

# VMC Marketing Report

VMC Sub-Committee  
June 8, 2021

# Background

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The marketing and business development tactics presented here were delivered May 2020 – May 2021 and are intended to drive branding and awareness-building of the VMC in support of the landowners' efforts to secure large anchor tenants to catalyze the development of new office buildings.

Programs and tactics have been adjusted to align with the changing office real estate market and the City's Covid-19 response.

# Primary target market

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- Greater Toronto Area-based companies with expanding office needs.
- Business executives, corporate real estate executives, commercial realtors and brokers, and site selection professionals.

# Advertising and paid editorials

- National Post and InnovatingCanada.ca advertorial
- RENX Ads and sponsored content
- CoreNet Canadian Chapter newsletter ads
- Urban Toronto sponsored article



RENX DAILY NEWSLETTER

## RENX's 2020 summer commercial real estate review

Labour Day has passed, and fall is here. That means it's time for us to play some catch-up on the commercial real estate scene across Canada. We present the 2020 version of RENX's annual Summer Real Estate Review.

### The Bay's heritage building in Montreal is for sale

The Bay's flagship store and heritage building located on Sainte-Catherine Street in downtown Montreal is for sale. The store will remain open and will occupy two floors and the basement leaving 400,000 square feet of loft office space on floors 3 to 6.

### Sublease office space climbs in Toronto, Vancouver

Space available for sublease in downtown Toronto nearly tripled to 1.7 million square feet in August from the end of 2019 according to Aaron Young, pushing the office vacancy rate to 3.2 per cent downtown, up from 2.1 per cent in January.

### Artis REIT to spin-off retail holdings into \$819M entity

Artis Real Estate Investment Trust (NYSE:AREIT) says its board of trustees has approved a spin-off of its Canadian retail properties into a new REIT, with up to 42 properties comprising 2.9



Frank Magliocco  
President  
PWC Canada



Maurice Bevilacqua  
Mayor of the  
City of Vaughan

The suburban office is a trend that's gaining traction across North America. As more residents migrate to the suburbs, more and more small- and medium-sized enterprises (SMEs) are finding adjacent or alternative to traditional downtown office.

A couple of key drivers are behind this trend, as identified in two new emerging trends in real estate 2020 report. One is transit-oriented development. "This is about creating great real estate around transit hubs, for people to live, work, and play," says Frank Magliocco, National Real Estate Leader at PWC Canada.

The other recent driver is COVID-19. "Many of the executives we spoke to told us that people currently feel more comfortable working from home or from a suburban office than getting on a congested transit system and charging down into a very dense area," says Magliocco.

#### Easy access to highways and public transit

The Vaughan Metropolitan Centre (VMC) is an example of a transit-oriented suburban

mode, offering a blend of subway and bus rapid transit — plus easy highway access to the 400, 407, and Highway 7 — the VMC is poised to become the financial, innovation, and cultural centre of Vaughan.

Vaughan is a city of choice and a place where people feel confident investing," says Vaughan Mayor Maurice Bevilacqua. "Even in a global pandemic, the VMC — our emerging downtown core — continues to be the largest and most ambitious city building project in the city's history. The VMC's ongoing growth contribution to Vaughan's ongoing success and is forging our path to a strong and resilient recovery."

The VMC's convenient transit access and strategic location were critical factors in PWC's decision to open an office there in November 2019, just prior to the pandemic. "A group of our workforce resides outside of the Greater Toronto Area and found the commute to the downtown office a challenge, plus a lot of our clients are in this area and we wanted to be closer to them," says Magliocco.

#### The perks of an 18-hour city cycle

Whether opting to move entirely to a suburban office or to be part of a "hub-and-spoke"

system with both a main corporate downtown office and a suburban satellite office, U.S. businesses are embracing suburbanization at an accelerated pace.

"It's not the cities like New York, Los Angeles, or Chicago with strong, vibrant 18-hour suburban areas like Austin, Texas, or Raleigh, that are attracting people, resulting in more jobs and more office in these centres," says Magliocco.

While the trend hasn't taken off in Canada yet, Magliocco expects that we'll see more transit-oriented suburban centres in the future. "Judging by the record growth in low-rise housing in the latter parts of 2020 and early 2021, I think we'll see more people like Vaughan," he says. "These are communities with an urban feel, not just with jobs, but everything else people in the community need, like great restaurants, outdoor recreation, arts, culture, and entertainment."

What factors should go into a business decision to open a suburban office? "You want to be cost competitive, so at the end of the day you've got to be near clients, near talent, and near good transit," says Magliocco.

If you're considering new office space, and want to learn more about the PWC Vaughan Metropolitan Centre, visit us at [myVMC.ca](http://myVMC.ca).

This article was sponsored by the City of Vaughan.

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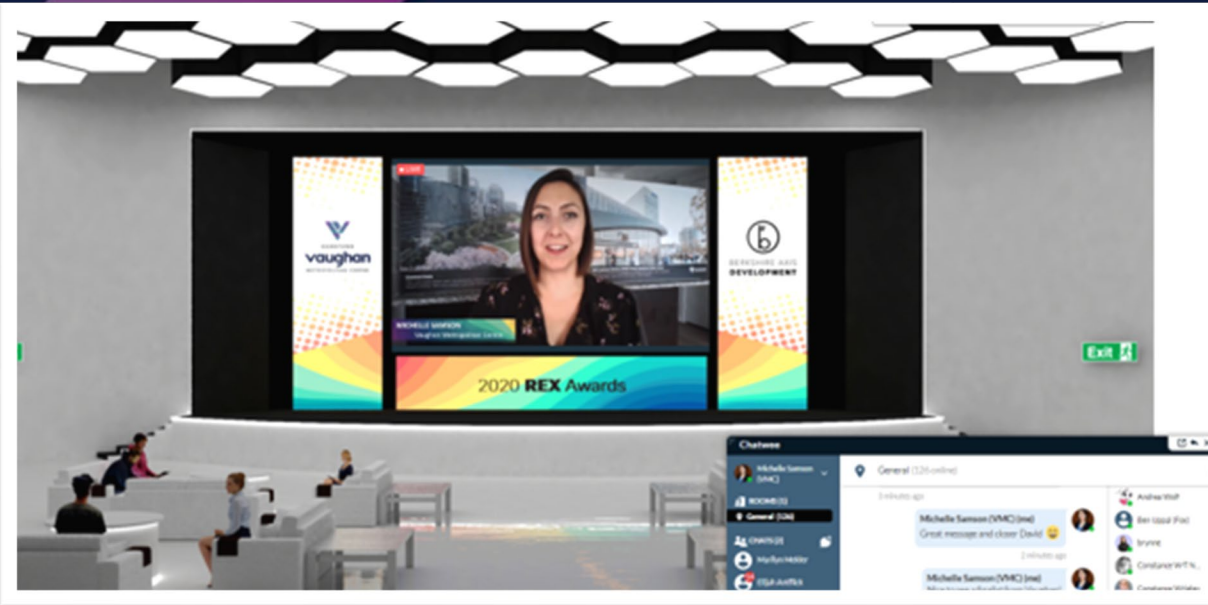
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# Business and Real Estate Events

- ULI Vaughan Rising webinar
- NAIOP REX Awards
- Urban Economy Forum
- CoreNet REmmy Awards
- PEO Leadership Conference
- The Way Forward Webcast
- LandPRO and Post-Conference webinar









cityofvaughan • Following

cityofvaughan Reminder: today is the last day to participate in the online self-guided Public Open House that will help shape the future of Vaughan's downtown core. Visit [vaughan.ca/VMCPlan](http://vaughan.ca/VMCPlan) to get involved and inform the next phases of the City's VMC Secondary Plan.

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MARCH 23

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# Content Marketing

- VMC microsite update
- 360 Degree Virtual Tour update
- Full Build Out Rendering
- VMC Flyer
- New photography
- Up & Coming Neighborhoods: VMC
- Celebrate Vaughan Magazine
- Vaughan Rising Podcast
- CSC communications products

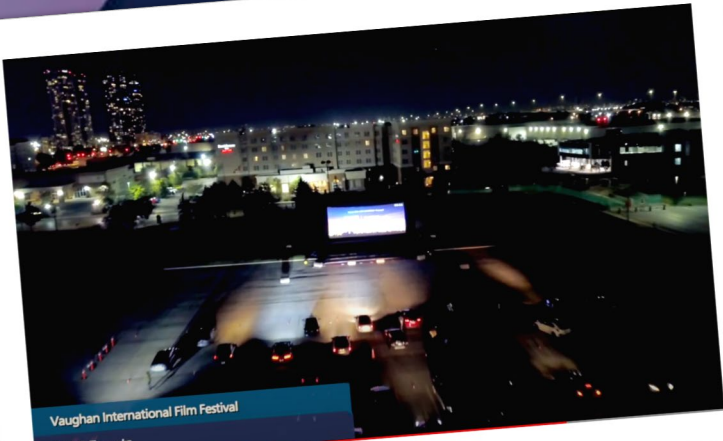






# Arts and Cultural Programming

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- Italian Contemporary Film Festival (ICFF)
- Architettura and Design
- Music in the Square
- Vaughan Film Festival
- Next Stop Music and Food Festival
- Culture Days
- Halloween Night of Lights
- Winter Wonderful
- Holiday Night of Lights





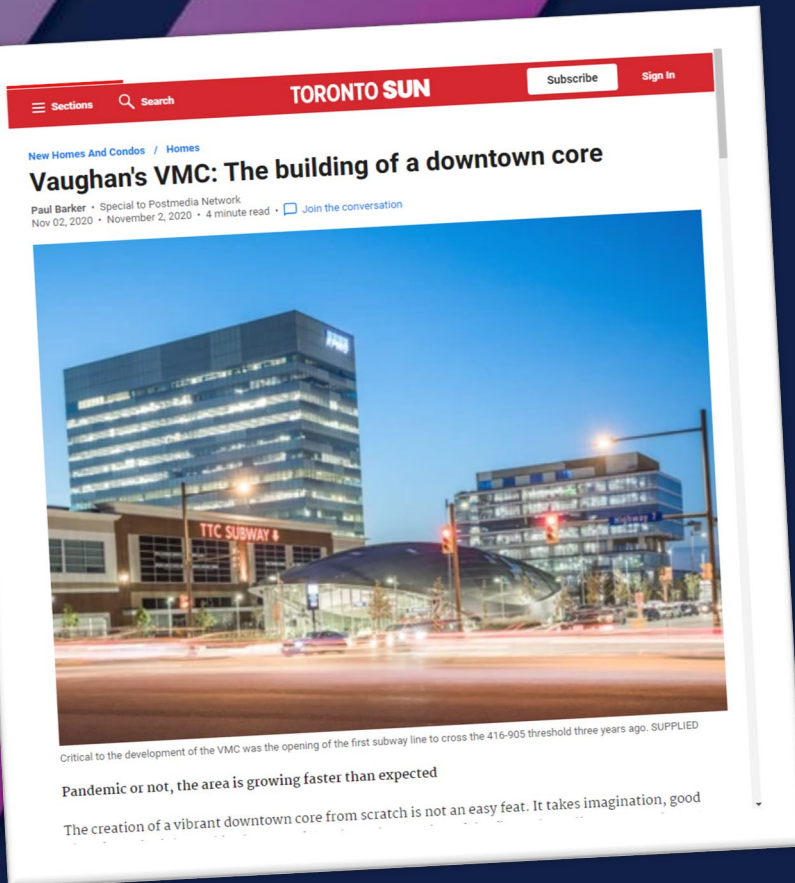
# Outcomes since May 2020

- A reach of more than **1.2 million** members of the business community and general public through the National Post and InnovatingCanada.ca campaign.
- More than **290,000** impressions on the RENX sponsored article.
- More than **111,000** impressions on the RENX website and newsletter.
- More than **22,000** impressions in the CoreNet Canadian Chapter Newsletter.
- A **top viewed** article on Urban Toronto for November 2020 with **4,894** views.



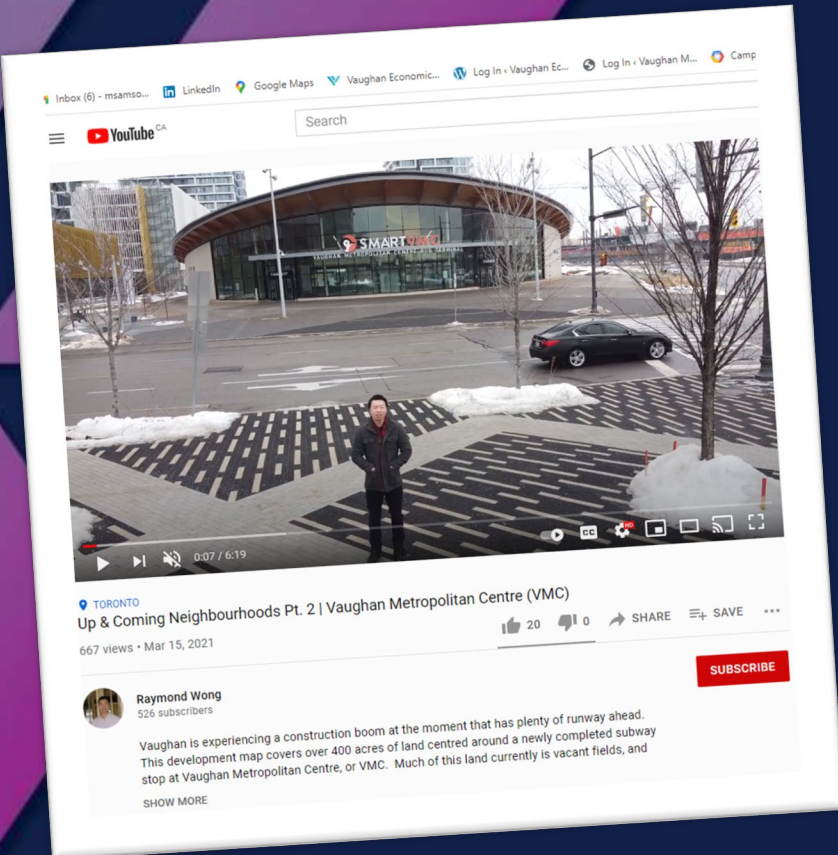
# Outcomes since May 2020

- Exposure to **3,455** event attendees around the world.
- **Positive media coverage** in the Toronto Sun and Hamilton Spectator after the ULI Vaughan Rising Webinar.
- Recognition of the VMC as a **best practice** for suburban intensification by the Urban Land Institute and United Nations.



# Outcomes since May 2020

- More than **50,000** microsite pageviews.
- **1,100** views of the new VMC 360 Degree Virtual Tour (2020).
- **3,600** views of the previous VMC 360 Degree Virtual Tour (2019).
- **1,400** views of YouTube videos by external partners.
- **1,100** podcast episode downloads.





# Outcomes since May 2020

- 14 media products
  - i.e. public service announcements, news releases, Mayor's statements
- 57 social posts
- 14 City Update eNewsletters
- 14 media pitches
- 14 Council eNewsletters







DOWNTOWN

vaughan

METROPOLITAN CENTRE

