

Communication C4
Item 5
EPTF
February 16, 2022

Communications Update from the Office of Communications and Economic Development

Economic Prosperity Task Force
Wednesday, Feb. 16, 2022

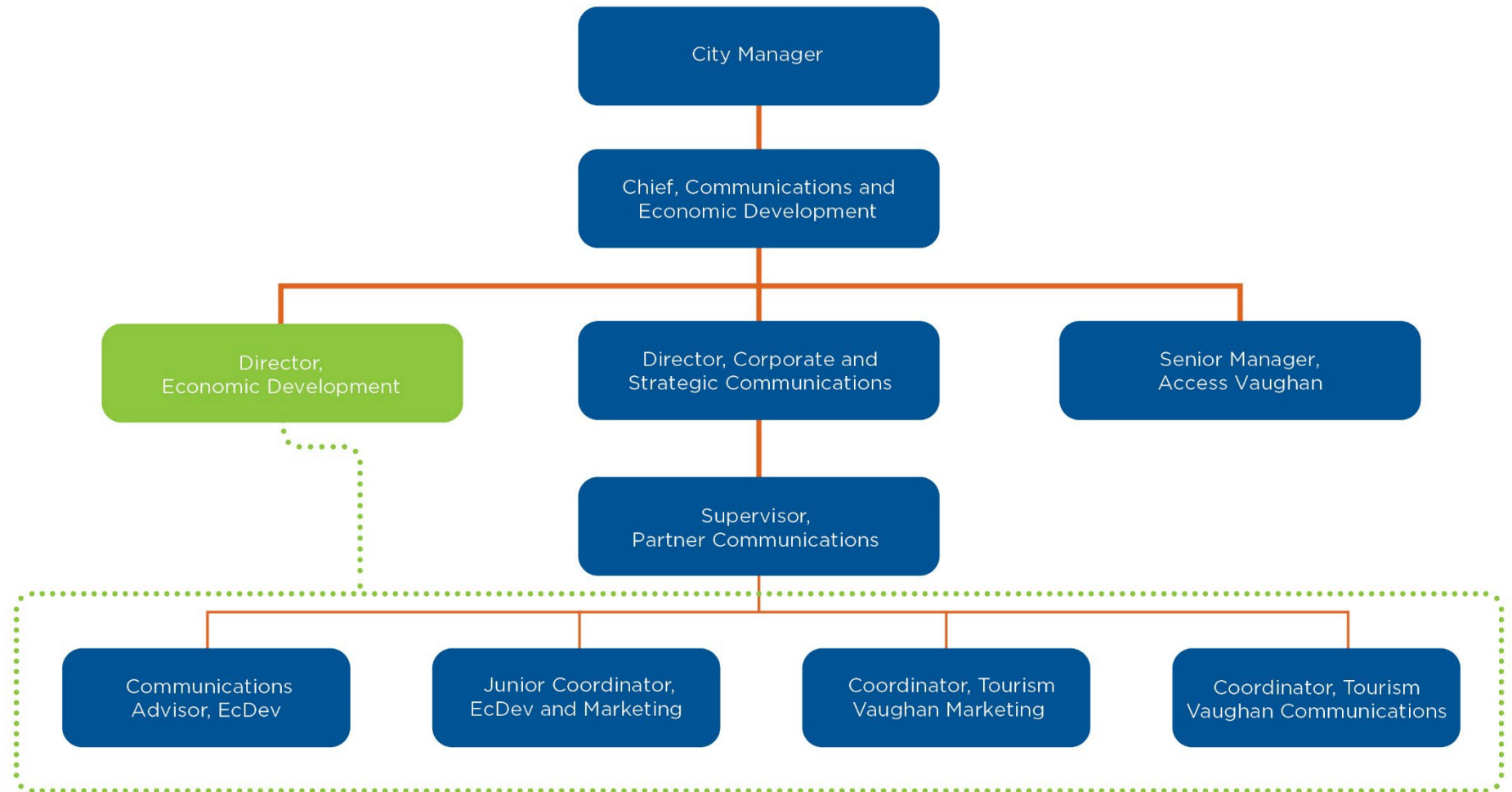




“To overwhelm the public, businesses, stakeholders and Council with information that delivers extraordinary customer service, enhances the citizen experience and provides opportunities.”



Office of Communications and Economic Development





63,000
daily Impressions and more than
23 MILLION

Impressions annually on the
City's Digital Sign Network

1.9
MILLION
visits annually
to vaughan.ca

62,150
followers across corporate
social media platforms

11.9
BILLION
potential reach or
impressions

\$110
MILLION
Ad Value Equivalency

Approximately
350
business and tourism-specific
communications products issued
since March 2020

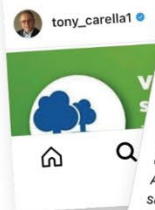




Keeping employees and customers safe
City partners with York Region Public Health and Vaughan Chamber of Commerce to host webinar

vaughan.ca

6 likes
tony_carella1 To help answer questions and provide resources to businesses, the Region Public Health and the Vaughan Chamber of Commerce will be hosting a webinar on Wednesday, June 11, 2020.



Racco's Community Forum
December 9, 2020

Earlier this year, the City of Vaughan launched the second round of the Activate!Vaughan Innovation Challenge in search of groundbreaking health-tech solutions. The City, in partnership with presenting sponsors the Province of Ontario and Sterling Institute (M2), SE Health, ventureLAB, York Region and The Hub, called on entrepreneurs to present innovative business solutions that will advance a technology-enabled healthcare system in its delivery of high-quality, effective and patient-focused care. A total of 78 startups and more than 100 entrepreneurs participated in the Activate!Vaughan Health Innovation Challenge. Finalists were selected to pitch their solutions to one of the four problem statements for a chance to win provincial and private grant funding from a pool of \$45,000. To learn more, visit [vaughanbusiness.ca/activate](https://www.vaughan.ca/activate). Additional information can be found here: <https://www.vaughan.ca/activate>.

ACTIVATE!VAUGHAN
HEALTH INNOVATION CHALLENGE

Do you have an innovative health tech idea?

vaughan Ontario Sterling



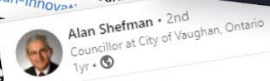
Mario Ferri
August 28, 2020

Digital Boost fall registration begins
Back by popular demand, the next cohort of the Digital Boost Vaughan Small Business Resiliency Program is set to begin. The program provides free training and mentorship to help local businesses adapt to the changing environment caused by the COVID-19 pandemic. Registration begins today. Program topics include digital marketing strategies; launching or improving an e-commerce store; developing new product lines or services; and developing new business models.

DigitalBoost
VAUGHAN SMALL BUSINESS RESILIENCY PROGRAM

Helping you improve the way you do business

VAUGHAN Ontario GENERAL ASSEMBLY THE HUB



Alan Shefman • 2nd
Councillor at City of Vaughan, Ontario
1yr • 18,877 followers

Calling all entrepreneurs! Pitch your ideas to advance healthcare technology in the city through the Activate!Vaughan Innovation Challenge. Receive guidance from industry mentors & an opportunity to win funding to expand your solution. Details: <https://lnkd.in/e9jgTjB>

Activate!Vaughan
Innovation Challenge for healthcare innovators

Seventy-eight startups compete for a chance to win grant funding

vaughan.ca

ACTIVATE!VAUGHAN
HEALTH INNOVATION CHALLENGE

Do you have an innovative health tech idea?

vaughan Ontario Sterling

Ward 1 Councillor Marilyn Iafrate
Local News and Updates

July 21

MID YEAR UPDATES

OPENING OF THE CORTELLUCCI VAUGHAN HOSPITAL

The new Cortellucci Vaughan Community Hospital. A big moment for our community and one that would never be built. When things can stop them! This 1.2 million dollar hospital will provide services to patients across York Region, including intensive care beds, medicine, and the York Region District Services.

BRARY IN THE NEW

Ward, I shared an idea to the Vaughan Public Library (VPL) partnership is a first for both provide general materials that at VPL plus specialty resources.

PARK PHASE 2



Mayor Maurizio Bevilacqua
@mbmayor

Whether citizens are shopping for friends, family or themselves, the City of Vaughan is reminding them to **#ShopVaughanLocal** to support local businesses during these challenging times.

#ShopVaughanLocal in support of Vaughan businesses!

Make local shops and stores your first choice

vaughan.ca

February 4, 2022



Linda Jackson
November 26, 2020

Local & Regional Councillor Gino Rosati
News and Updates

How to Guarantee Your Product or Business Idea Will Be A Success



Want to learn how you can validate your business or product idea money on development and marketing? The City of Vaughan is a business and entrepreneurship workshop to help with just that! Join for **How to Guarantee Your Product or Business Idea Will Be A Success** workshop on Thursday, Feb. 10 from 10 a.m. to noon. Pre-registration is available online at vaughanbusiness.ca/events. For more information, visit vaughanbusiness.ca. For updates and news as it happens, subscribe to Vaughan News and follow the official corporate channels.

#ShopVaughanLocal


Support local businesses this holiday season

vaughan.ca

Linda Jackson
November 26, 2020

With Black Friday tomorrow, let's all Show Vaughan Local and support our local businesses. With the holiday season fast approaching, the City of Vaughan is reminding residents that everything on their shopping lists can be purchased from local businesses.






**Support and resources for
Vaughan businesses**
The City's Economic Development
team is here to help!

VAUGHAN



**Vaughan supports
local businesses
throughout COVID-19**
Visit vaughanbusiness.ca to tap
into Economic Development's
many services

VAUGHAN **vaughan** ECONOMIC DEVELOPMENT vaughanbusiness.ca



**Enhance your business with
Vaughan Public Libraries**
Discover resources available for all
businesses and entrepreneurs

vaughanbusiness.ca
VAUGHAN **Vaughan** Public Libraries **vaughan** ECONOMIC DEVELOPMENT



**Building Resilience in Times of Change:
When to Iterate vs. Pivot**
vaughanbusiness.ca/events



**Get set up for success
with Vaughan!**
The City's virtual business planning series
for entrepreneurs continues

VAUGHAN **vaughan** ECONOMIC DEVELOPMENT vaughanbusiness.ca/events

**Business and
Entrepreneurship
workshops**

VAUGHAN **vaughan** ECONOMIC & CULTURAL DEVELOPMENT vaughanbusiness.ca/events

Communications Update from the Office of Communications and Economic Development

Economic Prosperity Task Force
Wednesday, Feb. 16, 2022

