

Economic Prosperity Focus Groups

Presented by Maximum City to the Economic Prosperity Task Force

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Agenda

1. Today's Purpose
2. Focus Group Overview & Selection
3. Focus Group Format
4. Questions & Comments

Today's Purpose

Share a draft approach and collect feedback from the Economic Prosperity Task Force on the community engagement process.

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FOCUS GROUPS: **OVERVIEW & SELECTION**

Focus Groups

Overview & Selection

The Economic Prosperity Task Force is working on how the City of Vaughan can improve local economic development strategies among residents, businesses, and other stakeholders.

These focus groups, led by external consultants at Maximum City, are a way to engage more deeply with 3 key groups to better understand Vaughan's challenges and opportunities:

Youth & Recent Graduates

Woman Entrepreneurs

Recent Retirees/Late Career Professionals

Focus Groups

Overview & Selection

Deeper engagement with 3 key stakeholder groups

YOUTH / RECENT
GRADUATES

WOMEN
ENTREPRENEURS

RECENT
RETIREES/ LATE
CAREER

- Validate the established seven opportunity statements
- Find out more about each group's local experience
- Identify strengths, barriers & opportunities

Focus Groups

Overview & Selection

6-8 participants

1.5 hour sessions

online (Zoom)

Selection of participants

- Using a screener survey to determine interest and eligibility of participants
- Questions about ward location (for business/residence), industry sector, and membership/identity in equity-deserving groups are used to strive for a diverse representation of participants within each focus group

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FOCUS GROUPS: **FORMAT**



City of Vaughan Economic Prosperity Focus Group

AGENDA

1. Purpose
2. Rules of Engagement
3. About the Project
4. Opening Question
5. Opportunity Statements
6. Feedback on Opportunity Statements
7. Discussion
8. Engaging with You
9. Next Steps

Focus Group Purpose

Hear from the community to better understand the strengths, challenges and opportunities with respect to working in or starting and owning a business in Vaughan.

Rules of Engagement

- Come with curiosity and an open mind
- Give space and take space
- Balance air time
- Respect is our guide
- We are wiser together
- You are the expert

About the Project:

Overview

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Youth & Recent Graduates

Woman Entrepreneurs

Recent Retirees/Late Career Professionals

About the Project:

Outcomes

- Provide community input to Economic Prosperity Task Force and the City of Vaughan's Economic Development department on challenges and opportunities faced by different local stakeholder groups.
- Inform the development of the next Economic and Cultural Development Business Plan.
- Produce a summary report that is shared with focus group participants and presented to the Economic Prosperity Task Force in April 2022.

Opening Question

Introduce yourself and tell us your
story of being a
[youth/recent graduate]
[woman entrepreneur]
[recent retiree]
in Vaughan.

*What is your origin story or journey to
becoming a student/entrepreneur/retiree?*

Introduction to Opportunity Statements

The Economic Prosperity Task Force worked and consulted to create **7 opportunity statements**.

These opportunity statements (and the actions they recommend) will help inform the development of the next Economic and Cultural Development Business Plan.

Opportunity Statements

COVID-19 Impact

Physical and program infrastructure needs to be in place to help organizations be flexible and adapt to challenges.

Identity

Vaughan is a catalyst for innovation and transformation while providing opportunity for businesses and talent to thrive.

- Diverse population
- Talent with tech and business skills

Built-Form

Leader in manufacturing, construction, and supply-chain/logistics.

- Require flexible commercial, industrial, office, and institutional spaces, as well as community development to connect residents and businesses to support growth.

Opportunity Statements

International Business Development

Vaughan's international approach in key industry sectors can show the world that science, innovation, enriched culture, and prosperity are linked with diversity.

Talent

- Educated and diverse talent pool
- Effective and innovative workforce
- Attracting, mobilizing, and retaining talent is key to Vaughan's economic development

Arts, Culture, & Tourism

Raise awareness of Vaughan's arts, culture and tourism assets and connect economic drivers to engage with these placemaking opportunities.

Small Business & Entrepreneurship

- Small business is the backbone of Vaughan's economy
- Reduce barriers to business startup and growth
- Promote Vaughan as an entrepreneurial hub

Feedback on Opportunity Statements

COVID-19 Impact

Identity

Built-Form

International
Business
Development

Talent

Arts, Culture, &
Tourism

Small Business &
Entrepreneurship

Which of these ideas or areas
resonate with you the most?

Are there ideas or areas missing
from this list?

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Discussion

Join the conversation by using the raise hand emoji or by typing your comment in the chat.

DISCUSSION

Questions for All Groups

1. What do you like about being a [youth/recent graduate] [woman entrepreneur] [recent retiree/late career] in the City of Vaughan? What's working well for you?
2. What are some barriers or roadblocks for you as a [youth/recent graduate] [woman entrepreneur] [recent retiree/late career] in Vaughan?

DISCUSSION

Additional Questions for Youth/Recent Graduates

- What would attract you to working and staying in Vaughan for the next phase of your career?
- What might push you away?
- What supports or services can the City provide to help?

DISCUSSION

Additional Questions for Women Entrepreneurs

- How could the City of Vaughan make it easier to start and operate a business in Vaughan?
- What supports or services can the City provide to help the success or growth of your business?

DISCUSSION

Additional Questions for Recent Retirees/ Late Career Professionals

- What do you see as your main assets to share with the City of Vaughan?
 - e.g. time, mentorship, expertise
- What are some ways that the City of Vaughan can help you to give back to your community?

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Engaging with You

What are the best ways to reach out to you and your peers?

- If online, which method?
(e.g. social media or e-newsletters)
- If in person, which locations?
(e.g. community centres or coffee shops)

Next Steps

Immediate:

- 3 focus groups will take place in March 2022
- Participant recruitment links to be shared with EPTF

After focus groups:

- Report on today's focus group will be shared with you (participant) via email
- Report will be shared with the Economic Prosperity Task Force in April 2022
- Please send any questions or comments to:
info@maximumcity.ca

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Questions & Comments?