

COMMITTEE OF THE WHOLE JUNE 19, 2006

ECONOMIC/TECHNOLOGY DEVELOPMENT DEPARTMENT ACTIVITIES –SEMI ANNUAL UPDATE

Recommendation

The Commissioner of Economic/Technology Development and Communications, in conjunction with the Senior Manager of Business Development, recommends:

That Council receive this report for information purposes only.

Economic Impact

The report has no economic impact.

Purpose

The purpose of this report is to apprise Council of the projects, activities and core areas of work in which the Economic/Technology Development group has been involved for the period between January and early June 2006.

Background - Analysis and Options

Leading Municipalities recognize that the ability to attract new investment and maintain a healthy business community is fundamental to ensuring both short and long-term stability in the local economy, and consequently, for all residents as well. Vaughan has committed to a strong economic development function by embedding this concept within the first goal of the Vaughan Vision 2007, "Serve our Citizens".

Current best practices in the Economic Development field dictate that the greatest benefits are derived by municipalities whose economic development teams are highly responsive to customer needs, show agility in their ability to streamline the development process for potential investors, and offer innovative technological tools to assist in investment attraction and retention, both of which constitute the backbone of any Economic Development department.

The traditional mandate of the Economic/Technology Development department has focused on the key functions of investment attraction, retention/expansion and small business support services.

This department also retains the responsibility for Corporate Marketing, which is most significantly expressed through the City's radio ad campaign each Spring and Fall.

In addition, over the course of the past 12 months, the Economic/Technology Development department has expanded its mandate in order to pro-actively develop some of our growth sectors, namely Tourism and Environmental Stewardship.

The department's key areas of endeavour can now be summarized as follows:

- a) ***Investment Attraction***: Responsibility for Corporate leadership in initiatives that have investment attraction and Vaughan's business community as their focus, such as the new and innovative Site Selection GIS application.
- b) ***Business Retention***: Responsibility for the development and implementation of innovative programmes/initiatives in support of our existing business community,

thereby aspiring to excellence in customer service through a strong economic development function. Industry goes where it is invited, but it stays and grows where it is supported and made to feel wanted.

One example of an innovative project our department is working to bring to fruition is the new *City of Vaughan Credit Card* programme, the first of its kind anywhere in the world.

- c) ***Corporate Marketing***: Responsibility for the Development and implementation of best practices and standards for management of the City of Vaughan's corporate image, particularly as relates to Vaughan as the best jurisdiction in which to invest within Ontario.
- d) ***Environmental Stewardship***: Responsibility for the development, coordination and marketing of the City's environmental initiatives as they relate to Vaughan's business community through our Business & Leadership Action Plan as well as the management of the Environmental Task Force and the development, implementation and overall responsibility for its projects and initiatives.
- e) ***Tourism***: Responsibility for the development, coordination, and implementation of the City's tourism programme, including the development of a workplan to execute the approved Vaughan Tourism strategy, the management of the Vaughan Tourism Advisory Committee and all projects and initiatives relating to the tourism function for the Corporation, including the annual Discover Vaughan Tourism Bash.
- f) ***Small Business (VBEC)***: Responsibility for the development and support of Vaughan's substantive small business sector. The Vaughan Business Enterprise Centre, formed in 2001, continues to perform among the province's top Business Enterprise Centres, consistently registering over 1,200 new businesses each year, the majority of which are based in Vaughan.

Relationship to Vaughan Vision 2007

This report is in keeping with the Vaughan Vision goal of Servicing our Citizens, by providing information regarding Economic/Technology Development's execution of its mandate in such a manner as is in keeping with the spirit of A1 (Ensuring Excellence in the delivery of Core Services) and A4 (Promoting Economic Development).

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

Conclusion

The Economic/Technology Development team works to ensure that Vaughan's economy retains its dynamic diversity and flexibility through a commitment to quality service and innovative programmes aimed at supporting and strengthening all segments of our business community as well as promoting Vaughan as Ontario's premier community in which to invest, work and raise a family.

ETDD will provide Council with regular updates on its activities, projects and initiatives.

Attachments

Attachment: ETDD Semi Annual Report on Departmental Activities
Appendix 1: Jane and Highway Business Recovery Ads

Report prepared by:

Emilia Valentini, Senior Manager of Business Development
Shirley Kam, Supervisor/Senior Economic Developer

Respectfully submitted,

Frank Miele
Commissioner
Economic/Technology Development and Communications

ATTACHMENT

**ECONOMIC/TECHNOLOGY DEVELOPMENT
DEPARTMENT**

**SEMI-ANNUAL REPORT ON
DEPARTMENTAL ACTIVITIES**

**JUNE 19, 2006
COMMITTEE OF THE WHOLE**

CITY OF VAUGHAN • ECONOMIC & TECHNOLOGY DEVELOPMENT DEPARTMENT

2141 Major Mackenzie Drive, Vaughan, Ontario, Canada L6A 1T1
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BUSINESS ATTRACTION ACTIVITIES

2006 Year to Date Business Investments & Expansions

Business Name & Address	Business Activity	Size of Facility (SF)	# of Employees	Origin/Type of Investment
Asa Abloy 160 Four Valley Drive	HO/Dist. Lock systems	46,000	50	Relocation
Bentall spec Interchange Way	Spec industrial building	120,000		New investment
Circa Metals / Hydrel Enterprises 206 Great Gulf Drive	Mfr. Metal fabrication	96,000	114	Relocation
Conair Canada East of Huntington Road	HO/Dist. Personal & kitchen appliances, hair care products	313,924 - Phase 1	250	Relocation
La Paloma 3175 Rutherford Road	Retail ice cream & desserts	1,200	5	New investment
Magick Woods 111 Creditview Drive	HO/Mfr. Vanities & kitchen cabinetry	96,000	120	Relocation
Mobile Climate Controls 7540 Jane St.	HO/Mfr. Vehicle climate control systems	120,000	300	Relocation
Pamarco Global Graphics 30 Vinyl Court	Mfr. Printing rollers	22,000	17	New investment
Pine Seven Offices Hwy 7, west of Pine Valley	Office - spec	16,000		New investment
Skor Food Group 10 Ronrose Drive	Dist. Food products	205,000	350	Relocation
Sorbara spec Stone Ridge Road	Spec industrial building	200,000		New investment
Unico Foods 8000 Keele Street	Mfr. Food products	70,000		Expansion
Voketel 520 Applewood Crescent	HO/Mfr. Telecommunications equipment	22,000	22	Relocation
Total		2,148,336	1,218	

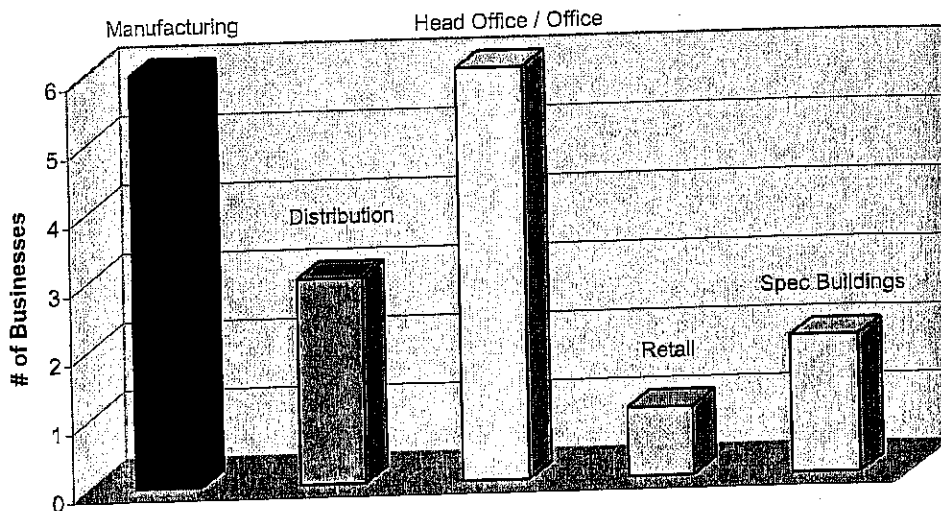
Successful Business Investments

In an analysis of deals completed by the ETDD, the majority of clients served were high-valued added businesses typified by manufacturing, office and head office functions. However, distribution functions are still significant. Furthermore, a strong majority of clients occupied new space. The largest space requirements located in the Vaughan Enterprise Zone where larger land parcels are more prevalent.

Relocations from outside Vaughan formed over half of completions. The companies came from Toronto, Brampton and Mississauga. One transaction of note is Pamarco Global Graphics, a new establishment to Canada, originating from the United States.

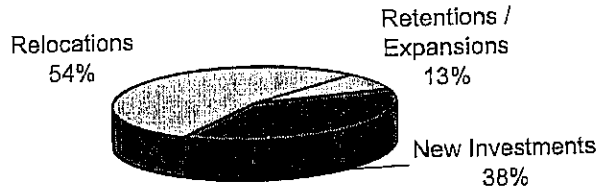
Within the Greater Toronto Area, the most robust industrial/commercial real estate markets exist in Vaughan and Peel Region. The strength of Vaughan's real estate market is in evidence with the construction of three speculative buildings, including one office building. It is anticipated that there will be five additional speculative projects before the end of 2006.

**2006 Year to Date
Completions by Activity Type
(Businesses may have multiple functions)**

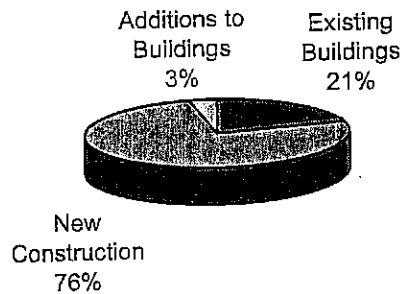


Occupancy achieved in first five months of 2006, as represented by sector. Note that some occupants' business activities overlap into more than one sector.

**2006 Year to Date
Completions by Origin of Investments**



**2006 Year to Date
Completions by Building Space Occupied**



Of the 2,148,336-square-feet of investment brought to fruition in the first five months of 2006: 76% went into newly constructed space, 3% into building additions, and 21% occupied space in existing building.

Active Clients

ETDD's work in attracting new investment is predicated on the end user or tenant. Location, facility size, ownership requirements and decision timing driven by tenants present some challenges, which may require that the City move very swiftly on its development process approvals once the transaction is secured. Through the Development Review and Site Plan Review Teams, of which ETDD is a member, the City of Vaughan provides service excellence that is recognized and much appreciated by the development and real estate communities.

The following list is only a sample of the active clients:

- Manufacturer of steel products – 40,000 SF
- Manufacturer of power supply equipment – 80,000 SF
- Manufacturer of shipping/packaging supplies – 120,000 SF
- Hotel – 69,020 SF
- Single Tenant Office – 150,000 SF
- Distribution Centre – 700,000 SF
- Head Office/Manufacturer of rugs, carpets – 300,000 SF



ZENTIL PROPERTY MANAGEMENT INC.

"Over the years, Zentil Property Management has built numerous industrial projects in Vaughan and we've always found tremendous co-operation from the City. They're happy to work through the client's needs and our design requirements even before we get a formal application in place. We've been able to meet project delivery dates but more importantly, our tenants are staying with us and staying with the City of Vaughan."

Paul Zentil
President



THE SORBARA GROUP

"Through your efforts and the efforts of your staff, we have been able to meet a very restricted timeline in the design, approval, construction and move-in for a new building...and so we thank you but we must warn you that we think we will come to you again as the market continues to be brisk for buildings of significant size."

Edward Sorbara
President

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BUSINESS RETENTION ACTIVITIES

Business Retention – Jane & Highway 7 Business Recovery Initiatives

The ETDD has been working with Jane & Highway 7 area businesses on business recovery initiatives following the closure of the intersection. Actions taken included:

- On-site Media Event – March 10, 2006
- On-site Live Broadcast Media Event – March 29, 2006
- Improved Communication on Signage surrounding Detour Area reminding motorists that Area Businesses are Open
- Door-to-Door Canvas of area businesses to communicate details of City services available to them through the Vaughan Business Enterprise Centre and the Economic/Technology Development Department
- Free Marketing Seminar for area business owners/operators to be held Monday April 3, 2006 at 6 pm.
- Improved Maps available on City's website: www.Vaughan.ca clearly showing detour routes and accessibility to area businesses during intersection closure at Jane Street and #7
- Print Ad Campaign in Vaughan Citizen, Thornhill Liberal, Corriere Canadese/Tandem, Lo Specchio and Toronto Star (*see copies of ads attached in Appendix A*)
- Special promotional events within the month of April at area businesses (information will be disseminated in local media)
- Toronto Star Contest Celebrating the Re-opening of Jane & Highway 7 Intersection (contest draw event to be in June)

Corporate Calling Program

As part of the ETDD's business retention strategy, Staff engages in business visitation or "corporate calling" activities. The business visitations create a face-to-face relationship with the business owners affording them the opportunity to discuss issues surrounding their operations in Vaughan. The ETDD has found that once a relationship has been established, business operators are much more at ease with contacting the municipality for pro-active management of issues. From a staff perspective, the visitation provides a clear visualization of the business activities that otherwise would not be available. In addition information gathered is analyzed and, where applicable, forms part of the foundation for economic development policy formation and economic growth strategies.

During 2006, ETDD projects 124 visitations. To date, Staff has visited 76 companies.

Online Business Directory

The City of Vaughan partnered with York Region and the Breken Group to launch the new online business directory. Along with a new dataset of 6,000 companies, staff developed a new web skin for the opening page. The implementation of this new directory provides businesses and consumers with a more robust directory (including map, advance search function and e-mail links). Furthermore the directory provides full integration with the York Region directory reducing duplication, improving data quality, reporting and staff utility.

The new directory was launched in March 2006 with letters from the Mayor to over 6,000 businesses. The online business directory is further supported by promotion in the York Business Times, Business Link Newsletter and website. Data verification and maintenance is ongoing. The online business directory is updated in real-time and is accessible 24/8 at www.vaughan.ca/business.

CD copies of the Business Directory will be available for purchase (cost of \$100) at the end of June 2006.

The screenshot shows the City of Vaughan Online Business Directory interface. The header includes the City of Vaughan logo and the slogan "citizens first through service excellence". The main content area displays search results for "Season Crown Corp" and "Allcare Maintenance Services".

Season Crown Corp
130 Bass Pro Mills East Rd
Vaughan, ON
L4K 5W9
Manufacture Sportswear
We now operate a full service manufacturing center with facilities for custom made and private label orders to meet specific requirements as well as our in-stock catalogue programs.
[More Details...](#)

ALLCARE
418 Hanlan Road
Vaughan, ON
L4L 4Z1
Allcare specializes in maintaining the premises of industrial and commercial facilities of businesses across the GTA. We currently service over 250 accounts across the GTA from Pickering to Oakville. This includes a wide range of customers in many different industries including manufacturing, distri...
[More Details...](#)

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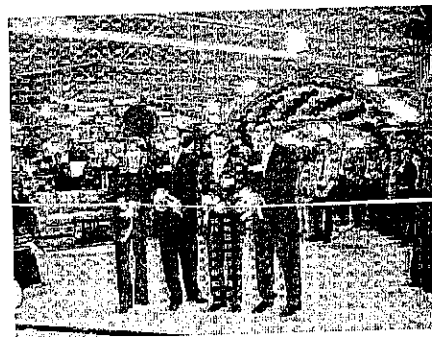
PUBLIC RELATIONS ACTIVITIES

Grand Openings & Ground Breakings:

- The Doctor's House Restaurant Open House – January 26, 2006
- The Pavilion Grand Opening – January 28, 2006
- Bausch & Lomb Grand Opening – January 31, 2006
- Skor/Derry Foods Grand Opening – February 20, 2006
- The Keg Steakhouse & Bar Grand Opening – February 22, 2006
- Al Palladini Pinetree Ford Lincoln – February 23, 2006
- Leon's Furniture Grand Opening – March 15, 2006
- PowerStream Ground Breaking – March 26, 2006
- Can-Asia Grocers Grand Opening – March 31, 2006
- TD Waterhouse Private Services Grand Opening – April 26, 2006
- Paramount Canada's Wonderland Media Event – April 29, 2006
- Sports Village Pre-Opening Event for Beach Volleyball – May 5, 2006
- Fire Hall/EMS Bricklaying Ceremony – May 8, 2006



Bausch & Lomb Grand Opening – January 31



Leon's Furniture Grand Opening – March 15

Other Events Attended or Hosted:

- Vaughan Chamber of Commerce Outlook Luncheon – January 25, 2006
- Economic Developers Council of Ontario Annual Conference – February 1, 2006
- Global & Regional Automotive Market – February 10, 2006
- CBRE Outlook Breakfast – March 9, 2006
- Vaughan Chamber of Commerce Business Achievement Awards – April 5, 2006
- Italian Chamber of Commerce NAFTA Area Workshop – April 18, 2006
- Saperie Saponi Symposium – April 19, 2006
- Quarterly Developers Roundtable Luncheon – April 27, 2006
- Vaughan Chamber of Commerce Regional Economic Outlook Presentation by RBC Senior Economist and VP, Richard Eggleton – May 24, 2006
- Greater Toronto Marketing Alliance Annual General Meeting – May 25, 2006
- York University Congress of the Humanities and Social Sciences President's Reception – May 29, 2006

Committee Work (Combined for all of ETDD):

- Vaughan Chamber of Commerce Business Achievement Awards Judging Committee
- Vaughan Chamber of Commerce Board Member – City Liaison (non-voting)
- Vaughan Tourism Advisory Committee (Quarterly)
- Kleinburg BIA (Monthly)
- Kleinburg BIA Vision Committee (Adhoc)
- Vaughan Environmental Task Force 2006 Meeting to date: February 13, April 10, and May 23
- GTA Clean Air Council
- GTA Environmental Coordinators Committee
- Smart Commute North Toronto Vaughan Board of Directors

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Presentations & Other Speaking Engagements:

- Business Retention & Expansion Workshop (Toronto) – March 27, 2006
- JDF Realty Presentation – May 16, 2006
- Webinar presented to EMA's "Can One Company Bridge Canada's Kyoto Gap: The Technologies That Will Help Canada Reach its Kyoto Commitments" – May 16, 2006

INTERNATIONAL PARTNERSHIP ACTIVITIES

Lazio Week

Staff has been working for the past several months on the development of a week of activities, planned for the period between 18-24 September of this year, which will showcase the Region of Lazio, including our Sister City, Sora, which is situated at the heart of this region in central Italy. The week's activities will include business meetings, workshops, art and photographic exhibits, a film festival and a week of special menus at select Vaughan restaurants, each of which will feature a number of traditional Laziali dishes.

Staff is attending working meetings within Vaughan's Lazio community, as City liaison for this project with outside stakeholders.

MP from Jamaica:

Staff was asked to be present during the visit to the Civic Centre by one of Jamaica's Members of Parliament, Barrington Grey, as he works very closely with a Vaughan resident, Pastor Hazel Hansen.



Barrington Grey, Jamaica's MP, April 8, 2006

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University of Calabria/ ISCAPI:

Economic Development staff worked with the President of this Consortium, ISCAPI, which is dedicated to the development of economic opportunities through scientific and socio-economic cooperations around the world. Working from their homebase at the University of Calabria, their membership encompasses more than 30 local municipalities whose Mayors are the committee members. The City of Vaughan will be exploring a number of opportunities on behalf of our business owners and residents, working to create vehicles that will offer business development and learning opportunities for our industries and residents alike.

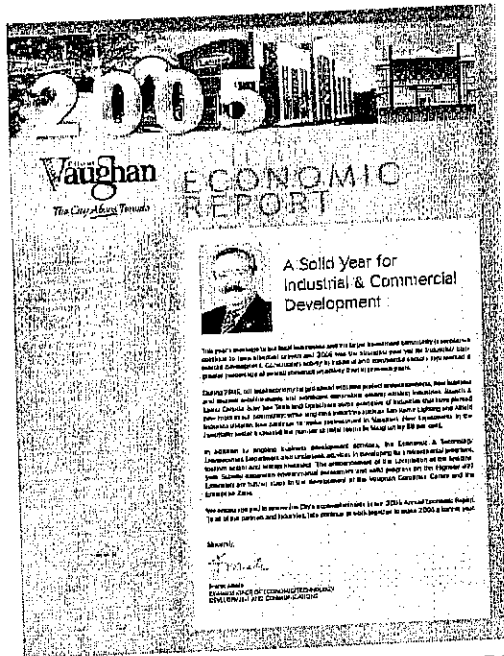
Ramla, Israel

In 2006, as in the previous two years, we received a student delegation from our Sister City in Israel. Staff organized 2 days of activities for the 12 students and 2 adult chaperones.



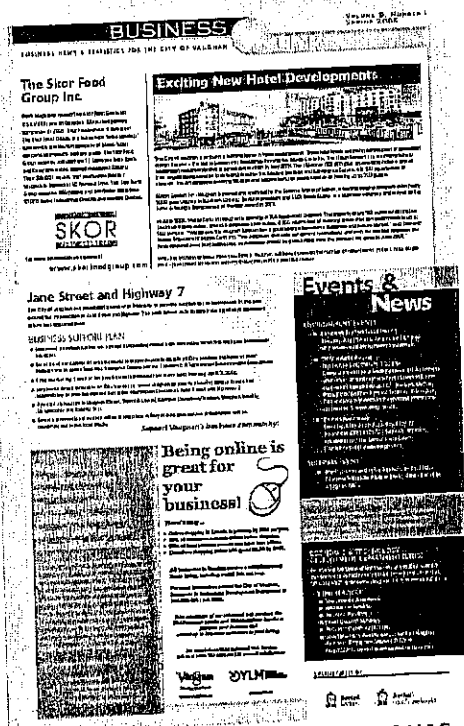
MARKETING ACTIVITIES

Annual Economic Report 2005



The Annual Economic Report, a 16-page summary of business investment, growth and the activities of the Economic & Technology Development Department in 2005 was written and produced by the ETDD. One thousand glossy hardcopies of the Annual Economic Report were distributed to realtors, developers, investors and government agencies. Electronic copies are also available on the City's website.

Business Link Newsletter – Spring 2006 Edition



A newsletter on business statistics and happenings in Vaughan was produced and distributed to over 6,000 businesses, realtors, developers and government agencies. The newsletter is also available on the City's website.

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Corporate Video

The Economic & Technology Development Department issued an RFP for the production of a corporate video to market the City of Vaughan to potential investors. Work on the video will commence in June 2006 for final delivery in December 2006.

MEDIA PLACEMENTS

Radio Ad "DaVinci Code"

Since 1992, the ETDD has utilized radio as the primary medium to position the City with GTA and Ontario business owners and executives. The radio ads have garnered national and international awards, but most importantly, they have resonated favourably with business professionals and entrenched the City's tagline within the psyche of listeners.

The City of Vaughan launched its Spring radio ad campaign, entitled the "DaVinci Code". The ad ran from March 13 to April 16, 2006 on CFRB and CHIN. The text of the radio ad capitalized on the media attention already generated by the long-anticipated release of the movie of the same title.

York Business Times – Vaughan Edition

The City of Vaughan's print ad campaign includes bi-monthly full-page advertisements in the York Business Times, a publication with a circulation of over 43,000. Thus far in 2006, the city has developed and placed three ads in February, April and June.

Whatever Vaughan Magazine

The City of Vaughan placed ads in two editions of Whatever Magazine, a private sector publication focused on issues and activities pertaining to life in the City of Vaughan.



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VAUGHAN BUSINESS ENTERPRISE CENTRE



The Vaughan Business Enterprise Centre (VBEC) provides guidance to new enterprises and supports expanding businesses with consultations and professional development assistance.

VBEC

Milestones Achieved at VBEC Year to Date

Over 9,900 clients served:

- 1,283 business consultations
- 7,829 inquiries handled
- 642 new/renewed business registrations – 353 Vaughan-based registrations
- Total expected investment of over \$6.4 million – \$4.171 million in Vaughan
- 219 seminar attendees
- 642 jobs created
- 101 attendees for Youth Outreach Programs
- 83,204 website hits

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Business Plan Challenge for High School Students

The Business Plan Challenge is a competition open to local high school students to produce a viable business plan. Finalists are eligible to win a \$1,000 bursary at the regional level, and up to \$1,500 at the provincial level. Planning was completed for the Business Plan Challenge, now in its second year. The awards ceremony will take place on June 15th at the Renaissance Parque and attendance is anticipated to be more than 150 people, including senior representatives from the Ontario Ministry of Economic Development & Trade.



WOULD LIKE TO CONGRATULATE
all students
who participated in the

REGION OF YORK Business Plan Challenge 2005

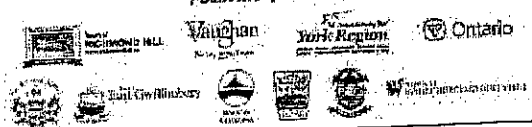
FOR HIGH SCHOOL STUDENTS

<p>RICHMOND HILL</p> <p>3RD PLACE Dio Charharbaghi, All-in-One Solutions</p> <p>2ND PLACE Katy Corrigan & Jen Gardner, Kaleidoscope</p> <p>1ST PLACE Yanna Eterlin, Busy Bees Summer Camp</p>	<p>VAUGHAN</p> <p>3RD PLACE Lucky Sarpaeni, Lucky Web Designs</p> <p>2ND PLACE Blaise Mahesh, Nexus Development</p> <p>1ST PLACE Vanessa Stuzans, Spin Cycle</p>	<p>YORK REGION</p> <p>3RD PLACE David Walkings, Ballistic Inc.</p> <p>2ND PLACE Nicola Silverberg, Panic With Storage</p> <p>1ST PLACE Michael Swift, Swift Camp</p>
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A SPECIAL THANK YOU TO ALL OF OUR SPONSORS



FOUNDING PARTNERS



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Summer Company Program

Now in its 5th year, the Summer Company Program received 21 business plan submissions from students between the ages of 15 to 29. VBEC is finalizing the judging of the business plans and will be making the award selections within June.

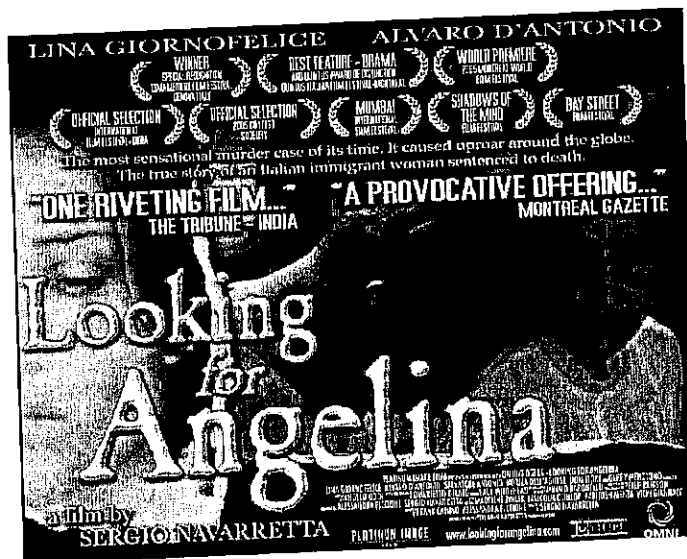
Partnership Development

VBEC works on funding and partnership opportunities throughout the year. Founding partners include the Ontario Ministry of Economic Development & Trade and the City. However, VBEC is working on developing private sector partnerships as well partnerships with school boards, Industry Canada and other government agencies. RBC Financial Group has been a Sustaining Partner of VBEC since 2001.



"Looking for Angelina" Movie Opening

VBEC clients, Alessandra Piccione and Sergio Navarretta, wrote, directed and produced "Looking for Angelina", a critically acclaimed film and winner of three awards. The film was previously shown at a number of festivals, including the Montreal World Film Festival and Quintus Italian Film Festival. "Looking for Angelina" opened at Vaughan's Famous Players Colossus Theatres on April 7, 2006.



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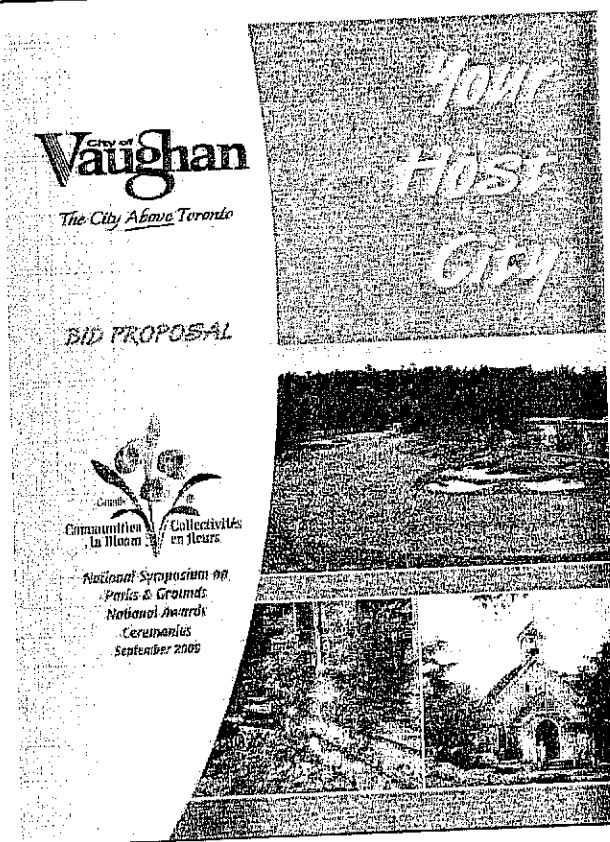
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TOURISM INITIATIVES

In late 2005, the ETDD established its Tourism Program, with input from industry through the Vaughan Tourism Advisory Committee, chaired by Councillor Tony Carella and Diana Dodge of Dodge Suites Hotel. Since that time, there has been extensive work on tourism research, sector strategy development as well as ongoing work with existing tourism operators, stakeholders and new investors.

Conference Development Works

Communities in Bloom 2009 National Conference



At the direction of Council, the ETDD prepared a 65-page proposal to host the 2009 Communities in Bloom National Conference. Should Vaughan be awarded the 5-night (6 days) Conference, the City will receive up to 1,000 delegates from around the world with an estimated spending impact of over \$500,000.

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World Hedge Fund Summit 2006

In co-operation with the Canadian Hedge Watch, the ETDD prepared web-based collateral materials for a conference of 1,000 financial executives from around the globe. The Summit will occur from November 6 to 8, 2006 with attendance from the Deputy Chair of the Bank of Canada. Estimated spending of \$600,000 over the course of two days.



Discover Vaughan Bash 2006

DISCOVER VAUGHAN BASH 2006

make a splash to the bash!

A FUN EVENT IN SUPPORT OF VAUGHAN TOURISM

CORPORATE SPONSORSHIP OPPORTUNITIES

Bentall CAPITAL 8

Vaughan

CITY OF VAUGHAN

The Discover Vaughan 2006 will be held on September 28, 2006 at Lucky Strikes Lanes in the Vaughan Mills Shopping Centre. Organization of the Discover Vaughan Bash is already underway, with extensive program development and development of the marketing collateral materials and sponsorship packages. The goal of the Bash is to raise funds in support of tourism initiatives in Vaughan. Targeted net revenues are \$100,000.

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Tourism Strategy

Economic impact models suggest that for every \$25.00 of tourism expenditure \$1.00 flows to the local municipality. The Vaughan Tourism Strategy calls for resident-based tourism initiatives aimed at the retention of expenditures by local residents and visiting friends & relatives within Vaughan. In addition, the City's tourism strategy also targets increasing the expenditure of day visitors by bundling tourism products and converting more day visitors to overnight stays through never-before-available packaging.

Vaughan Tourism Guide

Concept development for a 40 to 60-page Vaughan Tourism Guide is currently underway. Staff is evaluating four proposals and selection of the successful proponent will be made within the month of June. Anticipated release date is end of September 2006.

Tourism Business Development

- Built profile for Vaughan tourism with external partners and stakeholders (Kleinburg BIA, Ontario Tourism Marketing Partnership, Tourism Toronto, York Region Tourism, Canadian Tourism Commission, Festivals & Events Ontario, Bi-National Tourism Commission, Ontario Ministries of Tourism, Agriculture, Economic Development and Trade).
- Liaison with Kleinburg BIA & Kleinburg Area Ratepayers Association

Research Studies Completed or Underway:

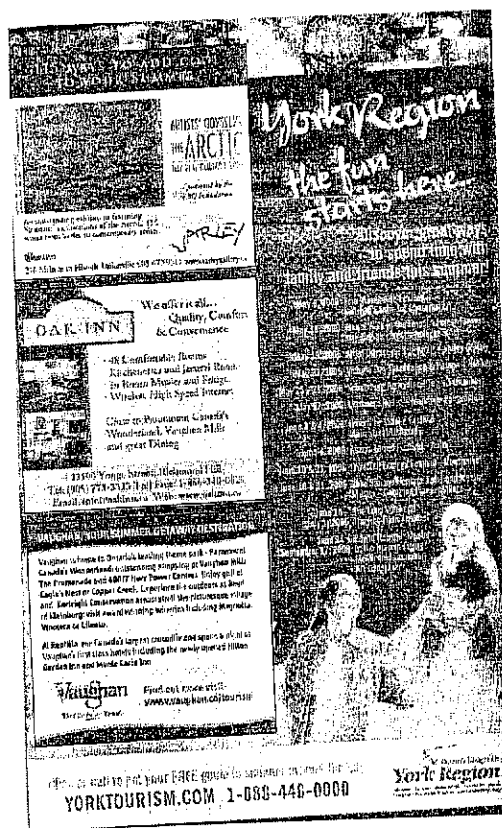
- Premier-Ranked Tourism Destination Project in cooperation with York Region Tourism
- Economic Impact of Festivals & Events in Ontario
- Main Street Revitalization (Kleinburg)
- Economic Impact of Sports Tourism
- Economic Impact of Culinary Tourism
- Greenbelt Tourism Opportunities
- Application of Destination Marketing Fee (DMF) to Vaughan
- Government Funding Opportunities for Tourism Development

CITY OF VAUGHAN • ECONOMIC & TECHNOLOGY DEVELOPMENT DEPARTMENT

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Media Placements & Public Relations:

- York Region 2006 Visitors Guide – circulation of 150,000 print media (full page)
- Tourism Toronto Summer Guide – circulation of 500,000 print (1/4 page)
- York Region Co-op OTMPC Summer Guide – circulation of 500,000 (1/6 page)
- York Region, The Great Ontario Getaway Magazine – circulation of 10,000 for May/June issue



The Great Ontario Getaway, York Region, May/June 2006

Seminars & Workshops:

- Ontario Tourism Marketing Partnership Workshop – quarterly
- Tourism Toronto Annual General Meeting

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ENVIRONMENTAL INITIATIVES

Current Projects Underway

Green Fleets Initiative

The ETDD initiated presentations of green technologies for fleet applications, including chemalytic converter technology and natural gas conversions to the Environmental Task Force. In co-operation with the Fleet Department, the ETDD completed a pilot study of conversion of one vehicle to Global Emission Systems Inc.'s Dry Selective Catalyst™ converter. Tests at a Drive Clean facility, following the installation of the DSC converter, showed an emission reduction of 1.64 tonnes on an annual basis over the existing factory catalytic converter.

The Green Fleets initiative has now been forwarded to the Fleet Department for further study and action.

Smog Summit 2006

The City of Vaughan was a signatory of the 2006 Inter-Governmental Declaration on Clean Air at this year's Smog Summit on June 7th. The Smog Summit draws attendance and participation from Federal and Provincial ministers, GTA politicians, environmental non-governmental organizations and the media. Staff has prepared the City's announcement, news release and discussion points.

Clean Air Commute Week – June 19-23, 2006

In co-operation with the Smart Commute Association of North Toronto Vaughan, staff is preparing to launch Clean Air Commute Week at the City of Vaughan. The week of June 19-23rd has been designated Clean Air Commute Week by Pollution Probe. Vaughan will be joining hundreds of organizations from across the GTA in promoting cleaner ways to travel and commute.





Vaughan Manufacturers Sustainability Program (VMSP)

In March 2005, the City of Vaughan partnered with the Ontario Centre for Environmental Technology Advancement (OCETA) and the Toronto and Region Conservation Authority (TRCA) to launch the Vaughan Manufacturers Sustainability Program. The VMSP's goal is to encourage small and medium-sized manufacturers to improve environmental and economic performance through pollution prevention. Eligible manufacturers will receive governmental financial support up to 50% (to a maximum of \$4,000) towards the cost of a pollution assessment.

Staff, in co-operation with OCETA contacted 650 Vaughan manufacturers in targeted sectors.

Vaughan Manufacturers Sustainability: Marketing Efforts		Vaughan Manufacturers Sustainability: Participation Results – Year 1	
Number of letters – Mayor, OCETA	650	Number of visits/presentations to manufacturers	6
Number of Follow-up E-letters – OCETA	257	Number of VMSP clients (May 2006)	3
Number of "bundled" contacts – MOE Regulation 127	35	Number of P2 assessments completed for VMSP clients	2
Web-links	OCETA, TRCA, City of Vaughan		

ENVIRONMENTAL RESULTS VMSP – YEAR 1:

Targeted Pollutants and Wastes	P2 Reductions (Annual)	Comparative Representation
Hazardous Wastes 	303 Tonnes	Weight of approximately 116 SUVs 
Water 	100 Tonnes (100,000 Litres)	Flushing the Toilet approximately 16,700 Times 

CITY OF VAUGHAN • ECONOMIC & TECHNOLOGY DEVELOPMENT DEPARTMENT

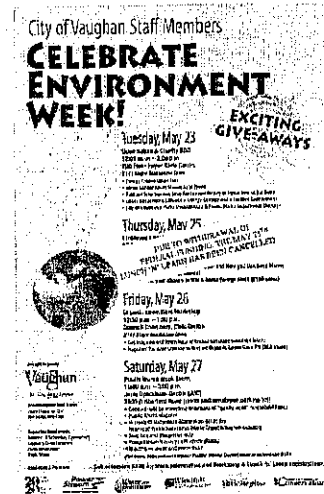
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Sustainable Community Development – Block 39

During 2005, staff initiated discussions with Toronto Region Conservation Authority (TRCA) on opportunities for collaboration to bring about a sustainable residential subdivision. It was determined that there was some development industry interest within Block 39. Staff is continuing to work with TRCA, PowerStream, CMHC and the development community to implement a 400-unit (and 2 schools) subdivision of energy efficient homes.

Events

- Langstaff EcoPark Tree Planting – April 19, 2006
- 20-Minute Vaughan Makeover – April 21, 2006
- St. Margaret Mary School Environment Day – April 28, 2006
- Vaughan Employees Environment Week – May 23 – 26, 2006
 - Open House & Charity BBQ
 - Organic Lawn Care / Healthy Yards Workshop
- Toral Cast Environment Event – May 24, 2006



Langstaff EcoPark Tree Planting



20-Minute Vaughan Makeover














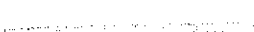

Toral Cast Environment Event



Vaughan Employees Environment Week, Open House & Charity BBQ, and Organic Lawn Care Workshop

ETDD DEPARTMENTAL PROJECTS/ACTIVITIES CALENDAR

	JAN	FEB	MAR	APR	MAY	JUNE
1		EB000 Conference 1st		Business Link Newsletter	Jane/7 Open for Business Ads	Jane/7 Visit & Win Contest Ads
2		York Region Business Times	Energy Star Proc. 6th	Website - Env/Revisions	Mayor's Gala 4th	
3				Jane/Hwy 7 Mktg. Workshop 3rd	Sports Village Pre-opening 5th	
4			VBEC Sem	Israeli Delegation 3rd-6th		VBEC Sem 7th
5				CBRE Outlook 9th		Smog Sum 7-8th
6				York Region Business Times	Fire Hall/EMS	ICM Medical Agency
7			Jane/Hwy 7 Media	Bus. Ach Awards 5th	Bricklaying Cmty. 8th	
8			CFRB Remote	ETF 10th	Jane/7 Open for Business Ads	VBEC Sem 10th
9				VBEC Sem 8th		
10			VBEC Sem	VCC Public Mtg for Jane/Hwy 7 Bus. 13th		VTAC - 12th
11		VTAC 7th		VBEC Sem 15th		Israeli Delegation 14th
12					Jane/7 Open for Business Ads	Jane/7 Visit & Win Contest Draw 14th
13			Leon's Opening - 15th			
14		VBEC Sem		Saperie Saporie - 19th	Webinar to IEMA Kyoto Pres. 16th	
15		Global & Regional Auto Markets 10th	VBEC Sem	Langstaff EcoPark	JDF Realty	
16			Powerstream	Jane/7 Open for Business Ads	Presentation 16th	Clean Air Commute - 19-23
17			GB 26th	20-Minute Makeover - 21st		
18			Busi. Expansion Ret. Workshop 27th	Jane/Hwy 7 Bus. 13th	Vaughan SS Earth Charter - 18th	Bus Plan Chal.
19			VTAC - 28th		Jane/7 Open for Business Ads	
20	VCC Outlook Luncheon 25th	ETF Derry Foods Opening 20th		Jane/7 Open for Business Ads		Spadina-York Subway Ext. Celebration Event 23rd
21				VBEC Sem 25th	PCW Agency - 23rd	
22			Jane/Hwy 7 Live Broadcast		ETF - 23rd	
23			Energy Cons. Summit	TD Waterhouse Opening 26th	Env. Week / Public Works 23-27	VBEC Sem 27th
24	The Doctor's House Opening 26th		Tourism Website Beta - 31st	Developers Lunch 27		Member Distribution 29th
25			Annual Report	Jane/7 Open for Business Ads		
26	The Pavilion Opening 28th		Can-Asia Grocers Opening 31st	Marg Mary Env/Wk	GTA Mktg Alliance	
27			CIB Bid Proposal Due	Parliament Canada - 29th	Annual Mtg 25th	VBEC Community Charity BBQ 30th
28		VBEC Sem		Parliament Canada - 29th	VBEC Sem	
29						
30	Bausch & Lomb Opening 31st					
31						

 ETDD Hosted Events	 Environment Events	 VTAC Meetings
 Attended Events	 Major Projects	 Newsletters & Ads
 Grand Openings/ Groundbreakings	 Tourism	 VBEC Events
 Delegations	 Events/Festivals	 Professional Development / Training
	 ETDD Presentations	

This calendar captures activities, projects and initiatives of the ETDD or in which ETDD has played a role.