

## **COMMITTEE OF THE WHOLE - JUNE 7, 2004**

### **TOURISM FOR BUSINESS DEVELOPMENT FUNDRAISING INITIATIVE**

#### **Recommendation**

The Mayor recommends:

1. That this report be received and,
2. That Council direct staff to proceed with the preparations of a fundraising event, to be organized with the collaboration of private sector partners, the costs for which are to be entirely supported through corporate sponsorships solicited for this purpose, and the proceeds for which are to be earmarked for use of implementing a Tourism Strategy for Vaughan.

#### **Purpose**

To provide Council with an update on the status of activities regarding Tourism development in the City of Vaughan and to seek direction to proceed with the organization and presentation of a fundraising event.

#### **Background - Analysis and Options**

The City held its first Tourism meeting as part of the "Mayor's Roundtable Breakfast Series" in the early part of this year, bringing together the key tourism-related stakeholders within Vaughan. The City's objective, in so doing, was to create the forum that would stimulate the dialogue amongst these stakeholders and then encourage these industry representatives to drive tourism development. The result has been enthusiastic support for the establishment of an industry-driven Vaughan Tourism Advisory Committee (VTAC). The Terms of Reference, which will guide the work of the new VTAC, have been prepared and distributed amongst the stakeholder group and, at the next meeting scheduled for June 29, 2004, the VTAC will be duly constituted and will begin its work.

As a means to draw attention to Vaughan's new Tourism initiative, specifically to the new VTAC, and as a vehicle to raise some financial support from our business community, Council will need to direct staff to proceed with the organization of a special event, to be held in Vaughan in the early Fall of 2004, which would raise monies earmarked for Tourism Development in Vaughan. A further report will be provided at a future date updating the Committee on the progress of this event.

#### **Relationship to Vaughan Vision 2007**

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

#### **Conclusion**

Members of the tourism industry in Vaughan are enthusiastically in favour of dedicating their time and energy, with the City's assistance and guidance, to initiatives that will attract more business to Vaughan. To this end, the VTAC will play a vital role in bringing the Tourism sector to its full potential in Vaughan. However, given the severe budget constraints facing Council in 2004, it is necessary to find innovative funding solutions. This report proposes that a special event be organized and dedicated to showcasing the Tourism sector in Vaughan and that the proceeds from this event be used to finance the City's portion of the Tourism initiative.

**Attachments**

None

Respectfully submitted,

Mayor Michael Di Biase