

Communication C1 Item 1 EPTF February 16, 2022

# **Economic Prosperity Focus Groups**

Presented by Maximum City to the Economic Prosperity Task Force



## Agenda

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





## 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



## 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

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# **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

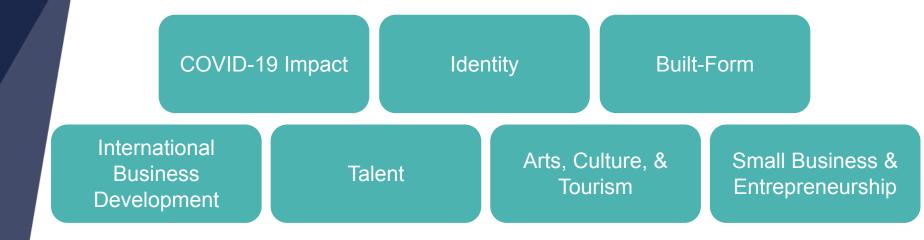
# Arts, Culture, & Tourism

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



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

Are there ideas or areas missing from this list?



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?
  - o e.g. time, mentorship, expertise

 What are some ways that the City of Vaughan can help you to give back to your community?



## 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: <u>info@maximumcity.ca</u>

#### City of Vaughan Project Lead

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