

C1 - CW (WS)
OCTOBER 23/2012
ITEM #2

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**Residents' Perspectives on a Entertainment/Casino
Complex in Vaughan (Study Highlights)**

**Presentation
Vaughan Committee of The Whole – Working Session**

October 2012

Objectives and Methodology

- Understand citizens' views on casino/entertainment development in Vaughan and the development's various economic and social aspects.
- Qualitative research: 2 focus groups with Vaughan residents (July 2012)
- Quantitative research: a 12-minute online survey of 500 Vaughan residents (August 2012)

Qualitative Research Highlights

- Casino – positive associations with entertainment; a part of a broader experience
 - Casino by itself generates little to no interest
- Reactions to a casino in Vaughan mostly positive: potential financial/economic benefits outweigh potential social ills
 - Vaughan more suitable for a casino than Toronto (better access, lower crime rate/better safety, more real estate space, greater need for entertainment, more progressive and effective city management)
- Vaughan Metropolitan Centre - ideal for a casino complex
 - Potential concerns: intensified traffic congestion
 - Potential concerns among women: Jane/Finch proximity → compromised safety
- City expected/obliged to explore the viability of this opportunity from a fiscal standpoint (unanimous agreement).
- Casino must be viewed in the context of other priorities for Vaughan
 - Unacceptable if casino a priority, ahead of a much needed hospital

Quantitative Research Highlights

- Casino - positive associations (75% of respondents, 20% negative)
 - Entertainment destination (78%)
- Benefits of casino/entertainment complex in Vaughan – economic stimulation as the dominant driver:
 - Jobs (61%) and revenues for the city (55%) and businesses (54%)
- Drawbacks of a casino/entertainment complex in Vaughan:
 - Social issues (69%), increase in traffic congestion (68%), undesirable element (61%)
 - Increase in crime rate relatively low (35% overall)
- Benefits too great not to consider a casino/entertainment district in Vaughan, even in light of potential drawbacks (59%)
- Support stronger than opposition: 55% vs. 34%
- City expected/obligated to assess the economic benefits (77% agree) and the social impact (85% agree) of a casino/entertainment district

Quantitative Research Highlights (cont'd)

- Vaughan more suitable for a casino/entertainment complex than Toronto or other GTA cities
 - More real estate space (62%)
 - Better access and parking (61%)
 - Lower crime (54%)
 - Greater need for more entertainment options (60%)
- Proposed site seen by 67% as suitable

Town Hall Highlights

- Key questions/issues raised in relation to a casino/entertainment district in Vaughan (in order of importance):
 - Primary – need for a detailed analysis of the financial impact on the City/residents
 - Secondary – need for a detailed analysis of the social impact on the City/residents
 - Tertiary – the proposed site’s suitability assessment

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Thank You

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