

Vaughan. Business Link.

BUSINESS NEWS AND STATISTICS FROM THE CITY OF VAUGHAN

YEAR IN REVIEW 2014

Rendering of the new Ontario Soccer Association field in Vaughan.

TORONTO FC ANNOUNCES PROFESSIONAL SOCCER TEAM IN VAUGHAN

On January 21, The Toronto Football Club (TFC) announced the name and home venue of their new USL Pro league. The TFC II will play their home games in a new stadium at the Ontario Soccer Centre in Vaughan.

“This will help fill the gap between our academy level and our first team,” said TFC general manager Tim Bezbatchenko in a press conference at Vaughan’s City Hall. “We’re here to play the long game.”

“There is a ton of talent in the Greater Toronto Area, and Ontario... and for me this day marks their future,” said TFC coach Greg Vanney. “It’s a pathway for them to get to the TFC team, to get to the pro team.”

Vaughan Mayor Maurizio Bevilacqua has been pushing for the creation of the team. “Life comes down to one essential thing and it is hope,” said Mayor Maurizio Bevilacqua. “To me, this team will be a great source of inspiration for so many here in the City of Vaughan and the Greater Toronto Area.”

The new stadium is at Ontario Soccer Association (OSA) headquarters, at Martingrove Road and Highway 7. The OSA will be paying to build the stadium, which will have seating capacity for 3,500 fans.

Construction of the new \$3.5 million OSA field will start in the spring, and opening day is scheduled for July 1, which is when the team is also scheduled to play its home opener.



Toronto FC General Manager Tim Bezbatchenko was flanked by TFC II Head Coach Jason Bent, Vaughan Mayor Maurizio Bevilacqua, TFC Head Coach Greg Vanney, and Ontario Soccer Association President Ron Smale.

EMBRACING THE VALUE OF CULTURAL INVESTMENTS IN THE VAUGHAN METROPOLITAN CENTRE (VMC)

The City of Vaughan has initiated a study to explore the development of creative industries, arts, cultural hubs, and programming for the VMC. The Cultural Framework and Public Art Study will propose engagement opportunities for residents, the business community, and arts and not-for-profit organizations. The Culture Talks Summit held on January 21, 2015 launched the Study, drawing on the experiences of 135 participants, including leading experts and practitioners in public art and cultural development. Through a series of public forums and consultations, led by the Planning Partnership, the City will develop a strategy to promote initiatives which may include arts installations, design competitions, pop-up retail stores, social enterprises, festivals,

the attraction of innovation-driven industries, and events programming that animate the public and private realm of the VMC.

For information on the Cultural Framework and Public Art Study and upcoming public forums, visit www.vaughan.ca/MyDowntown



‘OUR COMMITMENT’ COUNCIL SIGNS VAUGHAN ACCORD Special Ceremony Reaffirms Pledge To Serve

Mayor Maurizio Bevilacqua and Members of Council put the promise of another productive term of Council in writing at a special ceremony on Jan. 20. Council signed the Vaughan Accord, a document that anchors government to a higher purpose: to promote unity through diversity, preserve Vaughan’s history and heritage, and provide opportunities for meaningful citizen engagement.

The Vaughan Accord, introduced by Mayor Maurizio Bevilacqua when he was first elected Mayor of Vaughan in 2010, holds each Member of Council to the highest level of integrity and transparency. In Mayor Maurizio Bevilacqua’s words, “the Vaughan Accord is our commitment to the important task of city-building. We have gathered here today as a united Council to sign the Accord and reaffirm our pledge to one another and our citizens that we will work as a team to provide the very best in public service and governance. By adhering to the values upon which the Vaughan Accord has been built – mutual respect, dedication, integrity and accountability – we will continue our journey to building a world-class city.” The Accord is Council’s pledge to work together in the interest of Vaughan’s residents and business owners.

The Vaughan Accord has recently inspired the City of Greater Sudbury to implement a similar initiative.

To read more, visit www.vaughan.ca



Mayor Maurizio Bevilacqua and Members of Council with the Vaughan Accord.

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Building A World-Class City.

In 2014
CANADIAN
Real Estate Wealth
ranked Vaughan **number one** in Ontario
for real estate investment

A strong economy, an educated populace, an entrepreneurial spirit, and a strong sense of community are what make Vaughan a vibrant and dynamic city. The City is improving access to healthcare, creating more employment opportunities and connecting people through better transit and transportation with the subway extension and the Highway 427 extension. Vaughan continues its transformation into a world-class city with our new downtown, the Vaughan Metropolitan Centre.

SUBWAY STATION CONSTRUCTION 2014 IN REVIEW

Excerpted from the Toronto-York Spadina Subway Extension 2014 Construction Year in Review, published by the Toronto Transit Commission.

Station construction, special tunnelling and tunnel fit-out work continued on the Toronto-York Spadina Subway Extension (TYSSE) being built by the Toronto Transit Commission (TTC) during 2014. This 8.6-kilometre, six station, extension of the Yonge-University-Spadina Line (Line 1) begins at Downsview Station (to be renamed Sheppard West Station) and ends at Vaughan Metropolitan Centre at Highway 7, in The Regional Municipality of York.

Construction at all six stations was well underway in 2014 with several stations having three levels completed: platform (train) level, concourse (passenger circulation) level, and entrance (ground) level.

PROGRESS ON THREE VAUGHAN SUBWAY STATIONS



Pioneer Village Station Power Substation - Installation of Corten steel and porcelain panels. © Toronto Transit Commission 2015.

Pioneer Village Station

Construction of the saddle roof at Pioneer Village Station commenced in 2014. At ground level, the framework for the southeast entrance building was erected in October 2014. On the north side of Steeles Avenue West, the façade of the substation is close to completion.

Highway 407 Station

Construction of the GO Bus Terminal at Highway 407 Station continued in 2014. At the end of the year, the western arm of the bus terminal was starting to take shape, and the station entranceway appeared above ground including the oval skylight opening, which allows sunlight into the station.

Vaughan Metropolitan Centre Station

At the last stop on the extension, concrete work continues at Vaughan Metropolitan Centre Station (VMC). A substantial portion of the station north of Highway 7 was backfilled, while the structure for the tail track (where trains can be stored) and pedestrian tunnel to the YRT bus terminal were completed. The finishing work on the power substation located south of Highway 7 was also completed.

WHAT'S AHEAD FOR 2015?

As 2014 wrapped up, the project geared up for another year of heavy construction at all stations. Underground, electrical and mechanical outfitting, installation of escalators and elevators, and station interior finishing will advance. Track installation will continue on the remaining portion of the tunnels. You will see more evidence that a subway is coming your way as station structures appear above ground in 2015.

To learn more about TYSSE construction progress, visit www.spadina.ttc.ca

THE TRANSFORMATION CONTINUES ALONG HIGHWAY 7 WEST

Article courtesy of YRRTC

Construction is well underway for the first phase of vivaNext rapidways in the City of Vaughan, and those changes can be seen along Highway 7 West. Important traffic and pedestrian changes have been implemented at several intersections. Motorists are benefiting from new turning movements and pedestrians now have two-stage crossings at intersections. The road has been widened and traffic has been shifted east of Jane Street, so work in the centre of the road (including paving, platforms and station canopies) can begin.

During the winter months, crews will continue underground utility and telecommunication relocations along Highway 7, east of Keele Street. The expansion of the CN Bridge will also continue and permanent light poles and bases will be installed along the corridor.

Shop Local: Support Highway 7 Businesses

During construction, your local merchants and small business owners want to remind you to keep shopping along Highway 7. Your local stores are stocked with a wide variety of products and offer many services. Let's all continue to support each other during this exciting period of growth and change.

For more information, visit: www.vivanext.com

VAUGHAN CELEBRATES WINS WITH NATIONAL AND INTERNATIONAL AWARDS

Reflecting on the accomplishments and progress of this past term of Council, there is much to be proud about. The 2014 Citizen Survey conducted by Forum Research found a 90 per cent satisfaction rating amongst Vaughan residents when queried about overall services. That number grows to 95 per cent for quality of life. Satisfaction with Economic Development scored a satisfaction rating of 86 per cent.



- Vaughan City Hall has been certified as LEED Gold by the Canadian Green Building Council under the LEED Canada rating system for new construction and major renovations.
- The City of Vaughan received the 2014 Ontario Professional Planners Institute (OPPI) Excellence in Planning Award for the Sustainability Performance Metrics Project.
- The City's Economic Development Strategy challenges staff to develop best-in-class economic development practices. To this end, the City received top honours in marketing for its York U. in York special purpose brochure. In September, the City received a Bronze Excellence in Economic Development Award from the International Economic Development Council (IEDC), a non-profit membership organization representing more than 4,500 economic developers globally. The Economic Developers Association of Canada (EDAC) awarded Vaughan its highest honours, the Grand Prize EDAC Cup, also for its York U. in York brochure.

Economic Development 2014 In Review.



The Weber Grill Academy is located in Vaughan. It is Canada’s first and only cooking school dedicated to the art and skill of grilling, and it is a perfect venue for companies hosting corporate events and team building sessions.

The City of Vaughan remains one of the most business-friendly communities in the Greater Toronto Area. Whether it’s a simple building permit or a large greenfield project, the Development Planning, Building Standards, Engineering Services, and Transportation Services take a coordinated approach to expediting development applications. The value of commercial and industrial building permits issued in 2014 surpassed 2013 levels, with 53.3 percent and 38.6 percent growth, respectively. In 2014, the Economic Development Department’s business attraction and retention activities netted more than 1.8 million square feet of space in the form of new industrial construction and/or existing space occupancy in Vaughan.

NEW BUSINESS INVESTMENTS AND EXPANSIONS

Allan Windows – mfr. of windows	184,000 sq. ft.
Athena Automation – mfr. of injection moulding machinery	155,000 sq. ft.
Aurivia Stone – marble and stone fabricator	17,100 sq. ft.
Costco – dist. centre for big box retailer	412,490 sq. ft.
FedEx Ground Services – dist. centre for courier service	409,795 sq. ft.
Krinos Foods – mfr./dist. of food products	7,000 sq. ft. expansion
Lifetime Fitness – fitness and gym	126,527 sq. ft.
N.H.D. Developments – spec industrial space	132,056 sq. ft.
Sobeys – dist. centre for retail grocer	284,232 sq. ft. expansion
Universal Event Space – banquet centre	85,000 sq. ft.
Weber-Stephen Canada Co. – head office of grilling products	12,000 sq. ft.
William Ashley – dist. centre for giftware	96,252 sq. ft.

DEVELOPING VAUGHAN AS AN ECONOMIC GATEWAY

The City’s Economic Development Strategy identifies a robust International Business Development (IBD) program as one of its core activities. The City’s IBD programs begin with foreign investment attraction objectives, but expand to include activities that help local businesses compete, find new markets, and develop supplier relationships and alliances.

The highest volume of IBD activities in 2014 took place in the Italian market, with a number of business delegation visits, business meetings, as well marketing initiatives. The City’s Italian-language materials on its business website was further enhanced in 2014. As well, the City’s investment package was distributed to more than 700 contacts of the Italian Chamber of Commerce in Ontario (ICCO) in Italy.

- **VERONA MARBLE AND STONE DELEGATION** (June 2014): Based on the successful relationship cultivated during the 2012 Business Mission to Italy with Verona, the City of Vaughan welcomed a seven-person business delegation from that region. In co-operation with the ICCO, a workshop was held to explore business opportunities in the construction and building materials sectors. The Verona delegation operate in the marble and granite services sector and sought opportunities in Canada in the form of local distribution partners as well as builders to use their products in residential and commercial developments.
- **MARBLE & STONE BUYERS MISSION TO VERONA** (October 2014): In response to the delegation from Verona, the Economic Development Department was pleased to extend opportunities for Vaughan businesses interested in building and construction materials to Italy. In co-operation with the ICCO and Verona Chamber of Commerce, five businesses were able to participate in the business mission with costs being covered by Italian organizations. Canadian buyers and distributors of marble products, contractors, and builders had one-on-one meetings with their Italian counterparts.

- **ITALIAN HEALTHCARE DELEGATION** (October 2014): The City of Vaughan welcomed a group of 30 delegates from the healthcare sector. Visits and meetings were held with Mackenzie Health to discuss the new hospital, its medical specialties, and innovations.
- **CHINA BUSINESS WORKSHOP:** In co-operation with the Canada China Business Council (CCBC), the City of Vaughan hosted a “Doing Business in China” workshop in September 2014. The event offered expert advice on topics including: how to use the Renminbi to your advantage, intellectual property protection, and changing commercial laws in China.
- An initiative arising out of the City’s Business Mission to Israel in 2013, is the development of an international commercialization centre in Vaughan to act as a bridge for local and international businesses interested in growing their networks and acquiring access to each other’s markets. Staff began the feasibility study for this centre, holding three roundtables with provincial ministries, the Canada Israel Chamber of Commerce, post-secondary education institutions and innovation centres. These meetings enabled Staff to analyze the resources, challenges and opportunities in establishing such a project.
- The City received 18 requests for cultural delegations, partnership opportunities and business visits in 2014. Of these, Vaughan welcomed 10 delegations from China, Italy, Korea and Israel. The City also officially received the U.S. Consul General in Toronto, Mr. Jim Dickmeyer, Ambassador Rong-Chuan Wu of Taipei, Taiwan, and Mayor Yoel Lavi of Ramla.

Planning is underway for the 2015 International Business Program focusing on key markets in Italy, Israel, China and the U.S. in co-operation with the Greater Toronto Marketing Alliance (GTMA) and ICCO.

SERVING VAUGHAN’S BUSINESS COMMUNITY

In 2014, the City of Vaughan’s Economic Development Department completed 148 corporate visits to local businesses, providing advice and support on such issues as staff recruitment, market development, property standards, building expansions and government programs.

- Vaughan’s Economic Development Department and the Vaughan Business Enterprise Centre (VBEC) offer the following services:
- Market readiness tools and commercialization support
 - Strategic partnership and business match-making
 - Facilitate access to government funding programs
 - International business development support
 - Site selection assistance and expansion
 - Access to in-market research and intelligence
 - Business consultation and mentorship
 - Youth entrepreneurship programs

If you are a business located in the City of Vaughan and would like to schedule a Corporate Call visit, please contact Economic Development:
T. 905-832-2281
E. ecdev@vaughan.ca

For assistance with international business development opportunities, contact:

- **CHINA:** Elaine Yim Spencer, Economic Development Officer, at Elaine.Spencer@vaughan.ca
- **ISRAEL:** Dan Ruby, Economic Development Officer, at Dan.Ruby@vaughan.ca
- **ITALY:** Mike Launslager, Economic Development Officer, at Mike.Launslager@vaughan.ca

Cultivating A Diverse Economy.



Launch of the 2015 VFF at Vaughan City Hall, hosted by CBC's News Anchor Suhana Meharchand.

Each year the City, in partnership with York Region, undertakes a business survey of its employers. This survey allows the City to gauge the changes that are occurring in the business community, from the types of businesses that are located here to employment trends, sectoral changes to trends in business establishment or movement. The 2013 Survey, which was released in early 2014, indicated that Vaughan celebrated a significant milestone. For the first time in its history, Vaughan had more than 10,000 business establishments, accounting for 36 per cent of total regional employment: the largest in the Region. Compared with the previous year, Vaughan experienced three per cent growth in establishments and 5.5 per cent growth in employment.

Looking back over the period of 2010 to 2013, the City gained 1,132 new businesses and more than 25,000 jobs. Results from the 2014 Survey will be available in Spring 2015.

ATTRACTING POST-SECONDARY EDUCATION

Attracting a post-secondary educational institution is a highly desired goal of both the City's Economic Development Strategy and York Region's Economic Action Plan. In 2014, the Ministry of Training, Colleges and Universities opened a call for proposals for university expansions to provide another 60,000 undergraduate seats in the Province.

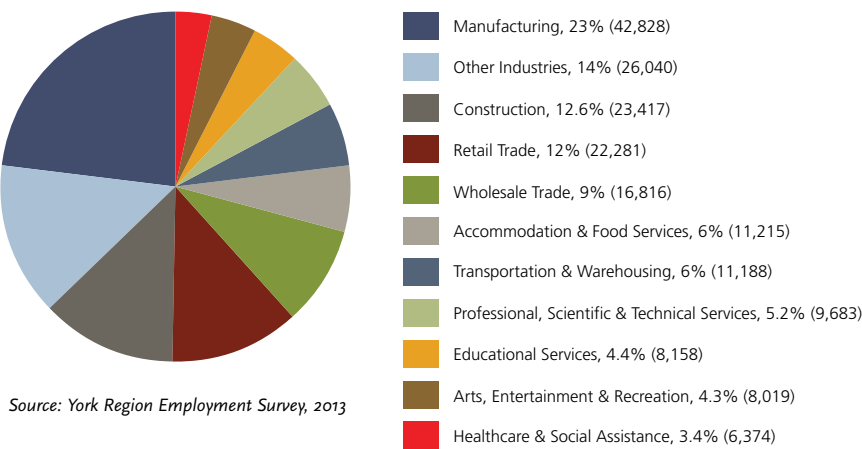
Recognizing that York Region was underserved in post-secondary education, York University issued a call for interest from local municipalities. The City of Vaughan was a finalist in York University's site selection, submitting a bid proposal for a site within the Vaughan Metropolitan Centre.

The City is continuing to work with other post-secondary educational partners on opportunities to place programming in Vaughan.

CREATIVE AND CULTURAL INDUSTRIES, 2014

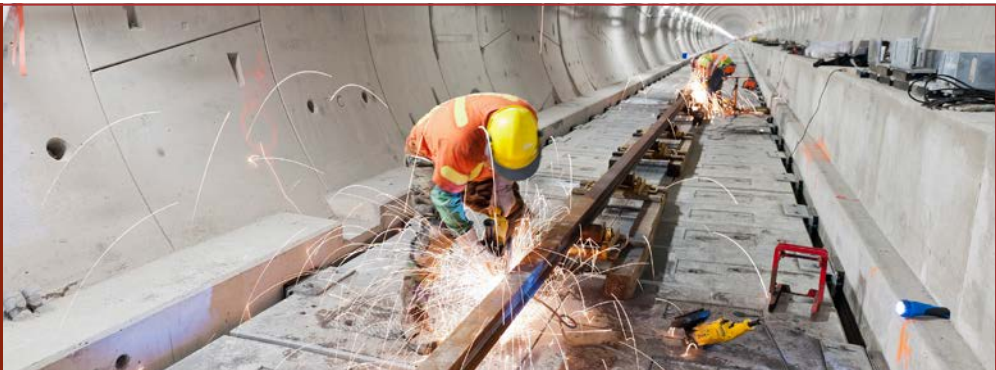
- Vaughan Film Festival (VFF) welcomed an estimated 1,800 attendees.
- Arts Exposed Conference: For the first time in four years, Arts Exposed was held in Vaughan. This year's Conference theme was ThinkBIG, providing advice and expertise on how to grow arts-sector businesses. During the networking session, attendees were provided with opportunities to meet funders and mentors. Attendance at this year's Conference surpassed previous years, with more than 150 paid tickets issued.
- Vaughan Tourism Roundtable attracted more than 75 local stakeholders.

VAUGHAN EMPLOYMENT BY INDUSTRY, 2013



Source: York Region Employment Survey, 2013

Market Indicators.



Welding track in the new tunnels. © Toronto Transit Commission 2015.

According to RBC Economics, Ontario's economy is likely to accelerate in 2015 with real GDP growth of 3.1 per cent building on a 2.3 per cent rise in 2014. In 2014, strong exports helped propel activity with increases in manufacturing exports including merchandise, consumer goods, and motor vehicles and parts. "Ontario's economy saw a sharp improvement in export demand in 2014. Our forecast that the US economy will grow at the fastest pace in more than a decade in 2015, augurs well for Ontario exporters to have another good year. In turn, hiring is likely to pick up pace. Combined with lower gasoline prices, it will support firmer household spending," said Dawn Desjardins, Assistant Chief Economist with RBC Economics.

Vaughan businesses not affiliated with the energy sector are expected to thrive with a weaker Canadian dollar, falling oil prices, and increased U.S. demand. Optimism will translate into job creation as well as increased investments in plant and equipment purchases.

EXPORT SALES

With approximately 84 per cent of Vaughan's exports destined for the U.S. market, increased U.S. demand and a weaker Canadian dollar bode well for

the City's exporting companies. A rebounding American economy, with the best job growth in eight years and more pent-up consumer demand in the housing sector, will resonate with some of Vaughan's key sectors, namely Manufacturing as well as Transportation, Warehousing and Logistics.

REAL ESTATE

CBRE expects that 2015 will be a great year for the retail, office, and industrial markets in the GTA. Vaughan's industrial market is expected to continue to see positive growth especially with a number of major transportation investments underway including the TTC subway extension, the Highway 427 extension, and the construction of bus rapid transit on Highway 7. New office, industrial, and retail investment is bound to follow. According to Colliers, Vaughan's vacancy rates, around 3.4 per cent in Q3 2014 (4.2 per cent in the same period last year), are at an all-time low indicating near to full occupancy in the industrial asset class. This will put some upward pressure on net lease rates for industrial product and present opportunities in terms of demand for more inventory.

Small Business 2014 In Review.

GROWING DEMAND FOR BUSINESS ADVISORY SERVICES

The Vaughan Business Enterprise Centre (VBEC) is an active member of the Ontario Network of Entrepreneurs (ONE), supported by the Ministry of Economic Development, Employment and Infrastructure (MEDEI). VBEC contributes to an ever-expanding business community in Vaughan by providing one-on-one consultations to citizens operating, or thinking about operating, their own business. VBEC delivers an informative and unique program of seminars on business development throughout the year and also organizes major events like Vaughan Small Business Week in October and the Vaughan Business-to-Business Expo in February.

In 2014, VBEC provided 1,458 consultations, up from 872 in 2013, or an increase of 67 per cent. As a result of these consultations, 346 businesses commenced operations in 2014, a 23 per cent startup rate. In terms of job creation, the businesses supported by VBEC employ 772 people.

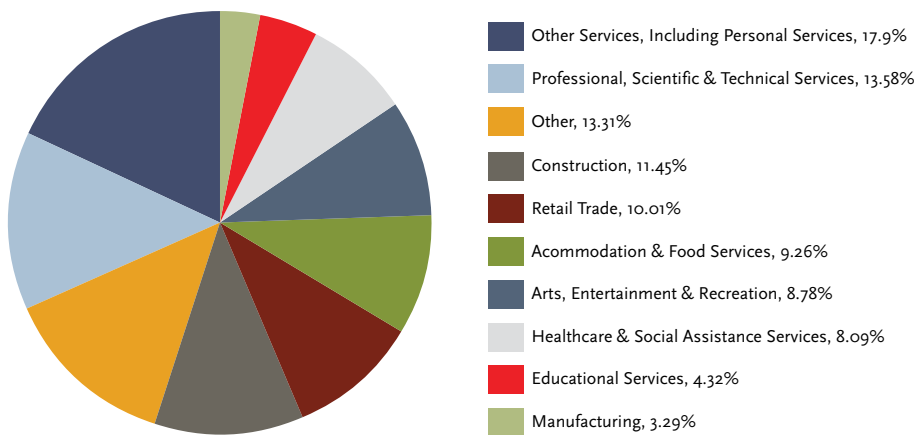
VBEC staff assisted clients with 46 grant applications and 16 loan applications in 2014, garnering an impressive approval rate of 92 per cent and 100 per cent, respectively.

 **67%** **INCREASE** in 2014 small business consultations

TEDxYOUTH AND VBEC EVENTS

Building on a strong start in 2013, TEDxVaughan continued to share big ideas in 2014. VBEC events, like TEDx, are guided by the belief that when connections are made between the economy, culture, sense of place, and the creative and cultural industries, a community will flourish. In 2014, VBEC hosted 60 seminars, welcomed 517 participants to Small Business Week in October, and helped 248 business attendees connect at the annual Business-to-Business Expo.

VBEC CONSULTATIONS BY INDUSTRY SECTOR, 2014



YOUTH PROGRAMMING – A GROWTH TREND

2014 was a banner year for young entrepreneurs in Vaughan! Programs like the Biz Teens Camp with Recreation and Culture and VBEC's Culinary Program continued to run at capacity. Notably, Summer and Starter Company programs, in which youth under the age of 30 receive small grants, mentorship, and VBEC assistance for their start-ups, were in huge demand. There were 28 students accepted into Summer Company in 2014, which has doubled from 2013.

STARTER COMPANY LAUNCHED



With support from MEDEI, VBEC launched its Starter Company Program in May, 2014. As part of Ontario's Youth Jobs Strategy, VBEC has helped 12 young entrepreneurs launch and expand their businesses while preparing another 8 to submit in 2015. The dynamic group of Starter Company entrepreneurs includes a number of success stories. Sandra Abballe, for example,

is an international award-winning chocolatier who, with VBEC's help, has made Vaughan the home for her business, Succulent Chocolates. From her location in Woodbridge, Sandra provides hand-made chocolates produced with all natural products, to businesses and consumers through distribution channels and her unique chocolate-themed events.

Between these 12 entrepreneurs, and the 28 entrepreneurs in the Summer Company Program, VBEC has supported a class of young business owners who are generating tens of thousands of dollars in revenue. The City is proud to have helped this dynamic group establish themselves in our community.

Celebrating Business Excellence.

Deloitte.



DELOITTE'S BEST MANAGED COMPANIES

Promoting a culture of business excellence, the City of Vaughan partnered with Deloitte to launch a call for participation in its 2014 Best Managed Companies program.

2014 Best Managed Companies Finalists from Vaughan:

- Clover Tool Manufacturing Limited
- D&V Electronics Ltd.
- Dependable Mechanical Systems Inc.
- Gentek Marketing Inc.
- Mike & Mike's Inc.
- Ronco Disposable Products Ltd.
- Unique Broadband Systems Ltd.

2014 INAUGURAL ONTARIO EXPORT AWARDS

The Ontario Export Awards, the Province's most prestigious awards, recognized top exporting companies in 10 categories. Vaughan companies took home two awards:

- Clean Technology: **Nuform Building Technologies Inc.**
- Value-Added Manufactured Goods: **Mircom Group of Companies**

For more information, visit the Canadian Manufacturing website: www.canadianmanufacturing.com

PREMIER'S 2014 AWARD FOR AGRI-FOOD INNOVATION EXCELLENCE

The Premier's Award for Agri-Food Innovation Excellence recognizes the innovative contributions of producers, processors, agri-food organizations and rural communities in Ontario. Their innovations improve existing products, create new jobs and grow Ontario's economy.

In 2014, 50 award recipients were recognized, including the top Premier's Award, Minister's Award, and three Leaders in Innovation award winners.

Quality Cheese Inc. took home a Premier's Award for Agri-Food Innovation Excellence for its locally produced mozzarella di bufala and buffalo ricotta.

Business Bulletin.

13th ANNUAL VAUGHAN BUSINESS2BUSINESS EXPO

SELLING 3.0
CAPITALIZE ON
YOUR RELATIONSHIPS

February 11, 8:30 A.M. - 3:30 P.M.

Terrace Banquet Centre (1680 Creditstone Road)

Relationships are the key to your social selling plan. Forget return on investment and focus on “return on relationship”. Create an impact and generate results by elevating your social presence and extending your brand to the community.

This year, the EXPO focuses on teaching business owners how to build new relationships while also leveraging existing relationships with their target market to increase sales.

Participants will have the opportunity to network with their peers and learn from market leaders, while exhibitors will have the added benefit of showcasing their products and services. All attendees will have the chance to hear from industry experts, Jennifer Powell (Principal of BlissDom Canada and SPLASH Media Engagement) and Steven Tulman (Vice-President, Strategy and Business Development at ICM Consulting), on how to develop an effective social selling strategy and generate a return on relationships. The speakers will also discuss how to build brand loyalty by becoming a social enterprise, or “giving back” to a cause that resonates with your target market.

EXPO 2015 program highlights include:

- Launch of the Vaughan Business Network - an exciting new opportunity for local businesses to collaborate
- Announcement of VBEC Youth Entrepreneurship Programs and the Vaughan Young Entrepreneur of the Year
- York Entrepreneurship Development Institute (YEDI) and VBEC discuss how not-for-profits can create sustainable business models
- A complimentary Internet Risk Assessment from online security expert Claudiu Popa from verifynow.ca

Sponsorship opportunities are still available!

- Purchase a package and have the chance to write a guest entry for the City of Vaughan Blog
- Register today as an exhibitor for the EXPO 2015 trade show for \$100. Or, attend and network for only \$75

Contact VBEC:

T. 905-832-8526

E. VBEC@vaughan.ca

www.vaughan.ca/VBEC

VAUGHAN CHAMBER OF COMMERCE ANNUAL MAYOR'S LUNCHEON

FEBRUARY 18, 11:30 A.M. - 2:30 P.M.

The Vaughan Chamber of Commerce is pleased to announce the Annual Mayor's Luncheon, featuring remarks by the Hon. Maurizio Bevilacqua, will take place on February 18 at the Venetian Banquet & Hospitality Centre (219 Romina Dr.) from 11:30 a.m. to 2:30 p.m.

For more information, or to register, visit www.vaughanchamber.ca



GROW YOUR BUSINESS 3 SUREFIRE STEPS TO SOCIAL MEDIA SUCCESS SEMINAR

February 18, 7-9 P.M.

The essential toolkit for all marketers, whether you're prospecting, advertising, or looking to grow your business, includes social media.

The Canadian Association of Marketing Professionals (CAMP), a local not-for-profit organization, will be hosting this professional development seminar at Vaughan City Hall on February 18 from 7 p.m. until 9 p.m. Attendees will learn from top social media expert Sarah Zeldman as she shares three tips for ensuring social media success.

CAMP offers professional development events/programs, information, and networking opportunities for marketing professionals from seasoned marketing executives to those embarking on a career in marketing.

For more information, or to register, visit the Canadian Association of Marketing Professionals website: www.canadianmarketer.ca/events

VAUGHAN BUSINESS PLAYS AN IMPORTANT ROLE IN THE CITY AND YOUR INPUT IS NEEDED!

The City of Vaughan's 2015 Budget and 2016-18 Plan process has begun. It is important for Vaughan businesses to be involved in this process and give input into how the City spends their tax dollars.

There are many ways to get involved:

- Attend public meetings (starting January 2015)
- Join the conversation on social media using hashtag #vaughanbudget2015
- Learn about the budget on vaughan.ca/budget
- Subscribe to the City's blog and eNewsletter for regular updates
- Participate in an “Ask the Expert” feature on Twitter to get questions answered in real time
- Email questions and comments to budgeting@vaughan.ca

New this year is the Budget Challenge: an interactive budget tool that educates users about the budget and how different tax rates affect service levels and City projects. The tool is available on the City's website.

Several public meetings will be held at Vaughan City Hall, 2141 Major Mackenzie Dr.:

- Feb. 9 at 7 p.m.
- March 2 at 7 p.m.
- March 9 – 9:30 a.m.

For more City Budget information online, visit: www.vaughan.ca/budget

2015 VAUGHAN FILM FESTIVAL May 25-28

On November 6, 2014, the Vaughan Film Festival (VFF) held their annual VFF Media Launch. The event was hosted by CBC's News Anchor Suhana Meharchand. Suhana's enthusiasm brought incredible energy to an already exciting event, where she announced some important details about the 2015 VFF. The 2015 VFF will take place from May 25 to May 28. The media launch highlighted Scotiabank's three-year commitment to the

VFF as presenting sponsor. Other important announcements include the annual Student Initiatives, the deadlines for Film Submissions, deadline for Art Submissions and our annual Talking Film Campaign.

For enquiries about sponsorship, submissions, volunteering, or general information, visit www.vaughanfilmfestival.com



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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
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