

Assunta Ferrante

From: Kitty Yung
Sent: Wednesday, October 13, 2021 10:09 AM
To: Assunta Ferrante; Oat Canada; Paula Bustard; mchee; Daniel Hengeveld; alessia.m.iafano; Mario Ferri; danmashatan; sniczowski; Diana Nuredini; Provost Office; Sandra Yeung Racco; brian; richard.tam; Chuck; myorke
Cc: Cindy Furfaro; Nadia Nascimben; Raphael Costa; Susan Teicht
Subject: RE: Economic Prosperity Task Force - October 19, 2021
Attachments: EPTF - Business Community Engagement Project TOR.docx

Follow Up Flag: Follow up
Flag Status: Flagged

Good morning everyone,

Our next three meetings will focus on completing a business community engagement project. We are seeking task force members' strategic guidance and input on this important initiative.

See attached Terms of Reference document for background information. We will introduce and walk through this project with the members next Tuesday.

Regards,
Kitty

Kitty Yung
Project Manager, Smart City Business Program

905-832-2281, ext. 8548 | kitty.yung@vaughan.ca

City of Vaughan | Office of the City Manager

2141 Major Mackenzie Dr., Vaughan, ON L6A 1T1

vaughanbusiness.ca



CITY OF VAUGHAN ECONOMIC PROSPERITY TASK FORCE

Business Community Engagement Project – Terms of Reference

1.0 Mandate / Objectives

A strong economy is the foundation of a well-run city — and the Economic Prosperity Task Force is focused on spurring sustainable economic growth that leads to more jobs, higher incomes, less poverty, higher living standards, and a healthier municipality. While the City is not directly responsible for the success of local companies, it plays a vital role in developing the type of community that will attract and retain businesses, innovators and talent that we need to continue to grow prosperity.

The first seven Economic Prosperity Task Force meetings served as a forum for discussion on how the City can improve local economic development strategies among residents, businesses and other stakeholders. Staff has summarized each discussion into an opportunity statement on various topics including resiliency, marketing, city building, foreign direct investment, workplace development, startups, and tourism, arts and cultural placemaking. These individual opportunity statements will help inform the development of the next Economic and Cultural Development business plan.

There is now an opportunity to validate opportunity statements through community engagement.

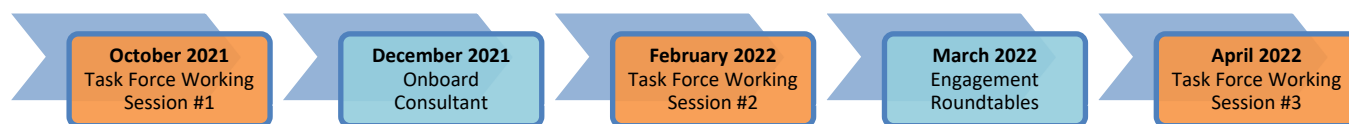
2.0 Methodology and Timeline

Task Force members have identified that deeper engagement is needed with selected groups to validate and assess the developed opportunity statements prior to making final recommendations. As a next step, City staff will conduct three working sessions with the Task Force members to seek their strategic guidance and input in completing the business community engagement project. A facilitation consultant will engage 3 focus groups targeting, for example, youth and recent graduates, women entrepreneurs, and late career stage professionals.

The focus groups will aim to achieve the following two objectives:

1. Listen to target group(s) to better understand challenges
2. Validate opportunity statements created by Economic Prosperity Task Force

Proposed Project Timeline:



Objective	
Task Force Working Session 1	Develop scope for business community engagement project
Onboard Consultant	City staff to procure facilitation consultant to conduct engagement roundtables
Task Force Working Session 2	Review and approve focus group questions
Engagement Roundtables	Consultant to lead focus groups virtually
Task Force Working Session 3	Review final report prior to Council's approval

3.0 Roles and Responsibilities

The Task Force will:

- Provide guidance, critiques, and suggestions on the creation of project scope document
- Identify key groups for further outreach and consultation
- Attend focus group(s) where possible
- Share updates, advice and recommendations related to the Task Force, culminating with a final report of recommendations no later than June 2022

City of Vaughan Project Team Members will:

- Provide project and community engagement materials in advance of meetings, so that task force members can contribute informed advice, feedback and perspectives
- Procure a consultant to lead facilitation discussion with target groups
- Attend focus group(s) where possible
- Draft final report for Council's approval

Independent Facilitation Consultant will:

- Lead and facilitate focus group(s), ensuring that all participants have an equal opportunity to contribute and be heard
- Keep a record of focus group discussions and prepare a summary report of all focus groups
- Produce a final report on focus group findings