

BUDGET COMMITTEE – DECEMBER 1, 2009

FUNDING OF VOICES OF VAUGHAN CAMPAIGN 2009/2010

Recommendation

The Director of Corporate Communications and the Director of Economic Development in consultation with the Chair of the Strategic Planning Communications Sub-Committee recommend:

1. That the Voices of Vaughan funding report be received; and
2. Funding for Option One or Option Two of the proposed campaign be considered in the 2010 budget process.

Contribution to Sustainability

Economic growth and vitality are two key components to sustainability. The proposed campaign is comprised of a set of communication actions related to attracting and retaining business investments and promoting Vaughan's world-class attractions, galleries and retail amenities. The communication efforts of the proposed Voices of Vaughan campaign will contribute directly to the economic vitality of the City.

Economic Impact

The work and initiatives identified in the campaign will be lead by staff in the Corporate Communications Department and Economic Development Department with oversight by the Strategic Planning Committee's Communications Sub-Committee. However, an additional staff resource will be required on a temporary contract position in Economic Development to manage the day-to-day campaign. Term of the contract would be February 1, 2010 through July 2, 2010.

The proposed budget for the Voices of Vaughan campaign has two options. Each option total includes all costs associated with media placement, production costs and the additional staffing request.

<i>Option One:</i>		
Media Costs:	\$	212,000
Production Costs:	\$	25,000
<u>Staffing Costs:</u>	<u>\$</u>	<u>31,000</u>
Total Costs:	\$	<u>268,000</u>

<i>Option Two:</i>		
Media Costs:	\$	341,000
Production Costs:	\$	35,000
<u>Staffing Costs:</u>	<u>\$</u>	<u>31,000</u>
Total Costs:	\$	<u>407,000</u>

The funding of either option one or option two of the proposed Voices of Vaughan campaign is being requested for consideration in the 2010 Operating Budget.

Communications Plan

As described in item.

Purpose

To receive the report and approve funding for the Voices of Vaughan campaign.

Background - Analysis and Options

At the direction of the Strategic Planning Committee, the "I Love Vaughan" campaign was identified as a key component of the City's Strategic Communications Plan drafted by Sussex Strategy Group and adopted by Council in May, 2009.

As outlined in the Strategic Communications Plan, the objectives of the "I Love Vaughan" campaign are:

1. Promote the City to attract more businesses and jobs; to draw more visitors to its world-class parks, venues, attractions and green spaces and encourage people to consider Vaughan as a place of residence.
2. Highlighting the progressive and good work the City is doing
3. Reinforce positive feelings about Vaughan.

Although all work with the Sussex Group has been completed, staff of the Corporate Communications Department and Economic Development Department in consultation with the Strategic Planning Committee's Communication Sub-Committee have continued to identify the resources needed to implement the proposed "I Love Vaughan" advertising campaign as the campaign will focus on economic and tourism initiatives which promote economic vitality.

Through this work it was recommended at the Sub-Committee that the campaign be renamed Voices of Vaughan to better align with the proposed tactics and mission statement that staff had proposed.

Campaign Mission Statement:

To generate awareness in the Greater Toronto Area (GTA) of the attributes that make Vaughan a unique, innovative, progressive and vibrant community in which to conduct business and visit.

Campaign Strategy:

The strategy will focus on the basic tenants of place making using four key themes;

1. Open for Business
2. Metropolitan
3. Active
4. Green

Place making is an integral part of the work being undertaken within the new official plan and is a key component of economic development. Citing the work of Richard Florida, one of the world's leading public intellectuals on economic competitiveness, demographic trends, and cultural and technological innovation, "Place is the natural, built, and psychological settings of the community. It is the distinct "vibe" that makes communities unique from one another. People want to live in communities that are unique and inspiring to them."

The strategy, therefore, will be a catalyst to the forthcoming Economic Development Strategy (projected to be delivered to Council no later than September, 2010) and will identify strategic partnerships to promote the strength and vibrancy of the business community in Vaughan.

In addition, the strategy supports the launch of a new visual identity (logo) for the City of Vaughan. The new logo will be introduced in conjunction with the opening of the new city hall.

Communication Objectives:

1. Motivate people to 'click or call' and request more information as to why Vaughan is an ideal location for their business to locate or expand within the GTA.
2. Increase tourism activity in Vaughan from visitors throughout the GTA and as a result strengthen the local tourism infrastructure.
3. Re-invigorate positive feelings about Vaughan from its residents and businesses.
4. Support the Introduction of a new visual identity for the City.

Campaign Tactics:

The advertising campaign will use traditional media, new media, public relations and special events to fulfill the objectives of the campaign. In addition, staff will work at creating strategic partnerships with local Non Government Organizations and Associates (i.e., Vaughan Chamber of Commerce) that work each day to making Vaughan a better city in which to do business.

Local residents and businesses that are connected to one of the four key themes will be engaged to give testimonials that invite business leaders and residents of communities across the GTA to find out what they already know — that Vaughan is a unique, innovative, progressive and vibrant community to visit and conduct business.

The Voices of Vaughan campaign will finish with a pinnacle event tentatively called Welcome to Vaughan Day(s) in late spring. This day will see the City, its residents and businesses sharing all that Vaughan has to offer with its neighbours to the north, south, east and west. It will kick off the spring/summer tourist season by inviting GTA residents to visit many of the world-class attractions in the City such as the McMichael Gallery, Canada's Wonderland, and the Kortright Conservation Area. The City's tourism office, managed by Economic Development, will work with these and many other local tourism stakeholders to create an unforgettable experience.

Relationship to Vaughan Vision 2020/Strategic Plan

This report supports the strategic initiative to "ensure citizen-focused communications" and the new Communications Strategy.

Regional Implications

The campaign supports the expansion of tourism and business activities in York Region.

Conclusion

This report is being tabled for discussion and input. The implementation of the Voices of Vaughan campaign will promote the City as a unique, innovative, progressive and vibrant community in which to visit and conduct business.

Attachments

None

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Respectfully submitted,

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