

2022 Objectives

Tourism Vaughan

Business Plan Recommendations

- To forward the below and adjoining brief to the Voting Member as the 2022 Business Plan and Budget
- To Recommend increasing the Board of Directors to 5 members for the 2023-26 term comprised of 3 Councillors of the Voting Member and 2 industry members assigned from the Tourism Vaughan Advisory Committee



Destination
Masterplan
Pillars

Governance

Product Development

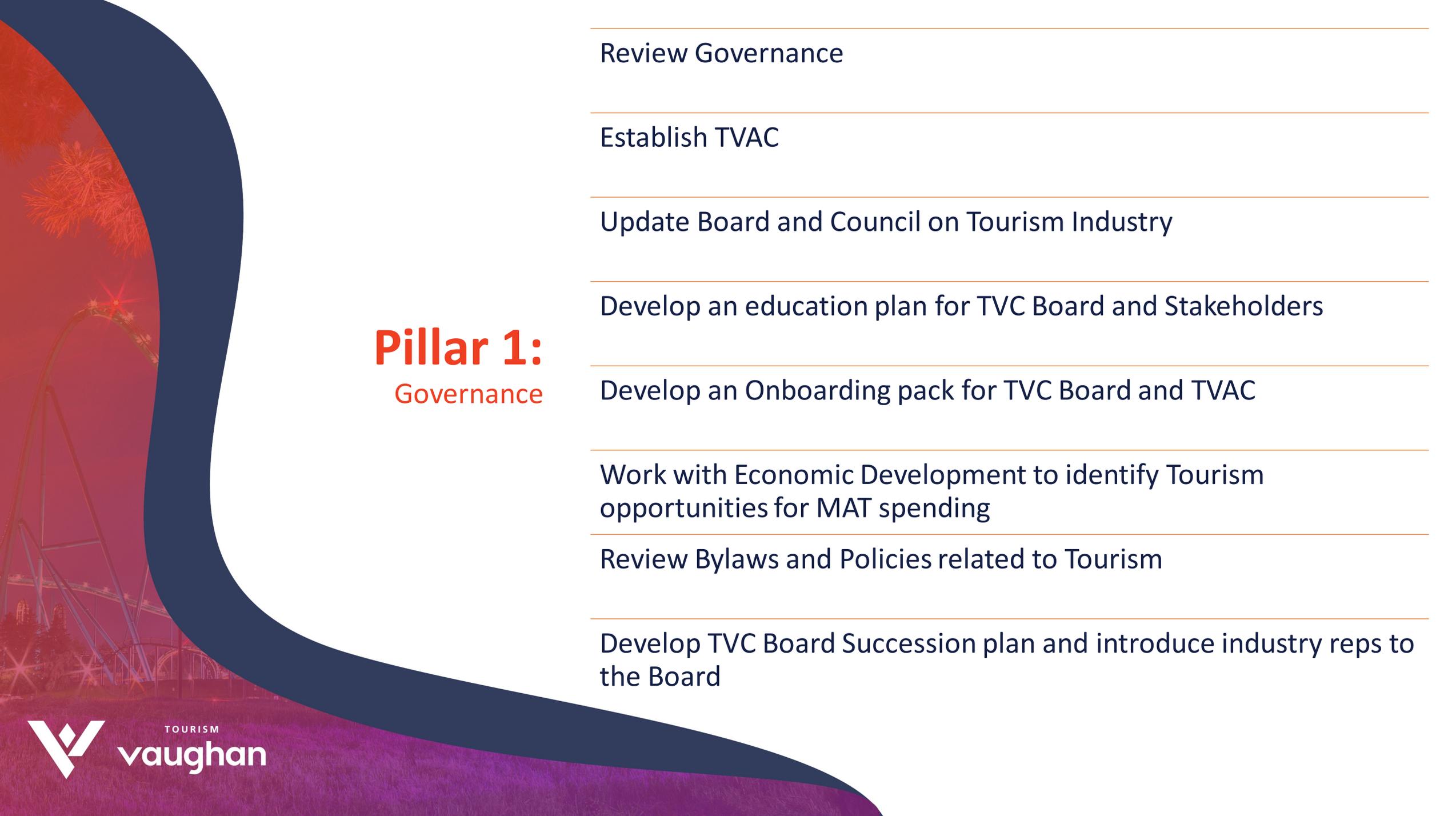
Partnerships

Marketing and Communications

Research and Data Analysis



Pillar 1: Governance



Pillar 1:

Governance

Review Governance

Establish TVAC

Update Board and Council on Tourism Industry

Develop an education plan for TVC Board and Stakeholders

Develop an Onboarding pack for TVC Board and TVAC

Work with Economic Development to identify Tourism opportunities for MAT spending

Review Bylaws and Policies related to Tourism

Develop TVC Board Succession plan and introduce industry reps to the Board

RESULTS TO DATE

- Council approved Governance review and directed staff to:
 - **Approve a change to the Board of Directors of the Tourism Vaughan Corporation, composing of three (3) Directors, to be comprised of three (3) members of Council;**
 - **That Council appoints the following three (3) members of Council to be members of the Board of Directors of the Tourism Vaughan Corporation, the term of which shall be effective as of December 2021 until a new Council is elected in 2022:**
 - **That the Tourism Vaughan Corporation Board develop a plan, within the first 3 months, to incorporate industry members to the Board of Directors of the Tourism Vaughan Corporation.**
- Establish a Tourism Vaughan Advisory Committee (TVAC) consisting of tourism operators and key stakeholders to use as a regular feedback loop for TVC, the TVC Board, and to deepen local industry connections
- Work with Economic Development to identify MAT opportunities
- Completed VDMP to guide the sector's development

2022 ACTIONS

- Board presentations starting in March from Industry Associations to educate staff, Board, and TVAC
 - City-Wide Events Strategy participation from TVC President including Bylaw and policy review



Pillar 2: Product Development



Pillar 2:

Product Development

Build on Product and Experience Clusters to Drive Visitation

Support Vaughan Businesses in Product/Experience Development

Work on Product/Experience Development to Extend Lengths of Stay in Vaughan

RESULTS TO DATE

- Renewed data agreement with Central Counties to understand visitation
- Supported Vaughan Chamber of Commerce's SupportVaughanLocal AND the City's OpenForBusiness directory to support asset inventory
- Launched Phase 2 of the Cultural Arts Centre Project with report due to Council in June 2022
- Launched Safe Travels and Post Promise in Vaughan with 200+ businesses to date (combined)
- Secured Canada Soccer National Championships 2022
- Launched HostInVaughan.ca

2022 ACTIONS

- Adopting Bandwango itinerary development solution
- Continue to provide seminars to local businesses to position them better to compete
- Support marquee amateur sports events with local clubs (soccer, curling)



Pillar 3: Partnership



Pillar 3: Partnerships

Establish TVAC

Host Local Industry Events

Work with Regional, Provincial, and Federal Agencies to Advance the Industry

Work With Industry Associations to Develop Business and Sport Visitation

RESULTS TO DATE

- Worked with Central Counties Tourism as a Lead Sponsor for the Annual Industry Symposium
- Partnered with Central Counties Tourism on their Save & Spend program to drive overnight visitation and local spending
- Hosted the International Economic Developer's Council (IEDC) award winning Familiarization Tours
- Secured Regional Relief and Recovery Funds in 2020 and shared the opportunity in 2021

2022 ACTIONS

- Support marquee amateur sports events with local clubs (soccer, curling)
- Invite key partners including Central Counties and the Vaughan Attractions Council to Board meetings
- Launch a Vaughan module of the CCT Ambassador Program
- Partner on key tourism driving campaigns, showcasing the Staycation Tax Rebate program



Pillar 4:

Marketing and Communications



Pillar 4:
Marketing and
Communications

Generate Awareness of Vaughan as a Tourist Destination

Develop a Tourism Marketing Strategy and Plan

Develop and Distribute Material/Messaging that Operators can Incorporate in Their Communications

Communicate the Industry to Stakeholders including Residents

RESULTS TO DATE

- January 1, 2022, launched a new Economic Development Communications Business Unit to increase marketing and communications
- Advertised with sport and industry associations to attract business and sport activities
- Secured Regional Relief and Recovery Funds in 2020 and shared the opportunity in 2021
- Represent the City and TVC on the Kleinburg Business Improvement Area
- VDMP identified value propositions and target markets
- Launched Fav Spot campaign to understand visiting friends and relatives (VFR) recommendations by Vaughan residents

2022 ACTIONS

- Develop business communications toolkits for operators, accommodations, and small businesses
- Launch visitvaughan.ca
- Invite key partners including Central Counties and the Vaughan Attractions Council to Board meetings

Pillar 5:

Research and Data Analytics



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Pillar 5:
Research and Data
Analytics

Generate Intelligence From Data

Measure the Impact of the Industry

Develop and Maintain Online Databases

Leverage Surveys Like the Business Satisfaction and Citizen Satisfaction Surveys

RESULTS TO DATE

- Assigned Economic Development Research and Intelligence Staff to support
- Secured York Region Employment Survey for 2022
- Ongoing monitoring of occupancy data
- Shared and leveraged online databases like SupportVaughanLocal and yorkdurhamheadwaters.ca

2022 ACTIONS

- Use 2021 Census to drive insight
- Utilize 2019 and 2021 Environics research provided through Central Counties Tourism (pre-pandemic and pandemic recovery stages)
- Develop and deliver ongoing insight on the industry
- Deliver an annual Year in Review in May 2022

Budget

Description	MAT Total	City ED Total	Total	Notes
	\$302,903.00	\$174,015.50	\$476,918.50	
	\$80,625.71	\$51,376.93	\$132,002.64	
Business Development Programming/Recovery	\$225,000.00		\$225,000.00	
Transfer to CoV for MAT admin	\$17,000.00		\$17,000.00	
Canada Soccer	\$153,000.00		\$153,000.00	<i>Staff working to offset with Sponsorship with Ind associations to drive investment leads</i>
Professional Memberships	\$40,000.00		\$40,000.00	
Marketing/Promotions	\$260,000.00		\$260,000.00	
general admin	\$12,000.00		\$12,000.00	
Marketing contract staff *2 jr coords	\$170,000.00		\$170,000.00	
TOTAL	\$1,260,528.71	\$225,392.43	\$1,485,921.14	



Communications Update



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COMMUNICATIONS UPDATE

- Creation of the new Office of Communications and Economic Development has created greater synergies between Corporate and Strategic Communications and Economic Development
- Promote Vaughan as a tourist destination where people want to come ... and stay the night!
- Marketing and communications = a pillar in the Vaughan Destination Master Plan



Communications Recap:

350 business- and tourism-related communications products since March 2020

#ShopVaughanLocal

#PlayVaughanLocal

#DineVaughanLocal

#StayVaughanLocal ***NEW***

City of Vaughan Communications Channels



- **62,000** followers across corporate social media platforms.
- **\$110 million** - Ad Value Equivalency
- **11.9 billion** potential reach or impressions
- **1.9 million** visits annually to vaughan.ca
- **63,000** daily impressions and more than **23 million** impressions annually on the City's Digital Sign Network

City of Vaughan Communications Channels



Councillor Sandra Yeung Racco is in Vaughan, Ontario.
November 26, 2021 at 1:34 PM · Vaughan, ON ·

The tourism industry plays an important role in the healthy growth of our City's economy.

To help shape Vaughan's future as a world-class tourism destination, we are encouraging interested citizens to apply and join the our Tourism Vaughan Advisory Committee. As a member of this committee, individuals will help to advance the development and implementation of the Vaughan Destination Master Plan.

Public recruitment has been extended and applications will be accepted until 4:30 p.m. on Friday, Dec. 10. For more information, including the committee's mandate, eligibility requirements and application package, please visit vaughan.ca/council/committees.

#vaughtourism @cityofvaughan



#PlayVaughanLocal

#ShopVaughanLocal

#DineVaughanLocal

#StayVaughanLocal **NEW**

#PlayVaughanLocal
at a park or near

See what the City has to offer at vaughan.ca/PlayVaughanLocal

VAUGHAN vaughan.ca/PlayVaughanLocal

#PlayVaughanLocal
this summer!

VAUGHAN vaughan.ca/PlayVaughanLocal

Get ready for winter with
#ShopVaughanLocal

Everything you need to stay warm and cozy is available in Vaughan

VAUGHAN vaughan.ca

#ShopVaughanLocal in support of
Vaughan businesses!

Make local shops and stores your first choice

VAUGHAN vaughan.ca

#PlayVaughanLocal
Trail through the outdoors!

Enjoy the Great Walks of Vaughan and park amenities

VAUGHAN vaughan.ca/PlayVaughanLocal

Your next outdoor adventure awaits at vaughan.ca/PlayVaughanLocal

VAUGHAN vaughan.ca/PlayVaughanLocal

Favour local flavours with
#DineVaughanLocal

Support local restaurants from the comfort of home

VAUGHAN vaughan.ca

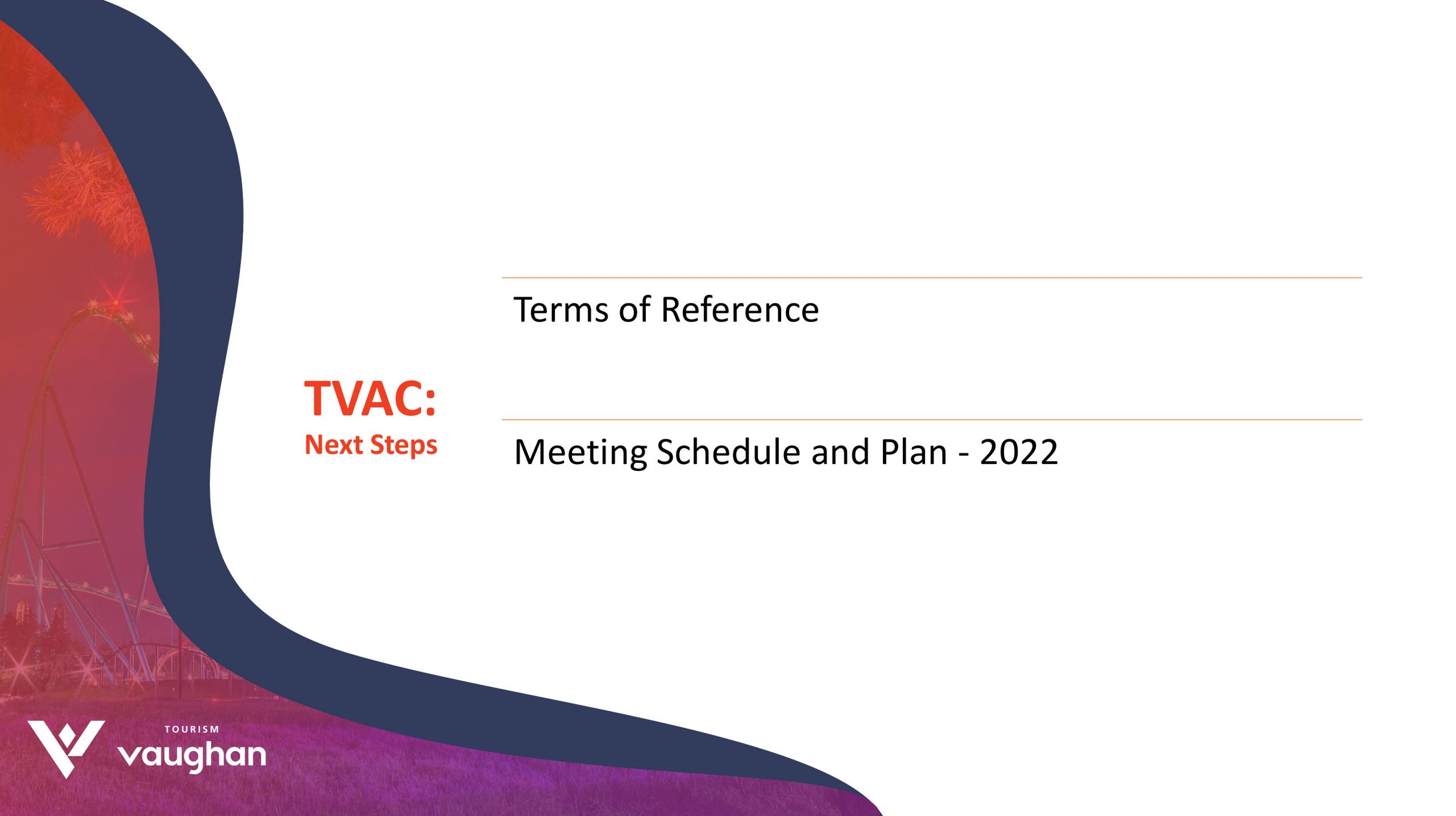
#DineVaughanLocal
for everyone on your list!

Everything you need for the holidays is available in Vaughan

VAUGHAN vaughan.ca



TVAC: Next Steps



TVAC:
Next Steps

Terms of Reference

Meeting Schedule and Plan - 2022

Terms of Reference

- Reminder: new term to start at end of 2022
- New recruitment to occur in late 2022

Meeting Schedule and Plan - 2022

January 26 TVC Board

- TVC Business plan and Budget inc. plan to expand board

FEB TVAC

- Kickoff
- Workshop: Destination Recovery (development for business AND destination)

Mar TVC Board

- Get approval from Board for website
- Get approval from Board for Destination Recovery
- Presentation from either: Central counties (CCT) tourism OR York Region OR Vaughan Accommodations Council TBD

Apr TVAC

- Workshop CCT Vaughan Ambassador program
- Workshop Tourism business tool kits AND Tourism investment tool kits

May TVC Board

- Get approval for launch of Ambassador program with CCT
- Presentation from either: Central counties (CCT) tourism OR York Region OR Vaughan Accommodations Council TBD

June TVAC

- Workshop Tourism business tool kits AND Tourism investment tool kits

July Board

- Present and approve toolkits
- Get delegated authority for operations
- Get approval from Board to begin recruitment



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