

COMMITTEE OF THE WHOLE - JUNE 21, 2004

ECONOMIC DEVELOPMENT ANNUAL REPORT AND EMPLOYMENT AREAS PROFILE

Recommendation

The Commissioner of Economic/Technology Development and Communications recommends that this report be received for information.

Purpose

The purpose of this report is to inform members of Council that the Economic Development 2003 Annual Report and the new Employment Areas Profile are now available. They will both be posted to the City's website by June 30, 2004 and will also be available in hard copy.

Background - Analysis and Options

The City of Vaughan Economic/Technology Development Department (ETDD) has, over the past several years, included information pertaining to the previous year's economic performance and statistics within the overall Corporate Annual Report. This year, in an effort to meet the Corporate Objective of communicating our successes, as outlined in the Vaughan Vision 2007, the ETDD team has opted to prepare a departmental Annual Report, independent of the Corporate one, focusing on the many expansions, relocations and new investments made in Vaughan in 2003.

Furthermore, in support of our continuing efforts to create effective marketing tools to draw attention and investment to our City, the ETDD team has created a new Employment Areas Profile, which provides site selection professionals with relevant and timely data to assist them in locating their clients' investments in Vaughan.

Both these documents will be made available in electronic format, in pdf, downloadable from the City's website, as well as in hard copy.

Relationship to Vaughan Vision 2007

The development of both documents supports two of the corporate priorities stated in the Vaughan Vision 2007: excellent customer service and a strong economic development function in the City.

This report is consistent with the priorities previously set by Council and the necessary resources have been allocated and approved.

Conclusion

The ETDD Annual Report and the new Employment Areas profile will both contribute to our ability to market the City of Vaughan as a preferred location for new investment within the GTA. In addition, they are both in support of the objectives stipulated in the Vaughan Vision 2007.

Attachments

None

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Respectfully submitted,

Frank Miele,
Commissioner
Economic/Technology Development and Communications