

## **COMMITTEE OF THE WHOLE JUNE 3, 2008**

### **PARTICIPATION OF THE CITY OF VAUGHAN AT COMMUNITY FESTIVALS AND FAIRS**

Councillor Shefman recommends:

1. That the City of Vaughan participates in the three community fairs/festivals (Thornhill Village Festival, Bindertwine and Woodbridge Fair) that take place across the City each year.
2. That participation consists of renting and staffing a booth that displays a variety of information regarding programs and activities of the City.
3. That participation consist of providing citizens with information on key programs relevant to their interests either in the local community or generally across the City of Vaughan
4. That Corporate Communications design the signage for the booth and coordinate the types of information that will be displayed
5. That participation in these fairs be utilized as a means for the City and its programs to interact with the residents of the City of Vaughan.

#### **Economic Impact**

\$458 exhibitor booth fees plus undetermined costs for materials, design and set-up booth ( note, while there may be some staff costs, individual members of the City staff could be asked to volunteer to attend the booth)

#### **Communications Plan**

1. The establishment of the City presence at these events is the communications plan
2. As part of the strategy to determine materials available for the booth

#### **Purpose**

To provide an expanded opportunity for the City to inform and communicate to its residents programs, services and projects available.

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

The City has been considering new or expanded ways to consult with, communicate with and inform our residents about the programs, services and projects taking place in the City. These community fairs provide a unique opportunity to provide this information directly to Vaughan residents. Furthermore, non-Vaughan residents will have the opportunity to see the breadth of services available to the people of Vaughan.

#### **Relationship to Vaughan Vision 2020**

To plan and manage growth and economic vitality and to pursue excellence in service delivery. This report is consistent with the priorities previously set by Council and the necessary resources have been allocated and approved.

#### **Regional Implications**

None

**Conclusion**

City presence at our major community fairs and festivals is consistent with a strategy of reaching out to inform them of programs, services and projects taking place in Vaughan.

**Attachments**

None

**Report prepared by:**

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Respectfully submitted,

Alan Shefman  
Councillor, Ward 5