COMMITTEE OF THE WHOLE (WORKING SESSION) - NOVEMBER 9, 2009

VOICES OF VAUGHAN CAMPAIGN 2009/2010

Recommendation

The Director of Corporate Communications and the Director of Economic Development recommend:

- 1. That Council review the attached communications/advertising campaign strategy for the Voices of Vaughan Campaign and provide comments and direction to staff for the implementation;
- 2. That Council provide direction with regard to option 1 or option 2; and
- 3. That the recommendation be forwarded to the Budget Committee for consideration.

Economic Impact

The placement costs of the Campaign will be submitted to the Budget Committee for consideration in the 2010 operating budget.

Communications Plan

Corporate Communications will develop a detailed communications plan in support of this project.

Purpose

To receive the report and provide input and direction on the Voices of Vaughan Campaign.

Background - Analysis and Options

At the direction of the Strategic Planning Committee, the Voices of Vaughan campaign was developed as a key component of the City's Strategic Communications Plan drafted by Sussex Strategy Group and approved by Council in May 2009. The implementation of this campaign will be managed by the City since the role of Sussex Strategy Group to develop the communication strategy has been completed.

As outlined in the Strategic Communications Plan, the objectives of this campaign are:

- 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.

The campaign will promote economic development, tourism, community spirit and attract people from across Ontario to live, work and visit Vaughan. Key spokespersons that live and have businesses in Vaughan will be used in ad testimonials to drive the campaign's key themes that Vaughan is:

- 1. Metropolitan
- 2. Open for business
- 3. Active
- 4. Green

Details of the Campaign

Council will be asked to assist in selecting appropriate spokespersons. The City will develop the messages delivered by the spokespersons which will be adapted to print, radio and other approved media promotions.

The themes will reflect some of the key initiatives the City is currently working on such as the Vaughan Metropolitan Centre, the Spadina Subway extension, Vaughan Tomorrow (Official Plan Review, Growth Management Strategy), Vaughan Enterprise Zone, Recreation and Culture Active Together Master Plan, Accessibility Plan, Sustainability and Environmental Master Plan.

These themes will be communicated through strategic advertising targeting the GTA utilizing print, broadcast, and social networking vehicles to drive the message. The campaign will be launched at a future City event. Proactive media relations will be conducted throughout the campaign to leverage positive media coverage.

The *Voices of Vaughan* campaign will conclude with a *Vaughan Day* event. It will provide special offers and discounts and kick off the spring/summer tourist season. GTA residents will be invited to visit the numerous world class attractions in the City including the McMichael Gallery, Canada's Wonderland, the Kortright Conservation Area, Vaughan Mills and Promenade Shopping Centres, and many more local attractions.

Working with the City's Economic Development Department, discounts for participants will be negotiated with the business community as part of the *Vaughan Day* promotional campaign and also involve media and corporate partners.

Campaign Budget

	Option 1	Option 2	
Advertising and promotional campaigns	\$212,000	\$341,000	
Production and Creative costs	\$ 25,000 (est)	\$ 35,000 (est)	
TOTAL	\$ 237,000	\$ 376,000	

Relationship to Vaughan Vision 2020

This report supports the strategic initiative to "ensure citizen-focused communications initiative; update the Communications strategy."

Regional Implications

The Regional Municipality of York will benefit from increased exposure of Vaughan to external stakeholders.

Conclusion

This report is being tabled for discussion and input. The implementation of the Voices of Vaughan Campaign will promote the City and its image in the GTA.

Attachments

- Voices of Vaughan 2010 Campaign Draft Budget Option 1
- Voices of Vaughan 2010 Campaign Draft Budget Option 2

Report prepared by:

Madeline Zito, Director of Corporate Communications Tim Simmonds, Director of Economic Development

Respectfully submitted,

Madeline Zito

Director of Corporate Communications

Tim Simmonds

Director of Economic Development

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