

COMMITTEE OF THE WHOLE MEETING – SEPTEMBER 5, 2006

**ECONOMIC & TECHNOLOGY DEVELOPMENT DEPARTMENT ACTIVITIES –
QUARTERLY UPDATE**

Recommendation

The Commissioner of Economic/Technology Development and Communications, in conjunction with the Senior Manager of Business Development recommends:

That Council receive this report for information purposes only.

Economic Impact

The report has no economic impact.

Purpose

The purpose of this report is to apprise Council of the projects, activities and core areas of work undertaken by the Economic & Technology Development group from June to mid August 2006.

Background – Analysis and Options

Leading municipalities recognize that the ability to attract new investment and maintain a healthy business community is fundamental to ensuring both short and long-term stability of the local economy. Vaughan has embedded its commitment to a strong economic development function in its Vaughan Vision 2007 Corporate Strategic Plan.

In addition to the traditional mandate of economic development departments, Vaughan's Economic & Technology Development Department (ETDD) is responsible for tourism business development and assisting the City to develop initiatives that demonstrate environmental leadership, including developing environmental sector businesses.

Relationship to Vaughan Vision 2007

This report is in keeping with the Vaughan Vision goal of Serving our Citizens, by providing information regarding the Economic & Technology Development Department's execution of its mandate in such a manner as is in keeping with the spirit of A1 (Ensuring Excellence in the Delivery of Core Services) and A4 (Promoting Economic Development).

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

Conclusion

The Economic & Technology Development team works to ensure that Vaughan's economy retains its diversity and vibrancy. In so doing, the City maintains a business climate that creates and fosters innovation and entrepreneurship; thereby attracting a high calibre of firms that also provide quality skilled employment opportunities for residents. Through a commitment to quality service and innovative programmes, the ETDD supports and strengthens all segments of the business community as well as promote Vaughan as Ontario's premier community in which to invest, work and raise a family.

The ETDD will provide Council with regular updates on its activities, projects and initiatives.

Attachments

ETDD – Quarterly Report on Departmental Activities

Report prepared by:

Emilia Valentini, Senior Manager of Business Development
Shirley Kam, Supervisor/Senior Economic Developer

Respectfully submitted,

Frank Miele
Commissioner of Economic/Technology Development and Communications

ATTACHMENT

**ECONOMIC / TECHNOLOGY
DEVELOPMENT DEPARTMENT**

**QUARTERLY REPORT
ON
DEPARTMENTAL ACTIVITIES**

**SEPTEMBER 5, 2006
COMMITTEE OF THE WHOLE**

BUSINESS ATTRACTION ACTIVITIES

2006 Year to Date Business Investments & Expansions

Business Name & Address	Business Activity	Size of Facility (SF)	# of Employees	Origin/Type of Investment
Assa Abloy 160 Four Valley Drive	HO/Dist. Lock systems	46,000	50	Relocation
Bentall spec Interchange Way	Spec industrial building	120,000	-	New investment
Circa Metals / Hydrel Enterprises 206 Great Gulf Drive	Mfr. Metal fabrication	96,000	114	Relocation
Conair Canada East of Huntington Road	HO/Dist. Consumer & electrical products	313,924 – Phase 1	250	Relocation
LaPaloma 3175 Rutherford Road	Retail ice cream & desserts	1,200	5	New investment
Magick Woods 111 Creditview Drive	HO/Mfr. Vanities & kitchen cabinetry	96,000	120	Relocation
Mandarin Restaurant 210 Westcreek Dr.	Full service restaurant	14,000		New investment
Mobile Climate Controls 7540 Jane St.	HO/Mfr. Vehicle climate control systems	120,000	300	Relocation
Multy Industries Inc. 7233 Regional Rd. 7	HO/Mfr./Dist. Floor coverings	300,000	130	Retention/Expansion
Pamarco Global Graphics 30 Vinyl Court	Mfr. Printing rollers	22,000	7	New investment
Pine Seven Offices Hwy7, west of Pine Valley	Office – spec	16,000	-	New investment
Skor Food Group 10 Ronrose Drive	Dist. Food products	205,000	350	Relocation
Sobeys Huntington Road	Dist. Food & grocery products	400,000 – Phase 1	300	Relocation
Sorbara spec Stone Ridge Road	Spec industrial building	200,000	-	New investment
Unico Foods 8000 Keele Street	Mfr. Food products	70,000	-	Expansion
Voketel 520 Applewood Crescent	HO/Mfr. Telecommunications equipment	22,000	22	Relocation
Total		2,862,336	1,648	

Note: New investments are businesses or business locations that are newly-formed. Relocations are new businesses formerly located in other municipal jurisdictions. Retentions/expansions are current Vaughan businesses that have chosen to stay and/or expand in Vaughan.

Successful Business Investments

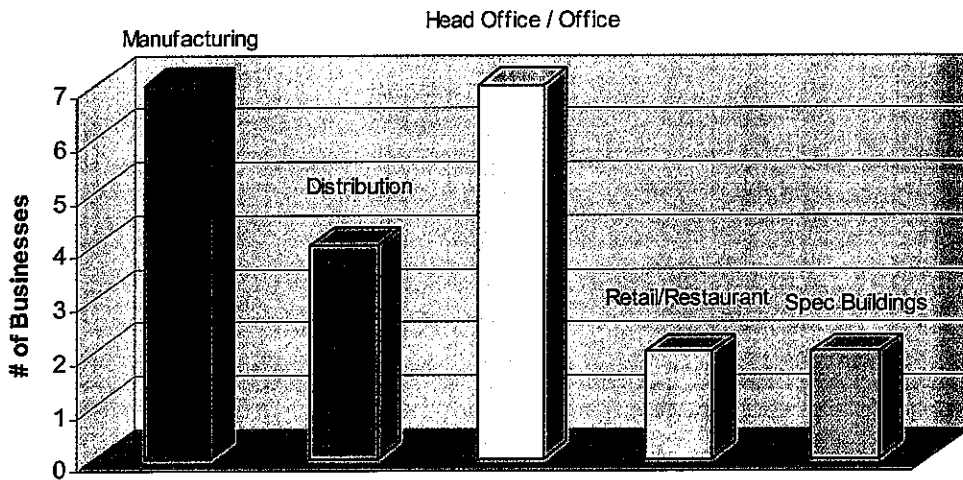
In an analysis of deals completed by the ETDD, the majority of clients served were high value-added businesses typified by manufacturing, office or head office functions. However distribution functions are still quite significant. This quarter's new transactions added new space to industrial/commercial building inventories, rather than occupying existing space.

In previous years, the ETDD experienced a relatively equal balance between its attraction and retention activities. The ETDD is now finding that the majority of its successful transactions are from outside the municipality demonstrating that Vaughan's many advantages, including quality

of life factors, are reaching out of town decision makers. New investments and relocations accounted for 87% of all completed transactions, whereas expansion of existing businesses only accounted for 13% of all transactions.

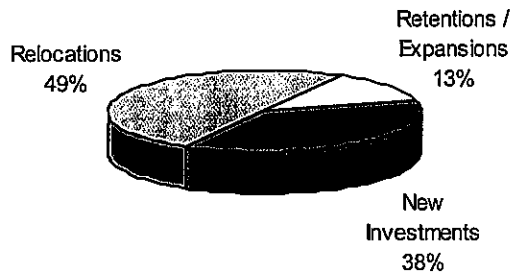
Successful transactions brought 1,648 jobs to Vaughan, of which 1,518 jobs (92% of jobs) were newly-created or had previously existed in other municipalities.

2006 YTD Completions by Activity Type

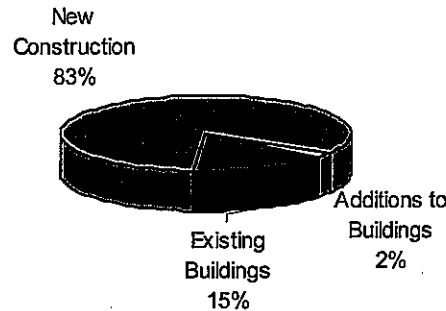


Successful completions achieved year-to-date 2006, as represented by business activity function. Note that some completions have multiple business activities. Completions are defined as business investments and/or expansions in which ETDD played a role.

2006 YTD Completions by Origin of Investments



**2006 YTD
Completions by Building Space Occupied**



Active Clients

The ETDD works very closely with the real estate and development community in its business investment attraction activities. Ultimately, it is the end user or tenant that determines the length of the location process, from market research, site selection, site development to grand opening. Once the site secured, the City is often required to move very swiftly on its development process approvals. The ETDD performs a coordination role between City staff, Council, the developer/builder and the tenant during and after the development process.

The following is a sample of the active clients:

- Manufacturer of shipping /packaging supplies – 120,000 SF
- Food processor – 40,000 SF
- Food distribution – 120-150,000 SF
- Hotel – 69,000 SF
- Hotel (SK60306) – 8 storeys
- Head office (SK60501) – 100,000 SF
- Office/Manufacturer of entertainment products (SK50805) – 120,000 SF
- Head office (SK60701) – 90,000 SF

BUSINESS RETENTION ACTIVITIES

Congratulations to the Lucky Winners in the



Left to right:
Carlo Perrin, Toronto Star,
Sandra Young Bacon,
Councillor Ward 4, Grand
Prize winner Steve Watts,
Michael Di Iorio, Mayor,
City of Vaughan and Sam
Fitzmaurice, Toronto Star



Left to right:
Sandra Young Bacon,
Councillor Ward 4, Carol
Perrin, Second Prize winner
Myrna Lee, Mayor Michael
Di Iorio and Sam Fitzmaurice
(Photo credit: Carlo Perrin)

Thanks to all the participating merchants in the Jane & Hwy. 7 Contest!

In response to the difficult economic conditions experienced by the merchants in the Jane and Highway 7 area during the interaction closure, the Economic/Technology Development Department of the City of Vaughan, developed an "Open for Business" and "Visit & Win" prize campaign and contest with the support of the area merchants and the Toronto Star. The positive response at Toronto Star resulted in shop-with-hungry and Highway 7 area merchants has resulted in business returning to pre-closure levels.

Jane & Highway 7 Business Recovery

The ETDD concluded its business support and recovery initiatives for the Jane & Highway 7 area with the Toronto Star – *Visit and Win Contest*. Staff worked with the Toronto Star to launch the contest which drew more than 1,000 entries from across the GTA, submitted online or in person at participating area retailers.

On June 20th, three winners were announced at a media event held at the newly opened Monte Carlo Inn.

- Grand Prize Winner: Steve Watts (Mississauga resident)
- 1st Secondary Prize Winner: Myrna Lee (Unionville resident)
- 2nd Secondary Prize Winner: Adhi Sharma (Brampton resident)

Corporate Calling Program

As part of the ETDD's business retention strategy, Staff engages in business visitation or "corporate calling" activities. The business visitations create a face-to-face relationship and afford the opportunity to discuss issues surrounding business operations in Vaughan.

Sample of Companies Visited, June & July 2006

- Biochem Environmental Solutions
- KTM Locks
- Progressive Moulded Products
- Ikea
- St. Joseph Communications
- Ideazon
- Miele Canada

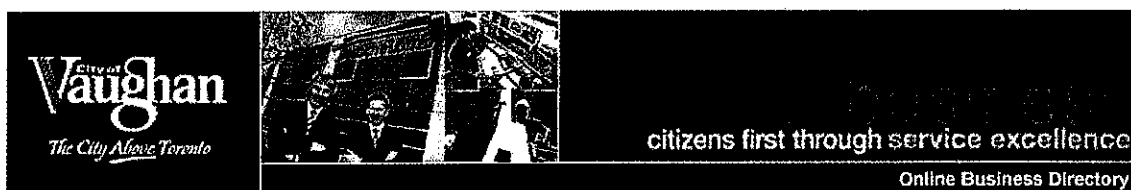
The companies visited were a random sample of businesses taken from different industry sectors: manufacturing, retail, printing, and R&D, with employees ranging from 20 to 1,500.

Business Directory 2006

Throughout the year, ETDD Staff, working in co-operation with York Region and the Breken Group, collects, analyzes and publishes data related to the almost 8,000 businesses in Vaughan. From this work, a business directory is developed and made available in electronic format or online through the City's website at www.vaughan.ca/business.

A series of ads for the online business directory were developed and placed in the Business Link newsletter and York Business Times newspaper to encourage both businesses and consumers to use the directory.

The Vaughan Business Directory 2006 CD is available for purchase at a cost of \$100.



PUBLIC RELATIONS ACTIVITIES

Grand Openings & Ground Breakings:

- Vaughan Professional Centre Grand Opening – June 2nd
- Canyon Creek Grand Opening – June 21st
- Optech Inc. Grand Opening – July 10th
- Mobile Climate Control Ground Breaking – August 1st
- West River Grand Opening – August 3rd
- Monte Carlo Inn Grand Opening – August 24th



Mobile Climate Control Ground Breaking



Optech Grand Opening

Presentations & Other Speaking Engagements:

- Helping Manufacturers Compete Workshop – June 27th

INTERNATIONAL PARTNERSHIP ACTIVITIES

DELEGATIONS RECEIVED – JUNE 1ST TO JULY 31ST, 2006

Udine Delegation – June 13th

Veneto Delegation – June 20th

Italian National Women's Soccer Team Delegation – June 27th

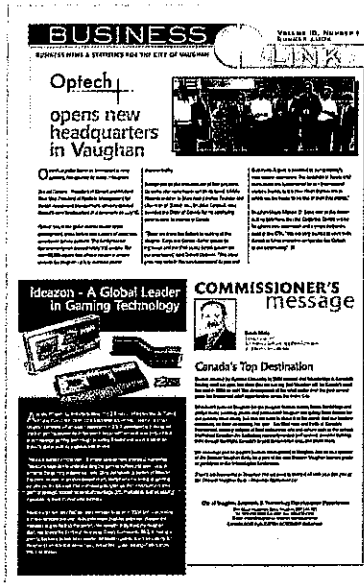


Italian National Women's Soccer Team delegation, June 27th



Veneto Italian Delegation, June 20th

MARKETING ACTIVITIES




Business Link Newsletter – Summer 2006 Edition

In accordance with the ETDD's marketing and communications plan, the ETDD publishes a newsletter, Business Link, three times a year providing businesses and investors with business statistics and happenings in Vaughan.

The ETDD published and distributed a Summer Edition of the Business Link Newsletter in late July. Over 6,000 businesses, realtors, developers and government agencies received the hardcopy newsletter. Past and present issues of the newsletter are available on the City's website, www.vaughan.ca/business/business_link.cfm.

Financial Post Magazine Supplement – CEO of the Year 2006

The ETDD in partnership with Ken Caplan and Associates Ltd., is working on local sponsorship advertisement to support a two page colour advertorial for the City of Vaughan to be featured in the November 2006 publication of the Financial Post Magazine Supplement, CEO of the Year 2006 . The FP marketing supplement will reach over 1.4 readers across Canada.



Financial Post Magazine Supplement

City of Vaughan

The City Above Toronto

ECONOMIC & TECHNOLOGY DEVELOPMENT DEPARTMENT

Report on Vaughan's Dynamic Municipal Growth.

Be part of the story!

Publication: November 4, 2006

SUPPLEMENT ADVERTISING FEATURES

- ☐ Financial Post Magazine CEO of the YEAR edition
- ☐ 1.4 million readers
- ☐ recognition for your products and services, locally & nationally
- ☐ preferred advertising rates
- ☐ full colour throughout
- ☐ free overruns
- ☐ extended promotional life with Vaughan's marketing programs

Contact Kenneth Caplan (905) 940-6911 email: kcapan@kennethcaplan.com or Frank Niela (905) 832-8521 email: frank.niela@vaughan.ca

Video Newsletter – “Spotlight”

The ETDD is working on an exciting monthly video newsletter, exclusively available from the City's homepage. The 3-minute “Spotlight” newsletter has an upbeat tempo and energetic feel while providing a visual and animated insight into Economic Development events in Vaughan. The launch date of Spotlight is targeted for the latter part of August 2006.

Vaughan Chinese Business Association Business Development Video

The ETDD assisted the Vaughan Chinese Business Association in their development of a Chinese-language business development video which will target foreign investment as well as local opportunities. The video will be released in late September.

York Business Times – Vaughan Edition

The ETDD is currently developing a full-page advertisement for the September issue of the York Business Times-Vaughan Edition. The Business Times in York Region reaches an audience of over 43,000 businesses.

VAUGHAN BUSINESS ENTERPRISE CENTRE (VBEC)



VBEC

The Vaughan Business Enterprise Centre (VBEC) offers free assistance and support to entrepreneurs in Vaughan who want to expand an existing business or who want to explore new business ideas. Services include:

- Free practical 1-on-1 consulting
- Seminars and workshops
- Access to government programmes and assistance with analyzing opportunities
- Referrals to professional advisors

Milestones Achieved at VBEC June 1st to July 31st, 2006

Over 4,400 clients served:

- 292 business consultations
- 3,675 general business inquiries handled
- 205 new/renewed business registrations; 108 are Vaughan-based businesses
- total expected investment of over \$2.5 million; \$1.6 million in Vaughan
- 108 seminar attendees
- 234 jobs created
- 141 attendees for Youth Outreach Programs
- 29,397 website hits

2nd Annual Region of York Business Plan Challenge Awards Ceremony Night

The Business Plan Challenge is a competition open to local high school students to challenge them to produce a viable business plan. Finalists are eligible to win a \$1,000 bursary at the regional level, and up to \$1,500 at the provincial level.

The 2nd Annual Region of York Business Plan Challenge awards ceremony night was held on Thursday, June 15 at the Renaissance Parque Convention Centre. The *1st place winner – Anthony Sangiuliano (Vaughan Boxing Association) of St. Joan of Arc CHS* received \$1,000 at the awards ceremony.



Summer Company Program

Now in its 5th year, the Summer Company Program received 21 business plan submissions from students between the ages of 15 and 29. Created to stimulate a passion for entrepreneurship amongst Ontario's youth, this year's programme saw five students receive provincial grants of up to \$1,500 to start their own summer business through VBEC this year.

Through the mentorship program, these budding entrepreneurs developed organizational, time management and leadership skills necessary to compete in today's workforce by operating their own profitable business during the summer.

Summer Company Program is delivered through the **newly formed Ministry of Small Business and Entrepreneurship.**

5th Annual Community Charity BBQ

VBEC fired up its barbeque on June 30th for its fifth Annual Community Charity Barbeque in support of the Vaughan Health Care Foundation and the Vaughan Food Bank. A total of \$670 was collected for the Health Foundation while large quantities of food and beverages were donated to the Food Bank. Over 30 sponsors provided food, beverages and prizes for the fun-filled event.



Partnerships

Founding Partners:



Sustaining Partner:



Event Sponsors:



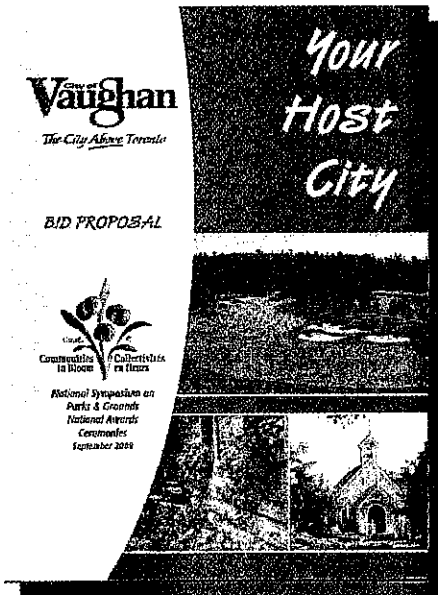
TOURISM INITIATIVES

In late 2005, the ETDD established its Tourism Program, with input from industry through the Tourism Advisory Committee, chaired by Councillor Tony Carella and Diana Dodge, formerly of Dodge Suites Hotel. Since that time, there has been extensive work on tourism research, sector strategy development, as well as ongoing work with existing tourism operators, stakeholders and new investors.

Conference Development Activities

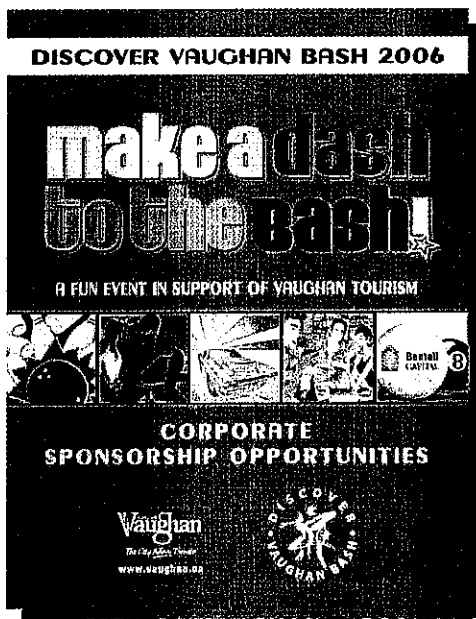
Communities in Bloom 2009 National Conference

At the direction of Council, the ETDD prepared and submitted a proposal to host the 2009 Communities in Bloom National Conference. In July, Vaughan was awarded the 5-night (6 days) conference, and will be receiving up to 1,000 delegates from around the world with an estimated spending impact of over \$500,000.



Fundraising Activities

Discover Vaughan Bash 2006



The Discover Vaughan Bash 2006 will be held on September 28, 2006 at Lucky Strikes Lanes in the Vaughan Mills Shopping Centre. Final event preparation for the Bash is being completed, and sponsorship development is ongoing. To date, 6,000 postcards promoting the Bash were sent to Vaughan businesses as well as 150 sponsorship kits, under the Mayor's signature, were distributed to targeted potential sponsors.

The goal of the Bash to raise funds in support of tourism initiatives in Vaughan. Targeted net revenues are \$100,000.

Marketing Activities



Discover Vaughan Tourism Guide

The ETDD, in partnership with Whatever Vaughan, will be publishing a 60-page four-colour guide of all things to see and do in Vaughan. The guide will feature accommodations, dining, recreation, shopping, arts and cultural opportunities for residents and visitors. One hundred thousand copies of the guide will be printed and distributed to all households in Vaughan, as well as all hotel rooms. Targeted completion date: end of September 2006.

Tourism Website Update

Studies in tourism promotion indicate that the internet is the most powerful tool for tourism destination marketing. In keeping with consumer trends, the ETDD is redeveloping the tourism component of the City's website. Once completed, the tourism webpages will feature an online searchable directory, as well as exciting and colourful graphics and photography. Everything to entice visitors and residents alike, to explore the City of Vaughan.

Media Placements - Trade Publications

- "York Region 2006 Visitor Guide" – full page ad – circulation of 150,000
- "Tourism Toronto Summer Guide" – ¼ page ad – circulation of 500,000
- York Region Co-op "OTMPC Summer Guide" – 1/6 page ad – circulation of 500,000
- York Region Co-op "The Great Ontario Getaway Magazine" circulation of 10,000 for May/June issue

Seminars & Workshops

- Premier Ranked Destination Workshop - June 8, 2006
- Ontario Tourism Marketing Corporation quarterly workshop – June 6, 2006
- Tourism Toronto Annual General Meeting

Tourism Sector Development – Research, Planning & Strategy Development

- Tourism Marketing Plan – as per Council-approved Tourism Strategy
- Growing Festivals & Events in Vaughan
- Culinary Tourism in Vaughan – including provision of support to Savour Vaughan, as required
- Sports Tourism in Vaughan
- Vaughan Hotel Association

Tourism Business Development Activities:

- Provided support for the Youth Culture Initiative in co-operation with the Promenade, Opera York, McMichael Canadian Art Collection, TRCA and York Region
- Supporting Miele Canada in their development of MieleHaus
- Supported the Kortright Centre in development of eco-tourism opportunities
- Provided support to the McMichael Canadian Art Collection in the promotion of its upcoming Norval Morrisseau exhibit
- Working with the Heritage & Culture Department to find alternatives uses and funding for the St. Andrews Church in Maple
- Ongoing support of the Kleinbug BIA and its membership

ENVIRONMENT INITIATIVES

Green Fleets Initiative



The ETDD initiated presentations of green technologies for fleet applications, including chemolytic converter technology and natural gas conversions to the Environmental Task Force. In co-operation with the Fleet Department, the ETDD completed a pilot study of conversion of one vehicle to Global Emission Systems Inc.'s Dry Selective Catalyst™ converter. Tests at a Drive Clean facility, following the installation of the DSC converter, showed an emission reduction of 1.64 tonnes on an annual basis over the existing factory catalytic converter.

The Green Fleets initiative has now been forwarded to the Fleet Department for further study and action. A meeting was held with the Commissioner of Community Services and a green fleet strategy development firm to discuss the possibility of accessing provincial funding for completion of the City's Green Fleet Strategy.

Smog Summit: June 7 & 8, 2006

The City of Vaughan was a signatory of the 2006 Inter-Governmental Declaration on Clean Air at this year's Smog Summit on June 7th. The Smog Summit drew attendance and participation from Federal and Provincial ministers, GTA politicians, environmental non-governmental organizations and the media. Staff prepared the City's announcement, news release and discussion points.

Clean Air Commute: June 19-23, 2006

In co-operation with Smart Commute - North Toronto, Vaughan Mayor and Members of Council and staff launched Clean Air Commute 2006 at the City of Vaughan's Civic Centre on June 19, 2006. The week of June 19 -23rd has been designated Clean Air Commute Week by Pollution Probe. Vaughan joined a large number of organizations from across the GTA in promoting cleaner ways to travel and commute. During this week staff reduced approximately 550,000 grams of smog pollutants by taking alternative sources like taking public transit, carpooling, driving ethanol enhanced gasoline etc.



Green Energy Home Show: September 30 & October 1, 2006

The City of Vaughan will be participating in this year's Green Energy Home Show organized by Toronto and Region Conservation Authority (TRCA) and the Kortright Centre for Conservation. This event will encompass a series of seminars and workshops on energy conservation and provides homeowners an opportunity to learn about the latest energy-efficient technologies and products. Complete event details and information on registering as an exhibitor is posted on the environment section of the City's website. Preparations are in the process for staffing a booth at this year's event.

Sustainable Community Development – Block 39

During 2005, ETDD staff initiated discussions with the Toronto and Region Conservation Authority (TRCA) on opportunities for collaboration to bring about a sustainable residential subdivision. It was determined that there was some development industry interest within Block 39. Staff (including staff from Planning, Engineering and Building Standards Departments) has been working with TRCA, PowerStream, CMHC and the development community to implement a 400-unit (and 2 schools) subdivision of energy efficient homes.

ETDD and City Staff attended a Homebuilders Workshop, coordinated by the TRCA on June 27th. The purpose of the workshop was to build capacity, understanding and acceptance for sustainable residential development in Vaughan.

In early August, the City received a commitment from a number of developers and builders in Block 39 to build approximately 1,500 Energy Star-rated homes. This is a tremendous achievement, more than tripling the original target of 400 homes. City Staff is currently working through the development process to bring these projects to fruition. ETDD will be working with TRCA and the development community to create public awareness of these subdivisions.

Environmental Events:

- York Region Corporate Clean Air Task Force Stakeholders Meeting – June 17th
- Clean Air Commute Week – June 19- 23rd
- Archetype House Design Competition Gala – June 21st
- Homebuilders Workshop – June 27th

ETDD PROJECTS / ACTIVITIES CALENDAR

DATE	JUNE	JULY	AUGUST	SEPTEMBER
1	Jane/7 Visit & Win Contest Ads		Mobile Climate Control	
2				
3			West River Grand Opening	
4				
5	Helping Mfrs. Complete Workshop - 7th			
6	VBEC Seminar - 7th			
7	Smog Summit 7-8th			
8	Intelligent Community Forum 7-8th			
9			VBEC Seminar - 9th	
10	VBEC Seminar - 10th	Optech Opening - 10th		
11		VBEC Seminar - 11th		VTAC - 11th
12	VTAC - 12th			
13	Udine Delegation 13th			
14	Jane/7 Visit & Win Contest Draw 14th			
15				
16				VBEC Seminar - 19th
17				
18	Jane/Hwy 7 Visit & Win Media Event 20th			Wind Turbine - 20th
19	Clean Air Commute - 19-23		VBEC Seminar - 19th	Lazio Week - 18th - 24th
20		VBEC Seminar - 20th		Roman Column
21			York Business Times	Unveiling
22	Archetype Design Gala - 21st		VBEC Seminar - 22nd	MIle - 21st
23	Business Plan Challenge		Winnie Gambini Opening 22nd	ETF - 25th
24	Canyon Creek - 21st	Business Link Newsletter	Monte Carlo Inn - 24th	Developers Lunch
25		VBEC Seminar - 25th		STOR - 25th
26	Homebuilders Workshop - 27th			VBEC Seminar - 26th
27	VBEC Seminar - 27th			
28	Italian Nat'l Women's Soccer 27th			
29	Veneto Delegation 28th			
30	VBEC Community Charity BBQ			Green Energy Home Show - 30th & 1st
31				
	ETDD Hosted Events	Environment Events	Professional Development / Training	
	Attended Events	Major Projects	Newsletters & Ads	Delegations
	Grand Openings/ Ground Breakings	Team Events / Food/Fun	VBEC Events	ETDD Presentations