

# **Business Community Engagement Project**

## **Working Session #1**



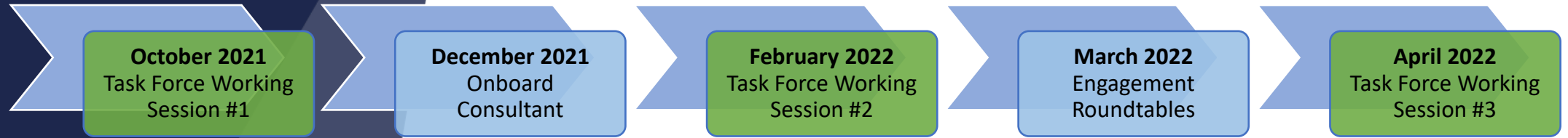
# About the Project

3 working sessions to complete the business community engagement project

## Goals

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

# Proposed Timeline



Objective	
<b>Task Force Working Session 1</b>	Finalize scope for business community engagement project – who we should engage, question categories
<b>Onboard Consultant</b>	City staff to procure facilitation consultant to conduct engagement roundtables
<b>Task Force Working Session 2</b>	Review and approve focus group questions
<b>Engagement Roundtables</b>	Consultant to lead focus groups virtually
<b>Task Force Working Session 3</b>	Review final report prior to Council’s approval

# Roles and Responsibilities

## Task Force Members

- 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

# Roles and Responsibilities

## City Staff Project Team

- 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



# Roles and Responsibilities

## Independent Facilitation Consultant

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



# **Business Community Engagement Project**

Project Scope and Discussion

The left side of the slide features three large, overlapping geometric shapes in shades of teal and light blue. These shapes are composed of triangles and parallelograms, creating a dynamic, abstract pattern. The background of the entire slide is a solid dark blue.

# Project Scope

---

## Select Target Focus Groups

For example:

- Youth and recent graduates
- Women entrepreneurs
- Late career stage professionals





# Project Scope

---

## Question Categories

For example:

- Comments on Opportunity Statements
- Perception of the City to do business – Positive and Negative
- Pain points experienced by their business
- Supports and Services
- Opportunities



# Project Scope

---

## Participant Qualifier

For example:

- Vaughan resident and/or business owner
- Business size by employment numbers

## Number of Participants per Group

For example:

- 5-7 per focus group

# Open Discussion

---

Advice and Suggestions?

