



# VMC Economic Development and Marketing Update

VMC Sub-Committee  
September 22, 2016



## OVERVIEW

- 1** Marketing Plan Update and Outreach Metrics
- 2** Office Market Investment Activities
- 3** Digital Marketing Initiatives
- 4** Next Steps



# MARKETING PLAN UPDATE AND METRICS

## Three-year Marketing Campaign Milestones

### 2015

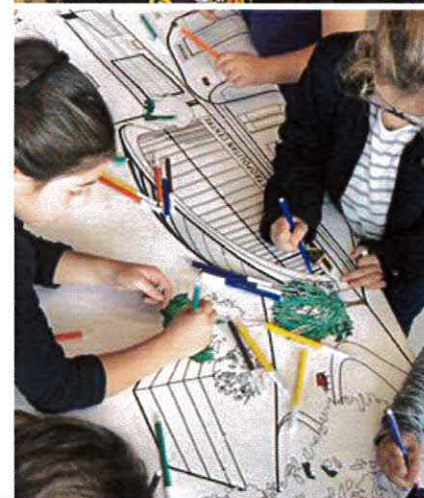
- Momentum and Awareness Focus Campaign Plan

### 2016

- Implementation of Community and Business Outreach Activities
- Benchmark Outreach Results
- Building a Competitive Differentiator Plan

### 2017

- Implementation of Investment Attraction Strategy
- Monitoring Investment Attraction Success





# AWARENESS AND COMMUNITY OUTREACH AND METRICS

**Community outreach** conducted by staff totalled 21 activities.

**Direct marketing outreach of 19,340 participants**

- Winterfest 10,000 visitors
- Concerts in the Parks 9,000 visitors
- Canada Day, 8,000 visitors

**Promotional giveaways of more than 3,000 units**

**Online content reach and print media impressions estimated at more than 250,000**

**Social media**

-  105 followers with 2,900 post engagements and 5,000+ page engagements
-  164 followers; 381 'likes' and over 787 'retweets' or 'mentions'
-  199 followers and 529 'likes'





# AWARENESS AND BUSINESS OUTREACH AND METRICS

**Business outreach** conducted  
by staff totalled 11 events.

Direct business outreach  
of more than 5,000 participants

Corporate calls and business presentations  
totalled 88 businesses

Online content reach and print media  
impressions estimated at more than 250,000

Promotional giveaways  
of more than 2,000 units

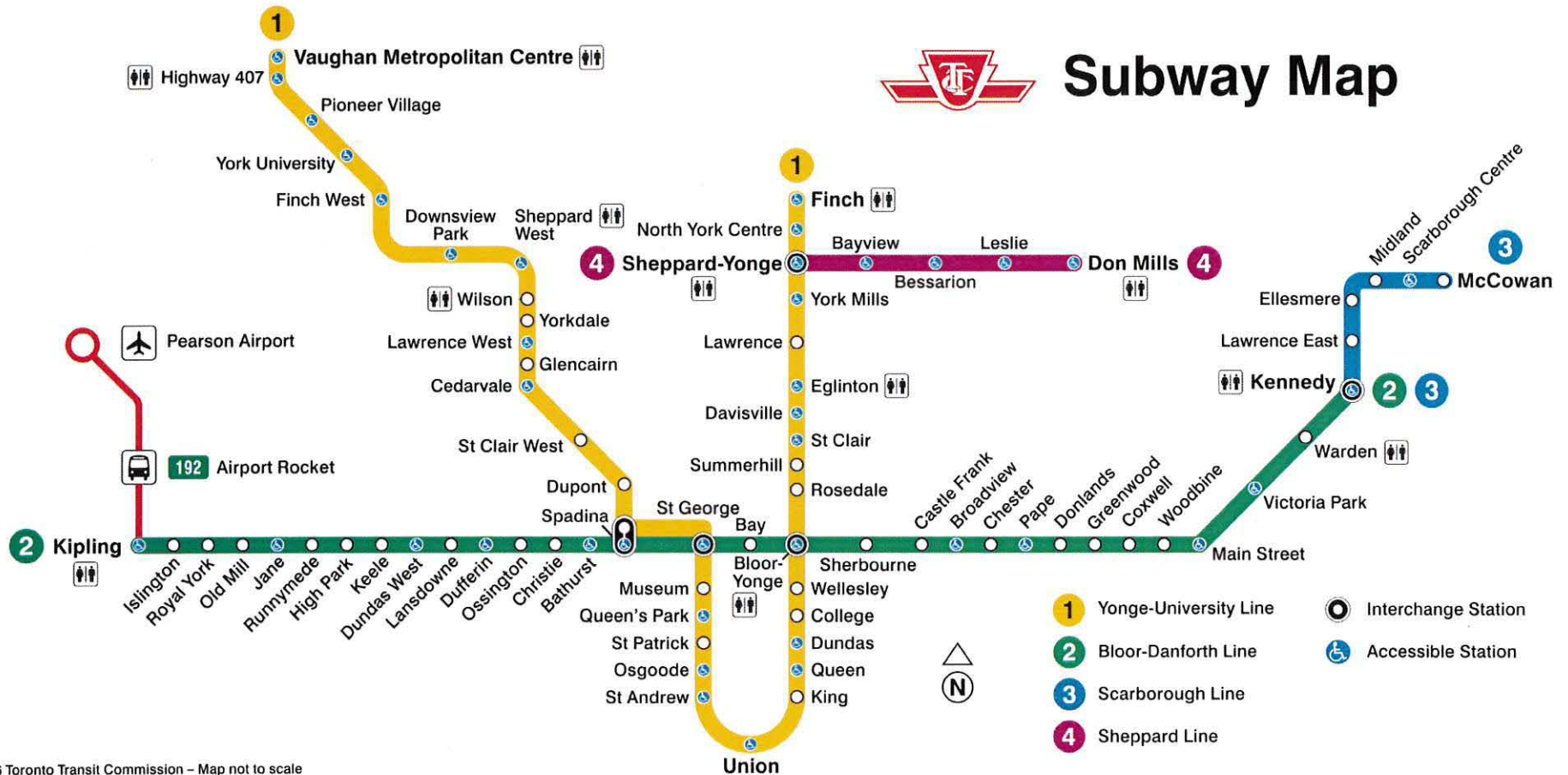
Newsletter circulation  
to more than 9,000 readers

Cosmos Brokers Launch attended  
by more than 700 residential brokers





# CO-MARKETING COLLABORATION



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# EARNED MEDIA COVERAGE

## Globe and Mail article:

### Vaughan Rising - Master-Planning a Downtown from Scratch

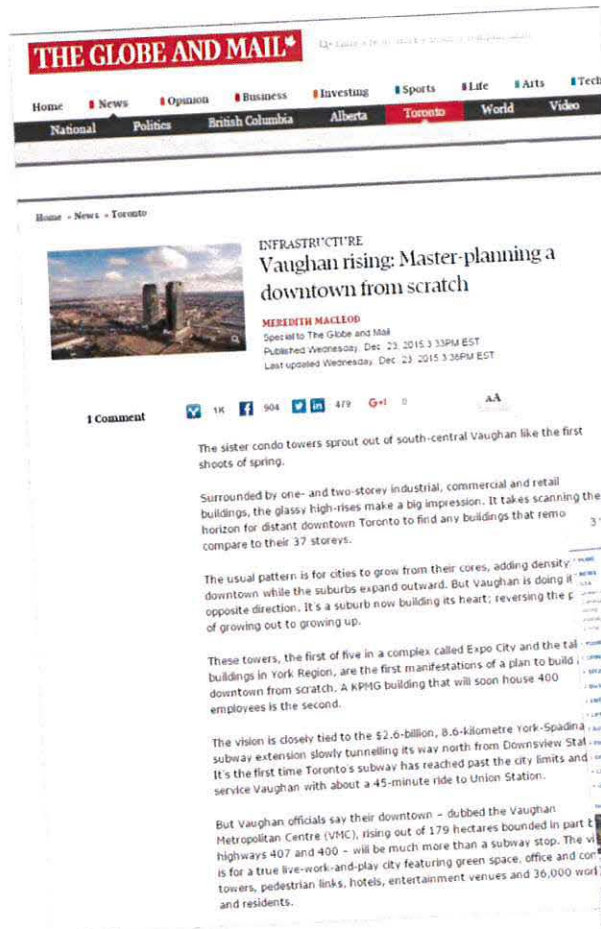
- print reach: 1 million
- website reach: 6 million

## Mayor's interview on Bloomberg's The Daily Brief

- website reach: 1.3 million

## Media Impressions in 2016

46 stories appeared with an audience reach of 22.5 million



## our story... OUR CITY





# OFFICE MARKET INVESTMENT INITIATIVES

Starting in 2017, more emphasis placed on investment attraction and marketing campaign.

Cross-marketing collaboration with York Region's Office Market Investment Attraction Marketing Campaign Plan: York Link – Where Talent and Opportunity Intersect



YORK REGION IS WHERE TALENT AND OPPORTUNITY INTERSECT





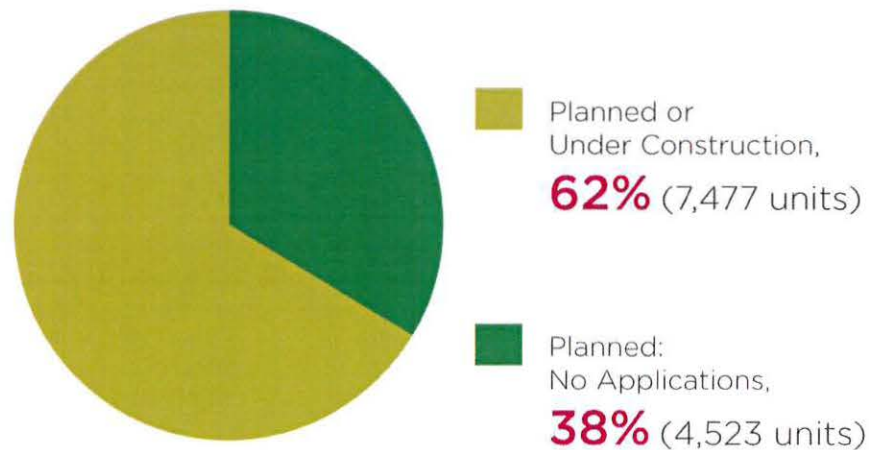
## DIGITAL MARKETING INITIATIVES:

- **Interactive Website Map:** pilot test November, 2016
- **VMC Marketing Website:** soft launch January, 2017



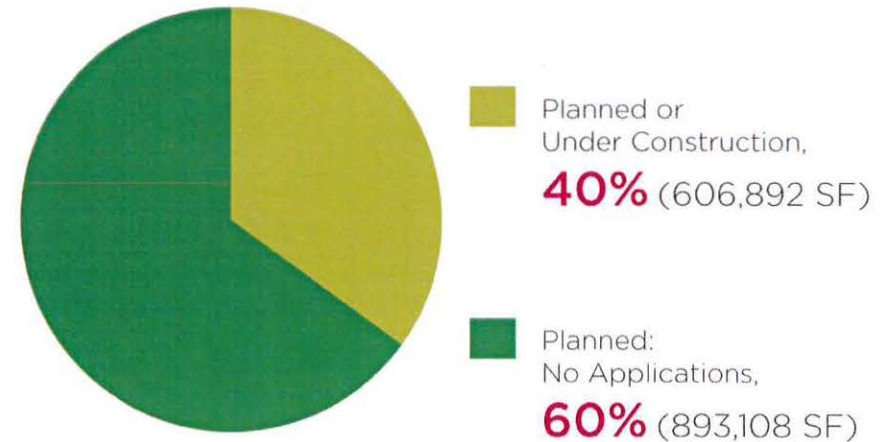
# VMC DEVELOPMENT TARGETS 2031: STAGES OF COMPLETION

RESIDENTIAL: 12,000 units



**62%** of the **residential targets** will be met by 2020.

OFFICE SPACE: 1.5 million SF



**40%** of the **total office space targets** will be met by 2020.



## NEXT STEPS

- Q4 2016, continue VMC community engagement and marketing activities
- Starting in 2017, Realtor Roadshow and investment attraction marketing campaign