



# CENTRAL COUNTIES TOURISM

15 October 2013

Re: Vaughan Entertainment, Gaming and Conference Centre

C	2
Item #	20
Report No.	42 (CW)
Council - October 29/13	

Dear Mayor Maurizio,

Central Counties Tourism is the Regional Tourism Organization for York, Durham and Hills of the Headwater. We are funded by the Provincial Ministry of Tourism, Culture and Sport and work with our stakeholders to develop compelling products, destinations and experiences in order to drive tourism spending in the region. Tourism is about bringing new money into the municipalities and regions, not just recycling residents money. It is with this in mind that Central Counties supports the building of a new mixed Entertainment, Gaming and Conference Centre in Vaughan.

Tourism relies on the creation of compelling destinations. Vaughan already has amazing attractions in Canada's Wonderland, LegoLand and Reptillia. You offer incredible shopping experiences with the Hwy 7 corridor malls and Vaughan Mills. You are home to robust heritage and culture with the McMichael Gallery and Kleinburg. What is missing is a central place for large-scale events, meetings/conventions and sports tourism to gather and celebrate. With the addition of the proposed entertainment complex, Vaughan is poised to become a regional, provincial, national and international destination.

It is no mistake that LegoLand and Reptillia built so close to one of Canada's largest ticketed attractions. They did it because it creates a family destination. The same holds true with Vaughan Mills which is just up the street from the Collosus shopping complex and the myriad of big box stores along Hwy 7. You are now a retail destination. More people come to destinations and the addition of a gaming and entertainment complex completes the circle.

Central Counties will support Vaughan in all of their efforts to draw tourists to the municipality and will work with all stakeholders in the area to make sure that tourists take advantage of all you have to offer.

Sincerely,

Chuck Thibeault  
Executive Director  
Central Counties Tourism (Zone 6 Regional Tourism Organization)

**RECEIVED**

**OCT 15 2013**

*4:45 PM*  
**CLERK'S DEPT.**

7271 Warden Avenue, Markham, ON, Canada L3R 5X5 | T 289-846-3653 | F 905-752-0162  
info@centralcounties.ca | www.centralcounties.ca

