



**CITY OF VAUGHAN**  
**REPORT NO. 3 OF THE**  
**ECONOMIC PROSPERITY TASK FORCE**

*For consideration by the Committee of the Whole  
of the City of Vaughan  
on December 8, 2020*

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The Economic Prosperity Task Force met at 8:05 a.m., on November 24, 2020.

**ELECTRONIC PARTICIPATION**

**MEMBERS PRESENT**

*Council Members:* Councillor Sandra Yeung Racco, Chair  
Regional Councillor Mario Ferri, Vice-Chair

*Members from the Public:* Alessia Iafano  
Dan Vahid Mashatan

*Industry Members:* Chuck Thibeault  
Paula Bustard  
Daniel Hengeveld  
Brian Shifman  
Melissa Chee  
Lisa Phillips

Also Present: Rose Magnifico, Council / Committee Administrator  
Katie Maginn, Acting Manager, Small Business and  
Entrepreneurship  
Raphael Costa, Acting Director, Economic and Cultural  
Development  
Felicia Coniglio, Communications and Engagement  
Advisor  
James Bang, Economic Development Officer  
Michelle Samson, Economic Development Officer  
Shirley Kam, Manager, Special Projects Economic  
Development  
Ashley Angeloni, Tourism Development Coordinator  
Julie Flesch, Entrepreneurship Coordinator  
Lindsay Davidson, Small Business Advisor  
Tony Iacobelli, Acting Director, Policy Planning and  
Environmental Sustainability

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The following items were dealt with:

**1. VAUGHAN'S IDENTITY OPPORTUNITY STATEMENT REVIEW AND DISCUSSION**

The Economic Prosperity Task Force advises Council:

- 1) That the discussion with respect to the following City of Vaughan Identity Opportunity Statement, presented by the Acting Manager, Small Business and Entrepreneurship and the Acting Director, Economic and Cultural Development, was received:

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 Page 2 and opportunities.

*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.

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**2. CITY BUILDING: VAUGHAN'S DEVELOPED AREAS AND THE  
FUTURE OF BUILT-FORM**

The Economic Prosperity Task Force advises Council:

- 1) That the presentation by the Acting Director, Economic and Cultural Development and presentation material titled "Vaughan: Built-Form and our Economy", was received.
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The meeting adjourned at 9:29 a.m.

Respectfully Submitted,

Councillor Sandra Yeung Racco, Chair