

Communication : C1
Diversity and Inclusion Task Force
April 15, 2021
Agenda Item # 2

Economic and Cultural Development

Programs and Services



Programs and Services

City of Vaughan's Economy

Economic and Cultural
Development

- Objectives and Programs

COVID and the 'New Normal'

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



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

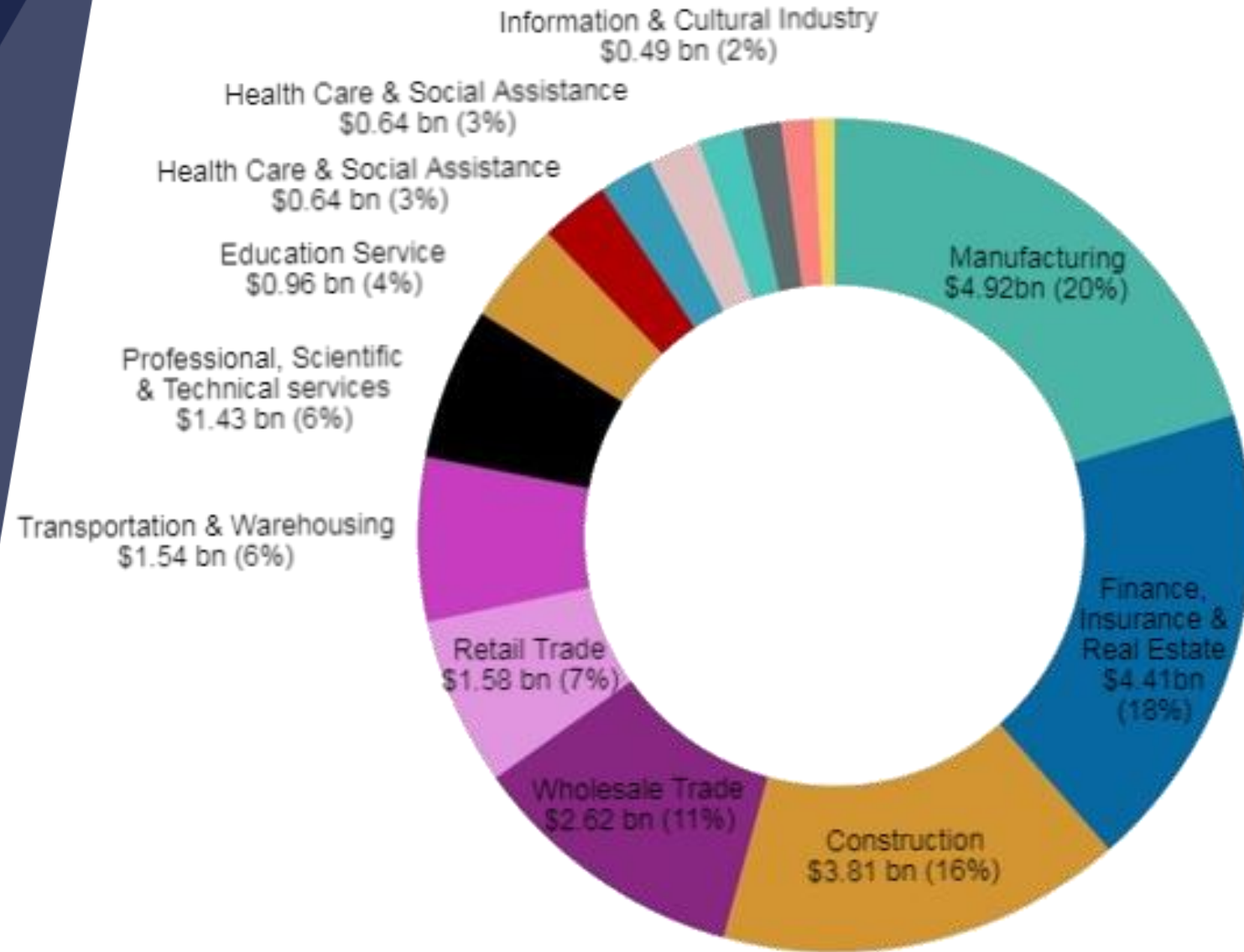
**\$1.316
BILLION**

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



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



Cultural Heritage Months Programs and Celebrations

The City of Vaughan Economic and Cultural Development Department assists to facilitate and support annual Cultural Heritage Months and Commemorative Days programs, in association with interested community organizations, and City Department partners Residents and visitors are invited to celebrate, learn and be inspired by designated monthly cultural celebrations sharing heritage, traditions and achievements.

Heritage celebrations include: Lunar New Year, Black History Month, Canadian Jewish Heritage Month, Italian Heritage month, Indigenous History month, National Indigenous Peoples Day, National Multiculturalism Day, Hispanic Heritage month, and Islamic Heritage month

Cultural Heritage Months Programs and Celebrations



In addition, throughout the year the City of Vaughan continues to provide interested cultural heritage-based community organizations with access to City services and support for specific requests, such as:

- Other cultural celebrations and anniversaries, including: Lunar New Year Israel Independence Day , Philippine Independence Day, India Independence Day, Dominican Restoration Day, Chinese National Day
- Flag-raising (City Clerk)
- Proclamations (City Clerk) Indoor and outdoor facility/space bookings (Recreation Department)
- Weekly Arts and Culture Newsletter and updates
- Community messaging on City-owned communication channels
- Central toolkit offering advice (one-point of contact), resources and support on how to navigate/access the various City services and programs (Economic and Cultural Development)
- Community Information Sessions/Workshops, hosted by the City

Cultural Heritage Months Programs and Celebrations



Vaughan Culture Days

The City of Vaughan is a proud annual participant of Culture Days, a free national event celebrating arts, culture, creativity and inspiration in Vaughan. To celebrate our 11th year, our program scheduled over 50 virtual free activations led by community organizations, businesses and cultural groups that were scheduled from September 25 to October 25. In 2019, we engaged over 20 community partners and over 8,000 attendees who participated in city-wide activities.

2020 Vaughan Culture Days included over 50 virtual activities and events that were programmed throughout the month and lead by Vaughan community partners, cultural organizations, artists and performers.

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

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

Thank You

Please reach out for more in-depth conversations

**Raphael Costa,
Director, Economic and Cultural Development
Raphael.Costa@vaughan.ca**

**Mirella Tersigni,
Creative and Cultural Officer
Mirella.Tersigni@vaughan.ca**

**Zincia Francis,
Diversity & Inclusion Officer
Zincia.Francis@vaughan.ca**