**2021 Economic Development Year in Review:** <https://vaughanbusiness.ca/media/2022/06/2021ECDEVYearInReview-DigitalCOMPRESSED.pdf>

Working in one of Canada’s fastest-growing municipalities, the City of Vaughan’s Economic Development department plays an important role in advancing Vaughan’s economy. The department works to make Vaughan a place where entrepreneurship, business, tourism, and art can prosper and grow.

The Economic Development Year in Review is an annual publication used to complement a staff report to Council on the department’s programs, initiatives, and successes as well as the general state of Vaughan’s local economy. This publication is then shared widely within the business community as well as with local and regional stakeholders. The publication celebrates the achievements and milestones of Vaughan’s business community and showcases how the Economic Development department and City continue to profile and support Vaughan’s transformative, ambitious, and purpose-driven economy. This publication is used in concert with other marketing pieces to highlight Vaughan as a destination of choice.

As an annual publication, the Year in Review is an effective tool that demonstrates the importance of our department’s work while celebrating and highlighting the achievements and work of our business community. For the 2021 Economic Development Year in Review, the publication shifted to focus on content created for an audience of three of the department’s core clients:

* Small Medium-Sized Businesses
* Local Talent
* The Business Community and Ecosystem

By focusing the content with these audiences, Economic Development has adapted the Year in Review as a resource that can be leveraged to not only highlight the local economy and the work the department does to support it but as a tool to demonstrate the effectiveness of our services through highlights and success stories of our programs and initiatives. The publication also serves to be shared directly with site selectors and businesses considering relocation to further illustrate the value in re-locating to the City. Through these newly focused sections, those who fall into these three client groups will be able to identify potential future opportunities through a deeper understanding of the programs and initiatives that best support them. The look forward in the publication further highlights key opportunities to look forward to in the coming year that they may be able to participate in.

Future iterations of this annual publication will continue to highlight our services to our core client groups and further establish the City’s Economic Development team is the go-to source for insight into Vaughan’s economic community, acting as knowledge brokers and opportunity advisors who facilitate local economic capacity, resilience, and opportunity.