

COMMITTEE OF THE WHOLE – MAY 15, 2012

WOODBIDGE VILLAGE FARMERS MARKET: SEASON ONE UPDATE

Recommendation

The Director of Economic Development in consultation with the Director of Recreation of Culture, recommends:

1. THAT municipal support of a Farmers' Market has been previously identified as a strategic action in the 2010 Economic Development Strategy and Green Directions Vaughan that permission be granted to the Woodbridge Village Farmers Market to operate a Farmers' Market on the City's property (Woodbridge Pool and Memorial Arena Parking Lot) at no cost for its SECOND season of operation, June 9 – October 6, 2012; on Saturday's from 9 a.m. to 1 p.m. and to work with staff to locate a storage unit, supplied by the Market, at the site at no additional cost.
2. THAT staff work with the Woodbridge Village Farmer's Market and other associated stakeholders to promote, when feasible, the Woodbridge Village Farmers Market through the City's website, social media accounts and other relevant publications and mediums.
3. THAT the Woodbridge Village Farmer's Market provide to the City on an as requested basis a booth space at no cost.
4. That the information on the outcomes of the Farmer's Market first year of operation at the Woodbridge Pool and Memorial Arena parking lot be received.

Contribution to Sustainability

This report is consistent with *Green Directions Vaughan: Community Sustainability and Environmental Master Plan*;

Goal 4: To create a vibrant community where citizens, businesses and visitors thrive.

Objective 4.3: To encourage the establishment of green businesses and sustainable business practices

Action 4.3.3. Investigate opportunities for farmers' markets at civic facilities to establish support for urban and near urban agriculture.

Goal 5: To be leaders in advocacy and education on sustainability issues.

Objective 5.1: To share sustainable best practices and ideas between and among municipal staff and the community.

Action 5.1.7. Develop an environmental education strategy for business and citizens. This strategy will highlight the steps that citizens and businesses can take to create a more sustainable Vaughan.

Economic Impact

Staff reviewed the City's rates for public permits and special events. The City has a Parking Lot permit fee (3 to 5 hours) of \$98.76 (plus HST) for locally based community activities. The Woodbridge Farmer's Market Organization is proposing to use the parking lot at the Woodbridge Pool and Memorial Arena each Saturday from 9 a.m. to 1 p.m. for a period of 18 weeks. If Council adopts recommendation (1) of this report, it would equate to unrealized revenue totaling approximately \$1,778.

Communications Plan

Staff will work, when feasible, to promote the Farmer's Market on the City's website and through its social media, relevant publications and other mediums that could have a positive impact on the long-term viability of the Farmer's Market. Staff will work with the Market organizers to affix a sign

supplied by the organizers to the existing Monument sign at the Woodbridge Pool and Memorial Arena which reads "Home of the Woodbridge Village Farmers' Market". Mobile Signage on Regional roads is not permitted as per The Regional Municipality of York, Bill No. 74, BY-LAW No. R-1232-2000-074 . However, the Farmer's Market could make use of the City owned banner brackets affixed to the light standards along Islington Avenue and on Woodbridge Avenue in the vicinity of the Woodbridge Pool and Memorial Arena. However, the Market organizers would be responsible for all costs associated with producing and installing the banners. The cost for the banners (Qty of 15-20) including installation is approximately \$2,600.

Purpose

The purpose of this report is to seek Council approval to grant the Woodbridge Village Farmers Market permission to operate a Farmers Market on the City's property (Woodbridge Pool and Memorial Arena Parking Lot) at no cost for its SECOND season of operation, June 9 – October 6, 2012; on Saturday's from 9 a.m. to 1 p.m and to provide information on the Farmer's Market 2011 season of operation.

Background – Analysis and Options

Year One

Representatives of the Woodbridge Agricultural Society gave a deputation to City Council on May 31, 2011 Committee of the Whole requesting that the City waive the fees associated with the use of the Woodbridge Pool and Memorial Arena's parking lot on Thursday evenings from 3 p.m. to 7 p.m. for a period of 18 weeks (June 9 – October 6, 2011) to accommodate a Farmer's Market.

Council received the deputation and referred to staff for a report to the Committee of the Whole meeting of June 14, 2011.

Council subsequently approved a staff recommendation to waive the parking lot rental fees for the 18 weeks as this was the inaugural year for the Market to operate at this location. (Committee of the Whole Report No. 32. Item No. 48, adopted by Council on June 28, 2011) Further Council directed that the Woodbridge Village Farmer's Market meet with Economic Development Staff during the operation of the market and at the conclusion of the initial season of operation and report back to Council at a future Committee of the Whole the outcomes of operating the Farmer's Market.

On November 1, 2011 staff in the Economic Development office convened a meeting with three members of the Woodbridge Agricultural Society who organized the Market to review the 2011 Farmer's Market operations.

Year One Review

Location

The market's new location at the Woodbridge Pool and Memorial Arena was deemed to be a good 'site' for the market. It provided more visible exposure to traffic on Hwy. 7 and Islington, and accessible parking. Furthermore, the setting was more aligned to a 'Market' feel with the river, trees and open space immediately adjacent to the parking lot.

Vendors

The Farmer's market had a part-time market manager for the 2011 season, however, the organizers are in the process of trying to find a more permanent solution. The position is integral to the operation and can be a tipping point for success or failure as the market manager's responsibilities include sourcing new vendors.

Clientele

Throughout the summer the average attendance each Thursday evening was 300. June had the fewest in attendance which organizers attribute to quantity of product/produce available. July had

the best attendance. The highest attended day was October 6 – at 415 people. Throughout the course of the 18 weeks, three weeks were hampered by bad weather.

Day & Time

Setting the market operating time for Thursday evenings had some benefits which included a less competitive situation for attracting vendors. Each year, vendors generally have a number of markets across the Greater Toronto Area (GTA) to rent space and sell their produce or products and often the vendors final location decision is dictated on sales. Although Thursday's proved easier to attract vendors due to less competition from other GTA markets, the organizers have concluded that it may not be the best time for increasing attendance. Therefore, the Woodbridge Farmer's Market is proposing moving to a new time – Saturday's 9 a.m. – 1 p.m. with the hope of increasing attendance to a point that eases the competition for the vendors from the other Farmer's Markets operating around the GTA at this more traditional time. The recommendation was made using intercept surveys of those that attended the market and also a survey of the vendors. Note the Woodbridge Pool and Memorial Arena is closed on weekends in the summer however the parking lot is used by the Woodbridge Softball Association. If approved staff will work together with both groups to ensure users are not adversely affected..

Marketing

Staff in the Economic Development office assisted with advertising the Market to the business community throughout the summer. The messaging was primarily focused to restaurant owners and other food related businesses that could potentially source with other local producers. (Attachment 1). In addition, marketing and advertising tactics were discussed with the organizers. On street mobile signage was one method of advertising that the organizers felt was under utilized in 2011 due to costs and uncertainty of rules and regulations surrounding the use of mobile signs. The market has been doing further research on the use of mobile signs during the off-season to better identify if this would be an appropriate tactic.

Collaboration

Staff asked that the Woodbridge Agricultural Society (WAS) which oversees the market think about an opportunity to collaborate with another entity such as the Kleinburg BIA to further identify if a combined farmer's market might draw more interest from the public and vendors. After careful consideration the board of the WAS concluded that they would like to maintain the Woodbridge identity and location. However, they would be available to share information and lessons learned with Kleinburg and be open to hosting the BIA as a vendor at the market. Additionally, the notion of a dual Saturday market was mentioned whereas the Farmer's Market in Woodbridge is focused on the produce, etc. and the Kleinburg BIA could create an art and artisan market and be promoted as the Two Village Markets, both running at the same time on Saturdays; creating a packaged 'experience' for people to visit.

Relationship to Vaughan Vision 2020

This report is consistent with the Vaughan Vision 2020 Goal 1: Plan and Manage Growth and Economic Vitality.

Regional Implications

Not applicable

Conclusion

Representatives of the Woodbridge Agricultural Society gave a deputation to City Council on February 13, 2012 at the Special Committee of the Whole requesting that the City again waive the fees associated with the use of the Woodbridge Pool and Memorial Arena's parking lot for the second season of operation. The hours of operation will be Saturday mornings from 9 a.m. to 1 p.m. for a period of 18 weeks (June 9 – October 6, 2011) to accommodate a Farmer's Market.

In addition, the deputation requested additional assistance with signage and communication. These items have been reported on in the Communications section of this report.

Small farmers are using farmers' markets to create a new entrepreneurial agriculture that operates independently of traditional wholesale commodity market channels and provides a gateway into farming for those with limited resources. Farmers' Markets are also a crucial marketing channel for small farmers. In addition, farmers' markets play a key role in local food economies, green house gas emission reductions and the social life of communities.

It has been well-documented that shoppers appreciate and patronize farmers' markets because they can buy top-quality farm-fresh products directly from the person who produced them—and can often find products they won't find anywhere else.

From a City perspective, assisting the Woodbridge Village Farmer's Market organizers during the second year of operation to create an established Farmers' Market in Woodbridge continues to have the potential to bring people together and can turn an under utilized space (parking lot) into a hive of activity, attracting extra business for stores and restaurants nearby. Allowing the market to operate on the City's property at no cost for its second year of operation will allow the organizers to repurpose those dollars to additional marketing, programming and the attraction of quality local vendors. Subsequently, those actions should create a more sustainable initiative allowing the market to pay for the use of the parking lot and be self-sustainable for its third year of operation in 2013.

Attachments

2011 Marketing Materials: E-News, Stories, Business Link

Report prepared by:

Tim Simmonds, Director of Economic Development

Respectfully submitted,

Tim Simmonds
Director of Economic Development

Woodbridge Village Farmers' Market

With a new location, new day, and new hours , we have space for additional vendors!

If you're looking for new opportunities to sell your artisan products that are sourced and created locally or simply looking to source local produce and goods for your restaurant or business we want to hear from you.

Thursday Evenings
3:30 - 7:30 p.m.
July 9 thru October 12

Hwy 7 & Islington Ave.
Woodbridge Pool and Memorial Arena Parking Lot



For Additional Information:

Martha Bell:

martha_bell@yahoo.com | 905-851-1705

Jamie Maynard:

jamiemaynard@bellnet.ca | 905-851-0690

www.woodbridgefarmersmarket.com



Vaughan. Business Link.

BUSINESS NEWS AND STATISTICS FROM THE CITY OF VAUGHAN

FALL 2011

KLEINBURG ECONOMIC DEVELOPMENT STRATEGY A Mainstreet Revitalization Project

A community's downtown is its heart and soul and Kleinburg's mainstreet has enjoyed a rich and varied history. In recent decades, however, it has gone through economic changes due to shifts in shopping and purchasing patterns. To address Kleinburg's economic challenges, the City recently undertook and completed an area-focused Economic Development Strategy (KEDS) with the objective to create a vision and guidelines for the long-term economic revitalization of the Kleinburg downtown and commercial core area.

The KEDS consultative process engaged stakeholder groups, community partners, residents and consumers in assessing the retail, tourism and local draw of Kleinburg. The approach for the project followed the successful Mainstreet National Trust for Historic Preservation model, based on the four pillars of: community engagement and collaboration; physical design and enhanced natural environment; marketing and communications; and economic investment.

The resulting strategy is based on defining Kleinburg's niche as an outdoor recreational paradise and a meeting place for visitors and the local community. The five goals articulated include:

- Position the Kleinburg Business Improvement Association (KBIA) as a catalyst for change
- Be investment ready
- Establish Kleinburg as an outdoor recreation and meeting place that people will seek out to visit
- Use placemaking to create the "Kleinburg experience" based on its rich, natural heritage
- Eliminate barriers to development

The five goals, or themes, are accompanied by action steps that will guide the work of the KBIA and other stakeholders. The KEDS proposes that an empowered and effective KBIA is critical to Kleinburg's revitalization, assisting landowners to reposition their properties for potential retail tenants as well as redefining the types and mixes of retail and tourism uses that will enhance visitation and spending.

Concurrently, the City will be working to develop and improve its planning, streetscape and heritage policies to accommodate current and future retail formats and mixes. KEDS aims to create a public realm that is inviting and accommodates the various transportation and parking demands that enable Kleinburg to be both economically and environmentally sustainable. This works in concert with the Islington Avenue Streetscape Master Plan Study, adopted by Council on June 28th of this year.

A village core like Kleinburg's exudes a special historic charm which also presents development challenges in order to accommodate today's retail demands. However, attention must be paid to ensuring its relevance as a meeting place for local residents, a vibrant business core and an authentic tourism experience for visitors.

Visit the City's website for the complete KEDS and project information: www.vaughan.ca/keds



SMALL BUSINESS WEEK: OCTOBER 17 – 21, 2011

Small Business Week is an annual fall occurrence in Canada, celebrating and acknowledging the impact of Small Businesses on the nation's economy.

The Vaughan Business Enterprise Centre (VBEC) is proud to offer more than ten different seminars, workshops and networking events during the week. A wide range of topics will be covered, including: accounting, social media, tax tips, marketing and business planning. In addition, there is a special seminar focused on the creative economy:

The Business of Art – Intellectual Property & How to Protect Your Art.

This seminar will be held on:

Wednesday, October 19, 12 Noon – 2 p.m.

Vaughan City Hall, Multi-Purpose Room, Main Floor

Presenter: The Canadian Intellectual Property Office (CIPO)

Cost: \$20

The seminar will discuss the different types of intellectual property rights and protection available to artists. Find out more about trademarks, patent, copyrights, designs and confidential information to protect your music, films, paintings, photography, graphics and multimedia.

To register and for more information about the activities taking place during Small Business Week, contact VBEC directly at 905-832-8526 or email: VBEC@vaughan.ca

Advanced registration required. Space is limited.



THE STARBUCKS EXPERIENCE!

Now open in Kleinburg

Located in the historic McNeil House at Kellam Street and Islington Avenue, this new Starbucks store design is LEED registered and will maintain the highest interior and exterior heritage standards while creating 15 new jobs.

Business hours will be:

Monday – Saturday, 6 a.m. – 10 p.m.

Sunday, 7 a.m. – 10 p.m.

INSIDE THIS ISSUE

Development Updates

Commissioner of Planning

Infrastructure Development Updates

Building Statistics and Tax Rates

Business Bulletin

Development Updates.

The new hotel, Homewood Suites by Hilton, is located at 618 Applewood Crescent. There are 140 rooms in this new property and it accounts for 40 new jobs.

MARKET SHINES WITH THREE NEW HOTELS

Market confidence continues to shine as two new hotels are set to open in 2011, and another is under construction. Vaughan's newest hotels, the Homewood Suites by Hilton and the Spring Hill Suites by Marriott are the latest hotel investments from the Easton Group, the owners of the Hilton Garden Inn in Vaughan.

South of Vaughan Mills, the Northampton Group has begun construction on a \$16-million, 130-room hotel to compete in the premium mid-scale market. The Northampton property is expected to be the Aloft brand, with an anticipated opening in early 2012.

Vinod Patel, President & CEO of the Northampton Group: "The past two years have seen gradual improvement in the hotel market. Management felt that the timing was right to take advantage of both this upward move and a perceptible easing in the credit market, which has enabled us to finance construction cost-effectively."

With the addition of these three new hotel properties, Vaughan will have a total of 11 hotels with 1,555 rooms giving businesses and leisure travellers more choice than ever for hosting conferences, corporate functions, business meetings and family celebrations.

For more information:

Homewood Suites by Hilton:
Caroline Palo, Sales Manager
905-760-1660
caroline.palo@hilton.com
www.torontovaughan.homewoodsuites.com

Spring Hill Suites by Marriott:
Deanna Jean Patawaran, Sales Manager
647-968-1545
dpatawaran@springhillsuitesvaughan.com
www.springhillsuites.com/yyzsv

Spring Hill Suites by Marriott will be opening in September and is located at 612 Applewood Crescent. This new property will have 175 new rooms and will create 55 new jobs.



Commissioner of Engineering & Public Works.

VAUGHAN ANNOUNCES APPOINTMENT OF NEW COMMISSIONER OF ENGINEERING & PUBLIC WORKS

On July 14, the City of Vaughan welcomed Paul Jankowski, P. Eng., as the City's new Commissioner of Engineering and Public Works.

Mr. Jankowski will be responsible for delivering key municipal services to our residents and businesses, from maintaining our roads and water supply to managing waste collection and our Greening Vaughan recycling program. The new Commissioner will be leading a team who demonstrate the City's commitment to service excellence each and every day.

A professional civil engineer, Mr. Jankowski has worked at the Regional Municipality of York for the past 12 years, most recently as General Manager, Roads. Previously, he held several senior positions at the Ontario Ministry of Transportation, including Project Director of Highway 407 East Projects.

"Paul Jankowski will be a valuable addition to our Senior Management Team with his experience and the relationships he has

developed with other levels of government," said City Manager Clayton Harris. "The City of Vaughan has become a major urban centre in the GTA and he will play a key role as the City continues to grow."



Paul Jankowski, the new Commissioner of Engineering & Public Works.

Infrastructure Development Updates.

SUBWAY STATION CONSTRUCTION BEGINS IN THE VAUGHAN METROPOLITAN CENTRE

Article courtesy of: Toronto Transit Commission (TTC)

The fourth major contract for the Toronto-York Spadina Subway Extension (TYSSE) project was awarded in June 2011 to Carillion Canada Co. for the Vaughan Corporate Centre Subway Station. The contractor is starting the first phases of construction for this station which will be the end of the extension and includes a York Regional Transit (YRT) bus terminal and connection to the future Viva Rapidway. A construction area will be established on Millway Avenue from Highway 7 to Portage Parkway.

Detour and access road construction begins this week for the upcoming long-term closure of Millway Avenue. Access to Millway Avenue is required for long-term subway station and tunnel construction. Millway Avenue is anticipated to close on Tuesday, September 13th from Portage Parkway to Highway 7 including the intersection of Apple Mill Road. Construction for the next two weeks includes; connecting Highway 7 to the Future Shop Driveway and Apple Mill Road and building an access driveway from Interchange Way to Toromont CAT (green lines on map). Construction of the detour and access roads is anticipated to be complete on Monday, September 12th.

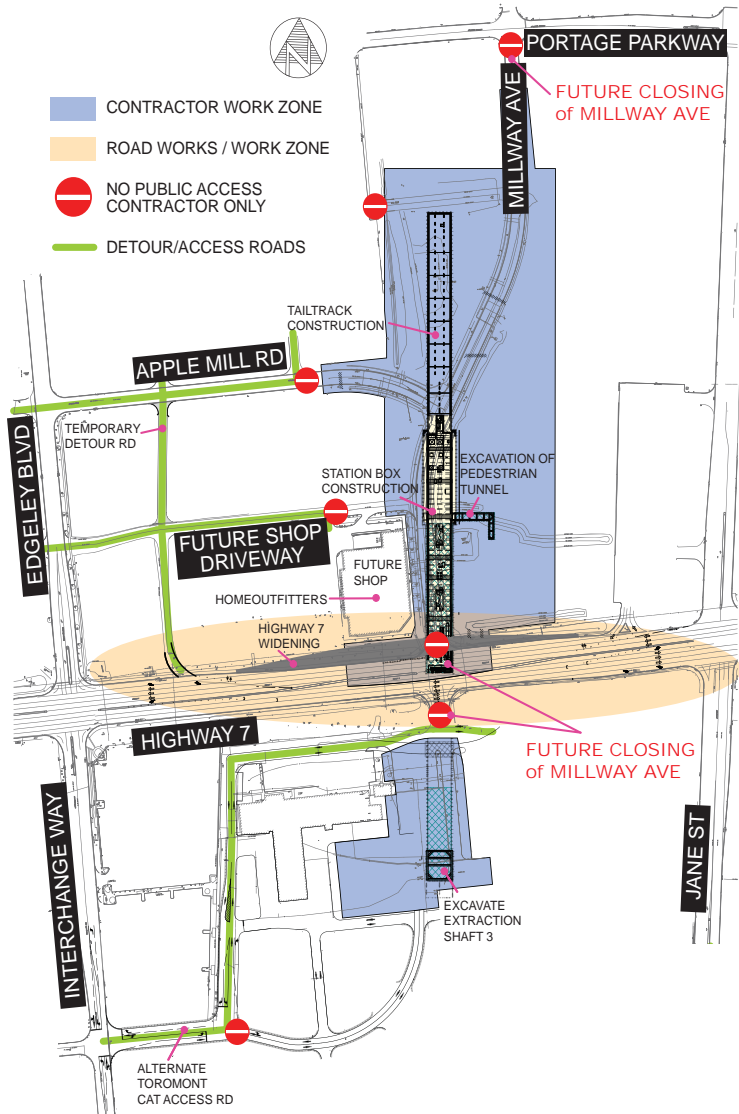
Construction Activities Include:

- Temporary curb lane closure on the north side of Highway 7 west of Millway Avenue to build the access road to Future Shop Driveway;
- Temporary lane restrictions on Apple Mill Road and Future Shop Driveway to accommodate the work;
- Temporary lane restrictions on Interchange Way (south of Highway 7) and;
- Installing fencing and signage, utility works, and making changes to roads in this area to make room for a large construction site.

Work Hours

- Work will normally run between 7:00 a.m. to 7:00 p.m., Monday to Friday.
- No work will be done on Statutory Holidays.
- During the work, there may be construction related noise.

The City of Vaughan has approved a noise by-law amendment which allows the contractor to perform overnight and weekend work when required to minimize long-term disruption and to keep the project on schedule. Notices will be distributed to keep the community informed.



Keep Informed During Construction

1.800.223.6192 | www.spadina.ttc | TYSSE@ttc.ca

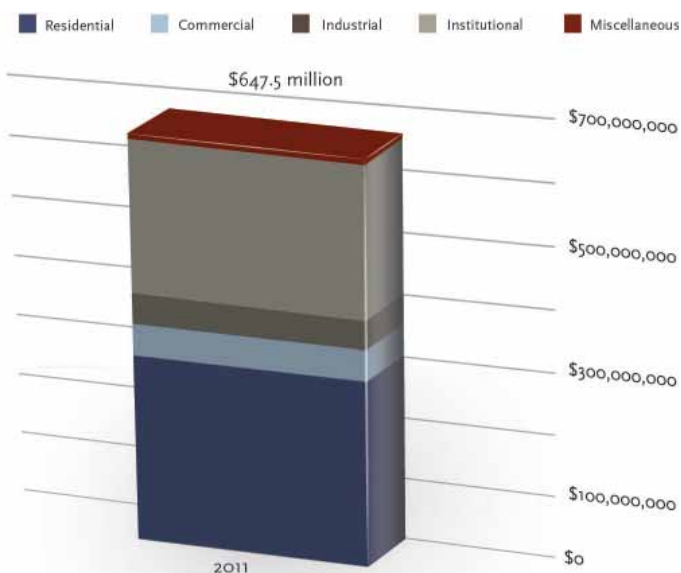
Sign-up for email construction notices and newsletters at TYSSE@ttc.ca

Building Statistics and Tax Rates.

Construction Activity Updates

Although the reported year to date (July 31) building activity data for Vaughan in 2011 (\$647.5 million) has dropped from that in 2010 (\$736.7 million), the City is seeing extraordinary growth in its institutional sector. Institutional construction jumped to \$248.4 million from \$43.8 million in 2010, a 466 percent increase over the same time. This is a direct result of the infrastructure investment (\$205 million) in the Vaughan Metropolitan Centre area for the new subway station.

CONSTRUCTION ACTIVITY IN VAUGHAN – 2011 ISSUED BUILDING PERMIT DOLLARS, YEAR TO DATE (JAN. – JUL. 31)



SELECTED PROPERTY TAX RATES – 2011 SORTED BY INDUSTRIAL OCCUPIED RATES		
Municipality	Industrial Occupied	Commercial Occupied
Markham	2.3080480%	2.0054430%
Vaughan	2.3345000%	2.0281710%
Richmond Hill	2.3389830%	2.0320230%
Mississauga	2.6485440%	2.2844710%
Brampton	2.8970820%	2.4863600%
Milton	3.1250710%	1.9838970%
Toronto	3.3861361%	3.3661440%
Burlington	3.4660520%	2.1943450%
Pickering	4.2906520%	2.8474220%
Brantford	5.1022850%	3.9641430%

Source: City of Vaughan, Finance Department, August 2011

The City of Vaughan has one of the lowest industrial and commercial tax rates in the Greater Toronto Area (GTA). These low rates are just one of the reasons that Vaughan is a gateway for economic activity in the GTA. For a full list of comparative tax rates, visit www.vaughan.ca/business.

Source: City of Vaughan, Building Standards Department, August 2011

Business Bulletin.

Coming this September: City of Vaughan's 2010 Report to Citizens. Read about the City's exciting initiatives and programs and learn more about your tax dollars at work. Delivered to Vaughan businesses and available online at www.vaughan.ca

WOODBIDGE VILLAGE FARMERS' MARKET

OPEN NOW, UNTIL WEDNESDAY, OCTOBER 12, 2011

With a new location, new day and new hours, the Market has space for additional vendors!

If you're looking for new opportunities to sell your locally sourced and created artisan products, or simply looking to source local produce and goods for your restaurant or business, we want to hear from you. Contact:

- Martha Bell
905-851-1705
martha_bell@yahoo.com
- Jamie Maynard
905-851-0690
jamiemaynard@bellnet.ca

Come and visit the Woodbridge Village Farmers' Market, open now through October 12, 2011:

Thursday evenings, 3:30 – 7:30 p.m.

Highway 7 and Islington Avenue
Woodbridge Pool & Memorial Arena parking lot

www.woodbridgefarmersmarket.com



GREENBUILD INTERNATIONAL CONFERENCE & EXPO

TUESDAY, OCTOBER 4 –
FRIDAY, OCTOBER 7, 2011

The world's largest green building trade show, Greenbuild International Conference and Expo, is taking place in Canada for the first time in the show's history. As part of Greenbuild 2011, Canada's Trade Commissioner Service (TCS) is organizing a personalized matchmaking service that will link Canadian companies with international buyers and distributors – helping companies find business partners, collaborators and customers.

Greenbuild 2011 takes place from October 4 to 7, 2011, at the Metro Toronto Convention Centre and is expected to attract over 1,000 exhibitors and 20,000 green building professionals from around the world. For more information regarding TCS participation at Greenbuild 2011, contact: Alan Ballak, Trade Commissioner at the Toronto regional office, alan.ballak@international.gc.ca



DOORS OPEN VAUGHAN

SATURDAY, OCTOBER 1 –
SUNDAY, OCTOBER 2, 2011

The third annual Doors Open Vaughan event will be taking place this October with 13 exciting sites to visit. Each site is specially selected because of its historical, architectural, cultural and/or environmental significance and will open their doors to the public free-of-charge for this two-day event. For more information, please contact:

City of Vaughan,
Recreation & Culture Department
905-832-8585 extension 8055
nadia.vidiri@vaughan.ca

Doors Open Ontario is a province-wide celebration of community heritage, arts, architecture and culture sponsored by the Ontario Heritage Trust.

VAUGHAN CITY HALL OFFICIAL OPENING

SUNDAY, SEPTEMBER 25, 2011

You're invited to the official opening of Vaughan City Hall located at 2141 Major Mackenzie Drive

from 2 – 4 p.m. Details will be posted on the City's website: www.vaughan.ca

VAUGHAN MULTI-YEAR BUDGET PLANNING

The City of Vaughan is undergoing its multi-year budget planning process as a strategic approach to manage financial sustainability and future challenges and opportunities. The intent is to provide greater insight regarding future trends and pressures to assist with strategy development, resource planning and decision making. An added benefit associated with multi-year budgeting is its ability to clearly communicate the City's future priorities and funding levels to the community and stakeholders. A draft three-year budget will be presented to the Finance & Administrative Committee in November.

For more information, please visit the Budgeting & Financial Planning Department's web page on the City's website: www.vaughan.ca

STAY INFORMED.

Subscribe to the Economic Development e-News!
Send an email with the subject line "Sign me up for e-News!" to ecdev@vaughan.ca

CITY OF VAUGHAN
ECONOMIC DEVELOPMENT DEPARTMENT

2141 Major Mackenzie Drive, Vaughan, Ontario, Canada L6A 1T1
tel: 905-832-8585 email: ecdev@vaughan.ca www.vaughan.ca



Printed in Canada

© City of Vaughan 2011

[To view this page in browser please click here](#)



Start Build Grow

July 2011 Issue

Tel: 905.832.8526



BUSINESS

Special Edition: Key Small Business Statistics - June 2011

The Small Business Branch of Industry Canada would like to inform you of the on-line release of the *Canadian Small Business Exporters*, a special edition of the *Key Small Business Statistics* publication. It can be found at the following address:

http://www.ic.gc.ca/eic/site/sbrp-rppe.nsf/eng/h_rd02587.html

It includes three sections. The first section, Key Statistics on Small Business Exports, presents information on exports by firms size, by industry, destination, province and commodity exported. The second section, Financing Profile of Small and Medium-Sized Enterprise Exporters, presents a profile of SME exporters including their financing activities and perceived obstacles to growth. Finally, the third section looks at SME Involvement in Global Value Chains.

FINANCING

Grow your Business with the Canada Small Business Financing Program. Click below to find out more!

[More details](#)

SPECIALIZED

Changes to [Ontario's Occupational Health and Safety Act](#) (OHSA) strengthen protections for workers from workplace violence and address workplace harassment. They define workplace violence and harassment and describe employer duties, and will apply to all workplaces covered by the

The following are legislation that the private sector should be aware of as they will have an impact on their operations.

[Bill 168 - Province of Ontario](#)

[Bill C45 - Federal Government](#)

Community Events

['Play for Change' charity golf event](#)

[Farmers Market - Woodbridge Village](#)

[Woodbridge Ribfest](#)

[Mayor Maurizio Bevilacqua's Annual Charity Golf Classic](#)

[COSTI - Introduction to Entrepreneurship for New Immigrants](#)

To visit the COSTI website [click here.](#)

[PowerStream presents saveONenergy](#)

[Click here](#) for more information on PowerStream's business and residential conservation programs that can help you reduce your electricity consumption and save money.

OHSA.

PRIVACY

Good privacy is good business. If you're a private-sector organization or from a federally-regulated sector, learn how the [Personal Information Protection and Electronic Documents Act](#) (PIPEDA) affects you!

Also, check out the *Privacy Guide for Small Businesses: The Basics*

[More details](#)

SUMMER COMPANY

Summer Company is a program offered through the Ministry of Economic Development & Trade, with VBEC being the Program Provider in Vaughan.

Successful students are awarded a \$3,000 grant to open a summer business and VBEC provides mentorship and coaching along the way.

As part of the program, expert business professionals from the community provide specialized advice ranging from marketing, finance, retail and sales.

YOUTH ENTREPRENEURSHIP

Know someone between the ages of 12-14 with an entrepreneurial spirit?! Check out our new BIZ Teens summer camp from August 8-12.

[More details](#)

Check out the 2011 Summer Company Students.

[More details](#)

Check out the 2011 Summer Company Mentors.

[More details](#)



Did you know that the Vaughan Public Libraries have a wealth of business resources?! To find out more - [click here](#).

COMMENTS AND SUGGESTIONS:
email: vbec@vaughan.ca

City of Vaughan
Vaughan Business Enterprise Centre
9995 Keele Street
Vaughan, Ontario L6A 3Y5
905.832.8526

To subscribe to the Vaughan e-Business Link please [click here](#).



Copyright © 2012 City of Vaughan. All rights reserved. |



Start Build Grow

August 2011 Issue
905.832.8526

Tel:



SEPTEMBER SEMINARS

Tax Issues for Small Business

Date: September 13, 2011
6:00 - 8:00 p.m.

Cost: FREE

[More details](#)

Make Your Site Sell

Date: September 20, 2011
12:00 - 2:00 p.m.

Cost: \$35

[More details](#)

Your 6 Steps to Business Success

Date: September 21, 2011
6:00 - 8:00 p.m.

Cost: FREE

[More details](#)

Community Programs and Events

PowerStream presents saveONenergy

[Click here](#) for more information on PowerStream's business and residential conservation programs that can help you reduce your electricity consumption and save money.

Mayor Maurizio Bevilacqua's Annual Charity Golf Classic

SMALL BUSINESS WEEK - OCTOBER 17-21

Small Business Week is an annual occurrence in Canada, celebrating and acknowledging the impact of Small Businesses on the Canadian economy. In 2011, Small Business Week is between October 17-21. The Vaughan Business Enterprise Centre (VBEC) is proud to offer over 10 different seminars, workshops and networking events during the week. A wide range of topics are being offered, including: accounting, social media, tax tips, marketing, business planning and more!

In addition, there is a special focus on the creative economy, with ['The Business of Art - Intellectual Property & How to Protect Your Art'](#) seminar.

For a complete schedule of all activities taking place during Small Business Week, please visit www.vaughan.ca/VBEC, or call the Vaughan Business Enterprise Centre at 905.832.8526. Advance registration is required for all seminars so register today, space is limited!

COMMENTS AND SUGGESTIONS:
email: vbec@vaughan.ca

City of Vaughan
Vaughan Business Enterprise Centre
9995 Keele Street

LOCAL FOOD PROCUREMENT

Shopping at the Farmers Market benefits the local farmer and strengthens your local community. The fruits and vegetables are grown locally and picked when perfectly ripened - enhancing the taste, texture, and aroma of the produce.

In addition, it is also an opportunity to source produce for your business.

[Click here for more information regarding the Woodbridge Village Farmers' Market.](#)

Vaughan, Ontario L6A 3Y5
905.832.8526

To subscribe to the Vaughan e-Business Link please [click here.](#)

TOURISM

Are you a tourism business in Vaughan?

If so, the Canadian Tourism Commission (CTC) is building a collection of travel experiences that will be used to show the world what Canada is all about.

Apply to join the [Signature Experiences Collection.](#)

THIS EDITION OF THE
VBEC E-NEWS
SPONSORED BY:

['Play for Change' charity golf event](#)

Partners:



Sponsors:



Copyright © 2012 City of Vaughan. All rights reserved. |