

COMMITTEE OF THE WHOLE - MARCH 31, 2009

A TASTE OF VAUGHAN FESTIVAL

Recommendation

Councillor Bernie DiVona recommends:

1. That the City of Vaughan Council receive this update with the proposed "A Taste of Vaughan Festival". Formerly referenced within the minutes of VTAC as the "Woodbridge Wine and Cheese Festival".
2. That the Vaughan Tourism Advisory Committee (VTAC) be updated on a regular basis as to the event.
3. That the City of Vaughan Council approve of the recommendations contained herein.

Economic Impact

There is no economic impact resulting from this report.

Communications Plan

Following approval of the recommendation of this report, Corporate Communication Department has advised they are prepared to develop a communication plan incorporating information and strategies for this event.

Purpose

To initiate the Taste of Vaughan Festival to serve as an opportunity to attract tourism and economic development opportunities within the City of Vaughan. The event is to be self funding and no additional budgetary considerations are being requested.

The "Taste of Vaughan Festival" will coincide with the Communities in Bloom 2009 event and provide delegates an opportunity for Vaughan businesses to showcase the City of Vaughan.

Background - Analysis and Options

Ryerson University conducted a study concluding the Highway 400/7 corridor is the number one desired retail destination in Canada. This study also concluded the depth of character and unique attribute of the corridor as it includes wineries and cheese manufacturers, banquet halls, restaurants and other businesses reflecting the diversity and excellence of local businesses.

The VTAC is mandated to work with businesses and other stakeholders to look at opportunities to attract tourism and spur economic development. The Manager of Tourism in consultation with VTAC and the local councillor arranged for a meeting in May 2007 to determine if there was interest with the business community to sponsor and/or participate in the event. The meeting resulted in 17 companies offering sponsorship opportunities. VTAC was updated as to the interest from May 2007 to January 2009.

As a result of administrative matters and other events, the 'wine and cheese' festival at the time was cancelled for October 2008 but the interest from local businesses continued.

Local businesses have once again reconfirmed their interest to participate and separate committee based on volunteers, community leaders and members of staff (Economic

Development, IT for the program management function, and Corporate communications for the corporate communication plan) for the event to be taking place on October 3, 2009.

Members of the public will prepare grant applications and each of the corporate sponsors are directly responsible to self fund events on their own premises. Additional sponsorship will be sought from local area businesses. No request for any additional operational funding is required.

Depending on the level of success of the "Festival" this may be an annual event.

This recommendation does not approve or suggest that any approval is to automatically provide any approval for any future event.

Relationship to Vaughan Vision 2020

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

Regional Implications

N/A

Conclusion

To proceed with the purpose and scope of the Vaughan Tourism and Advisory Committee, to generate the opportunity to attract tourism and economic development opportunities within the City of Vaughan through events and "festivals".

Attachments

N/A

Report prepared by:

Councillor Bernie DiVona – ext. 8339

Respectfully submitted,

Bernie DiVona
Councillor – Ward 3