



Town of Newmarket How to attend an Electronic Advisory Committee or Board Meeting

As all Town facilities remain closed to the public, members of the public can attend an electronic Advisory Committee or Board Meeting by joining through ZOOM. The public will only be able to listen and view the meeting.

Meeting: Newmarket Economic Development Advisory Committee

Date: Wednesday, October 7, 2020 at 2:30 PM

How to Join the Meeting by laptop, tablet, iPad, phone or computer:

1

Click the link to the ZOOM Meeting below:

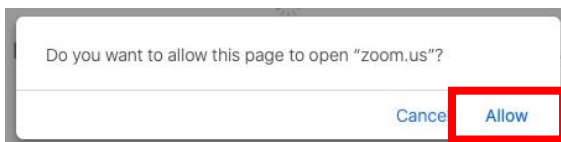
<https://townofnewmarket.zoom.us/j/99151382587?pwd=MUUzNHdKUHN4WlkzZXRYalRsbEYrQT09>

Webinar ID: 991 5138 2587

Passcode: 095379

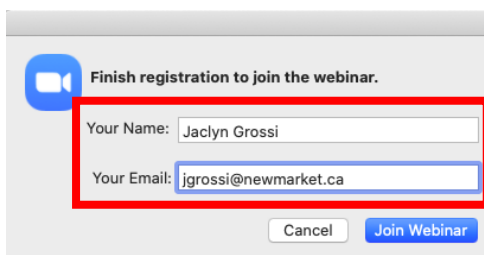
2

The link will open in your browser and the following pop-up will appear, click “Allow”



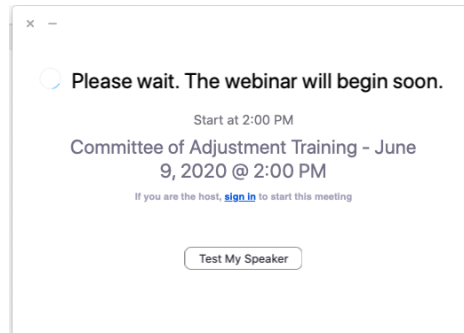
3

Type your First and Last name into the “Your Name” field and type your email into the “Your Email” field. Then click “Join Webinar”.



4

The following pop-up window will appear, and you will join the meeting when it begins.



Reminder – you will only be able to listen and view the meeting, your camera and audio will not be on.

5

When the meeting begins you will be able to see the Committee or Board Members and Staff who are attending the meeting.

How to Join the Meeting by telephone:

1

Dial one of the numbers below:

647 374 4685 or
647 558 0588

2

Follow the telephone prompts and input the following information:

Meeting ID: 991 5138 2587 followed by #

There is no Participant ID, just press #

Password: 095379 followed by #

You will be placed in a “waiting room” until the meeting begins

3

Once the meeting begins, the telephone operator will advise that you have joined as an attendee and that you will be muted throughout the meeting.

Technical Tips

- ✓ **You will be attending the meeting in “listen only mode” (i.e., without your video or audio on)**
- ✓ If you cannot connect, check your internet connection by going to another website (such as www.newmarket.ca) - If the internet is not working on other sites, you may need to reboot your device or modem



If your screen freezes, try to refresh or you may need to disconnect from the meeting and then reconnect using the link above

- ✓ If you get disconnected, rejoin the meeting using the link above
- ✓ If you require assistance with ZOOM before a meeting email clerks@newmarket.ca



Town of Newmarket Agenda

Newmarket Economic Development Advisory Committee

Date: Wednesday, October 7, 2020
Time: 2:30 PM
Location: Electronic VIA ZOOM
See How to Login Guide

Pages

1. Notice

At this time, the Municipal Offices remain closed to the public. This meeting will be available VIA ZOOM Meeting at newmarket.ca/meetings.

2. Additions & Corrections to the Agenda

3. Conflict of Interest Declarations

4. Presentations & Deputations

5. Approval of Minutes

5.1 Newmarket Economic Development Advisory Committee Meeting Minutes of February 6, 2020

1

1. That the Newmarket Economic Development Advisory Committee Meeting Minutes of February 6, 2020 be approved.

5.2 Newmarket Economic Development Advisory Committee Meeting Minutes of June 30, 2020

5

1. That the Newmarket Economic Development Advisory Committee Meeting Minutes of June 30, 2020 be approved.

6. Items

6.1 2021-2024 Economic Development Strategy and the Impact of COVID-19

9

Note: The Economic Development Officer and the Business Development Specialist will be in attendance to provide a

presentation on this matter.

7. **Closed Session (if required)**
8. **New Business**
9. **Next Meeting**
10. **Adjournment**



Town of Newmarket

Minutes

Newmarket Economic Development Advisory Committee

Date: Thursday, February 6, 2020

Time: 5:00 PM

Location: Cane Room
Municipal Offices
395 Mulock Drive
Newmarket, ON L3Y 4X7

Members Present: Donna Fevreau, Chair
Carin Binder
Steven Bruno
Robert Bull (5:04 PM - 6:41 PM)
Marek Dabrowski
Beric Farmer
Patrick Horgan
Brian Johns
Jessica Rawlley
Darryl Sills
Mayor Taylor (5:56 PM - 7:02 PM)
Deputy Mayor & Regional Councillor Vegh
Edmund Yeung

Members Absent: Rod Scotland
Beth Stevenson
Bri-Ann Stuart
Peter McKinnon

Staff Present: I. McDougall, Commissioner, Community Services
C. Kallio, Economic Development Officer
E. Hawkins (Bryan), Business Development Specialist
J. Grossi, Legislative Coordinator

The meeting was called to order at 5:04 PM.
Donna Fevreau in the Chair.

1. Additions & Corrections to the Agenda

None.

2. Declarations of Pecuniary Interest

Jessica Rawlley declared a conflict regarding Item 5.1: 2020-2024 Economic Development Strategy, specifically related to the identified strategy 3 entitled Community Development.

3. Presentations & Deputations

None.

4. Approval of Minutes

4.1 Newmarket Economic Development Advisory Committee Meeting Minutes of December 3, 2019

Moved by: Edmund Yeung

Seconded by: Carin Binder

1. That the Newmarket Economic Development Advisory Committee Meeting Minutes of December 3, 2019 be approved.

Carried

5. Items

5.1 2020-2024 Economic Development Strategy

The Commissioner of Community Services, Economic Development Officer, and Business Development Specialist introduced the presentation and outlined the brand development that the Town of Newmarket has undertaken thus far.

The Business Development Specialist provided an analysis of the three identified strategies entitled Attraction & Marketing, Building an Entrepreneurial Ecosystem, and Community Development. For each strategy she reviewed the feedback that was received from the

Newmarket Economic Development Advisory Committee through previous meetings that led to the development of the specific strategies. The Business Development Specialist provided an analysis with an evaluation matrix, and identified key performance indicators to recognize what success for each strategy would look like by 2024.

The Members of the Newmarket Economic Development Advisory Committee provided the Economic Development Staff with feedback on all three strategies regarding the identification of specific actionable targets, design related to distinct sectors, relationship to the 2018-2022 Council Strategic Priorities, and the wording of the third strategy.

Jessica Rawlley took no part in the discussion related to the identified strategy 3 entitled Community Development due to a declared conflict.

5.2 Results of Marketing the Corridor Media Relations

The Business Development Specialist reviewed the results of the Marketing the Corridor Media Relations campaign over the last 18 months. She provided an overview of the marketing programs used, the total impressions received, and highlighted some featured articles and segments that covered the Town of Newmarket. The Business Development Specialist further explained that this marketing will continue as relationships are built with the media and stories continue to be picked up.

6. Closed Session

Donna Fevreau advised that there was no requirement for a Closed Session.

7. New Business

None.

8. Next Meeting

9. Adjournment

Moved by: Edmund Yeung

Seconded by: Robert Bull

1. That the meeting be adjourned at 7:05 PM.

Carried

Donna Fevreau, Chair

Date



Town of Newmarket

Minutes (Special Meeting)

Newmarket Economic Development Advisory Committee

Date: Tuesday, June 30, 2020
 Time: 11:30 AM
 Location: Electronic VIA ZOOM
 See How to Login Guide

Members Present: Donna Fevreau, Chair
 Carin Binder
 Steven Bruno (11:30 AM - 1:14 PM)
 Robert Bull (12:21 PM - 1:32 PM)
 Marek Dabrowski
 Beric Farmer
 Patrick Horgan
 Brian Johns
 Jessica Rawlley
 Darryl Sills
 Beth Stevenson
 Bri-Ann Stuart (11:30 AM - 11:59 AM)
 Mayor Taylor
 Deputy Mayor & Regional Councillor Vegh
 Edmund Yeung

Members Absent: Peter McKinnon
 Rod Scotland

Staff Present: C. Kallio, Economic Development Officer
 E. Bryan, Business Development Specialist
 J. Grossi, Legislative Coordinator
 A. Walkom, Legislative Coordinator

The meeting was called to order at 11:30 AM.
Donna Fevreau in the Chair.

1. Notice

Donna Fevreau advised that all Town facilities were closed to the public, and that members of the public were encouraged to attend an electronic Advisory Committee or Board Meeting by joining through the ZOOM information provided with the agenda or by emailing clerks@newmarket.ca.

2. Additions & Corrections to the Agenda

None.

3. Conflict of Interest Declarations

None.

4. Items

4.1 York Region 2019 Employment Survey: Newmarket Results

The Economic Development Officer provided an overview of the York Region 2019 Employment Survey results related to the Town of Newmarket. He outlined the job growth trends, the growth of labour force major sectors from 2006 to 2019, and compared the retail job growth with the healthcare and social assistance job growth numbers.

4.2 Economic Resiliency Action Plan Update and Next Steps

The Business Development Specialist provided a presentation regarding the Economic Resiliency Action Plan Update and the COVID-19 response to Supporting Newmarket Businesses. She provided an overview of the Economic Development Resiliency Action Plan which included the redeployment of Staff to assist the Economic Development department, the Business Assistance Concierge (BAC) partnership with the Newmarket Chamber of Commerce, and the Mentorship Access Program.

The Business Development Specialist analyzed data collected related to businesses who accessed the BAC program and provided next steps. She outlined the collaboration opportunities with the Northern 6 (N6) Municipalities, York Region, Newmarket Chamber of Commerce, and York University for sector specific round tables.

The Economic Development Officer provided an overview of the Temporary Patio Access Program which was launched by Town Staff to

allow business to open outdoor patios as of June 19, 2020, when Newmarket entered stage 2 of the Provincial reopening plan.

The Members of the Newmarket Economic Development Advisory Committee queried Staff on the availability of additional statistics related to the BAC program, tax reduction opportunities for vacant properties, and future marketing and advertising opportunities in relation to businesses reopening.

4.3 2020-2024 Economic Development Strategy Status Update

The Business Development Specialist provided a brief update on the 2020-2024 Economic Development Strategy and advised that the final strategy was expected to be presented to Council by the end of 2020.

Donna Fevreau asked the Members of the Newmarket Economic Development Advisory Committee to provide any ideas or comments to the Economic Development Staff related to how the Town of Newmarket can further support local businesses.

Moved by: Carin Binder

Seconded by: Edmund Yeung

1. That the presentation regarding the York Region 2019 Employment Survey, Economic Resiliency Action Plan Update, and 2020-2024 Economic Development Strategy Status Update provided by the Economic Development Officer and Business Development Specialist, be received.

Carried

5. Adjournment

Moved by: Patrick Horgan

Seconded by: Beric Farmer

1. That the meeting be adjourned at 1:32 PM.

Carried

Donna Fevreau, Chair

Date



WHERE
CHARACTER

meets community



THERE'S A PLACE FOR YOU HERE.

NEDAC MEETING

October 7 2020

ENVISIONING THE ECONOMIC FUTURE OF NEWMARKET

COVID-19 Updates



EMPLOYMENT SURVEY 2019

- 45 323 jobs in Newmarket, June 2019*

Healthcare and Social Assistance NAICS 62 - 18.83%

Educational Services - 8.29%

Manufacturing -14.28%

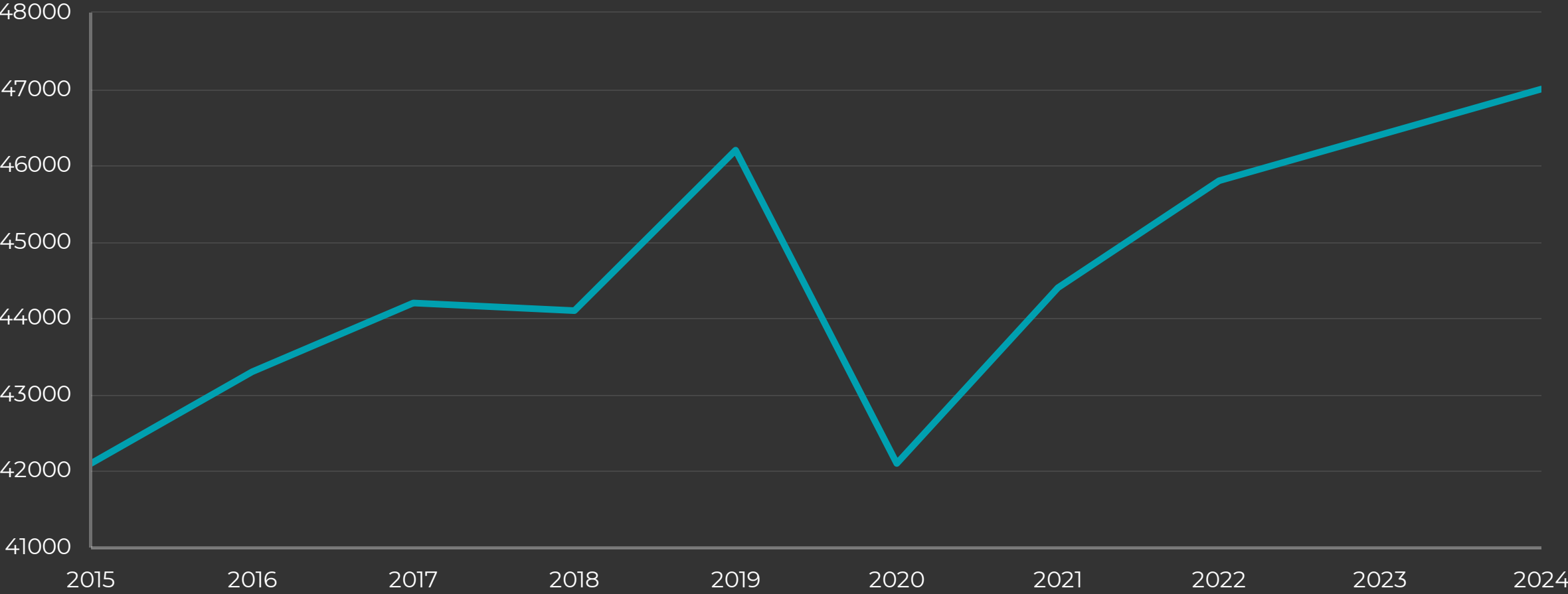
Retail-15%

Accommodation and Food Services - 6.9%

Public Administration 9.69%

Business Services 13.09 %

EMPLOYMENT EXPECTATIONS 2015-2024*



EMPLOYMENT BY KEY INDUSTRY 2019-2024

	2019	2020	2021	2022	2023	2,024
All industries	46,200	42,100	44,400	45,800	46,400	47,000
Manufacturing	5,000	4,300	4,500	4,900	4,900	4,900
Retail Trade	7,600	6,900	7,200	7,400	7,500	7,500
Finance Insurance and Real Estate	4,200	4,200	4,300	4,300	4,300	4,400
Professional, Scientific and Technical Services	4,400	4,000	4,300	4,600	4,700	4,900
Healthcare and Social Assistance	8,500	8,200	8,500	8,500	8,700	8,900
Accommodation and Food Services	2,500	1,600	2,300	2,500	2,500	2,600

ECONOMIC INDICATORS

Unemployment

2019- 5.7%
2020- 8.2%
2021 - 5.8%
2022 - 5.4%

Participation Rate (%)

2019- 70.66
2020- 64.76
2021 - 66.46
2022-2024 67.8-67.94

Available Labour Force

2019 - 51 100
2020 - 47 700
2021 - 49 700
2022 51 600

FUTURE EMPLOYMENT TRENDS

- Employment and work from home trends

42% of employers surveyed by the Conference Board of Canada implemented a hiring freeze

10% had a permanent workforce reduction

27% had a temporary workforce reduction

FUTURE EMPLOYMENT TRENDS

- Employment and work from home trends

Pre-pandemic, 90% of employers had less than 20% of their workforce working remotely. In the summer of 2020, 2/3 of employers still had 60% of workforces remote

55% will keep their employees working from home until the risk of COVID-19 transmission is greatly reduced.

Data for the medium and longer term trends in work for home, is less clear, with many employers unsure of their long term plans (Conference Board of Canada, 2020).

ECONOMIC RESILIENCY ACTION PLAN

ERAP

Patio Program & Downtown Assistance

30 minute parking

Patio extension program

FIP Flexibility

Business Assistance Concierge

Mentorship Access Program

Business Assistance Clients- 120

Partnerships

Chamber of Commerce

Northern Six and York Region

Digital Main Street Programs

Communications

Newsletter -Approximately 1000 active readers

Social Media

Website updates

Q4 PROPOSED RESILIENCY ACTION PLAN

- 1 Shop Local Initiatives
- 2 Downtown Vibrancy and Partnerships
- 3 Continuation of BAC, MAP and Communications
- 4 Economic Development Strategy

ECONOMIC DEVELOPMENT STRATEGY OVERVIEW

ATTRACTION AND MARKETING

Website & Digital Presence (Telling the Story)

- **Leverage the existing “There’s a Place for you Here” branding to better tell the stories of Newmarket’s business community by:**
- expanding branding across all Economic Development collateral and marketing
- creating digital media and video content highlighting the benefits of living/working in Newmarket
- better leverage existing and explore new digital platforms
- continue to build relationships with media in the GTA
- develop sector specific marketing/specs sheets

Attract and Expand upon Partnerships with Educational Opportunities & Institutions

- Attract post-secondary, skills up-grading, certificate programs and other partnerships
- Support businesses in attracting students for internship and co-op opportunities
- Support businesses in the retention and attraction of talent

- **Newmarket is a recognized as an attractive and collaborative urban community, with extensive amenities for businesses and families. Newmarket has new business re-location inquiries and development applications being submitted as a result of the marketing campaign.**

BUILDING AN ENTREPRENEURIAL ECOSYSTEM

Fostering the Entrepreneurial Spirit

- Continue to support the infrastructure needed for business development (ENVI and others)
- Work alongside existing entrepreneurial support organizations such as CreatItNow, NewMakIt and others
- Implement a Meetup group for ICT Companies in the near term

Explore the creation of an entrepreneurial hub

- Begin to explore the feasibility and next steps of a locally based accelerator concept for entrepreneurial companies and start-ups

- **Newmarket is recognized as a leading place to start and scale an entrepreneurial venture. Entrepreneurs coming to Newmarket to start or scale their businesses are aware of entrepreneurial and scale up services available.**

COMMUNITY VIBE-RANCY

Investing in the future of business

- *Carrying over legacy projects created for Business Development (MAP, BAC, Business Directory)*
- Drive office and multi-residential development on the corridors
- Increase the understanding of development and building application process for developers and local businesses

Enhance the livability of Newmarket

- Achieve the seasonal pedestrianizing of Main Street
- *Continue to explore ways to attract new businesses to Main Street, and support locally owned restaurants, services and storefronts across Newmarket*
- Create momentum for development in South of Davis Drive area

- **Newmarket is known as an up and coming vibrant community and a great place to live and work with a diversity of local businesses, housing options and employment opportunities.**

QUESTIONS FOR NEDAC

Are these three themes still relevant in the new economic context?

Is NEDAC confident in the high level actions included in the plan?

Are there items missing based on the business communities' experience during the pandemic?

What more should the Town be considering to assist businesses during COVID-19?

What opportunities does NEDAC see in the wake of 2020?