

COMMITTEE OF THE WHOLE MEETING - SEPTEMBER 20, 2004

TOURISM FOR BUSINESS DEVELOPMENT UPDATE REPORT

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 update members of Council on the status of the Tourism Fundraising initiative and the tourism function in Vaughan.

Background - Analysis and Options

As part of a pro-active initiative in support of tourism development in Vaughan, ETDD held a number of breakfast meetings with stakeholders from Vaughan's tourism sector early in 2004 and, due to the enthusiasm of the tourism operators who participated, the Vaughan Tourism Advisory Committee (VTAC) was established in June 2004.

In addition, in June 2004, Council directed staff to proceed with preparations for a fundraising initiative to be held in early Fall 2004, whose purpose is to showcase the tourism sector in Vaughan and the proceeds from which are to be earmarked for tourism development under ETDD's mandate. This fundraiser, the Discover Vaughan Tourism Bash, is scheduled to be held on Wednesday September 22, beginning at 6 pm, at the new Paramount Event Venue, 222 Rowntree Dairy Road, in Woodbridge. It is anticipated that over 500 people will be in attendance and the proceeds will be used in part to support the city's tourism strategy and implementation.

The event will also feature 3 bands, a disc jockey, a stand-up comedian, a performance by a Flamenco dance group, a performance by Opera York and a Live Auction. In addition, there will be booths showcasing the many facets of tourism in Vaughan. Media partners include: Multicom Media (Corriere Canadese, Tandem), Vaughan Weekly, Thornhill Liberal/Citizen, Radio Uno and TLN. Radio spots and newspaper ads, included as part of our partnerships, will run over the course of the days leading up to the event as well as post-event "thank you" announcements.

Relationship to Vaughan Vision 2007

Vaughan Vision 2007 states that a strong economic development function in the City is a corporate priority. This initiative supports that priority.

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

Conclusion

Given the enthusiasm of Vaughan's tourism operators and in consideration of the City's current fiscal constraints, it was necessary to find an innovative way to generate interest in our City's tourism as well as the funds necessary to begin working in support of the tourism sector of our business community. The first annual Discover Vaughan Tourism Bash will draw attention to the many tourism offerings our exciting City can showcase and it will afford the City the opportunity to proceed with the strategic initiatives aimed at supporting and strengthening this sector in our City's economy.

Attachments

None

Report prepared by:

Emilia Valentini, Senior Manager of Business Development

Respectfully submitted,

Frank Miele,
Commissioner
Economic/Technology Development and Communications