

COMMITTEE OF THE WHOLE JUNE 1, 2010

**VAUGHAN METROPOLITAN CENTRE ADVISORY COMMITTEE ACCOMPLISHMENTS
2006-2010 TERM**

Recommendation

The Vaughan Metropolitan Centre Advisory Committee recommends:

That the following report be received.

Contribution to Sustainability

n/a

Economic Impact

There is no economic impact associated with this report.

Communications Plan

n/a

Purpose

The purpose of this report is to provide Council with the accomplishments of the Vaughan Metropolitan Centre Advisory Committee for the 2006-2010 Term.

Background – Analysis and Options

The Vaughan Metropolitan Centre Advisory Committee has held an average of seven meetings per year. The mandate of the Committee is as follows:

1. To promote the Vaughan Corporate Centre area with all sectors of the economy and society including business, institutional users, the public and the media;
2. To provide leadership to City Staff in the development and implementation of promotional activities in respect of the Vaughan Corporate Centre area;
3. To liaise, assist and cooperate with external parties in the undertaking programs that will support and promote the Vaughan Corporate Centre area, consistent with the City's goals and objectives;
4. To make recommendations to Council on the initiation of promotional and marketing plans, programs, campaigns or actions as necessary, including the retention of external services and budgets; and
5. To report to Council on the outcomes resulting from the work of the Committee.

Council approved that all non-statutory committees submit to Committee of the Whole a summary of its accomplishments over the four (4) year term, prior to the expiry of the term. The attached contains a summary of the Vaughan Metropolitan Centre Advisory Committee's accomplishments for the term.

Relationship to Vaughan Vision 20/20

This report is consistent with the priorities previously set by Council by serving our citizens and promoting community safety, health and wellness.

Regional Implications

n/a

Conclusion

As directed by Council, the Vaughan Metropolitan Centre Advisory Committee's accomplishments are attached for Council's information.

Attachments

1. Vaughan Metropolitan Centre Advisory Committee's Accomplishments 2006 – 2010 Term

Report prepared by:

Gloria Hardychuk
Assistant City Clerk

Respectfully submitted by,

Councillor Sandra Yeung Racco, Chair
Vaughan Metropolitan Centre Advisory Committee

**VAUGHAN METROPOLITAN CENTRE ADVISORY COMMITTEE
ACCOMPLISHMENTS 2006-2010 TERM**

PURPOSE OF THE COMMITTEE

To provide advice to Council on the initiation, planning and implementation of programs, campaigns or other actions that are designed to promote the development of the Vaughan Corporate Centre and other lands in proximity to the TTC subway stations on the Spadina Subway Extension, in accordance with the objectives of the City.

MARKETING PLAN & STRATEGY

- Gathered input from Stakeholders on the marketing plan and funding model.
- Media campaign budgeted.
- Marketing plan launched including presentation centers, and models to attract local and international investors.
- Continue to be active in promoting Subway with "Break Ground Campaign"
- Successful in promoting as a geographic area through Economic Development activity.

NAME THE CORPORATE CENTRE CONTEST

- Terms of Reference were created for the name the Corporate Centre contest.
- Launched the contest and the new name was approved by Council in 2009.

FUNDING INITIATIVES

- Played an integral role in seeking funding and investment from Federal, Provincial and Regional levels of government to support and facilitate the extension of the Spadina subway line to the Vaughan Corporate Centre.

SIGNAGE LAUNCHED

- Launched the first of a series of signage relating to the subway coming to the Metropolitan Centre.
- First sign campaign "Start your journey in Vaughan" completed.

METROPOLITAN CENTRE INFORMATION BROCHURE

- Created a promotional brochure in multiple languages for distribution in both printed and electronic format.

PUBLIC FORUMS

- Organized forums to seek input from the public on their vision and to identify their needs for the Metropolitan Centre.
- Stakeholders and public meetings held in Spring and Fall 2009.
- Further meetings planned for 2010.
- Branding strategy – in the process of developing a branding strategy.

ECONOMIC DEVELOPMENT CORPORATION AREA

- Researched the feasibility of developing an Economic Development Corporation Area for the Metropolitan Centre.
- Continued to provide strategic input to the Spadina Subway Extension project team on matters related to station design, surface elements and the surrounding lands.