

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES OF MAY 4, 2010

Item 1, Report No. 4, of the Economic Development Committee, which was adopted without amendment by the Council of the City of Vaughan on May 4, 2010.

1 BAGUIO CITY, PHILIPPINES VISIT AUGUST 28TH- SEPTEMBER 10TH, 2009

The Economic Development Committee recommends approval of the recommendation contained in the following report of Regional Councillor Rosati, dated April 12, 2010:

Recommendation

Regional Councillor Gino Rosati recommends:

1. That this report be received;
2. That staff in the Economic Development Department be directed to bring to Council a proposed monument sign concept with associated costs for Vaughan's designated space in the Baguio City Centennial Park.

Contribution to Sustainability

N/A

Economic Impact

Baguio City covered all the costs for ground transportation and hotel rooms within Baguio. The FCAV covered all costs associated with their travel as well as accommodations and meals for Vaughan delegates outside Baguio.

Communications Plan

Council Public Agenda.

Purpose

To report on the visit to Baguio City, Philippines and recommend a City of Vaughan Garden in Baguio Centennial Park.

Background - Analysis and Options

Baguio City, Philippines has been a friendship city with Vaughan since 1997. Since the signing of the friendship agreement, several delegations from Baguio City have visited Vaughan. With the assistance of the Filipino-Canadian Association of Vaughan (FCAV), Vaughan has maintained an active friendship relationship including: a student visit from Baguio, product displays in the Vaughan Civic Centre, and in 2007, an official delegation from Baguio City to celebrate the 10th Anniversary of our friendship.

A letter was received from Mayor Reinaldo Bautista, Jr. inviting the Mayor and Regional Councillor Gino Rosati to travel to Baguio City to celebrate its 100th year as a Chartered City and to participate in the Sister Cities and Town Twinning Summit. September 1 is the 100th anniversary, however the travel dates were from August 28 to September 10, 2009.

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The Summit, with the theme of “Fostering a Culture of Oneness” promoted friendship and goodwill through an understanding of the achievements and experiences of the international partnership program. The Summit’s activities included an inauguration of the Global Garden, sister city exhibits and the signing of the Baguio Centennial Declaration. There was also a forum discussing issues such as environment, tourism and sustainable development. Councillor Rosati was afforded a podium opportunity to share with the attendees a brief overview of Vaughan.

In addition, as the FCAV is a member of the Canada-Philippine Business Council members were able to facilitate meetings with the Canadian Ambassador in Manila and other business representatives.

Following that request Council past the following recommendation from the Economic Development Committee:

1. **That given the current economic downturn, the Economic Development Committee does not approve travel to Baguio City, the Philippines, by any member of Council unless paid for out of the member’s own pocket, rather than from the member’s budget or the Corporate Council Budget;**
2. **That the City provide the materials requested and that members of the Filipino-Canadian Association of Vaughan (FCAV) be asked to assist in the distribution of materials; and**
3. **That the following report of Mayor Jackson; dated June 22, 2009 be received.**

Regional Council Rosati choose to attend based on the above terms. In addition 4 members of the Pilipino Canadian Association (Erlinda Insigne, Tony Insigne, Imre Kosanyi and Flor Kosanyi) also participated.

Erlinda Insigne has also provided her own report which is attached and outlines the details of the event. Pictures are also enclosed reflecting the same.

The visit was a memorable experience and our participation was welcomed and very appreciated. We were also able to mingle and share information with other participants from within and outside the Philippines. In visiting the new renamed Centennial Park we looked at the various gardens from other cities and identified a spot for the City of Vaughan monument sign. Staff should continue to communicate with Baguio City to establish parameters for the monument sign and bring forth recommendation in the foreseeable future. Discussion also took place with reference to future cultural, education and economic activities with further communication to take place after the Baguio Municipal Election taking place this spring.

On a personal note this trip was a magnificent experience and gave me greater insight and appreciation for the culture of the wonderful Filipino people. Indeed it gives me even a greater understanding and appreciation for the many cultures that form part of our city.

Relationship to Vaughan Vision 2020/Strategic Plan

This report is consistent with the priorities previously set by Council and any future resources will be part of future budgets.

Regional Implications

N/A

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Conclusion

Based on the foregoing and our ongoing commitment for economic as well as cultural international activities, I recommend approval of this report and with the expectation that a City of Vaughan monument sign will be established in the Baguio City Centennial Park, as a permanent feature.

Attachments

Pictures and a report from Filipino-Canadian Association of Vaughan.

Report prepared by:

Regional Councillor Gino Rosati

(A copy of the attachments referred to in the foregoing have been forwarded to each Member of Council and a copy thereof is also on file in the office of the City Clerk.)

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Item 2, Report No. 4, of the Economic Development Committee, which was adopted without amendment by the Council of the City of Vaughan on May 4, 2010.

2 EMPLOYMENT SECTORS STRATEGY STUDY – FINAL REPORT

The Economic Development Committee recommends:

- 1) That the Employment Sectors Strategy Draft Report from Hemson Consulting Ltd., dated April 7, 2010, be approved in principle pending further comments from Members of Council to be provided by April 21, 2010;
- 2) That the following report of the Director of Economic Development, dated April 12, 2010, be received; and
- 3) That the presentation by Mr. Antony P. Lorus, Hemson Consulting Ltd., 30 St. Patrick Street, Suite 1000, Toronto, M5T 3A3, and presentation material entitled, “Employment Sectors Strategy Study Final Report”, be received.

Recommendation

The Director of Economic Development, in consultation with the City Manager, recommend:

THAT the Employment Sectors Strategy Study Presentation and Report from Hemson Consulting Limited be approved.

Contribution to Sustainability

Green Directions Vaughan embraces a *Sustainability First* principle and states that sustainability means we make decisions and take actions that ensure a healthy environment, vibrant communities and economic vitality for current and future generations. The basis for ensuring economic vitality is rooted in an understanding about the employment and business sectors that the City should be targeting.

Economic Impact

The Employment Sectors Strategy Study (ESS) was approved in the 2008 Capital Budget.

Communications Plan

Broad communication of the ESS process, findings, presentation materials and background reports related to the Study have been routinely posted on the Vaughan Tomorrow website (www.vaughantomorrow.ca). The final report will be available in hard copy format. In addition, an electronic copy in pdf format will be posted to the Vaughan Tomorrow website and under the ‘documents’ section of the Economic Development Department’s website.

Purpose

To provide the members of the Economic Development Committee and Council with the final Employment Sectors Strategy Study.

Background – Analysis and Options

Land use and development in Vaughan’s employment areas has not been fully reviewed since the adoption of Official Plan Amendment (OPA) N^o. 450 in 1995. The policies set out in OPA N^o. 450 were developed in response to the business conditions of the early 1990s.

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However, during the past 15 years, the complexities of business and industry has changed and it is imperative that a new set of employment land use and development policies be created for inclusion in the new Official Plan (OP) that the City is currently undertaking. Addressing the needs of business fortifies the ideal of building a complete community which is at the core of the new Official Plan. Therefore, in June 2008, at staff's request, Council provided direction to proceed with an Employment Sectors Strategy Study to inform the work being undertaken with the OP. An RFP was developed by staff and approved by Council and subsequently the project, through Council approval was awarded to Hemson Consulting Ltd.

Context within the Vaughan Tomorrow Framework

At this time, and given the extensive consultative process that all stakeholders have participated in with the ESS, Official Plan (OP) and other individual master plans, it is important to highlight the context of the ESS relative to the City's growth management program, Vaughan Tomorrow.

Vaughan Tomorrow consists of four linked elements which identify and address the ongoing challenges and opportunities that will shape the future of the City of Vaughan. One of the four elements identified is the "individual master plans". One of the master plans is the Employment Sectors Strategy Study.

The goal of the Employment Sectors Strategy Study was to identify the current and future employment mix in the City and determine how Vaughan can meet the needs of a growing community and encourage good quality employment opportunities. The ESS is also intended to provide the basis for developing contemporary policies and strategies that will ensure that the City's employment areas remain competitive, providing jobs, a balanced assessment base and sustainable long-term growth. The ESS will inform the Official Plan and be a guiding document to updating the City's 10-Year Economic Development Strategy (EDS).

The targeted sectors and associated recommendations in the ESS, are by necessity, broad in nature as it provides the foundation upon which the City will form its land use policies through the OP in response to employment growth targets established by the Province and Region. Thus the general recommendations provided in the ESS, are incorporated within land use, urban design, and other policies addressed in the OP and other master plan studies currently completed or underway.

Furthermore, the recommendations set out in the Study are an overarching set of sector recommendations which will need to be considered and weighed within the fuller and detailed context of the EDS. All of the recommendations are noteworthy, but all may not be achievable. Through the EDS, priorities in sector attraction and area development will be established, taking into account, funding, staffing resources, timing and other external factors, some of which are not within the City's control. Action steps within the EDS will provide a more detailed approach that the Corporation and Economic Development Department will take in implementing the recommendations.

It is the actions identified in the forthcoming 10-Year Economic Development Strategy using the findings in the ESS which will distinguish Vaughan from municipalities both near and far and contribute to building a complete and sustainable community.

The Study Process

The work plan for the ESS involved four major stages of work over a one-year time frame, which commenced in early Spring 2009.

Stage 1 focused on research, data collection and preparation of a background paper on the employment base. Initial meetings were held with the Study Team to review the study process and discuss the public consultation approach.

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Stage 2 focused on assessment of the City's Strengths, Weaknesses, Opportunities and Threats. Included in Stage 2 were a series of consultation workshops with Council members; staff; business leaders; government, education, labour and training representatives; PowerStream; Vaughan Chamber of Commerce and Vaughan Chinese Business Association. Workshop sessions were held on July 6 and 14, 2009.

At the July workshop sessions, Hemson reviewed the goals and objectives of the ESS; presented the findings from Phase (Stage) 1: current business and employment base. Vaughan's SWOT analyses were also reviewed with the participants. Following the conclusion of these workshops the Preliminary Findings of Phase 1 were posted onto the *Vaughan Tomorrow* website for comments and feedback.

In addition, to encourage feedback from the development and real estate community, Economic Development Staff sent out detailed information packages with past findings and presentation materials, including a short feedback / comment sheet. The recipients were also invited to attend a future stakeholder workshop.

As work progressed on the ESS, Hemson and Hardy Stevenson held the second workshop on September 16, 2009.

Stage 3 - Key target sectors were identified and proposed. The consulting team further identified areas of special opportunities, for which policy supports may be required. Drafting of the recommendations for strategic policy measures begun and a third stakeholder workshop was held on November 5 to seek input on the city-wide and area-specific policies, as well as sector-specific policies.

Stage 4 – Through this stage, Hemson Consulting fine-tuned the study and the policy recommendations that were received at the Economic Development Committee meetings of December 8 and February 12. The final report was then prepared for presentation and adoption by the Economic Development Committee, then Council.

Public Consultation Process

A series of three public stakeholder workshops have been held to solicit input and feedback on the Study. General notification of the stakeholder workshops were posted on Vaughan City Page Online. Information was also included in the Business Link newsletter, which has a distribution (direct mail) of 6,000, as well as an on-line presence.

Invitation letters to workshops were sent to representatives from a sample of business sectors; educational institutions; federal and provincial government agencies; labour and training establishments; development and real estate community; the Greater Toronto Marketing Alliance; York Region Economic Strategy & Tourism Department; PowerStream; the Vaughan Chamber of Commerce and Vaughan Chinese Business Association.

Findings: Target Sectors

The study has identified the following sectors:

- Building products
- Advanced manufacturing
- Transportation, logistics, warehousing and distribution
- Environmental and green industries
- Headquarters
- Cultural Industries, including tourism
- Professional, scientific and technical services
- Educational services, health care and social assistance

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Furthermore, these targeted sectors were categorized by growth potential and presence for Sectors to Nurture, Sectors to Retain, Sectors to Attract, Sectors to React.

The high-growth and high-presence sectors, include the construction and building products cluster, which are currently well established in the community, but should still be nurtured to move into new value-added product/service segments.

In addition, population-driven employment sectors have been added to address the anticipated future population growth. There will be increased demand for retail trade, educational services and personal household services, etc. to meet the needs of local residents.

The sectors for retention are sectors that are well-established (high presence) in the community, but have lower growth potential. These sectors include manufacturing, transportation, warehousing and wholesale trade. Vaughan's historical strengths in these sectors should not be discarded as these sectors still represent good employment generators and economic contributors. For example, the food processing sector has the potential to be refocused in new product segments, particularly ethnic and specialty organic products.

The professional, scientific and business services sector, together with information and cultural industries and environmental or green industries, were identified as sectors for attraction. Community assets such as the new hospital will give rise to spin-off healthcare and social services. Targeting these sectors provides employment for a segment of the current population that is having to commute to work outside the community. Cultural and creative industries, including arts, recreation and tourism complete the list of sectors to attract.

The low-growth and low-presence sectors are sectors to react as opportunities present themselves. These sectors may include headquarters (major office), research and development, and public administration. These sectors are less well-organized and/or changing, requiring that the City be nimble in its policies and Economic Development approaches to capture these opportunities.

Relationship to Vaughan Vision 2020

This report is consistent with Vaughan Vision 2020 Goal: *Plan and Manage Growth and Economic Vitality*. The ESS informs the Official Plan and the Growth Management Strategy 2031.

Regional Implications

N/A

Conclusion

The ESS has undertaken an analysis of the economic and market forces shaping the economies of Vaughan, in the immediate term (five to ten years) and reaching out to 2031.

The recommended employment sectors have been developed through a thorough analysis of Vaughan's employment base; consultations with key stakeholders; followed by further sector refinements taking into account the existing Strengths, Weaknesses, Opportunities and Threats.

The set of recommended sectors being proposed recognizes that there are sectors that should be retained (i.e. they have a high presence in Vaughan) despite current economic and global trends. It proposes sectors to be nurtured, i.e. those with slow growth, but have community, social and cultural benefits. And sectors that should be attracted. The area-specific recommendations seek to capitalize on transformational opportunities presented by the hospital development, public

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transit investments, and distinct locational advantages of certain employment areas within a broader GTA region.

Two separate but related studies have been carried out by the City concurrently with this assignment. The first is the Employment Land Needs Study based on the population and employment forecasts of the Region of York. The second is the Commercial Land Use Review which analyzes the City's long term requirements for commercial space and its spatial allocation across the City.

In planning for the City's future employment base and developing a policy framework to guide future decision-making, there is clearly a need for a coordinated and integrated approach which will be reflected in the new Official Plan. To ensure that this coordination/integration occurred seamlessly throughout the planning process, the consultants engaged in all three studies have been required to interact and, together with the Official Plan Core Team, produce results which are complementary and supportive of the City's future plans.

The findings revealed and presented in the ESS throughout the Study process have been used extensively for the work undertaken in the Official Plan and in addition will be a guiding document to updating the City's 10-Year Economic Development Strategy (EDS).

Attachments

None

Report prepared by:

Tim Simmonds, Director of Economic Development
Shirley Kam, Senior Manager of Economic Development
Roy McQuillin, Manager of Corporate Policy