



Date:

# Agenda

Newmarket Economic Development Advisory Committee

Thursday, February 6, 2020

Time Loca		5:00 PM Cane Room Municipal Offices 395 Mulock Drive Newmarket, ON L3Y 4X7	Pages
1.	Addit	ions & Corrections to the Agenda	
2.	Decla	arations of Pecuniary Interest	
3.	Prese	entations & Deputations	
4.	Appro	oval of Minutes	
	4.1	Newmarket Economic Development Advisory Committee Meeting Minutes of December 3, 2019	1
		<ol> <li>That the Newmarket Economic Development Advisory Committee Meeting Minutes of December 3, 2019 be approved.</li> </ol>	
5.	Items	5	
	5.1	2020-2024 Economic Development Strategy	5
		<b>Note:</b> The Business Development Specialist will provide a presentation outlining the draft strategies for approval by the NEDAC Members prior to the Business Summit on March 5, 2020.	
	5.2	Results of Marketing the Corridor Media Relations	25
6.	Close	ed Session (if required)	
7.	New	Business	

- 8. Next Meeting
  - March 5, 2020: 2020-2024 Economic Development Action Plan

**Business Summit** 

- March 24, 2020: NEDAC Meeting
- 9. Adjournment



# **Town of Newmarket**

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# Minutes

# Newmarket Economic Development Advisory Committee

Date: Time: Location:	Tuesday, December 3, 2019 5:00 PM Upstairs Boardroom 497 Timothy Street Newmarket, ON L3Y 1R1
Members Present:	Donna Fevreau, Chair Carin Binder Marek Dabrowski Beric Farmer Jessica Rawlley Rod Scotland Darryl Sills Beth Stevenson Mayor Taylor Deputy Mayor & Regional Councillor Vegh Edmund Yeung
Members Absent:	Steven Bruno Robert Bull Patrick Horgan Brian Johns Bri-Ann Stuart
Staff Present:	<ul> <li>I. McDougall, Commissioner, Community Services</li> <li>C. Kallio, Economic Development Officer</li> <li>E. Bryan, Business Development Specialist</li> <li>J. Grossi, Legislative Coordinator</li> </ul>

The meeting was called to order at 5:20 PM. Donna Fevreau in the Chair.

None.

2. Declarations of Pecuniary Interest

None.

### 3. Presentations & Deputations

None.

### 4. Approval of Minutes

### 4.1 Newmarket Economic Development Advisory Committee Meeting Minutes of September 26, 2019

Moved by: Marek Dabrowski Seconded by: Carin Binder

1. That the Newmarket Economic Development Advisory Committee Meeting Minutes of September 26, 2019 be approved.

Carried

### 5. Items

# 5.1 Economic Development 2020-2024 Strategic Plan: Preliminary Strategies for Consideration

The Economic Development Officer reviewed the Newmarket Economic Development Advisory Committee (NEDAC) strategic initiatives list from the joint workshop with Council on October 22, 2019.

The NEDAC Members discussed the initiatives and common themes could be used to group them into when developing the final plan.

The Business Development Officer reviewed the evaluation criteria aligns with current direction and strategy, ability to create impact/change, economic impact, and resourcing implications.

The NEDAC Members queried Staff regarding the 2018-2022 Council Strategic Priorities, and discussed the importance of various initiatives identified throughout the process thus far.

### 5.2 2020 Meeting Schedule

Moved by: Carin Binder Seconded by: Edmund Yeung

1. That the 2020 meeting schedule be approved.

Carried

### 6. Closed Session

Donna Fevreau advised that there was no requirement for a closed session.

### 7. New Business

Beth Stevenson, Brain Power Studios, invited the Newmarket Economic Development Advisory Committee to a Christmas in Paris film premier at Old Town Hall on December 13, 2019 at 7:00 PM.

### 8. Next Meeting

### 8.1 2020-2024 Economic Development Action Plan Business Summit -February 11, 2020 at Old Town Hall

### 9. Adjournment

Мо	ved by:	Mayor Taylor	
Sec	conded by:	Edmund Yeung	
1.	That the meeting	be adjourned at 6:46 PM	

Carried

Donna Fevreau, Chair

Date

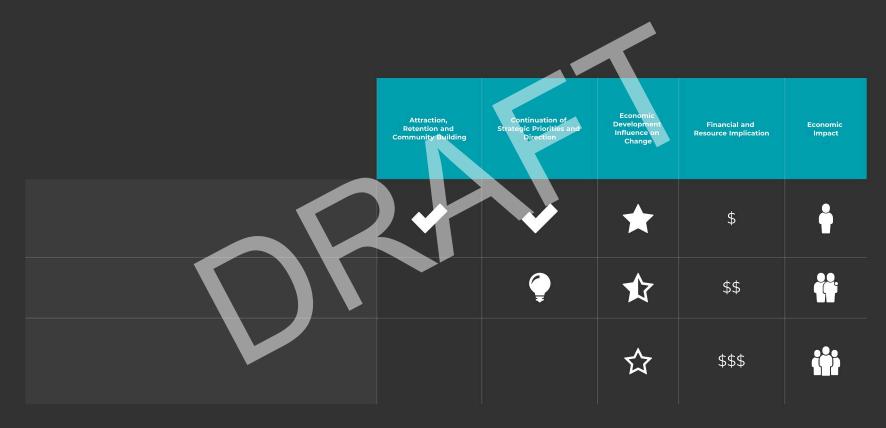


# **PROPOSED 2020-2024** ECONOMIC DEVELOPMENT STRATEGY

Town of Newmarket Economic Development February 6, 2020



# THE EVALUATION MATRIX



# ATTRACTION AND MARKETING

**STRATEGY** 

# WHAT WE HEARD FROM YOU

Strategy 1: Attraction and Marketing



 Focus on outbound marketing

> Branding & the Differentiating Factors

- Digital Media and Video
- New Economic
   Development Website
- Social Media & Digital Platforms
- Media Relations
- Focusing on Key Markets

- Attract Talent and Opportunities for Partnership
  - Attract

post-secondary, learning development opportunities, skills upgrading, certificates and partnerships

- Support co-ops and internships
- Support businesses in finding and retaining talent

# THE EVALUATION MATRIX

## Strategy 1: Attraction and Marketing

	Attraction, Retention and Community Building	Continuation of Strategic Priorities and Direction	Economic Development's Ability to Influence Change	Financial Scope	Economic Impact
Build Upon Comprehensive Marketing Strategy Including: *Leveraging Existing Branding *Continue or Expand Media Relations *Increase Online Social and Web Presence *Utilize the Key Differentiators from an existing campaign			*	\$\$\$	
Support Co-ops and Internships and Support the Attraction and Retention of Talent		$\checkmark$		\$	÷
Attract Educational and Skill Development Partnerships	$\checkmark$	$\checkmark$		\$\$	<b>Č</b>

# LEVERAGE AND EXPAND ON ECDEV MARKETING

Strategy 1: Attraction and Marketing

Leverage Existing Brand: There's a Place for You Here

Enhance Existing Marketing Plan Develop additional collateral for EcDev brand Launch Updated Marketing Program Measure and adjust marketing efforts

# WHERE CHARACTER meets communi







# WHAT SUCCESS LOOKS LIKE BY 2024

### Website & Digital Presence

- An externally facing, marketing website with high quality content that delivers leads automatically
- Digital marketing resources are allocated to maximize
   exposure
- Leverage internal digital communications resources

### Media Relations

- Key targeted stories outlining the main messaging of "There's a Place for You Here" to potential entrepreneurs and talent
- Newmarket has a growing reputation as an urban, collaborative business ecosystem with great livability

### Attract Partnerships with Educational Opportunities & Institutions

- Work alongside educational partners to bring certificate programs, courses and learning opportunities
  - Investigate & implement "out of the box" education ideas

# Support and Encourage Talent in Newmarket

- Implement creative ways of attracting and retaining talent in Newmarket including blog posts and new ideas
- Support for co-ops & internships at local companies

# <section-header><section-header>

# WHAT WE HEARD FROM YOU

Strategy 2: Building an Entrepreneurial Ecosystem



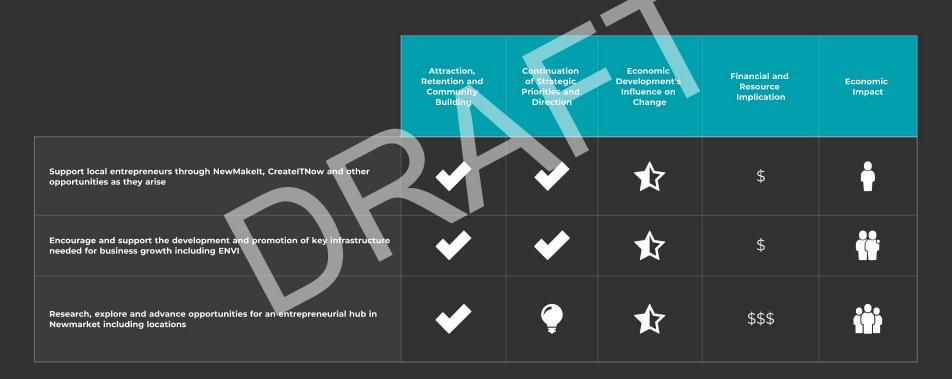
# Continue to Support and Encourage Community Based Entrepreneurship

- Continue to support the infrastructure needed for business development (ie: ENVI)
- Work alongside CreateIT Now, NewMakeIt and others to develop businesses in the community

- Dream Big and Explore a Newmarket Entrepreneurship Hub
  - Implement a Meetup Group for ICT Companies in the near term
  - Begin to explore through consultation, discussions at NEDAC and internally, a locally based accelerator concept

# THE EVALUATION MATRIX

### Strategy 2: Building an Entrepreneurial Ecosystem



# THE ROAD TO AN ENTREPRENEURIAL ECOSYSTEM

Strategy 2: Building an Entrepreneurial Ecosystem

Continue to Engage Existing Start-up Supports Implement ICT Meetup Events Continue to Support Infrastructure for Business

Engage stakeholders and investigate options

EcDev and partners lead informal gatherings with those in ICT space Engage community leaders, partners, YSpace and others in the vision. Includes Request for Proposals and appropriate studies

# WHAT SUCCESS LOOKS LIKE IN 2024

Strategy 2: Building an Entrepreneurial Eco-system

# Quarterly ICT/Tech gatherings

- Engage ICT sector and others in a venue appropriate for networking and mentorship
- Understand the needs of this sector to support growt

# Support businesses through infrastructure

- Economic Development is supporting the roll-out of ENVI across the community through Corporate Visits and continued marketing
- A mix of housing and office options in Newmarket are supported through pro-active policy and advocacy

# Build relationships with community partners

- Businesses have ease of access to federal, provincial and other programs, resource and funding through the Economic Development office
- Enhance collaboration on outreach activities to businesses

# Investigation of Ecosystem

- Work with Manufacturing Round Table, ICT Sector, NEDAC et. al to determine needs/requirements for Request For Proposals (RFP)
- Secure budget funding for initial examination phase
- Complete feasibility study and subsequent business case, if appropriate, for entrepreneurship support including potential hub

# STRATEGY 3 COMMUNITY DEVELOPMENT

# WHAT WE HEARD FROM YOU:

Strategy 3: Community Development



# Continue to advance community building efforts

- Corporate Visitation Program, Advocacy and BR&E
  - Establish a stronger Economic Development presence in the Downtown and South of Davis Drive areas
- Align initiatives with external community partners

# Achieve Council Strategic Priorities

 Provide support to Council Strategic
 Priorities as they relate to community building
 including SODA, Office
 and Housing Incentives
 and the Pedestrianizing
 of Main Street

# THE EVALUATION MATRIX

### Strategy 3: Community Development

	х 				
	Attraction, Retention and Community Building	Continuation of Strategic Priorities and Direction	Economic Development's Influence on Change	Financial and Resource Implication	Economic Impact
Retain Jobs and Businesses through Corporate Visitation Program and Advocacy	2			\$	<b>.</b>
Establish a stronger Economic Development presence in the Downtown and South of Davis Drive areas to support businesses in accessing funding and advice	•	Ç	*	\$	÷
Provide support to Council Strategic Priorities and Regional Economic Development as they relate to community building including external relationships, SODA, Office and Housing Incentives, FDI and the Pedestrianizing of Main Street	<	◆	*	\$\$\$	

# CONTINUING TO BUILD COMMUNITY

### Strategy 3: Community Development

Continue work on Business Retention and Expansion Continue to promote development along the corridors Work with partners to increase vibrancy of downtown including SODA Seek collaborative opportunities to support community development

# WHAT SUCCESS LOOKS LIKE IN 2024

Strategy 3: Community Development

# Robust Partnerships with Businesses in the Downtown

- Partner with businesses to "host" an EDO in the downtown once per week
- Educate more businesses on the Financial Incentive Program (FIP)
- Examine and advise council on expansion to the FH

# Active development of the Yonge and Davis Corridors

- Market Newmarket as an emerging market and next place to develop
- Support Council Strategic Priorities through analysis of policy options

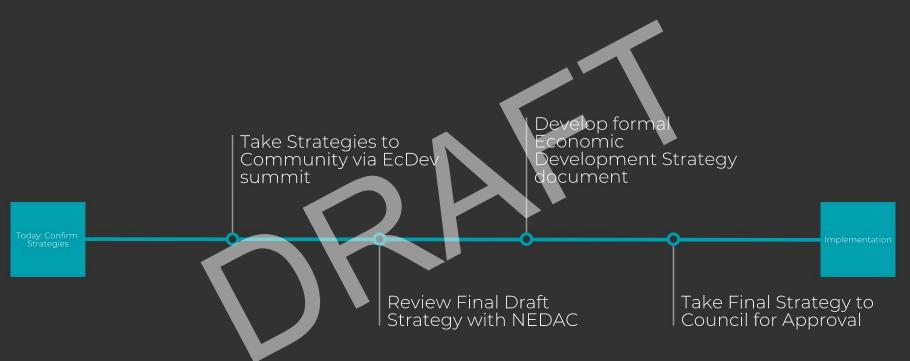
### Enhance Partnerships with Community Stakeholders

 Advocate for implementation of a tool for lead generation and expansion in N6 to support Regional Economic Development
 Expand relationships with York Region EcDev, Toronto Global, fokeign chambers/trade offices and other partners

# Corporate Visitation Program

- Automate portions of the Corporate Visitation Program
- Meet with at least 12 companies/year
- Raise "Red flag" issues are identified and raised to appropriate departments and external agencies, and monitor progress

# NEXT STEPS





# TOWN OF NEWMARKET RESULTS SUMMARY

June 2018 - December 2019

Prepared on December 19, 2019



# **Program Overview**

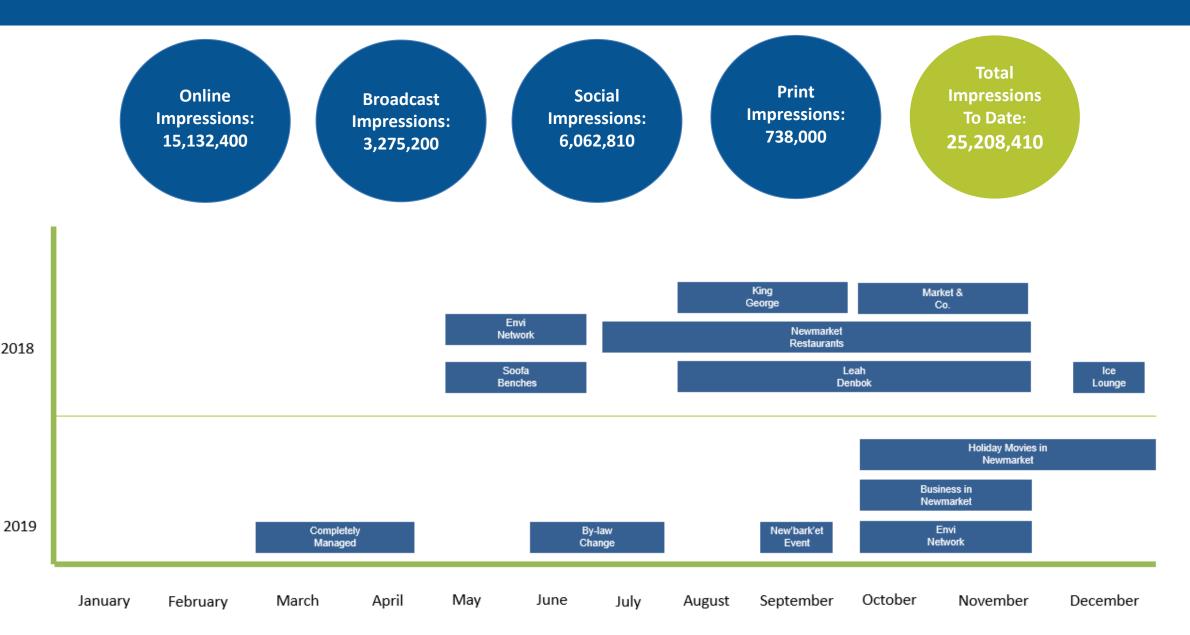


GCI generated a steady drumbeat of earned media coverage and social media conversations between June 2018 and December 2019 for the Town of Newmarket.

Strategic pitch angles and media targets were identified in relation to the following programs, in order of occurrence.

- Soofa Benches
- Envi Network
- Leah DenBok
- King George School Lofts & Town Homes project
- Market & Co.
- 2018 Newmarket Ice Lounge
- Newmarket Food Scene
- Newmarket bylaw change
- Completely Managed
- New'bark'et
- Newmarket: the Idyllic Holiday Town
- Business in Newmarket

# **TOTAL SUMMARY OF COVERAGE**





### Newmarket bylaw change makes large-scale development easier through "plug and play" mindset

The Town of Newmarket has voted in favour of updating its bylaws to align better with its secondary plan and foster further development along the Yonge and Davis corridors.

The new zoning bylaw, approved on June 10, makes changes to permitted land uses, building heights, and densities, among other things, by "zoning in" about 20 million square feet of mixed use space over an expanse of about 200 acres.

### Ontario Construction News (Online)

# **IT WORLD CANADA**



### Cisco partner Completely Managed launches IIoT network discovery & assessment platform

There are dozens of tools for inventorying and monitoring corporate networks, but industrial networks aren't as well served. Last week, Newmarket, Ontario-based Completely Managed took a big step to remedy that situation when it unveiled its industrial Internet of Things (IIIOT) network discovery and assessment platform, LANAware, bridging the gap between IT (information technology) and OT (operational technology).

# NORTH NEWS Incentive projects in cities around Toronto seek to attract immigrants and investors

Destinations like Newmarket City are Wanted by Families Looking for Canada as Their New Address



As part of strategies to attract new business as well as new residents, Newmarket has provided incentives in laws, fees and taxes. According to John Taylor, the city's mayor, it is expected to grow by approximately 68% in the North York region over the next 25 years. In terms of numbers, this represents an increase of 25,000 people per year and automatically a need to bring in new business to meet all this growth.

North News (Online) North News (Print)

# NARCITY

There Is A Puppy Party Happening In The GTA This Weekend & Here's What You Need To Know

You don't even need to have a dog to attend!



lew'bark'et | Newmarket

If you're in the GTA area and don't have anything planned for this weekend, I have great news for you! Grab your oldest trainers, grab your rain coat and grab your dog ... There's a puppy party happening in Lions Park called the Newbarket Dog Festival, and you do not want to miss it!

For pet-owners, dog-lovers, and pretty-much everyone who likes spending time in the great outdoors, there is a one-of-a-kind dog festival happening in Newmarket this weekend, and it sounds pretty paw-some! According to the <u>official event page</u>, the festival will feature more than 60 dog and pet related vendors, as well as an outdoor pool for puppers, and a diving show performed by 'professional' Aqua Dogs!

> <u>Narcity Canada</u> (Online) <u>Narcity Canada</u> (Facebook) <u>Narcity Canada</u> (Twitter) <u>Narcity Canada</u> (Instagram)

IT World Canada (Online)

# NARCITY

# You Can Actually Visit The Filming Locations **Of Your Favourite Christmas Movies In** Ontario

Newmarket, Ontario is the place to be this winter!

Hayley Hynes - 1 month ago - Updated on November 05 @ 03:00 PM

600



brainpowerstudio | Instagram Christmas Wedding Planner | IMDb

If you live in or have ever visited Ontario, you may be familiar with some of the adorable small towns that are not only home to friendly people but also just so happen to feel like they were taken right out of a Christmas movie. One spot, in particular, that's been a filming location for an abundance of holiday movies over the years is the city of Newmarket.

Movies like A Very Country Christmas, Christmas Wedding Planner, and Hometown Holiday have been filmed at least partially in Newmarket,

> Narcity Canada (Online) Narcity Canada (Facebook) Narcity Canada (Twitter)

# S Τ Ψ L E D E M O C R A C Y

LIFESTYLE TORONTO TRAVEL

# 10 Of The Best Day Trips To Take Over **Christmas Holidays**

As the holidays enter full blast, it's hard to escape even for a night. But we got your back. Here are the best day trips to take this holiday season.

### Newmarket

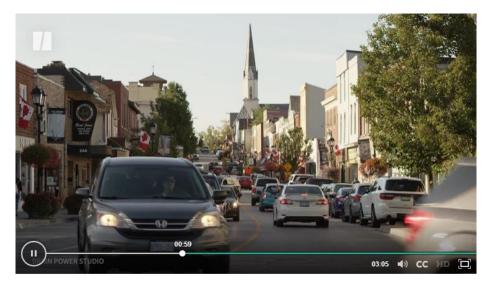


If you can't get enough of those festive Christmas movies, then head up to Newmarket to visit the town where an idvllic holiday-themed day trip. If you can believe it, 7 holiday made-for-TV movies were filmed here, including A Very Country Christmas, Christmas Wedding Planner, My Perfect Romance, Christmas in Paris, and more. For the ultimate movie-lovers tour through Newmarket, head to Holland Marsh Winery, Fairy Lake, Little Brew Hops, and the Pink Flamingo

> Style Democracy (Online) Style Democracy (Facebook)

# Newmarket, Ont. Is Home To Made-For-**TV Christmas Movie Magic**

It's an hour away from Toronto (by car, not sleigh ride).



If you're in Ontario and want to to feel like you're part of the Christmas movie magic, you're in luck: Newmarket, Ont. is where many major holiday movies are filmed.

some of them were filmed. Located just 45 minutes north of Toronto, Newmarket is a no-brainer when it comes to To find out what made Newmarket a Christmas movie secret ingredient, HuffPost Canada's Amanda De Souza sat down with Beth Stevenson, the founder of a film studio that produces many major made-for-TV Christmas flicks.

Huffington Post Canada (Online)



# Lessons learned from a condo conversion in Newmarket



An aerial view of the St. George School Loft and Townhome development near downtown Newmarket

It seems only fitting that on the day after Labour Day, and for many the first day back to school, that I would visit a condo site that was once a school.

So, on this day, I had a look at The King George School Lofts & Town Homes project in Newmarket

> Toronto Sun (Online) Toronto Sun (Print) Toronto Sun (E-Edition)

# DAY TRIPPER

THE MAIN IDEA Many of Newmarket's highlights can be found on Main Street South. Here be tound on Atlan syteet south. Here are two favourite spots to jump start your food adventure and give you a strong sanse of the up-and-coming scene in the town north of Toronto.

> 201 Main St. S. fish 'n' chips are

served in chic

contemporary

Ingredients for the

and fried fish are arced locally.

Our tayourite is the

halibut - make sur

unii ask for extra

tartar sauce. chipmalt.ca

when possible

1 LIT Brew Hops 209a Main St. S. The sister

the popular Hungry

Rowy Hops hits

a lot going for it There's a snack

menu, raw bar and an inventiv

cocktail list all in

a casual, refined

setting, Brund

foodism

EAT IN THE HALL Market & Co. is making waves as one of the largest food halls in Ontario.

Here's why you should visit the new

20-merchant food hall at Upper Canada

tal: (17800 Yonge St.) for everything vis of pasta

The Toronto transplant boasts

heautiful open-

tranano com

3 The Wine Shop

One of the highlights of the food hall is a

texts-and-buy

where you can sample wines f

notable Ontario houses like Pelli Estates, Trius

Winery and Th Bench. Start w

bubbles from Tri and work your v to Paller's reds. thewineshops of



Under an hour north

of Toronto, the town

making big strides.

of Newmarket is

### What's the vibe?

Over the last few decades, the former bedroom community that was once nome to the likes of Jim Carrey and John Candy has morphed into a place that wins accolades for its quaint that wins ecceledes for its quality historic aesthetics, but has maintained its charm and romance. In 2017, It was ranked by Amazon as one of the top 20 most romantic cities in Canada.

### Don't miss

Start your visit among the cozy quarters of Main Street South. Here you can find of Main Street south. The south rate south rate many artistan shops and restaurants on one historic, walkable street. You can open with smoothies and coffees at Cafe Hesed and walk your way north: Cefe Hesad and walk your way north: you'll find everything from sushi to Mexican fare. Finish with a pint of Ontario beer at Hungry Brew Hops, or sweet tooths can head to Baker's Crush for the city's best cupcakes

**Getting there** Newmarket is a convenient trip from Toronto via the 404. On a good day. you can expect to get into town in 45 minutes. Budget a full day to ake in Newmarket's surrounding take in Nervinterket's school and park networks in between noshing. Biking through the Wesley Brooks Conservation Area or Balley Ecological Park is highly recommen

bikes through bikesports.ca)



concept Italia kitchen with made om-scratch pasta. The Newmarket spot takes things up a notch with classic Italian dishes like roasted pork belly and lentils or seafood & n'dula cioppino.

### TORONTO STAR «

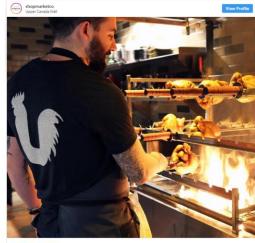
Soofa benches collecting data from cellphones in downtown Newmarket



In 2016, the Town of Newmarket unveiled its first Soofa bench, a solar-powered charging station for portable devices such as smartphones and tablets, at Riverwalk Commons. It was the first Soofa bench to be installed in Ontario and the town has since added nine more to the Main St. area streetscape.

### TORONTO 14 new restaurants, bars and food shops to check out this fall

Where to eat tater tots, brisket, yakitori and macarons right now BY TORONTO LIFE | OCTOBER 2, 2018



Ø

Toronto isn't the only city to be blessed with fancy new food halls: Upper Canada Mall is giving food lovers a reason to visit Newmarket. Market & Co. is 40,000 square feet devoted to all things culinary. There are fast-casual and full-service restaurants (including Union Chicken and Amano) artisanal food shops and an event space with a demo kitchen.

Toronto Life (Online)

Foodism (Print) Foodism (Instagram)

Toronto Star (Online)

### mobilesyrup

Newmarket, Ontario has launched its own municipally owned internet service provider Envi Network is set to provide robust, fibre optic internet to the businesses and residents of Newmarket



The Town of Newmarket, Ontario launched its own municipally owned internet service provider yesterday.

Dubbed 'Envi Network,' Newmarket's service is set to provide residents with gigabit speeds, while some customers are expected to access speeds of up to 10Gbps.

Envi will not cap data consumption, meaning that Newmarket residents will have access to an unlimited internet bucket.





### News & Entertainment

### Collingwood teen captures homelessness through photography

Leah Denbok has captured the faces of homelessness through beautiful pieces of photography. She talks about what inspired her art and why she does it.

August 22, 2018 07:29

Breakfast Television (Online) Breakfast Television (Broadcast)

# blogTO

Events November 30, 2018 - February 1, 2019



# **Newmarket Ice Lounge**

The Newmarket Ice Lounge is the coolest place in town with modern outdoor lounge furniture. This is a great place to take a break from skating on the outdoor Tim Hortons Skating & Water Feature or simply chill with your friends and family this winter!

Mobile Syrup (Online)

BlogTO (Online)

# **Social Coverage Highlights**



You don't even need to have a dog to attend!



### narcitycanada 🔮 If you're in the GTA area and don't have anything planned for this weekend, I have great news for you! Grab your oldest trainers, grab your rain coat and grab your dog ... There's a puppy party happening in Lions Park called the Newbarket Dog Festival, and you do not want to miss \*Click link in @narcitycanada bio for

narcitycanada 🙁 • Following

rket Ontario

details! 👈 : New'bark'et via Town of Newmarket

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V 0 V Liked by kaitblackburn and 2,068 others SEPTEMBER

### Narcity Instagram – New'bark'et

Breakfast Television Toronto 🥝 (BT)

Meet Leah Denbok—an inspiring Collingwood teenager + photographer sharing stories and photographs of the homeless. ow.ly/BrqP30lvBt7



9:13 AM · Aug 22, 2018 · Hootsuite Inc.

2 Retweets 12 Likes





### Marc Saltzman 🥝 @marc\_saltzman

4/6: Also on tonight's @NEWSTALK1010 and the #TechTalk radio show from 6pm ET to 7pm, we'll be joined by @TownofNewmarket's Mayor @TonyVanBynen & #EnviNetwork GM, to talk about its partnership to deliver a new high-speed Internet initiative for #Newmarket envinetwork.com



5:00 PM · Jun 24, 2018 · TweetDeck

2 Retweets 6 Likes

Marc Saltzman Twitter - Envi Network



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Loads of holiday movies are filmed in Ontario! 🎄 🔆 zpr.io/tzxt4 #canada #canadian #news



Ontario Christmas Movie Filming Locations You Can Actually Visit We may be just a few days into November, but you can definitely feel a little bit of the holiday spirit in the air here in Canada. Snow has already been falling in som... S narcity.com

> Narcity Facebook – Movies in Newmarket





STYLEDEMOCRACY.COM 10 Of The Best Day Trips To Take Over Christmas Holidays As the holidays enter full blast, it's hard to escape even for a night. But we.



Candid Homelessness Photography trendhunter.com/trends/leah-de... #ArtDesign



1:43 PM · Sep 5, 2018	Trend hunter		
Q	t.	$\heartsuit$	♪

Trend Hunter Twitter – Leah Denbok

2 Shares

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### Style Democracy Facebook -Movies in Newmarket



# THANK YOU

For any questions please contact

Lindsay Williams Lindsay.Williams@gcicanada.com



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HISTORIC DE NTOWN NEWMARKET