

Glossary of Terms

BRIC: refers to the emerging economies of Brazil, Russia, India and China

CMA: Census Metropolitan Area, a geographic location used for data collection and analysis by Statistics Canada

Creative: a term developed by Dr. Richard Florida in his work on economic prosperity. Used to describe a specific class of industry, worker or occupation characterized by the use of complex mental skills rather than machine or muscle-based skills

Creativity: the ability to generate something new; the production by one or more person of ideas and inventions that are personal, original and meaningful; a mental process involving the generation of new ideas or concepts, or new associations between existing ideas or concepts.

Cultural Tourism: a subset of tourism which explores a region's culture, specifically the lifestyle of the people in the area, the history of those people, their art, architecture, religion(s) and other elements that shape the community.

Cultural Planning: the strategic and integrated use of cultural resources in urban and community development.

DART: Dallas Area Rapid Transit

Economic Gardening: refers to community economic development activities focused on increasing the competitive capabilities of local business owners, especially those with specialized skills and high potential goods and services.

EDO: Economic Development Officer

Employment land: refers to the land area occupied primarily by industrial-type buildings including industrial multiples. It is distinct from an Employment Area, which refers to a land area that is occupied primarily with employment land uses, but in some cases also accommodates retail and major office uses.

ESS Report: refers to the Employment Sectors Strategy study completed for the City of Vaughan.

FTE: full-time employee or full-time equivalent employees

FTZ: Foreign Trade Zone

GDP: Gross Domestic Product, an economic tool for assessing and comparing economic activity and output

GEA: Green Energy Act, a 2009 piece of Ontario legislation that seeks to encourage and support investment in the alternative energy sector

GGH: Greater Golden Horseshoe area encompassing the GTA, Hamilton, Halton Region and Niagara Region

Greater Toronto Area: refers to the geographic area made up of the City of Toronto and the Regional Municipalities of Halton, Peel, York and Durham. It is distinct from the Toronto Census Metropolitan Area (CMA) and the GTAH.

Greater Toronto Area and Hamilton (GTAH): refers to the geographic area made up of the City of Toronto, the City of Hamilton and the Regional Municipalities of Halton, Peel, York and Durham. It is distinct from the Toronto Census Metropolitan Area (CMA) as defined by Statistics Canada.

GTMA: Greater Toronto Marketing Alliance, a cooperative economic development marketing agency for the municipalities of the GTA

Growth Plan for the Greater Golden Horseshoe (2006): a framework for implementing the Government of Ontario's vision for building stronger, prosperous communities by better managing growth in the region to 2031. It provides direction on how that growth is to be accommodated and all municipalities in the GGH must comply.

Headquarters: refers to the headquarters of a particular organization as it is typically defined - the main office from which an organization such as a commercial enterprise is managed and usually where the chief executive officer works.

IEDC: International Economic Development Council, a Washington, DC-based economic development organization

LEED Certified: refers to certification under the Leadership in Energy and Environmental Design (LEED) Green Building Rating System, which sets out standards for the environmentally sustainable green building and development practices through the creation and implementation of universally understood and accepted tools and performance criteria.

LEED-ND: Leadership in Energy and Environmental Design for Neighbourhood Development

Location Quotient: refers to a common economic base analysis method. This technique compares the local economy to a reference economy and attempts to identify specializations in the local economy. The location quotient technique is based upon a calculated ratio between the local economy and the economy of some reference unit.

NAICS: North American Industrial Classification System, a statistical tool based on the grouping of similar sectors of employment into discrete categories

905 Communities: Refers to the Regional Municipalities of Halton, Peel, Durham and York.

Official Plan: refers to the City of Vaughan's new official plan. An official plan describes a municipal council's policies on how land in that community should be used. It is prepared with input from groups and individuals within the community and helps to ensure that future planning and development will meet the specific needs of each community.

PSTS: Professional, Scientific and Technical Services

R&D: Research and Development

SWOT Analysis: refers to a Strengths, Weaknesses, Opportunities and Threats Analysis, which is a commonly used approach to assessing a firm's or community's competitive position.

TLWD: the Transportation, Logistics, Warehousing and Distribution sector of economic activity

TOD: Transit-Oriented Development

TRRA: the Toronto Region Research Alliance, an R&D-focused economic development organization serving the GTA, Hamilton and Waterloo Region

TSG: The Scandic Group

Urban Growth Centre: a term used in the *Growth Plan for the Greater Golden Horseshoe* (2006) referring to locations that are to be planned as focal areas for investment in institutional and region-wide public services, as well as commercial, recreational, cultural and entertainment uses. Specific density targets must be met for the Urban Growth Centres which, in the case of the Vaughan Metropolitan Centre, is 200 residents and jobs combined per hectare.

Value Chain: a chain of activities and transactions, including those linked to both suppliers and customers, for a firm operating in a specific industry

Vaughan Business Enterprise Centre (VBEC): refers to a facility that provides various services for entrepreneurs and new business owners in addition to existing businesses. Services include one-on-one advice meetings, regulatory information, seminars, literature and online business registration.

Vaughan Enterprise Zone: refers to one of the City's planned major new employment areas, located generally in the City's west end. Two major highways — Highway 427 and Highway 407 — provide access to the "Zone".

Vaughan Metropolitan Centre (VMC): refers to the City's urban growth centre, as identified in the Provincial Growth Plan for the Greater Golden Horseshoe (2006).

Vaughan Tomorrow: refers to the City's growth management program.

Acronyms

VBEC: Vaughan Business Enterprise Centre

VMC: Vaughan Metropolitan Centre.