

Strategic Economic Initiatives

2023 Year in Review

The Economic Development department's Strategic Economic Initiatives (SEI) unit undertakes key projects that establish economic assets. These strategic projects aim to promote the growth of the city's business community and attract businesses and talent to Vaughan. The SEI unit strives to transform placemaking by developing ambitious, sustainable and purpose-driven projects that better the community.

Within the SEI unit, staff are undertaking projects in the following areas:



Smart Cities development



Public art and art development



Municipal partnerships



Economic asset development



Strategic economic relations and intergovernmental relations

2023 KEY ACCOMPLISHMENTS

MARCH

Supported the opening of the **ventureLAB Hardware Catalyst Initiative MedTech lab** in Vaughan.

MAY

Participated in the **Smart Cities Connect Conference** and Expo in Denver, Colorado, to promote Vaughan's strategic city-building projects on a world stage.

Vaughan Council endorsed a **Strategic Intergovernmental Relations Framework** to advance Council-approved initiatives, including advocacy efforts with other government levels led by the head of Council. This same staff report also outlined the draft Mandate and Terms of Reference for establishing an Intergovernmental Relations Sub-Committee to support these efforts by further engaging Members of Council and key stakeholders.

JULY

Secured **\$2.5 million** in grant funding from the Ontario Vehicle Innovation Network (OVIN) to launch an **OVIN Demonstration Zone**, a testbed for emerging mobility solutions in Vaughan, in partnership with the City of Markham.

OCTOBER

Partnered with York University to host the first annual **Community Health Lecture** at Vaughan City Hall.

DECEMBER

Received Council approval to proceed with the Digital Billboard Revenue Project Phase 2 to add **eight digital billboard locations** to the inventory, expanding the City's communication network and increasing revenue share.

Received Council approval for the York Region-endorsed **ARTonBOXES 10-Year Implementation Strategy** that will see more than **100 new public art installations** animate Vaughan's public realm.

APRIL

Curated and installed the **Selections from the Corporate Art Collection** exhibition in the 'on the SLATE' atrium art gallery at Vaughan City Hall.

JUNE

Launched the **ARTonBOXES** program through the Group of Seven REMIXED pilot project, unveiling **12 original works** of art in high-density traffic areas across the city.

Entered into a **Memorandum of Understanding** with the McMichael Canadian Art Collection and Vaughan International Film Festival to advance the city's arts, culture and creative industries.

SEPTEMBER

Received approval for a monumental **Vaughan Metropolitan Centre Public Art Plan** to implement a **\$2.1 million** program of contemporary art expression in three key locations at 7800 Jane St.

Relaunched the **Vaughan Healthcare Centre Precinct Advisory Task Force**.

NOVEMBER

Received support from the Council-led Accessibility Advisory Committee to pilot an **Indoor Wayfinding project** with the Canadian National Institute for the Blind and GoodMaps to make some City facilities more accessible for those with vision-related disabilities.

Hosted the first **Intergovernmental Relations Sub-Committee** meeting.

Organized and welcomed a **delegation from Tropea, Italy** to Vaughan City Hall, providing an opportunity for international promotion of city assets and an exchange of economic development best practices.

Secured more than **\$70 million in grant revenue** - including the single largest amount of government funding in the City's history through the Housing Accelerator Fund - to offset major capital and operating expenses and alleviate pressure on the tax base.

Economic Developers Association of Canada (EDAC) Marketing Canada Awards
Vaughan Healthcare Centre Precinct Lure Book

- Single Publication - five or more pages category
- 2023 EDAC Cup Contender - Best in Category
- 2023 EDAC Cup - Best of Show

International Economic Development Council (IEDC) Excellence in Economic Development Awards
Vaughan Healthcare Centre Precinct Lure Book

- Silver Award - Print Brochure category

Economic Development Council of Ontario (EDCO) Awards of Excellence
Grow with Vaughan Horticulture Sponsorship Program

- Building Initiatives Award

Economic Development Council of Ontario (EDCO) Awards of Excellence
OVIN Demonstration Zone

- Community Economic Development Award