

## **COMMITTEE OF THE WHOLE (WORKING SESSION) - FEBRUARY 15, 2005**

### **TOURISM FOR BUSINESS DEVELOPMENT: TOURISM SECTOR STUDY STATUS REPORT**

#### **Recommendation**

The Commissioner of Economic/Technology Development and Communications recommends:

1. That this report be received for information purposes only.

#### **Purpose**

To provide Council with an update on the progress of the Tourism and Sector Development Study being executed by urbanMetrics Inc. on the City's behalf.

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

Throughout 2004, the City held meetings and workshops with stakeholders operating in the tourism sector in Vaughan. The City's objective, in so doing, was to create the forum that would stimulate the dialogue amongst these stakeholders and then encourage industry representatives to drive tourism development. The result was enthusiastic support for the establishment of an industry-driven Vaughan Tourism Advisory Committee (VTAC), established in September 2004.

As a means to draw attention to Vaughan's new Tourism initiative, and as a vehicle to raise some financial support from our business community, the City held the first Annual Discover Vaughan Bash, in September 2004, resulting in net proceeds of approximately \$140,000, to be used, in part, for funding a Tourism Sector study and Strategy for Tourism Development in Vaughan.

The firm that successfully secured the contract to do this study is urbanMetrics Inc. The work plan that staff and urbanMetrics have agreed upon calls for the consultants to begin the process by doing "an inventory and assessment of Vaughan's tourism products and infrastructure"\*. This is followed by a number of stakeholder workshops, in the course of which participants are shown the resulting inventory and asked a number of targeted questions seeking to identify stakeholder motivators, to analyze opportunities for innovative partnerships and to understand how the stakeholders envision the City's involvement in tourism development. Finally, urbanMetrics Inc. is to review and analyze the tourism initiatives that are being undertaken by a number of peer municipalities. The work plan calls for all three phases to be completed by the beginning of Q2 (early April 2004).

#### **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 tourism activity and businesses to Vaughan. To this end, the study and eventual Strategy that is being prepared by urbanMetrics Inc. will assist staff in the preparation of an appropriate work plan for the support and development of the Tourism segment of Vaughan's vibrant business community.

\* urbanMetrics Inc. Proposal for RFP # 04-182 document, October 12, 2004.

**Attachments**

None

**Report prepared by:**

Emilia Valentini, Sr. Manager of Business Development

Respectfully submitted,

Frank Miele,  
Commissioner