

COMMUNICATION C4

ITEM NO. 2

COMMITTEE OF THE WHOLE
(WORKING SESSION)

February 9, 2022

ADVANTAGE VAUGHAN

Phase 3 of Vaughan's Economic Development Response to COVID-19

Committee of the Whole Working Session
Office of Communications and Economic Development
February 9, 2022





Overview

ADVANTAGEVAUGHAN

- Enhanced support for Small Business through a renewed Vaughan Business and Entrepreneurship Centre
- Create a new Talent City Vaughan program
- Additional funding to Recreation Services' Fairs and Festivals Support Program
- Accelerate strategic communications, marketing and promotional efforts about the advantages of doing business in Vaughan





Background: The Pandemic and the Economy (I)

- Pre-COVID-19: Canada's national economy faced challenges.
- Despite the challenges of the global pandemic and national economic trends, the City of Vaughan remained an economic leader in 2020.





Background: The Pandemic and the Economy (II)

- Vaughan's diverse and growing pre-COVID economy was well-positioned to respond to the global pandemic.
- Since 2010, more than 60,000 jobs have been created in Vaughan, driven by the development of critical centres like the Vaughan Metropolitan Centre and industries like manufacturing, supply chain and logistics, and professional services.





LOCAL NEWS

Pandemic not slowing Vaughan's construction progress as city issues almost \$1.9B in building permits in 2021

New figure trumps Vaughan's \$1.3 billion in building permits issued pre-pandemic in 2019



By **Dina Al-Shibeeb** Reporter
Fri., Feb. 4, 2022 | 1 min. read

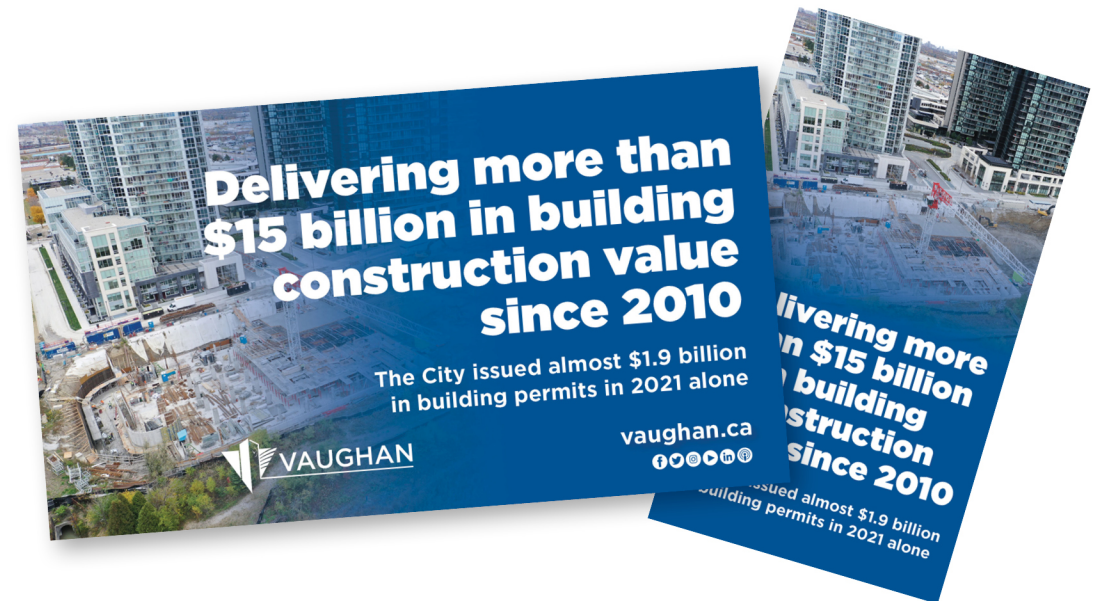
[Set Vaughan as My Local news](#)



Since 2010,
more than

\$15 billion

in building permits have
been issued by the City.





Vaughan's Economic Response to the Pandemic: March 2020 (Phase 1)

Vaughan becomes first Ontario city to declare a state of emergency and Council approves the Vaughan Business Action Plan.



- 1 Support the restocking of store shelves.
- 2 Enhance the movement of goods
- 3 Improve business ground-transportation
- 4 Suspend the Municipal Accommodation Tax (MAT)
- 5 Enhance small business services as an essential response service





Vaughan's Economic Response to the Pandemic: June 2020 (Phase 2)

As COVID-19 continues, Council further responds by endorsing the Vaughan Business Resilience Plan

- 1 Secure Vaughan as York Region's largest employment centre
- 2 Build resilience into Vaughan's key strategic sectors
- 3 Share Vaughan's reimagined public spaces





Vaughan's Economic Response to the Pandemic: Ongoing Support

- Advisory consultations
- Open for Business
- Innovation Space at Pierre Berton Resource Library
- Training and Education
- Provincial and Federal Grants





Supporting local businesses during COVID-19

Programs, consultations, and support to help throughout this challenging time

vaughanbusiness.ca
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City-building continues in the Vaughan Metropolitan Centre

New 360-degree video updated to reflect growth in the downtown

#ShopVaughanLocal this Boxing Day

Support local businesses by shopping online from the safety of home

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vaughan.ca
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VAUGHAN BUSINESS ACTION PLAN

Services and support for the Vaughan business community

COVID-19 UPDATES
york.ca/COVID19
vaughan.ca/COVID19

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Vaughan Rising Podcast and Blog

vaughanbusiness.ca

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#ShopVaughanLocal for back to school

Support local businesses getting kids ready to return to school

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#ShopVaughanLocal continues

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Social Enterprise 101

Learn the foundations of social entrepreneurship to make an impact



There are many ways to support local businesses

First virtual Business Expo draws 150 attendees

Event featured workshops, panel discussions and networking opportunities

vaughan

DigitalBoost

VAUGHAN SMALL BUSINESS RESILIENCY PROGRAM

Helping you improve the way you do business online.

#ShopVaughanLocal for Thanksgiving

Everything you need for a festive long weekend is available in Vaughan

City launches new professional mentorship resources webpage

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

Build your future business in Vaughan

1 month left to register for the 2021 Summer Company program

vaughanbusiness.ca
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Discover Vaughan's virtual business supports

City programs, events and services continue online throughout the pandemic

vaughan
ECONOMIC & CULTURAL DEVELOPMENT
Small Business & Entrepreneurship

vaughanbusiness.ca
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Patios 101

Everything you need to know about operating an outdoor dining patio in Vaughan

vaughan

ACTIVATE! VAUGHAN SMART CITY CHALLENGE
A focus on Smart City innovation

Five companies selected as winners of pitch competition

vaughan
ECONOMIC & CULTURAL DEVELOPMENT

vaughanbusiness.ca
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Build your future business in Vaughan

Registration is open for the 2021 Summer Company program

vaughanbusiness.ca
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Guarantee of Business to be a Success

business.ca/events
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Activate! Vaughan Innovation Challenge focuses on healthcare innovation

Seventy-eight startups competed for the chance to win grant funding

Significant snow is coming down - ensure you know your role in helping winter operations run smoothly.

Keep parked cars off the streets when snowplows are out and remove anything, such as decorative stones and pots, that may also interfere.

More tips: vaughan.ca/snow

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Support and resources for Vaughan businesses

The City's Economic Development team is here to help!

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Patios 101

Everything you need to know about operating an outdoor dining patio in Vaughan

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Favour local flavours with #DineVaughanLocal

Support local restaurants from the comfort of home

VAUGHAN

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#ShopVaughanLocal in support of Vaughan businesses!

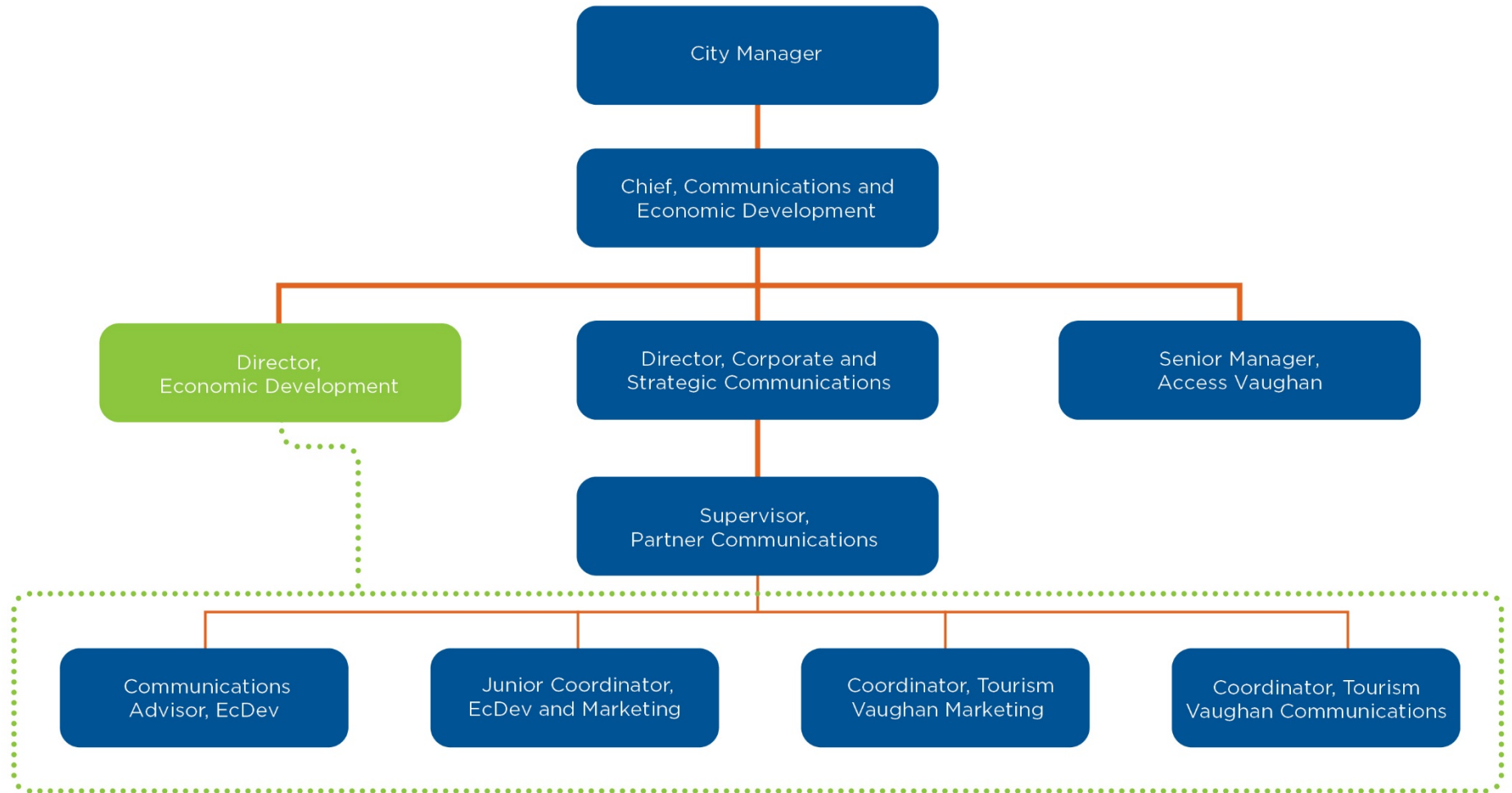
Make local shops your first choice

VAUGHAN

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Office of Communications and Economic Development





ADVANTAGEVAUGHAN

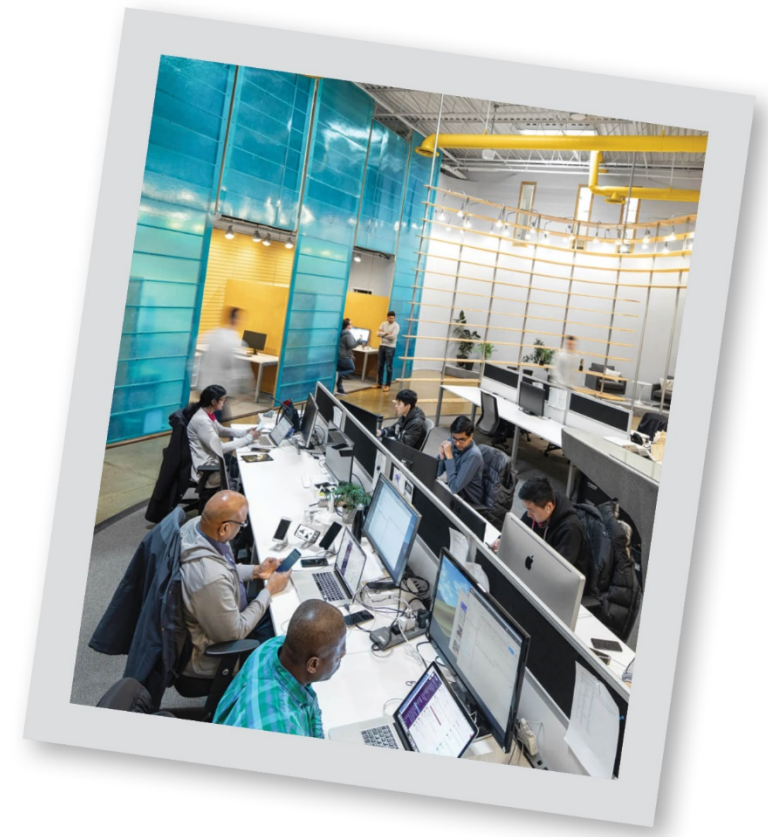
As the world tracks toward the second anniversary of the WHO-declared pandemic in March 2022, Advantage Vaughan is Phase 3 of the City's strategic economic efforts to respond to COVID-19 and builds off measures in the Vaughan Business Action Plan and the Vaughan Business Resilience Plan.





ADVANTAGEVAUGHAN **VBEC**

To support small businesses as they continue to weather the pandemic, Economic Development will provide additional funding to programs led by the Vaughan Business and Entrepreneurship Centre (VBEC) that deliver training, mentorship and micro-grants for local entrepreneurs who qualify.





ADVANTAGEVAUGHAN Talent City

To better understand and support available programs for residents, Economic Development is creating a new Talent City Vaughan program to support organizations providing opportunities for residents to enhance their skillsets.





ADVANTAGEVAUGHAN Fairs and Festivals & TVC

To help develop Vaughan as a destination, Advantage Vaughan will provide additional funding to Recreation Services' Fairs and Festivals Support Program and task the Tourism Vaughan Advisory Committee (TVAC) (with Tourism Vaughan resources) to deploy programs that enhance visitation.





ADVANTAGEVAUGHAN

Accelerating Communications

To inform the public and businesses about opportunities in Vaughan, Advantage Vaughan will accelerate strategic communications, marketing and promotional efforts to Economic Development department clients about the advantages of doing business in Vaughan.





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 Chamber of Commerce hosted a webinar on June 11, 2020.

ACTIVATE! VAUGHAN HEALTH INNOVATION CHALLENGE
Do you have an innovative health tech idea?

Ward 1 Councillor Marilyn Iafrate
Local News and Updates

MID YEAR UPDATES
OPENING OF THE CORTELUCCI VAUGHAN HOSPITAL
The new Cortellucci Vaughan Community Hospital, a big project that has been in the works for over a decade through their partnership with the Vaughan Public Library (VPL) is a first for both the City and the Vaughan Public Library (VPL) as it provides general materials that are available at VPL plus specialty resources.

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.

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 the Province of Ontario and Sterling Institute (MI2), SE Health, the Mackenzie Innovation Institute, ventureLAB, York Region and The Hub, are presenting sponsors of the challenge. The challenge 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 <https://www.vaughan.ca/activate>. Additional information can be found here: <https://www.vaughan.ca/activate>.

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 product lines or services.

DigitalBoost
VAUGHAN SMALL BUSINESS RESILIENCY PROGRAM
Helping you improve the way you do business

VAUGHAN
February 4, 2022

Local & Regional Councillor Gino Rosati
News and Updates

Activate! Vaughan Innovation Challenge for healthcare innovators
Seventy-eight startups compete for a chance to win grant funding

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

City of Vaughan
18,877 followers
1yr •

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 HEALTH INNOVATION CHALLENGE
Do you have an innovative health tech idea?

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

Linda Jackson
November 26, 2020

#ShopVaughanLocal
Support local businesses this holiday season

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.

Want to learn how you can validate your business or product idea money on development and marketing? The City of Vaughan is co-sponsoring a business and entrepreneurship workshop to help with just that! Join us 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 accounts @vaughannews.



ADVANTAGE VAUGHAN

Financial Implications

The plan is funded through the Council-approved 2022 Budget and draws from an up to \$300,000 capital fund, formerly the Economic Prosperity and Social Capital marketing fund, for targeted economic support.

- \$175,000 to the **Starter Company Plus** program (35 program spots)
- \$50,000 to **Talent City Vaughan**
- \$30,000 to the **Fairs and Festivals** fund
- \$45,000 for **program delivery costs**, including marketing and training support



ADVANTAGEVAUGHAN

With Council approval:

- The Vaughan Advantage plan will launch in spring 2022.
- The Talent City Program will open for applications in April 2022.
- Destination development work within the TVC will continue with Board meetings scheduled for March, May, and July, and TVAC meetings for February, April and June.



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