

## **REPORT TO COMMITTEE OF THE WHOLE APRIL 8, 2002**

### **THE CITY OF VAUGHAN NEW PROMOTIONAL VIDEO**

#### **Recommendation**

The Commissioner of Development Services and Public Works in consultation with the Manager of Technology Development recommends:

That the following report be received for information purposes only.

#### **Purpose**

To inform Council that a new City of Vaughan promotional video "A Letter to My Grandmother" has been produced and will shortly be available for distribution to, the City's ambassadors, potential provincial, national and international investors and other organizations/agencies.

#### **Background - Analysis and Options**

To promote the City of Vaughan and its attributes, a new promotional video has been created by the Technology Development Division of Economic and Technology Development, with the assistance of the Development Services Communication Coordinator. An English narration version of the video has been produced in standard VHS videotape format. A DVD is being produced incorporating nine different language narration versions of the video (English, French, Italian, Chinese, Russian, Hebrew, German, Spanish and Japanese). The video will be loaded on the City of Vaughan's web site also.

Staff pursued an innovative approach to the creation of this video, rather than following the traditional "Promotional Video" format. The theme of the video is a Grandmother reading a letter from her Granddaughter telling her about the new City (of Vaughan) to which she has recently moved.

From a child's perspective, the video highlights many aspects of Vaughan's community profile, such as:

- Economic development and growth occurring in the City of Vaughan;
- Vaughan's Main transportation routes;
- The high quality of community life that the City of Vaughan offers;
- The City's e-government and Smart City initiatives.

The video and DVD packaging showcases the art work of a five year old child, Catherine Kam, the background music is performed by Father Bressani Catholic High School Sr. Concert Band and the English narration is by a former Economic and Technology Development staff member, Joyce Jones.

The video, funded in part through Industry Canada's PEMD-I funding program, (Program for Export Market Development-Investment) has been produced to:

- Attract, retain and expand local, national and foreign investment in the City of Vaughan
- Enhance the City of Vaughan's business image
- Increase awareness of the City of Vaughan

## **Conclusion**

As the cover text of this video states:

“This community profile of the City of Vaughan takes a whimsical look at the “City Above Toronto”. Here are the sights, the sounds, and the experiences that make Vaughan a great place to live and work.”

## **Report prepared by:**

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Respectfully submitted,

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Commissioner of Development Services and Public Works