

Meeting #2 Recap

City of Vaughan Identity Opportunity Statement

The City of Vaughan is a leader in the Greater Toronto Area's (GTA) economy. Our location has made Vaughan a catalyst for innovation and transformation while providing opportunity for businesses and talent to thrive.

The City of Vaughan has an opportunity to stand out amongst its neighbours. Growing beyond the suburban, fueled by innovation, Vaughan's massive transformation allows businesses and talent to enjoy the excitement, opportunity and culture of urban centres with the comfort of the suburbs. Vaughan has unparalleled access to talent with the technical and business skills to make the economy succeed, via our subway and major projects like the new downtown and healthcare centre precinct. Economic and Cultural Development has an opportunity to shift Vaughan's narrative as an edge-city in the GTA to capture the reality that ours is a world-class city with fast-moving, transformational projects and opportunities.

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How can we do this? Initial thoughts include:

- Engage, educate, and empower business leaders in a variety of sectors
- Use stories from current business owners - Why are you here? What were you able to accomplish by being in this local economy?
- Communications campaign with key messages related to Vaughan's transformative growth
- Campaign focus could include: Healthcare Centre Precinct - world-class health and safety; VMC - a downtown rising - only city outside Toronto with subway access (intersection with talent); life-style projects like the North Maple Regional park and super trail system - all of these speak to a city that leads with innovation