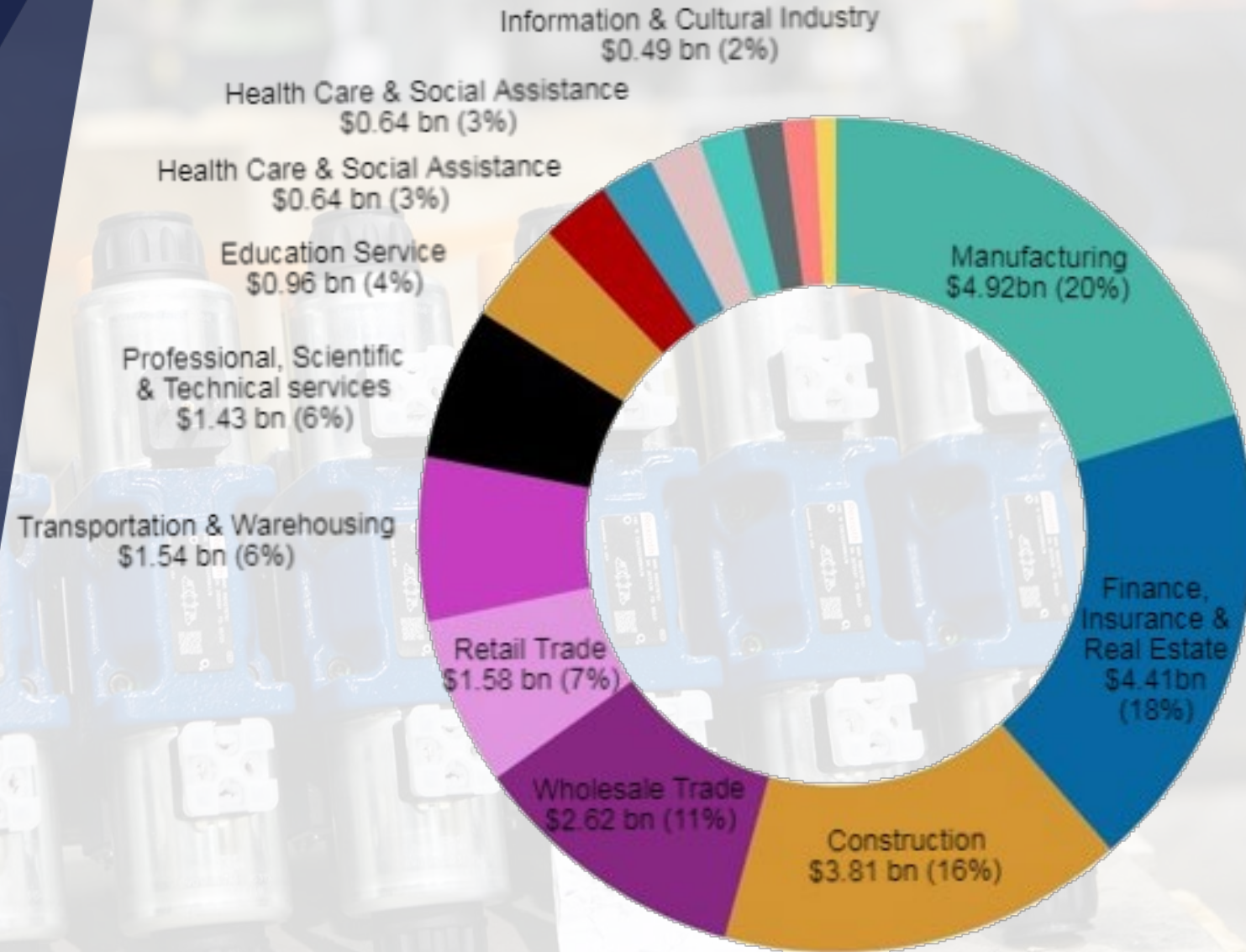


# Diverse Sectors

## Major Employers

Adidas Canada  
Bondfield Construction  
Canada's Wonderland  
Condrain  
Costco Wholesale  
FedEx  
Ganz  
GFL Environmental  
Grand & Toy  
Highlight Motor Group  
Home Depot  
Kohl & Frisch  
KPMG  
Magna P&F Tool & Die  
Mircom  
NPL Canada  
OZZ Electric  
Recipe (Cara Foods)  
SCIEX  
SmartCentres  
Telecon Design  
Toromont CAT  
United Parcel Service Canada

## Real GDP of Vaughan in 2019 by Sector (In Chained 2007 Canadian dollars)



Source: The Conference Board of Canada, 2019



# EDC Role

## Economic Developers are:

- Educators
- Catalysts
- Connectors
- Gap Fillers

## Economic Developers act by:

- Monitoring
- Marketing
- Managing Program
- Creating Policy





# Objectives

## Term of Council Service Excellence Strategic Plan

## Economic & Cultural Development Business Plan

Enable a Climate for Job  
Creation

Advance Economic  
Opportunities and Attract New  
Investments

Enrich Vaughan's Communities  
and Economy Through Public  
Art and Cultural Development

Demonstrate Good Value  
for Money

Agenda 4.2 Pg. 11





# Objective #1

**Term of Council  
Service Excellence  
Strategic Plan**

**Economic & Cultural  
Development Business  
Plan**

**Enable a Climate for Job  
Creation**





# Objective #2

**Term of Council**  
**Service Excellence**  
**Strategic Plan**

**Economic & Cultural**  
**Development Business**  
**Plan**

Advance Economic  
Opportunities and Attract  
New Investments





# Objective #3

**Term of Council Service  
Excellence Strategic  
Plan**

**Economic & Cultural  
Development Business Plan**

Enrich Vaughan's  
Communities and Economy  
Through Public Art and  
Cultural Development



# Objective #4

**Term of Council Service  
Excellence Strategic  
Plan**

**Economic & Cultural  
Development Business Plan**

Demonstrate Good Value  
for Money





# Covid-19 Impact

## Phased Priorities

### Response

- Understand impacts
- Support Business in accessing resources
- Mitigate immediate impacts

### Recovery

- Identify largest gaps in economy
- Restart sectors shut down
- Facilitate connections to resources

### Resilience

- Further diversify economy
- Help businesses to change operations and adapt to the new normal





# Covid-19 Impact

---

## York Region Business Impact Survey

### Preliminary Results

- 49% of respondents say that their revenue has dropped 75% or more
- 50% say that it will take more than six months to return to normal levels of operation after social distancing is lifted
- 50% feel that residual public fear or caution will affect their business in the first year after social distancing is lifted
- Information on available government financial assistance was cited by nearly 60% of respondents as important to help once social distancing has been lifted, followed by visibility, and networking



# Covid-19 Impact

---

## Economic & Cultural Development Business Plan

### Business Resilience Plan : Program Areas Added

Secure Vaughan as the Region's largest employment center through programs that will help our business owners build resilience into their businesses and adapt to the new normal

Build resilience into Vaughan's key strategic sectors (health, tourism, supply-chain and logistics, and manufacturing) to ensure that economic opportunities continue in Vaughan in a post-COVID world

Share Vaughan's reimagined public spaces within social distancing measures and invite the community to experience the cultural fabric of Vaughan as the COVID-19 pandemic subsides through public art and cultural development and highlight Vaughan as a welcoming community



# Covid-19 Impact

---

## Discussion

**How has Covid-19 impacted you?**

**What's the new normal going to mean for our economy in 1-3 years?**

In the long term, best practices for economic development offices are to focus on building resilience by:

- Supporting economic diversification
- Re-evaluating our community's value proposition and economic development's business plan
- Continuing entrepreneurship programming and workforce development support
- Conducting ongoing marketing and communications



Three large, overlapping geometric shapes in shades of blue and teal are positioned on the left side of the slide. They are arranged in a way that creates a sense of depth and movement, with the shapes appearing to be layered on top of each other.

# Problem Statement

---

**Result**

**Possible Solutions**



# Next Steps

**Share Meeting  
Minutes & Problem  
Statement**

**Upcoming Meeting:  
September 2020**

City Branding: Marketing,  
Outreach & Education

**Share Questions**

**Other**