



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.

These instructions are for the public and not Committee or Board Members. **The public will join in “listen only” mode (as an “Attendee”).**

Meeting: Newmarket Economic Development Advisory Committee (NEDAC)

Date: Tuesday, June 22, 2021 at 1:00 PM

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

1

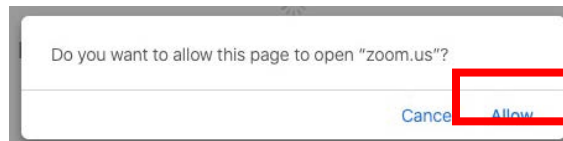
Click the link to the ZOOM Meeting below:

<https://townofnewmarket.zoom.us/j/93406208894?pwd=ajZzL3NkaW9vZDY5bHltOEIUNEM5QT09>

Passcode: **069904**

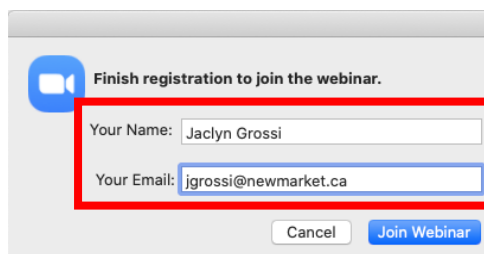
2

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



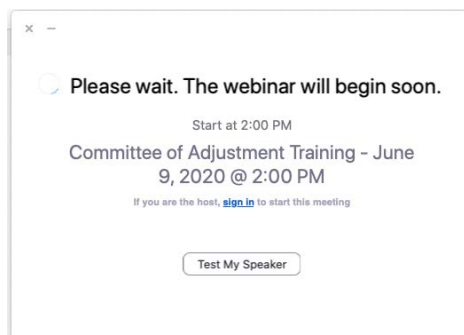
3

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: 934 0620 8894 followed by #

There is no Participant ID, just press #

Passcode: 069904 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



Town of Newmarket Agenda

Newmarket Economic Development Advisory Committee

Date: June 22, 2021
Time: 1:00 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. Deputations

5. Approval of Minutes

5.1. Newmarket Economic Development Advisory Committee Meeting Minutes of October 07, 2020

1

1. That the Newmarket Economic Development Advisory Committee Meeting Minutes of October 07, 2020 be approved.

6. Items

6.1. Accelerate Newmarket

5

Note: Sean Stephens, CEO, Treefrog, and Tracy Walter, Newmarket Chamber of Commerce will be in attendance to provide a presentation on this matter.

6.2. Digital Verification

45

Note: Representatives of the Digital Verification Project will be in attendance to provide a presentation on this matter.

6.3. Marketing Plan Development (2021) and Implementation (2022-

59

2024)

Note: Chris Kallio, Economic Development Officer and Elizabeth Hawkins, Business Development Officer 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: Wednesday, October 7, 2020
 Time: 2:30 PM
 Location: Electronic VIA ZOOM
 See How to Login Guide

Members Present: Donna Fevreau, Chair
 Steven Bruno
 Robert Bull
 Marek Dabrowski
 Beric Farmer
 Brian Johns
 Jessica Rawlley
 Rod Scotland
 Darryl Sills
 Beth Stevenson
 Bri-Ann Stuart
 Mayor Taylor
 Edmund Yeung

Members Absent: Carin Binder
 Patrick Horgan
 Peter McKinnon
 Deputy Mayor & Regional Councillor Vegh

Staff Present: J. Sharma, Chief Administrative Officer
 I. McDougall, Commissioner, Community Services
 E. Hawkins, Business Development Specialist
 J. Grossi, Legislative Coordinator

The meeting was called to order at 2:30 PM.
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.

2. Additions & Corrections to the Agenda

None.

3. Conflict of Interest Declarations

None.

4. Presentations & Deputations

None.

5. Approval of Minutes

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

Moved by: Edmund Yeung

Seconded by: Bri-Ann Stuart

1. That the Newmarket Economic Development Advisory Committee Meeting Minutes of February 6, 2020 be approved; and,
2. That the Newmarket Economic Development Advisory Committee Meeting Minutes of June 30, 2020 be approved.

Carried

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

Note: This item was dealt with under item 5.1. See item 5.1 for motion.

6. Items

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

The Economic Development Officer and Businesses Development Specialist provided a presentation to the Newmarket Economic Development Advisory Committee which reviewed key economic indicators, future employment trends, and the Economic Resiliency Action Plan (ERAP). They continued with an overview of the Economic Development Strategy, the three proposed themes being Attraction and Marketing, Building an Entrepreneurial Ecosystem, and Community Vibrancy, and associated actions. The presentation concluded with questions for the group to answer and an opportunity to provide feedback.

The Members provided feedback to the presenters regarding key performance indicators for each theme, stresses from the pandemic that have been placed on local businesses, and future opportunities.

Moved by: Marek Dabrowski

Seconded by: Edmund Yeung

1. That the presentation provided by the Economic Development Officer and the Business Development Specialist regarding the 2021-2024 Economic Development Strategy and the Impact of COVID-19 be received.

Carried

7. Closed Session (if required)

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

8. New Business

None.

9. Next Meeting

The Legislative Coordinator advised that no meeting had been scheduled.

10. Adjournment

Moved by: Robert Bull

Seconded by: Edmund Yeung

1. That the meeting be adjourned at 4:07 PM.

Carried

Donna Fevreau, Chair

Date

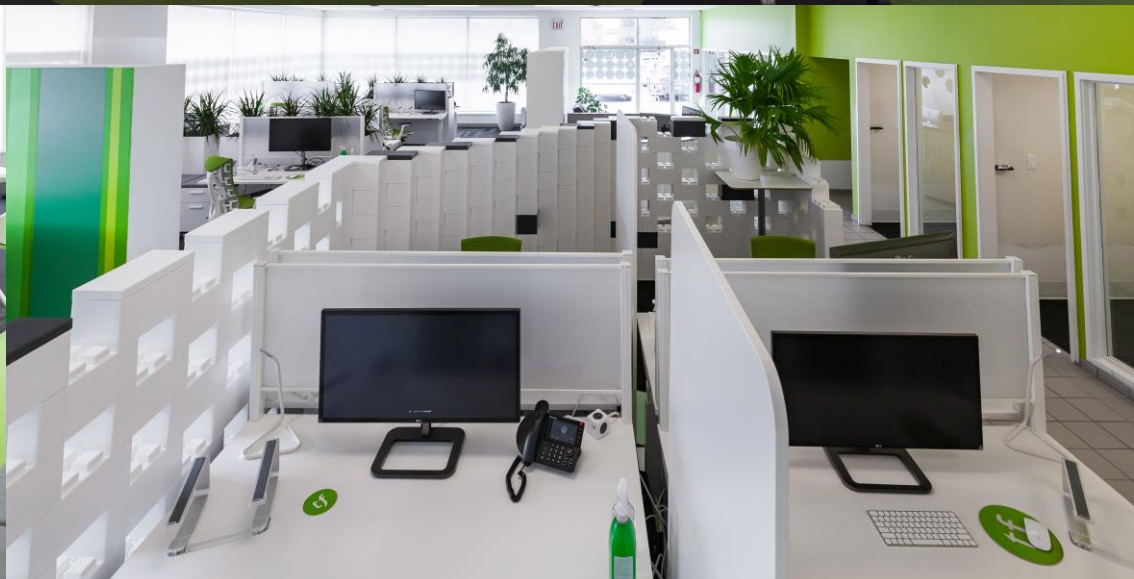


Newmarket Accelerator
& Technical Foundry

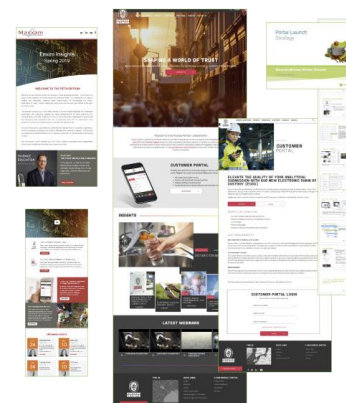
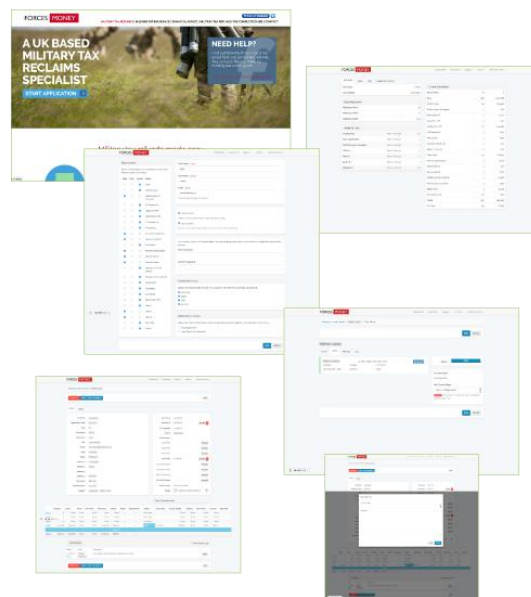


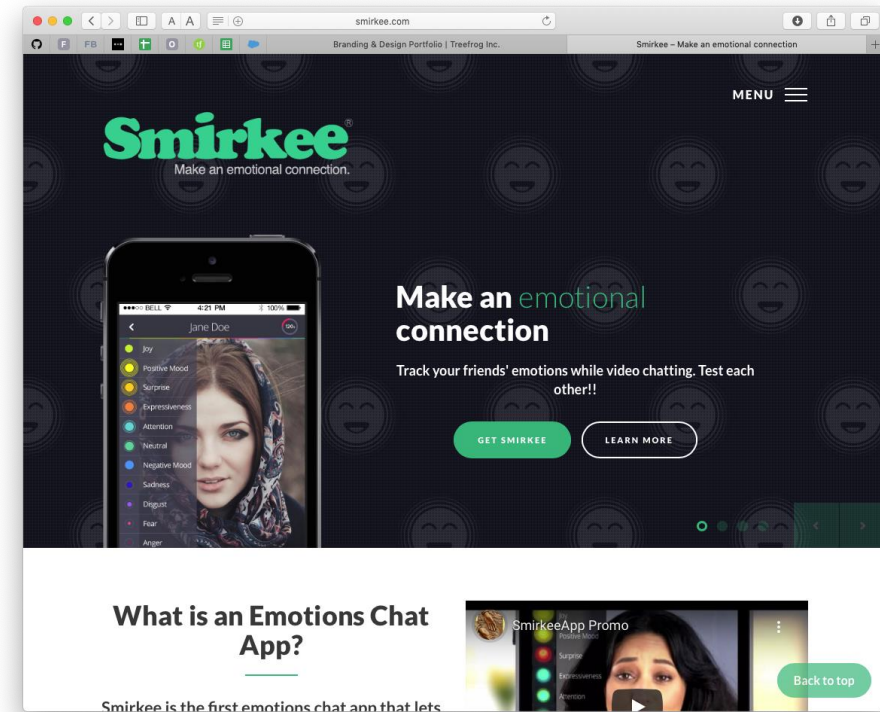
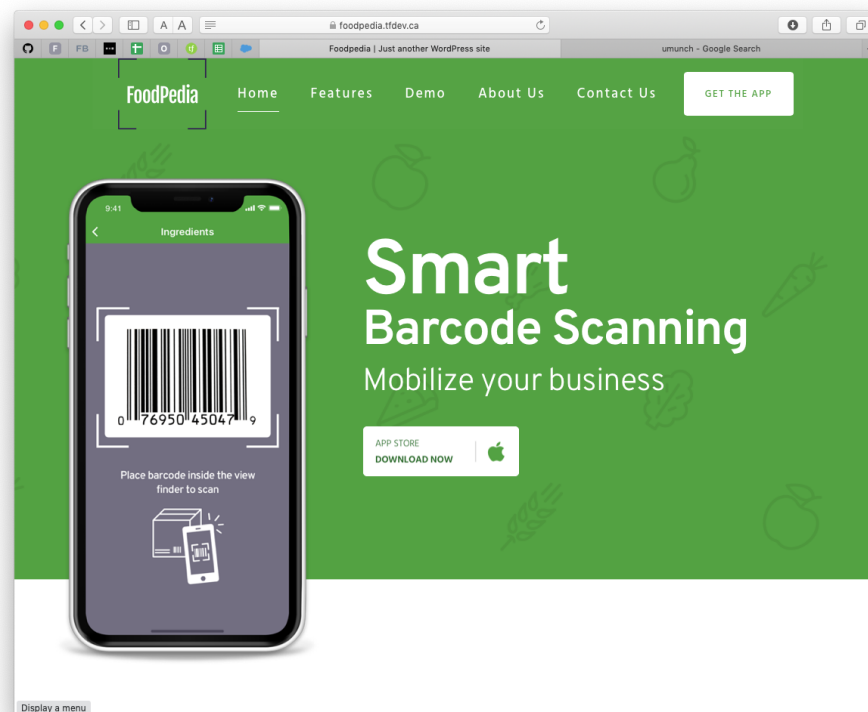
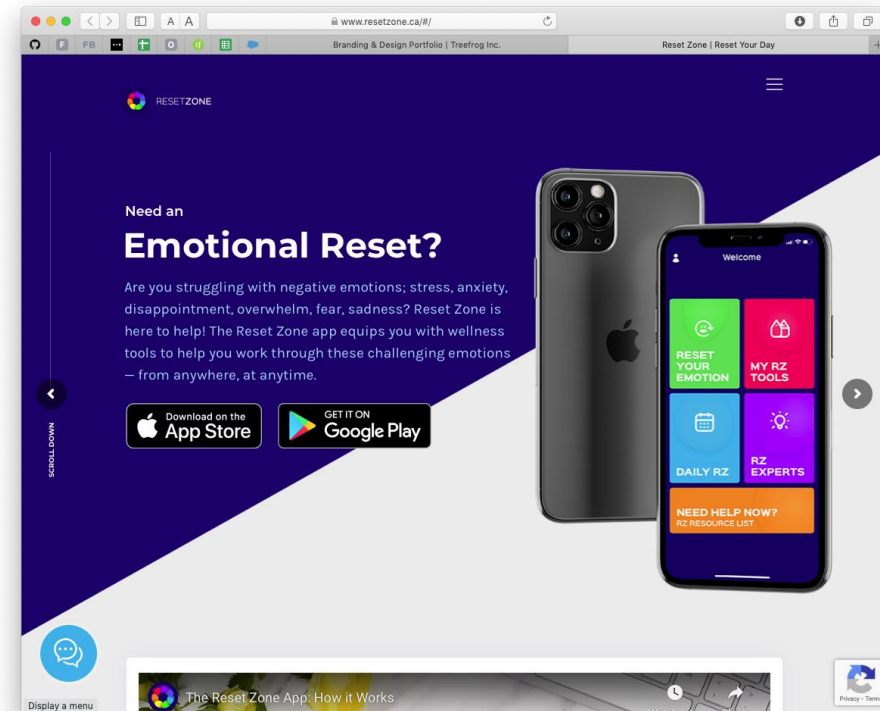
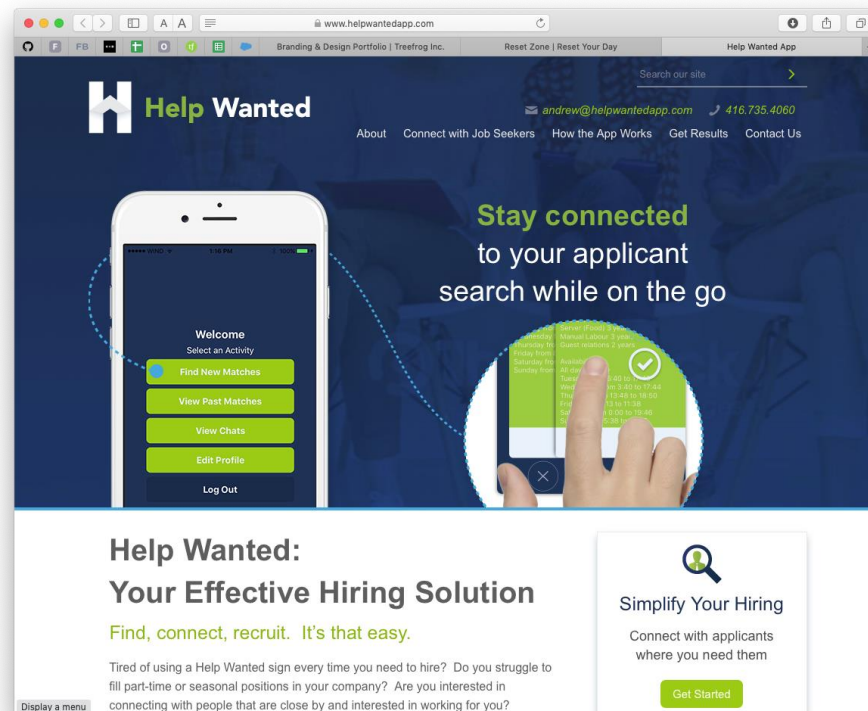
treefrog
www.treefrog.ca









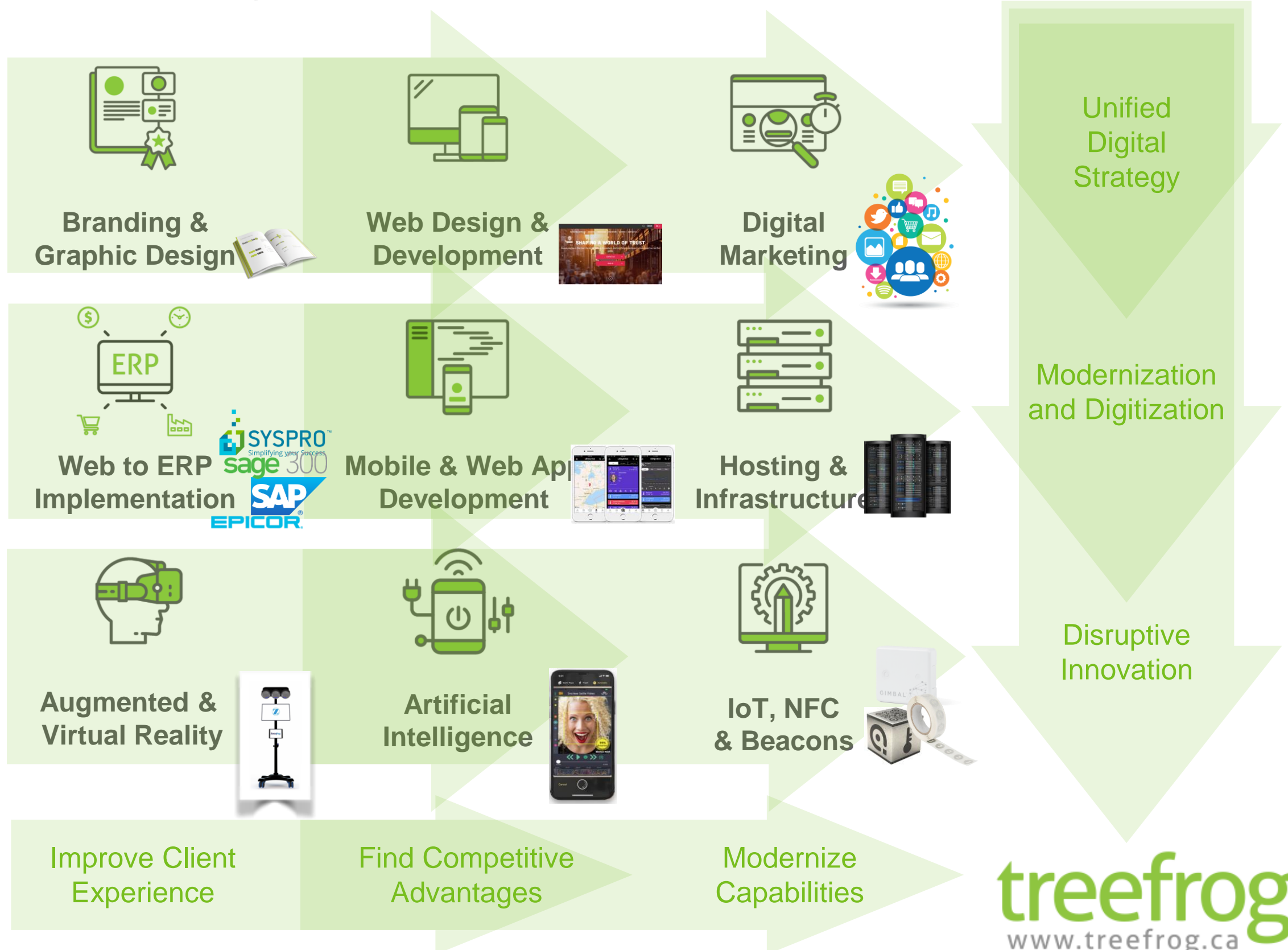


Treefrog has a history of Startup Success.



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www.treefrog.ca

Digital Transformation Roadmap

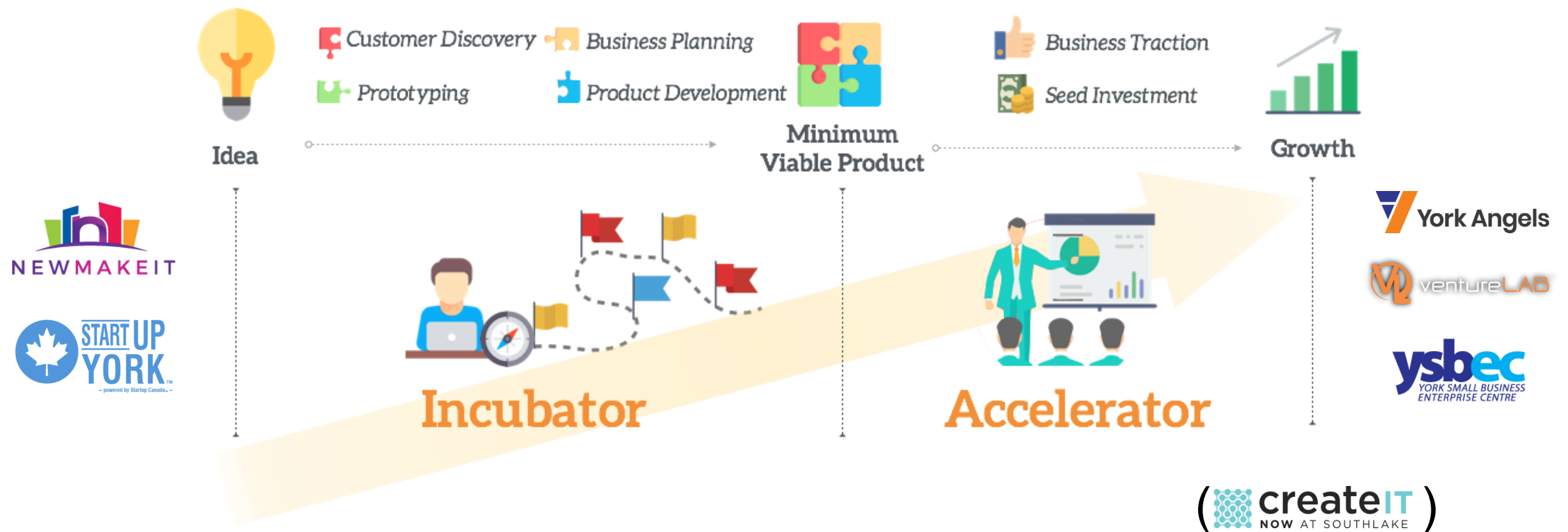


HYPOTHESIS #1

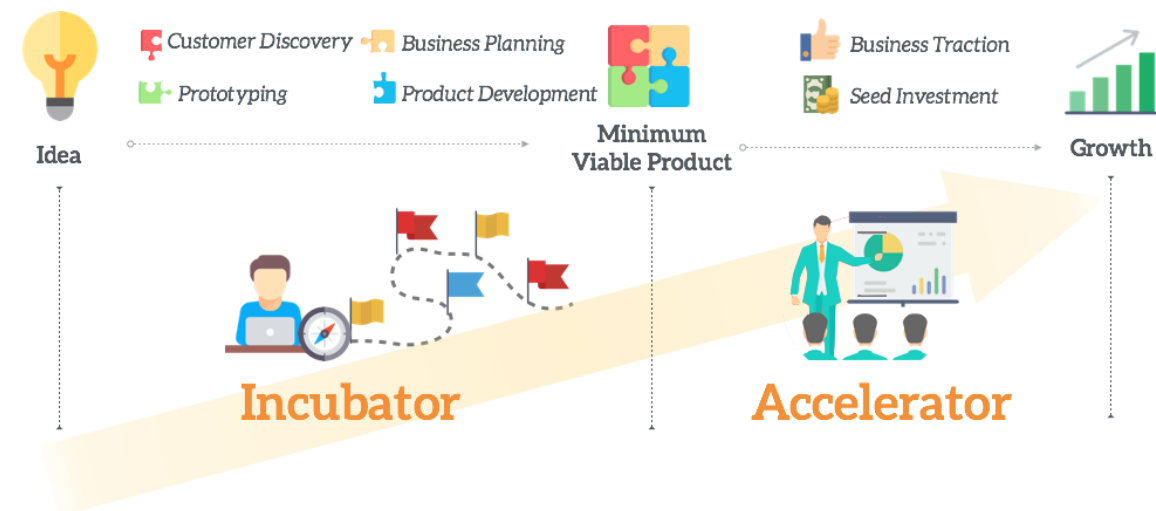
Newmarket Needs an Accelerator



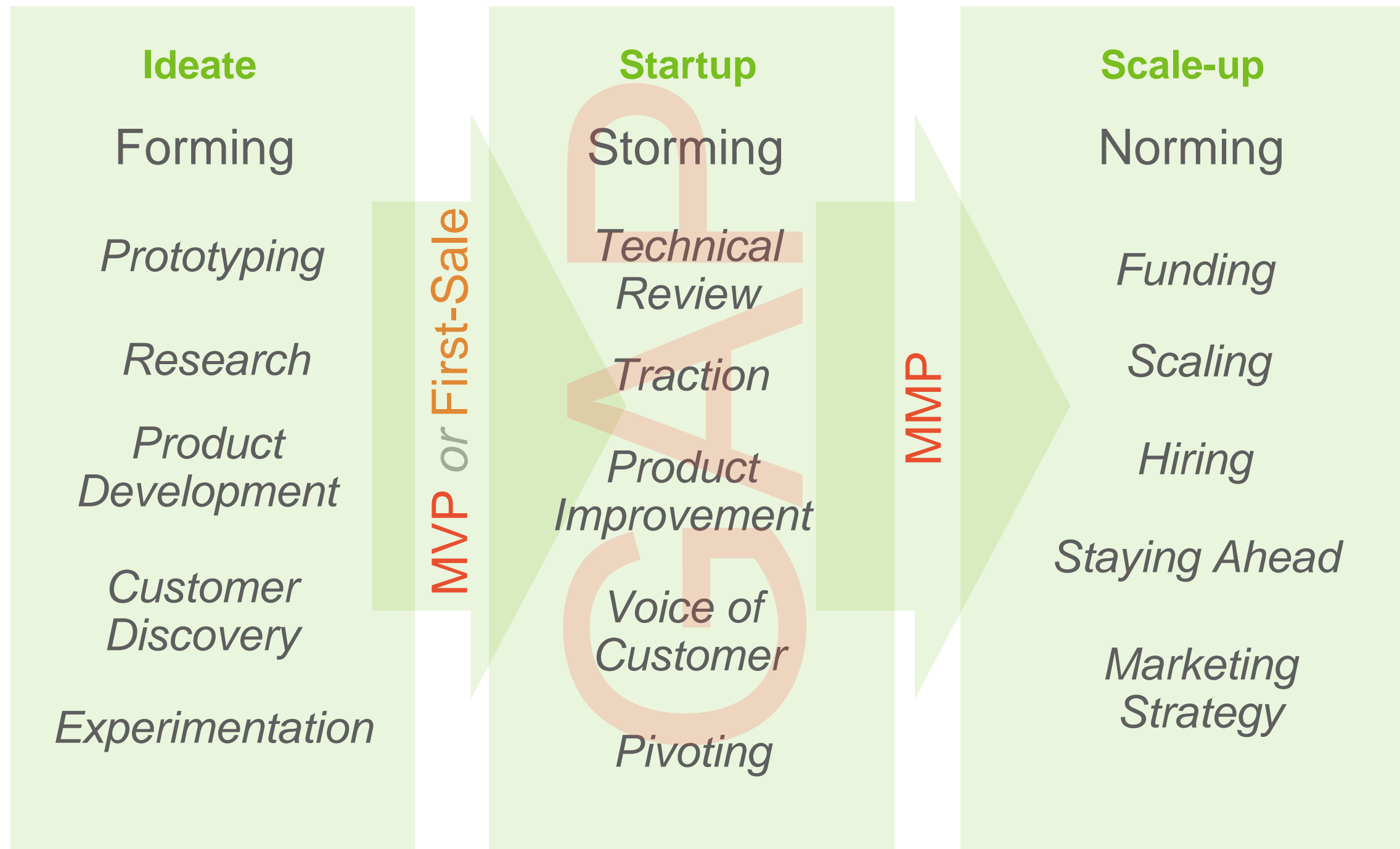
Startup Map

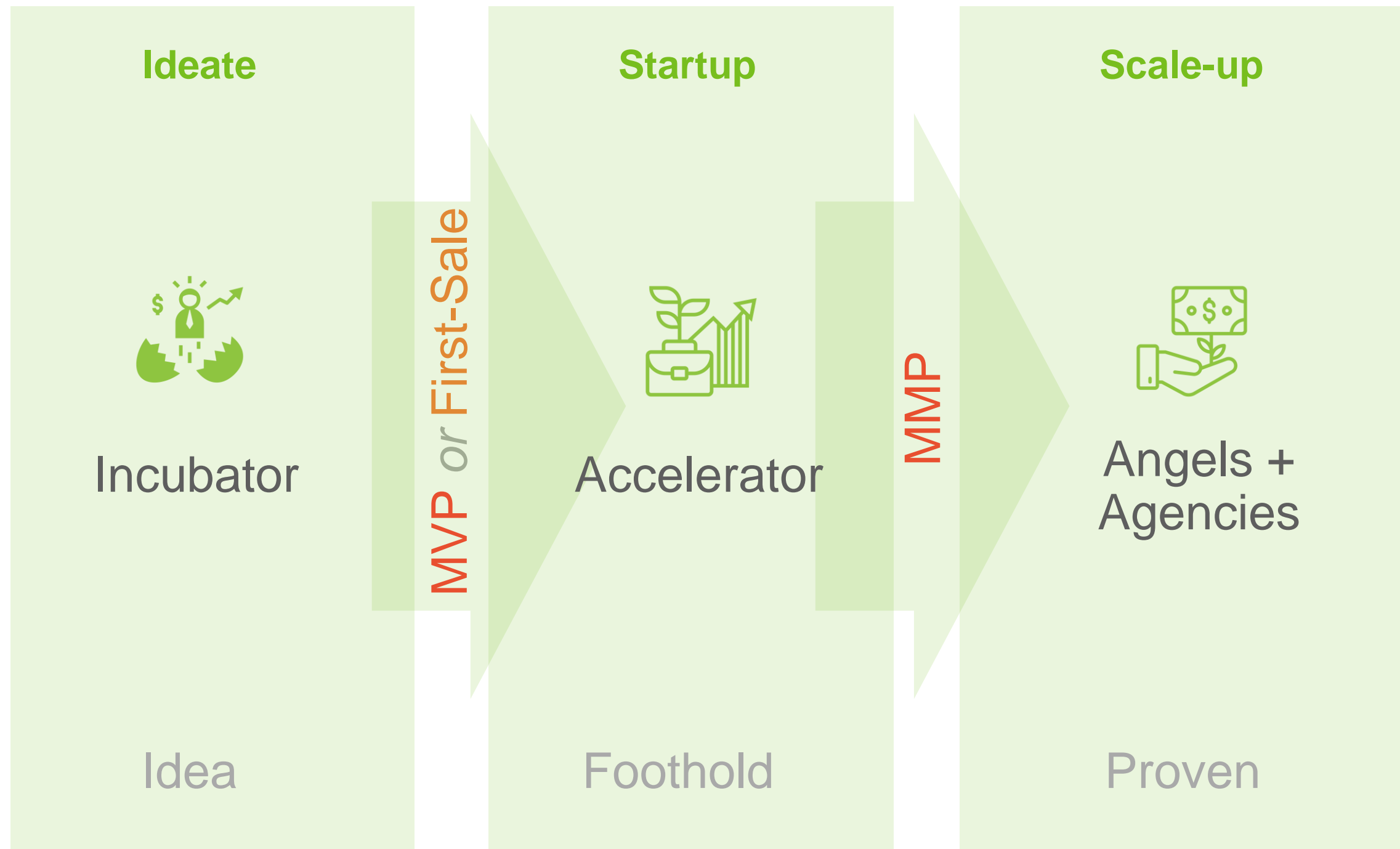


*Gap in Newmarket and Surrounding Area



- ☑ Customers
- ☑ Business Planning
- ☑ Prototyping
- ☑ Product Development
- ☑ Business Traction
- ☑ Seed Investment





The Idea

Ideate

Incubator



Seneca HELIX



Liftoff

Startup

Accelerator



Growth

Scale-up

Angels +
Agencies



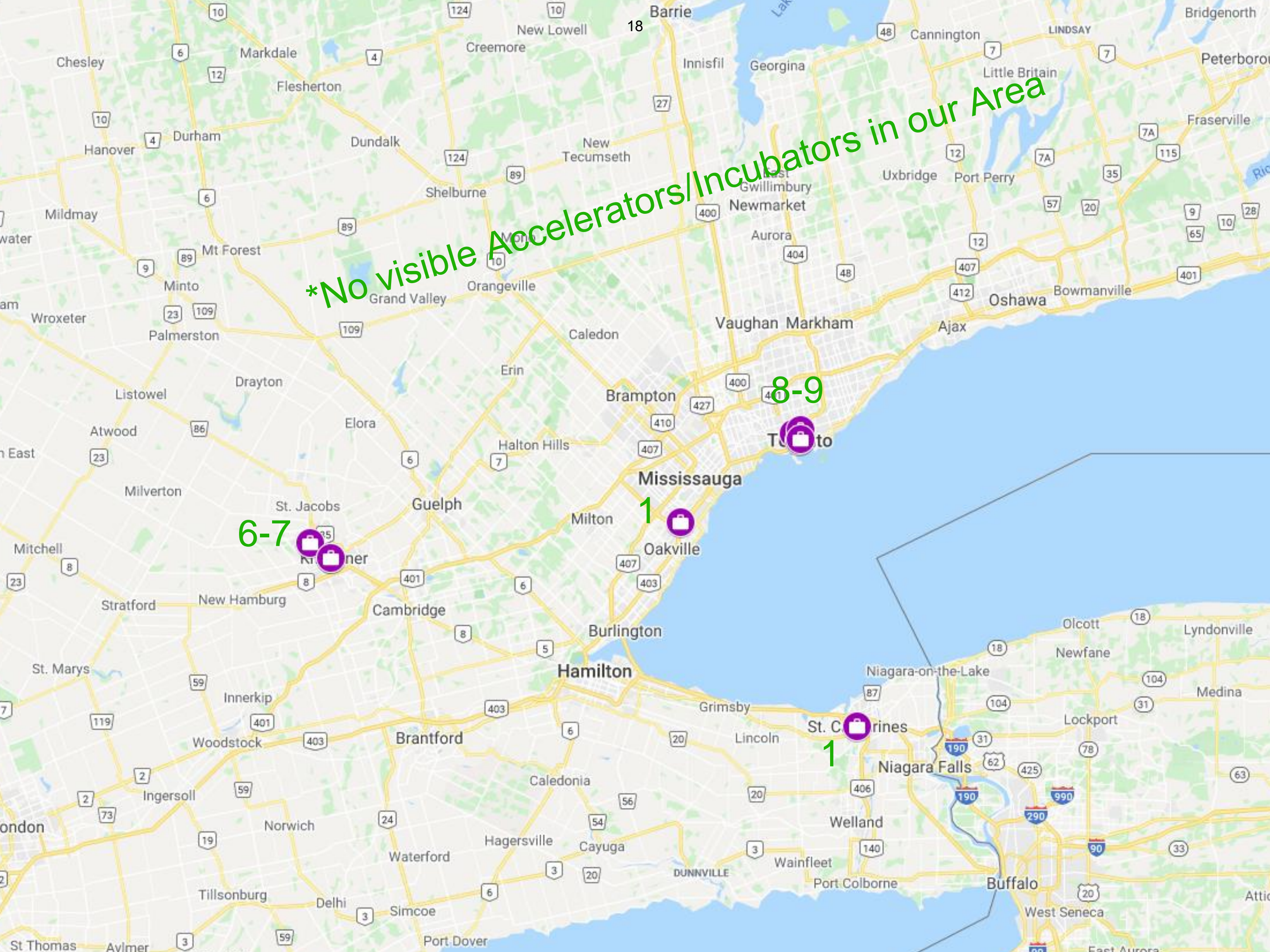
MVP or First-Sale

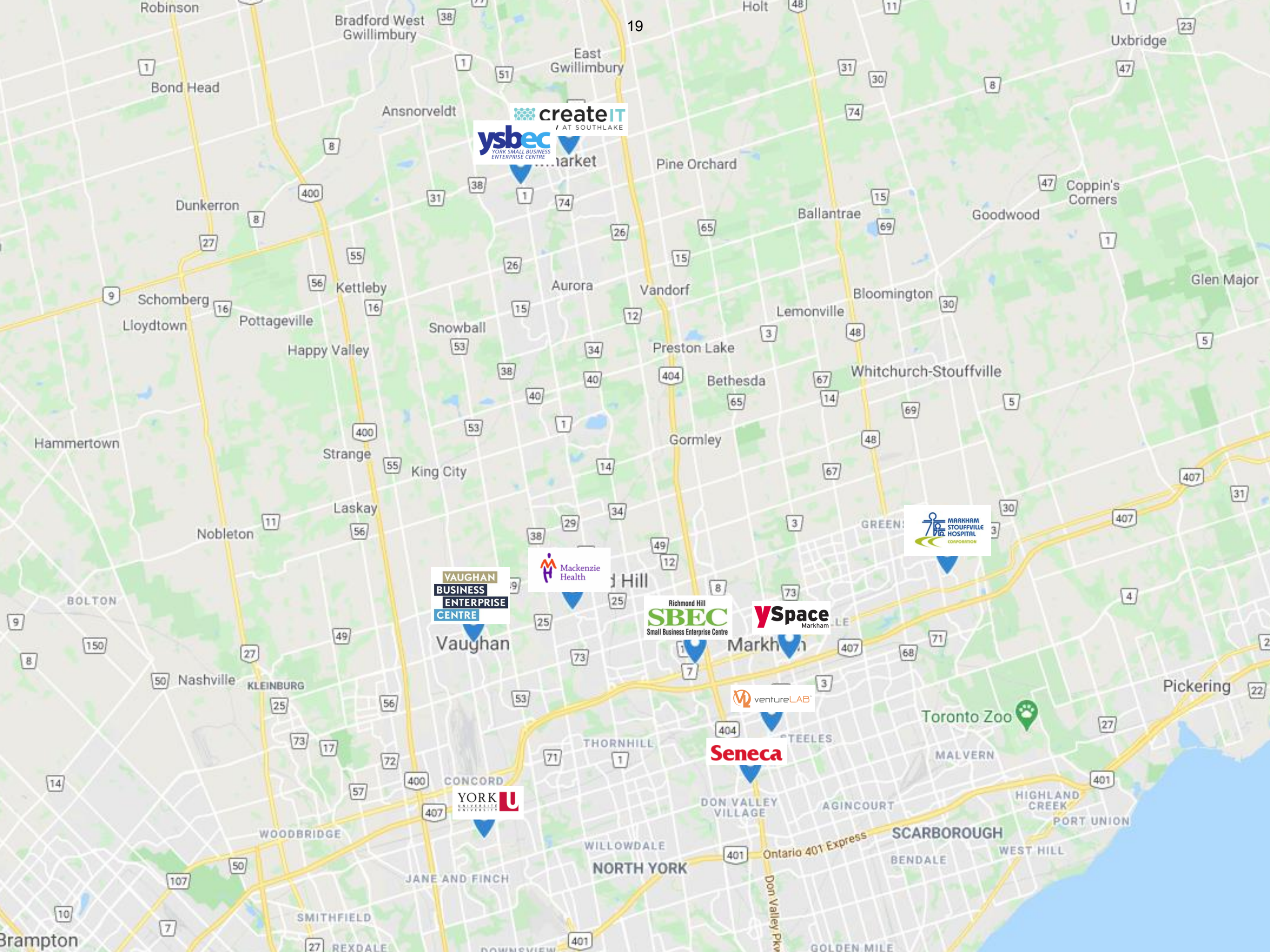
MMP

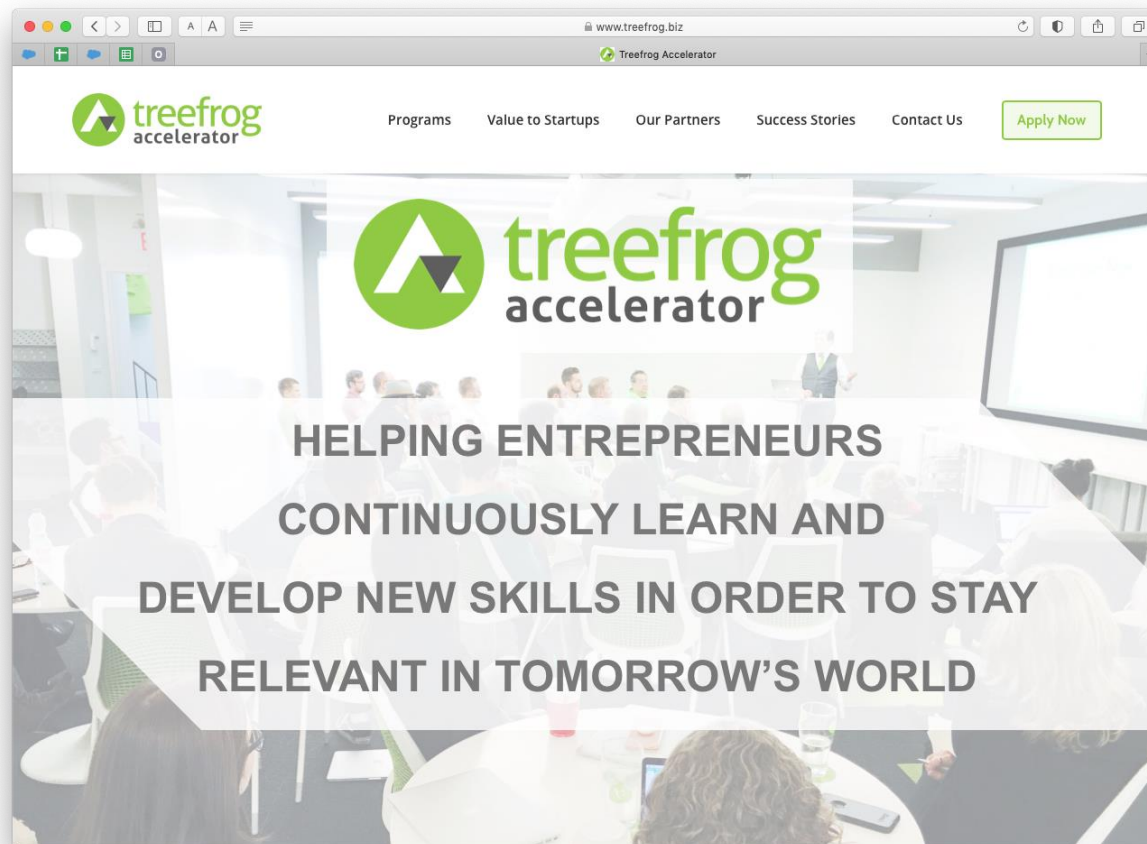


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www.treefrog.ca

**No visible Accelerators/Incubators in our Area*







Two Unique Programs





- Built a network of 4000 Angel investors and fund GPs across 30+ countries
- Co-founder of Startup Visa Program
- VC strategy and fundraising

Yuri Navarro
Managing Partner



- 4 years of innovation consulting in Automotive, Financial Services, and Real Estate in North America and Asia
- Managed +25 accelerator cohorts in 5 countries
- 10 years experience as a Financial Analyst at a multi-family office

Chris Kay
Partner, Managing Director



- 10+ years on Bay Street
- Worked with several Fortune 500 clients including Daimler and Merck
- Multiple Co-Founder Finance, Big Data, Emergency Management

Sean Kondra
Partner, Operations



- Full-stack technical product manager and serial founder with a track record of shipping scalable data platforms
- 10+ years of mentoring and advising accelerators globally
- Previously at Unata, Kimlik DMP (Founder), Demac Media, all acquired

Vahid Jozi
Partner, Platform



23 Startup Successes

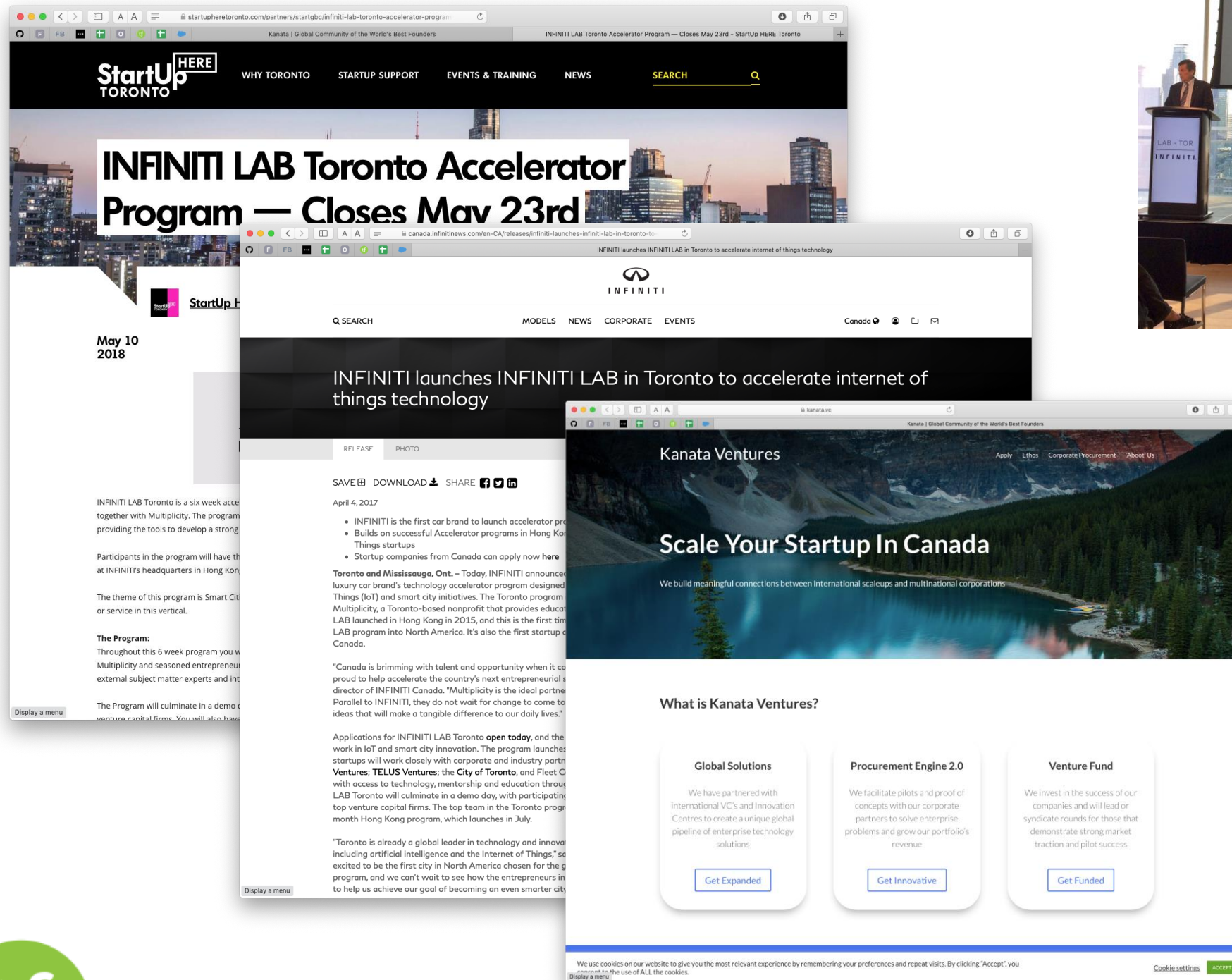
2019

\$12.7M in financing

3 Exits



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Regional Curriculum

WEEK 1: INTRO & BASICS

- Program Introduction
- Cohort Pitches
- One-on-one Deep Dive

WEEK 2: WHAT TO BUILD & HOW

- Lean & Agile
- Business Model Canvas
- Human Centered Design Thinking
- Startup Ecosystem & Resources
- Building a Narrative & Pitch Deck
- Pitching Basics
- Team Office Hours
- One-on-one Mentor Check-In
- Pitches

WEEK 3: BUILDING YOUR STARTUP

- Customer Development
- Product Road Mapping
- Employment Law & Employment Standards Act
- Intellectual Property
- Hiring & Building Culture
- Founders who have done it Before
- Team Office Hours
- One-on-one
- Mentor Check-In Pitches

WEEK 4: SALES, PARTNERSHIPS & MARKETING

- Building an Enterprise Sales Process
- Customer Acquisition & Success
- UX Product Design
- Product Positioning
- Product Market Fit
- Founders who have done it Before
- Team Office Hours
- One-on-one Mentor
- Check-In Pitches

WEEK 5: INVESTMENT

- Government & Grant Loan Programs
- Angel Investors
- Seed Stage VC
- Team Office Hours
- One-on-one
- Mentor Check-In Pitches

WEEK 6+: MINI-MBA & CONTINUED SUPPORT

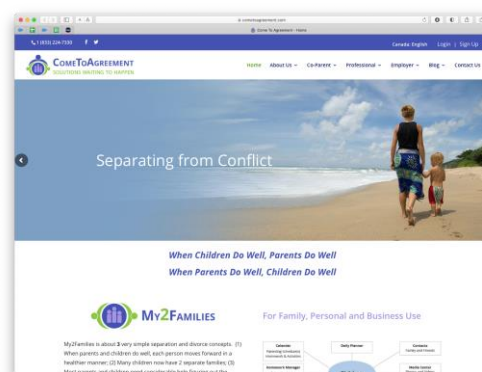
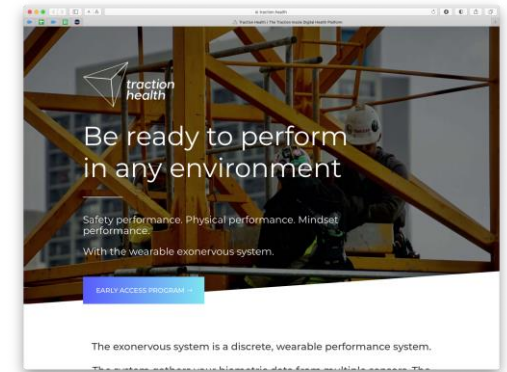
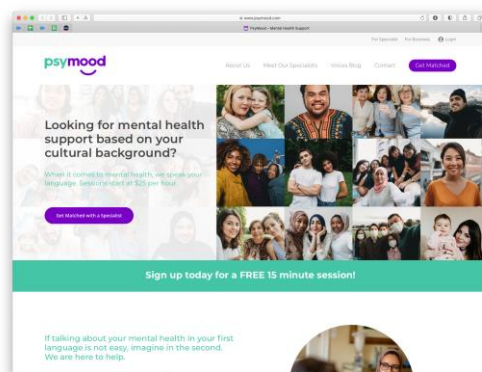
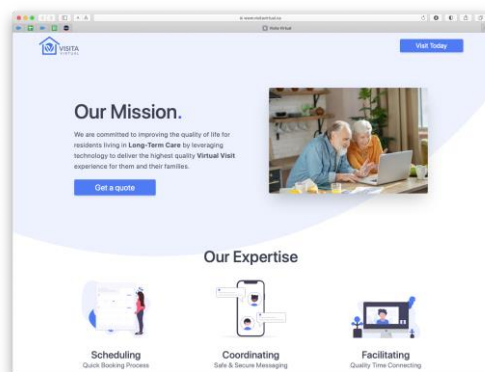
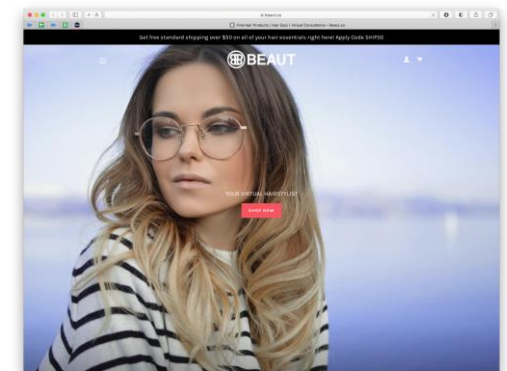
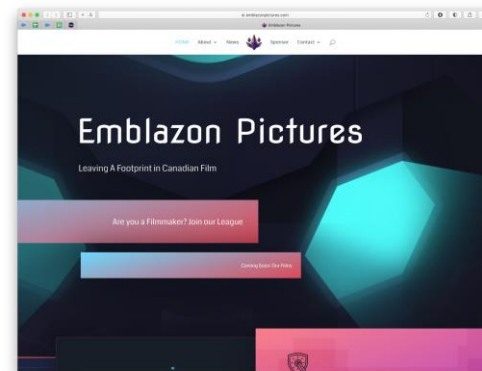
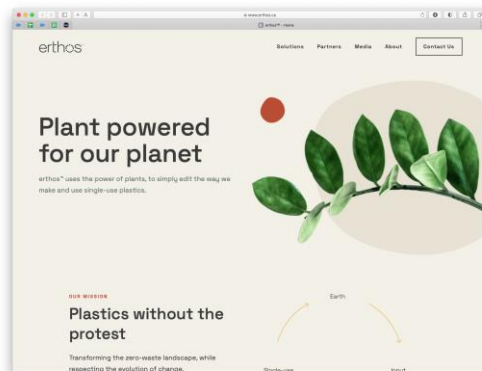
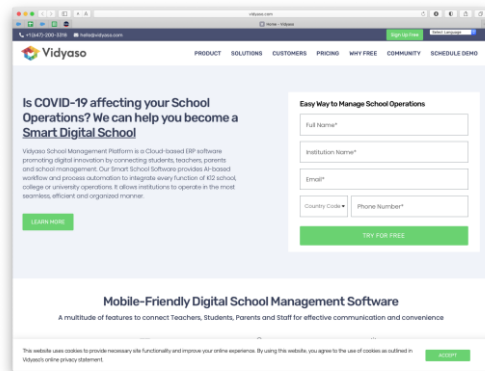
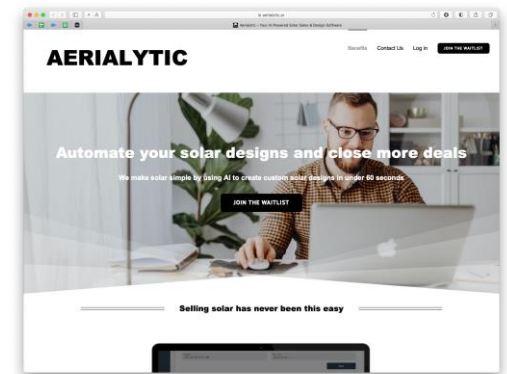
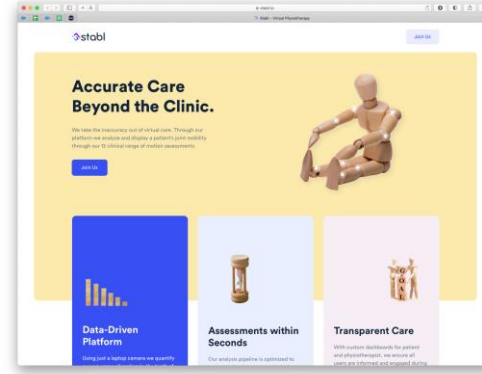
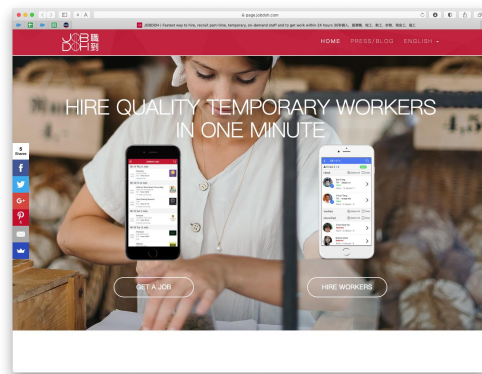
- Applications for York University Schulich School of Business MINI-MBA
- Continued memberships with Newmarket Chamber of Commerce & YSpace
- Continued support from Treefrog Inc.
- #REALTALK Mastermind conversations with Cherry Rose



ACCELERATE

NEW MARKET





Cohort 1
June 2021

17 Businesses
25 Founders



treefrog
www.treefrog.ca

Cohort 1 June 2021

The image shows a Zoom meeting window with a grid of participants and a shared presentation slide. The participants are arranged in a 4x4 grid, with names and avatars visible. The presentation slide is titled "Treefrog DT Session" and features a quote from Innovation York about YSpace's mission. The slide content is as follows:

YSpace is York University's pan-university entrepreneurship hub creating **POSITIVE CHANGE** by fostering a community of innovators and changemakers and creating an open and collaborative culture. We support not only the development of ventures, but also the growth and well-being of entrepreneurs as impactful leaders, creating **entrepreneurial mindsets**, and meaningful work integrated learning opportunities.

Innovation York
YORK U

The Zoom interface includes a top bar with "Recording" status, a time display of 01:31, and a bottom bar with controls for Unmute, Stop Video, Participants, Chat, Share Screen, Record, and Reactions. The presentation slide also has a bottom bar with "Notes", "Comments", and a "Click to add notes" button.

The image displays three overlapping screenshots of the Treefrog Accelerator web application interface, showing different sections of the platform.

Top Screenshot (Discovery | Cohort 1):

- Header:** "treefrogaccelerator.mn.co/groups/5106654/discovery".
- Left Sidebar:**
 - Back to Network
 - Activity Feed
 - Discovery (selected)
 - Members
 - About
 - Invite
 - Topics
 - Events
 - CHAT
 - Cohort 1
 - ONLINE NOW
- Main Content:**
 - COHORT 1 Discovery**
 - Top Posts:**
 - Socially Share!** Let's get social!! Share your social media accounts below and follow your fellow entrepreneurs to stay connected and... (by Alexandra Kasper)
 - About the Mini-MBA** As part of the accelerator, 50 participants will be selected to take part in the York University Schulich School of Business Mini-MBA. Selected participants will receive complimentary access to the... (by Sam Thumm)
 - Members Near You:** A row of five profile pictures with a plus icon to follow.
 - Topics:** "SEE MORE" link.
 - Module Cards:**
 - Module 1: Intro & Basics** treefrog accelerator (Follow)
 - Module 2: What to Build & How** treefrog accelerator (Follow)
 - Top Members:** "SEE MORE" link.

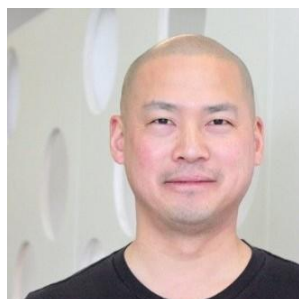
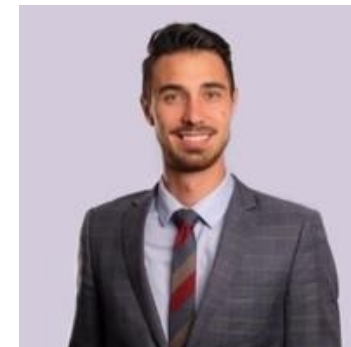
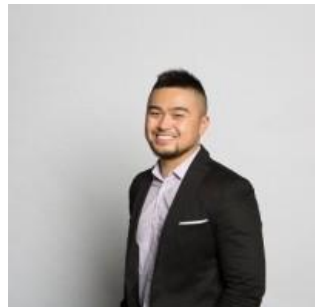
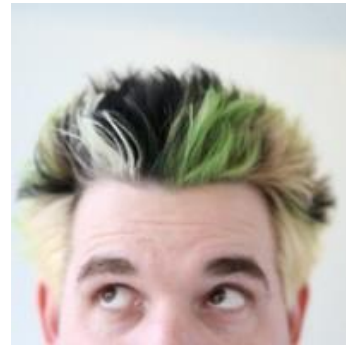
Middle Screenshot (Cohort 1):

- Header:** "treefrogaccelerator.mn.co/posts/14295677?".
- Left Sidebar:** Similar to the top screenshot, but with "Cohort 1" selected in the chat section.
- Main Content:**
 - COHORT Cohort 1** June 7 - July 9, 2021
 - Activity Feed:**
 - Matthew King: "Hi Cohort 1! I'm looking for anyone had any experience about it if possible. Th..."
 - Kritika Tyagi cheered this 1h
 - Sam Thumm Host: "Mentorship sessions b... introduction to your m... of 30 minutes each Th... help provide advice, c... entrepreneurship base..."

Bottom Screenshot (The Startup Ecosystem):

- Header:** "treefrogaccelerator.mn.co/posts/14295677?".
- Left Sidebar:** Similar to the top screenshot, but with "Cohort 1" selected in the chat section.
- Main Content:**
 - COHORT Cohort 1** June 7 - July 9, 2021
 - Event Details:**
 - Today, June 15**
 - 10:00am - 11:00am EDT
 - Zoom Meeting
 - This event has ended** 10 members attended
 - [Add to Calendar](#) | [Zoom Link](#)
 - Description:** "The Southern Ontario startup ecosystem is very robust and contains a valuable plethora of resources to engage and collaborate with. In this module we will be taking you on a tour of incubators, accelerators, Universities, pitch competitions, events and conferences and the value that each can contribute to your journey."
 - Instructor:** Lucas Chang - Founder, Y2 Entrepreneurship Labs
 - Updated:** Tue, June 8
 - See Who Attended:** "SEE ALL RSVPS" link, followed by a row of profile pictures and a purple circle with the letter 'R'.





Meet The Team: Core Programming



James Daigle
Executive Director & Entrepreneur in Residence



Sam Thumm
Program Director



Alexandra Kasper
Program Manager



supportersfund



KANATA
VENTURES



York Angels



1 Billion.



Good news
VENTURES



spark
ANGEL
NETWORK
Durham & Northumberland's
Angel Investment Network



treefrog
www.treefrog.ca

Quote

“I’ve been through three Accelerators, including the best funded Accelerator in Canada, and this one is by far the most organized, with the best speakers and curriculum of any one I’ve been to yet.”

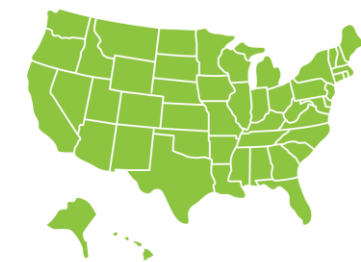


HYPOTHESIS #2

International Startups are looking for a
safe haven for their IP (and kids!)

Looking for a **new market**.





Unstable for Startups

Political Turmoil

Third World



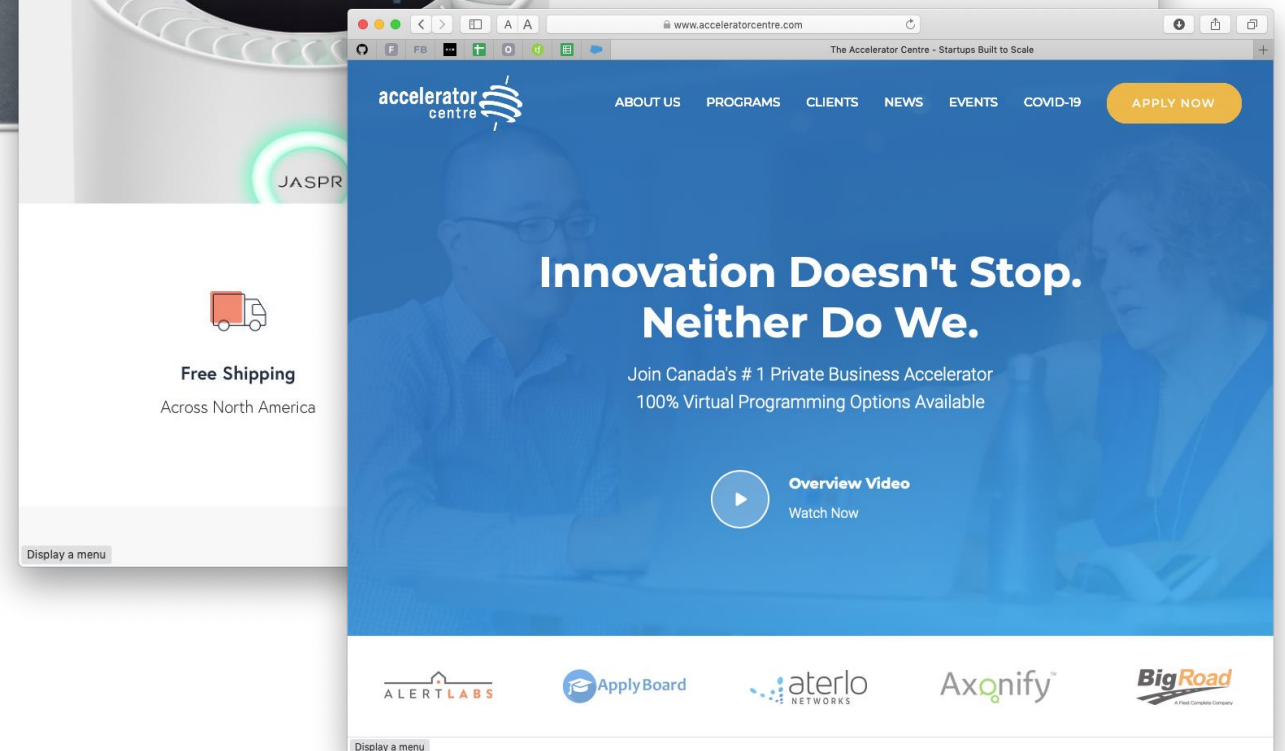
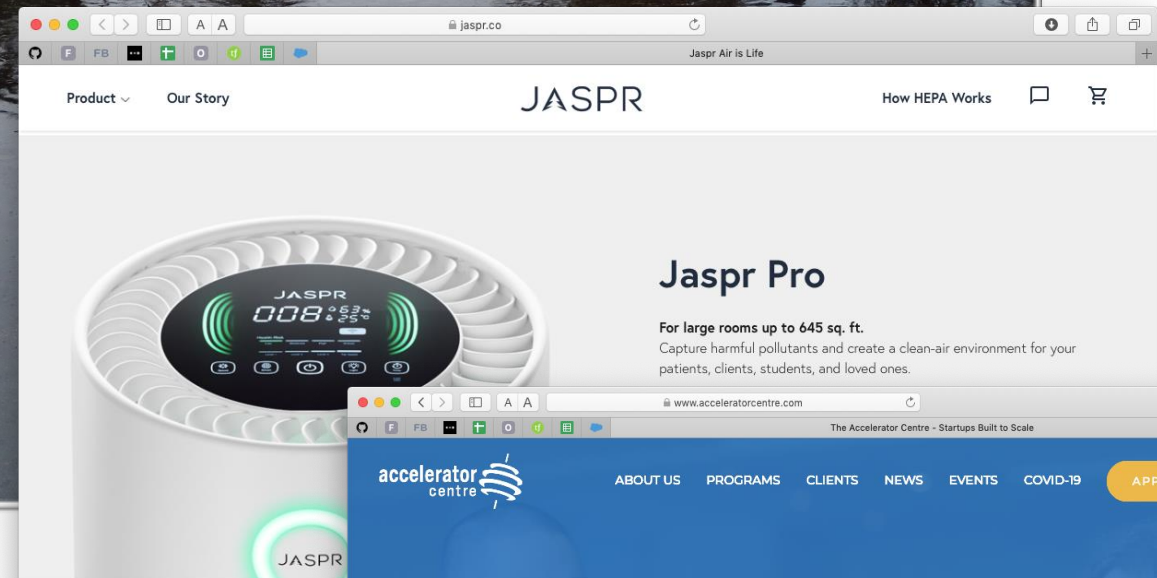
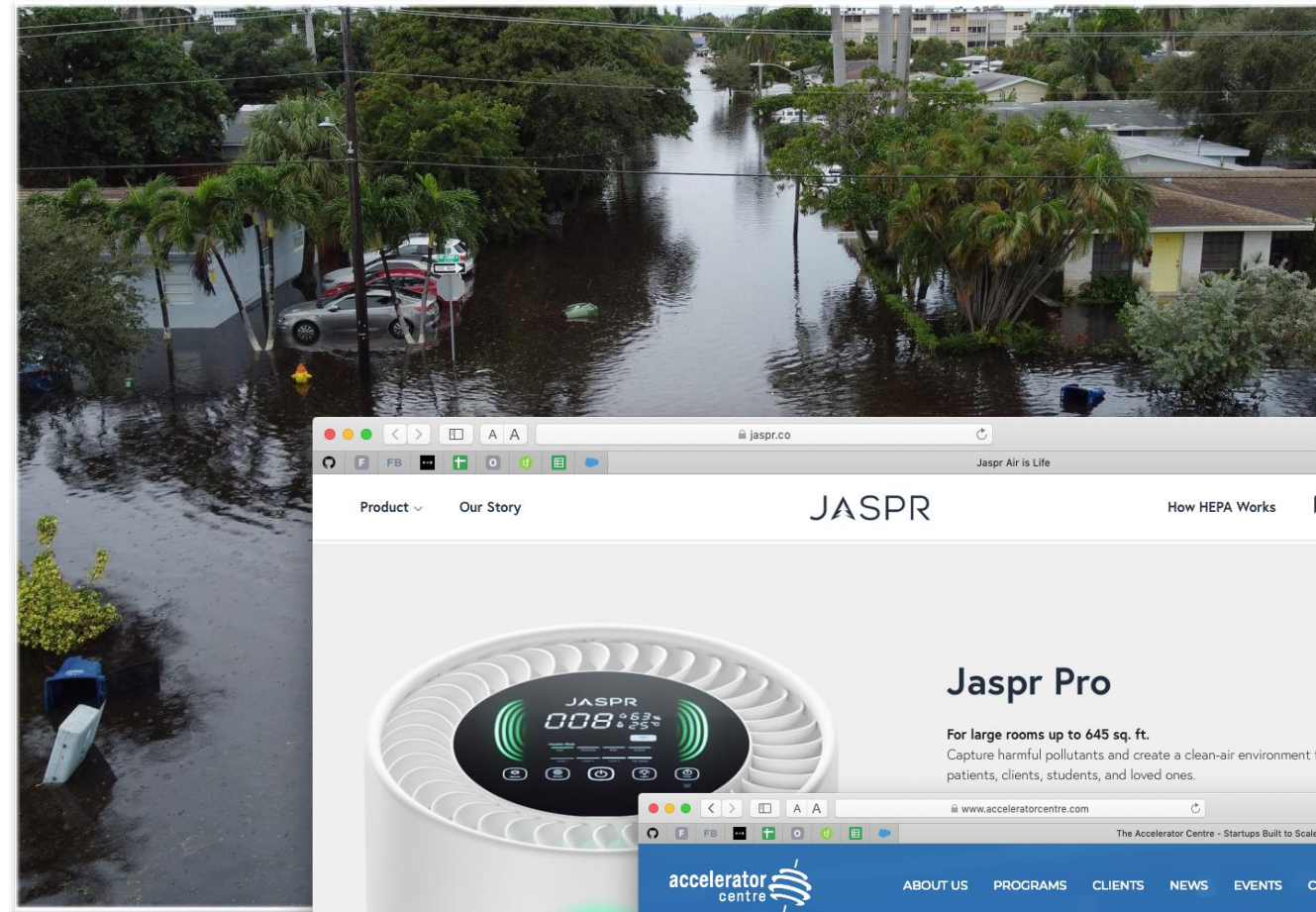


Unstable for Startups
Political Turmoil
Third World

Ryan



Director, R&D



treefrog
www.treefrog.ca

New. Market.



Rising Star
Hong Kong



C4L College
South Africa



Local Business Connections

The collage features several overlapping website screenshots:

- Chaggares & Bonhomme**: Accounting Solutions For Business Growth. Chartered Professional Accountants. 905-895-9922. TF: 888-353-8085.
- mentorworks.ca**: Small Business Grants and Funding Support. Find Funding Now. Startup Resources.
- Fenn & Fenn Insurance Practice Inc.**: Business Insurance in Toronto, Newmarket, Ontario, Canada.
- Newmarket Chamber of Commerce**: Leading Businesses. Leading Communities. About Us, Contact Us, Search for Local Business.
- Canadian Government Funding Support**: We help businesses discover government funding and streamline the application process. FIND FUNDING.
- HHL Law Firm LLP**: INTEGRITY - EXPERIENCE - COMMUNICATION.
- Need business insurance? Don't know where to start?**: Click here!
- COMING THIS WINTER! GOLF SIMULATORS AT CARDINAL GOLF CLUB**: Golf All Winter Long! We are excited to have 3 new Golf Simulators coming this winter to Cardinal Golf Club.
- Search for Local Business**: Business Name / Keywords. Go.
- Upcoming Events**: NOV 9 Post Budget Townhall with Ontario Minister of Finance, Rod Phillips. NOV 10 Virtual November Breakfast Networking. NOV 11.
- Blog**: Historical Sightseeing in Newmarket. Newmarket has more than 200 years as a community under its belt.
- COVID-19 UPDATES**: COVID-19 Policies in place for your health and safety.
- TD Canada Trust Branch and ATM**: 130 Davis Dr - In Newmarket Plaza. Open - Closes 8 p.m. (905) 896-6831.
- TD Canada Trust Branch and ATM**: 1155 Davis Dr. Open - Closes 6 p.m. (905) 830-9650.
- TD Canada Trust Branch and ATM**: 16655 Yonge St Unit 1. Open - Closes 6 p.m. (905) 836-2777.
- TD-Newmarket Music Festival**: 200 Doug Duncan Dr. Closes soon - 5 p.m. (905) 841-6893.
- TD Canada Trust ATM**: 130 Davis Dr. Open 24 hours - +1 866-222-3456.
- TD Canada Trust Branch and ATM**: East Gwillimbury, ON - In Green L... Open - Closes 6 p.m. (905) 836-2690.
- TD Canada Trust ATM**: 130 Davis Dr. Open 24 hours - +1 866-222-3456.
- ROYAL LEPAGE CANADA'S REAL ESTATE**: BUY, SELL, FIND AN AGENT, INFO & ADVICE, JOIN OUR TEAM, ABOUT US, Français.
- Advanced Search**: PRICE RANGE \$0 - \$5,000,000+. BEDS & BATHS Beds Baths. BUY OR RENT Buy Rent.
- Newmarket, ON Real Estate - Homes For Sale in Newmarket, Ontario**: Newmarket is a town in York Region located approximately 25 km north of the City of Toronto, Ontario, Canada.
- Browse Newmarket Real Estate Listings by Property Type**: Newmarket New Listings | Newmarket Open Houses | Newmarket Homes | Newmarket Condos | Newmarket Semi-Detached | Newmarket Townhomes | Newmarket Land.
- Championing Your Digital Transformation**: We provide digital solutions to help your business prosper.
- treefrog**: www.treefrog.ca

Community Goals

- Intellectual Property
- Talent & Founders
- Working with Local Businesses
- Renting Space
- *Accelerator as Conduit*



5 Dimensions Of Data

Content Data

Web/App Visit Patterns
NearSnake.com

Context Data

Demographic, Weather,
Air Quality, Road Traffic

GeoSocial Intelligence

Social Data

Location Keywords on
Social Media

User Data

User Segments, In-App
Interactions

Location Data

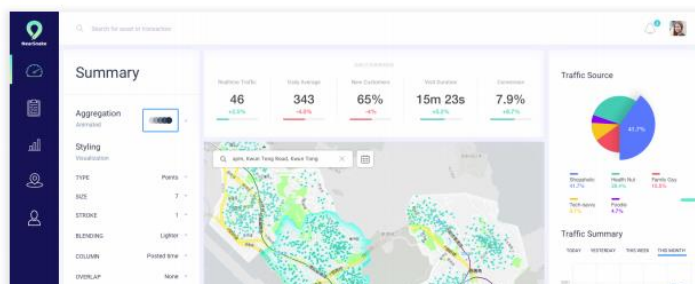
Locations of Events,
Retail Stores & Malls

NearSnake

Right Place, Right People, Right Action

Applications

Where to focus marketing efforts on?

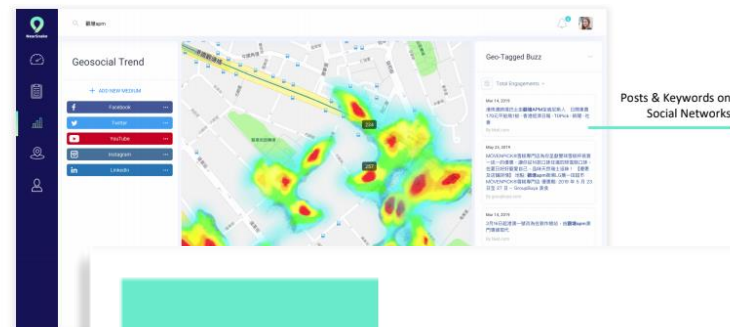


#Spatial AI Platform

Consumer Segmentation

Applications

Launch campaign favoured by the GeoSocial trend?



#Semantic Algorithm

Posts & Keywords on
Social Networks

Applications

Ideal location for your store / event?



#Geolocation Algorithm

Consumer Visit
Propensity of POIs

Behaviour-based
Tracking
Trace every movement

And More...

Ease of Use

- Intuitive & User-friendly Dashboard
- Map-based Visualisation

Already Established - NearSnake.com

- Content Platform to Promote Your Stores, Campaigns & Events

App Content Enrichment

- Neighborhood Content Delivery
E.g. Nearby Events, POIs

Mobile Coupon Service

- To Create, Redeem & Trace Coupons



treefrog
www.treefrog.ca



Variable Volume Container

**An integrated solution to
reduce the cost of back hauling
of empty containers**

What is Variable Volume Container

- It is a freight container which can be folded flat to form a rectangular slab for easy space saving transportation, as well as erect and extended to form 20' to 40' freight container.

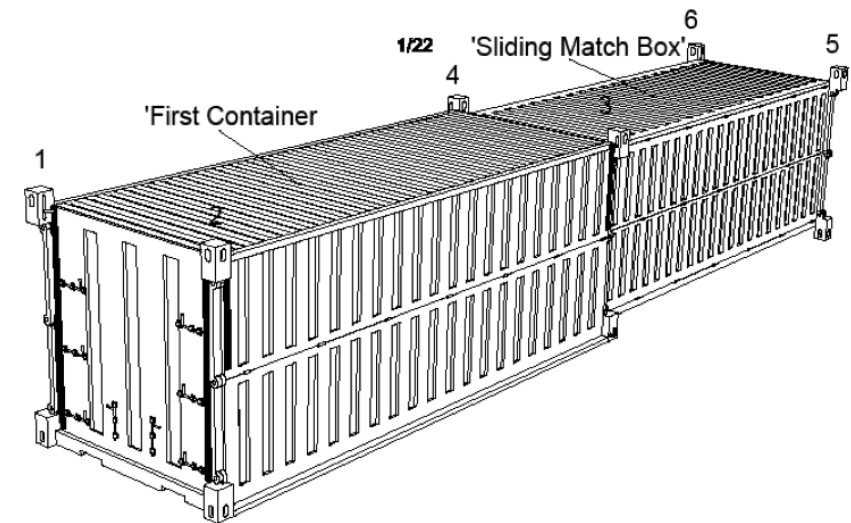
What is the significance of variable inter-model Container

- Due to imbalance of trade between East & West, empty containers returning to shipping company will mean significant intermediate container cost.

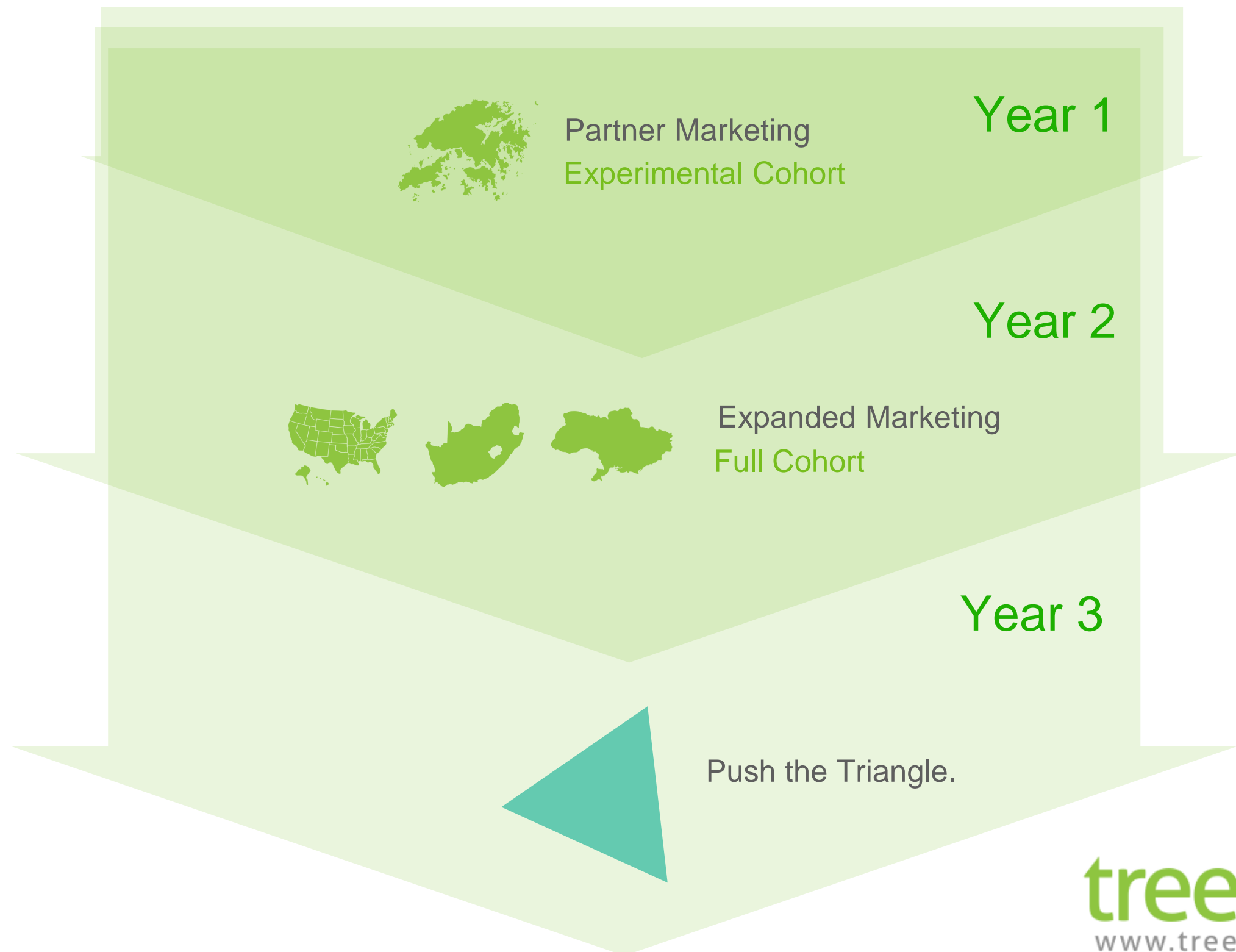
Current Situation and Further development

- US patent has been granted by April 2016. Other patents application are on going
- Computer simulation testing has verify the structural rigidity of the new container .
- Will develop scale model to confirm compatibility of working parts.
- Once scale working model is establish , full size prototype will be constructed and tested to conform with requirement for certification.
- Large scale operational testing with shipping company to test for operational compatibility , e.g. Water proving , structural weakness, operational difficulties etc.

" Appendix 1"



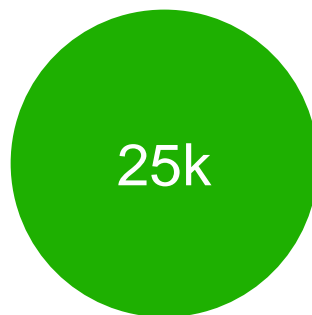
International Marketing



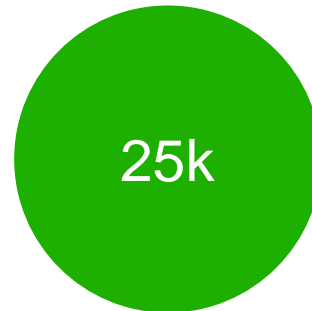
The Ask



Partnership with the Town
Promotion for Domestic & International Founders



Initial Investment in International Program
**Every dollar, transparently spent.*



Yearly Commit from the Town
**Every dollar into yearly salaries.*



**Feel free to give us more.
We'll use it wisely.*



treefrog
www.treefrog.ca

Briefing Note: Digital Verification Project for Southlake and Newmarket

Context:

- Workplaces, entertainment, retail, trade, travel and public venues will all be re-opening as the government looks to economic recovery.
- Organizations and employers to protect employees and entrants into their physical spaces – recently the U.S. Equal Employment Opportunity Commission released [guidelines](#) citing that companies can mandate COVID-19 vaccination status in workplaces.
- Travel and trade, a major source of economic development and growth will also begin to ramp up
- [Pressure from business organizations](#) is mounting to enable safe movement of goods and services
- Consumer demand will grow for a convenient and trusted product to enable for business, travel and entertainment.
- Without policy direction from Federal or Provincial governments, [universities](#), businesses and other organizations will be forced to make their own decisions on access.

Background:

- In 2019 the Ontario government announced [the digital first for health strategy](#) with the goals of improving the patient experience and health outcomes; improving provider experience and coordination as well as fostering innovation and economic development.
- In 2020, the Ontario government released its [Ontario Onwards Action Plan](#) in response to the COVID19 pandemic, which contains a mandate to improve service delivery for people of Ontario leveraging technology capabilities. Among other things, digital identity, verified digital information about you, is its top priority
- Two Canadian companies, [SecureKey](#) and [IDENTOS](#) recently [launched](#) a project with four Ontario hospitals, the Ministry of Health, and Ontario Digital Service to enable a more modern, convenient way for patients to access health information and services. This ability is provided through a secure patient digital identity, authentication, and authorization service (PDIAA) called the [Ontario trusted account](#).
- The technology has already been enabled to support patient identity verification for access to personal health care information. The team is now focused on adding additional integrated digital services that deliver value to patients and citizens in the respective regions. This includes patient portals, virtual care services, lab results viewers, and vaccine management.



Project Concept Proposal:

- Leverage existing PDIAA infrastructure, partnerships, and capabilities in place at Southlake Regional Health Centre to trial and evaluate the feasibility, applicability, and uptake, of a proof of vaccine and/or recent COVID19 negative test for entry to partnering businesses and organizations.
- This is being proposed as an opportunity to test a set of hypotheses (i.e., study objectives or evaluation goals) in a local setting (think sandbox environment). Given the role Southlake plays in the PDIAA project, Newmarket is the clear recommendation to support accelerating the reopening of the economy, safely (think concerts, sports, entertainment etc.).
- This would be a community-driven approach that could put Newmarket and Southlake on the map in Canada as one of the first test beds for technology of this kind, to learn and adapt from its findings for broader usage and deployment.
- This would also leverage the expertise and knowledge of [CANImmunize](#) and [ThinkON](#) two other Ontario based technology firms who have capability to support recovery through data platforms.

What we need to make this reality:

1. **Willing community partners** to participate in time-bound study, which includes use of technology to fulfill business objectives and participation in the evaluation.
2. Federated access to **COVID19 immunization and COVID19 lab results data** from a central, provincial repository.
3. Support from **public and private sector partners** to sponsor and deliver on goals of project.
4. Endorsement from the Ontario Ministry of Health and Ontario Digital Service to participate and collect feedback on the proposed study.

Participating Organizations:



SecureKey's system enables citizens/consumers to privately assert identity information with explicit consent using trusted providers, such as banks, telcos and governments; thereby, removing friction online, improving security, and unlocking the digital economy through increased surety and trust.



IDENTOS allows organizations to turn tightly bound identity and data infrastructures into nimble ecosystems that efficiently scale authorized access. With identity and access control software that puts people first in the digital journey, this gives way to simplified digital experiences, trusted data sharing, safe API integrations, and more. Most recently, IDENTOS is powering the Ontario trusted account: a seamless way for hospitals, patients and care teams to safely connect, cross-jurisdictionally -- providing a doorway to a connected health system.



ThinkOn is Protected B clearance certified hosting infrastructure that delivers critical data management and information asset protection solutions that help organizations optimize IT infrastructure that is also a reference architecture for accelerated Authority to Operate (Provincial and Federal).



CANImmunize is an Ottawa-based technology company specializing in immunization software. It developed the [CANImmunize app](#), a pan-Canadian digital immunization tracking system that helps Canadians keep track of their vaccinations with a mobile app and web portal. The team offers digital solutions such as ClinicFlow to businesses, health care organizations and governments for vaccinations and tracking for the [COVID-19 vaccine rollout](#) and other immunization needs.



Southlake is building healthy communities through outstanding care, innovative partnerships, and amazing people. Delivering a wide range of healthcare services to the communities of northern York Region and southern Simcoe County. Southlake's advanced regional programs include Cancer Care and Cardiac Care and serve a broader population across the northern GTA and into Simcoe-Muskoka.



The Council of Canadian Innovators (CCI) represents and works with over 130 of Canada's fastest-growing technology companies. Our members are the CEOs, founders, and top senior executives behind some of Canada's most successful 'scale-up' companies. All of our members are experts in their fields of healthtech, cleantech, fintech, cybersecurity and ICT.

GETTING THE ECONOMY GOING AGAIN - A DIGITAL VERIFICATION SOLUTION

A solution built for Canadians, by Canadians.

A TAILORED VERIFICATION SYSTEM – FOR A SAFE RE-OPENING OF THE ECONOMY

WHAT

An open verification system to allow citizens to share their COVID Test results or vaccine status - with their employer, local businesses, travel authorities, local communities (schools/universities etc.)

WHO

A citizen that has recently tested negative for COVID or has received the vaccine (with vaccine date/details)

WHERE

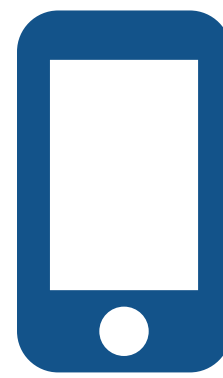
In person and online

WHY

To accelerate a safe re-opening of the economy

HOW

Enabling citizens to prove who they are and to control and share their health data



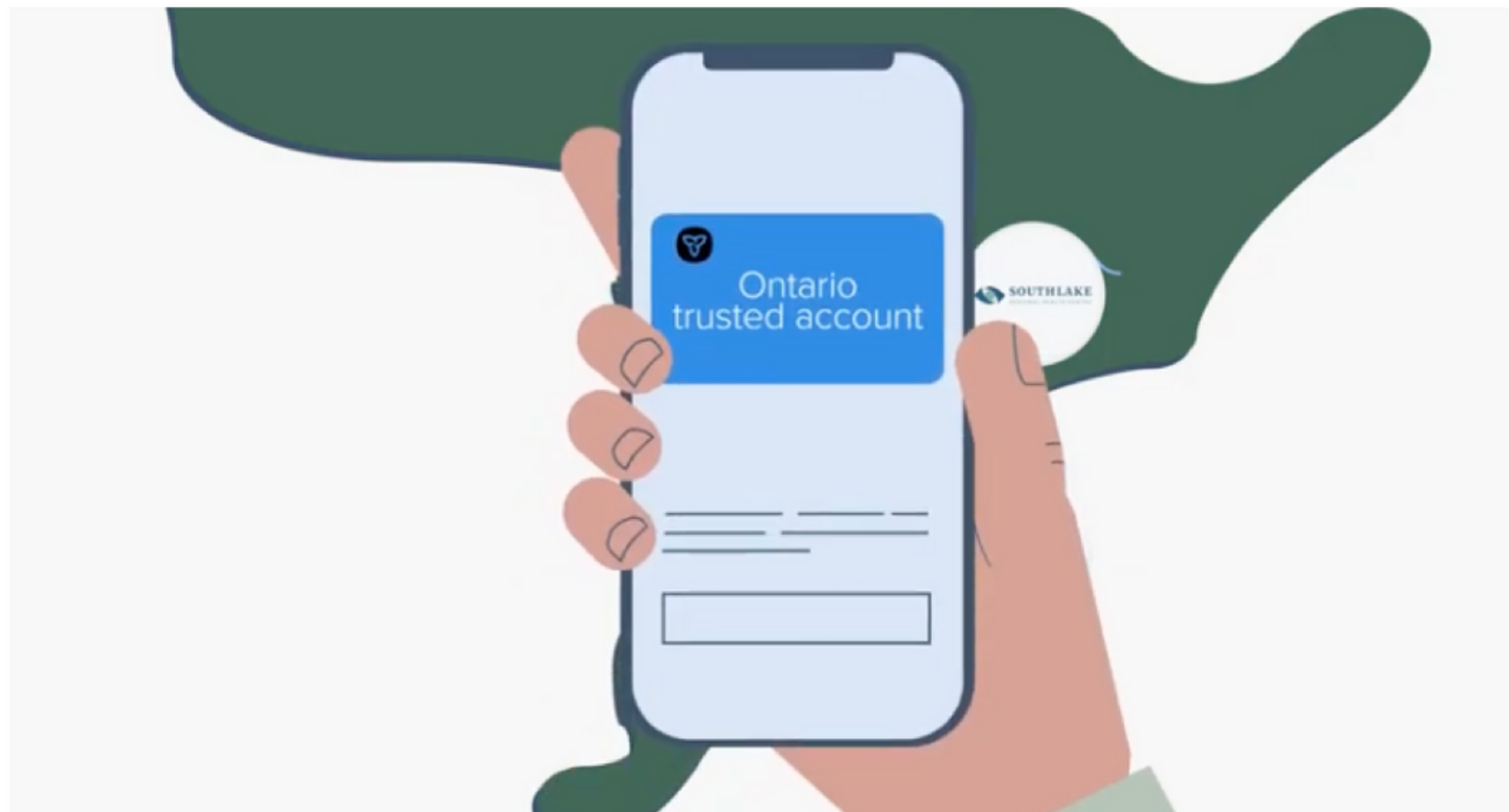
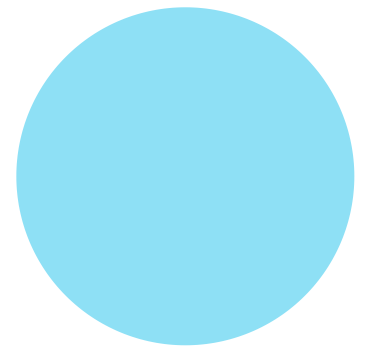
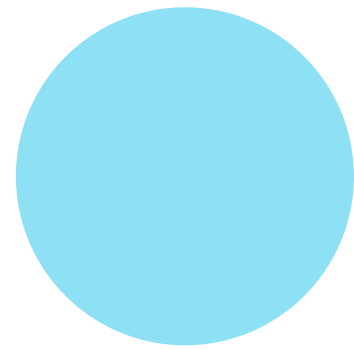
STUDY SYSTEM PARTNERS



CONCEPT: Extend citizen's personal choice and use of the PDIAA program leveraging digital access to personal health information including their immunization and covid status.

Initially, this study would launch with Newmarket and the region that Southlake serves, then scale based on learnings and community adoption/empowerment.

THE ONTARIO TRUSTED ACCOUNT IS A SERVICE THAT ALLOWS PATIENTS TO PROVE THEIR IDENTITY ONLINE, JUST AS THEY WOULD IN PERSON USING VERIFIED.ME AND THEIR ONTARIO HEALTH CARD. ONCE VERIFIED, USERS CAN ACCESS A GROWING LIST OF HEALTH SERVICES AT NIAGARA HEALTH AND OTHER REGIONS.



“Ontarians deserve a twenty-first-century health care system that leverages modern technology to make it easier, simpler and more convenient for patients to navigate their health care journey, while still safeguarding patient privacy and security. The Ontario trusted account is an example of how made-in-Ontario innovations can enhance the patient experience and support better, connected patient care.”

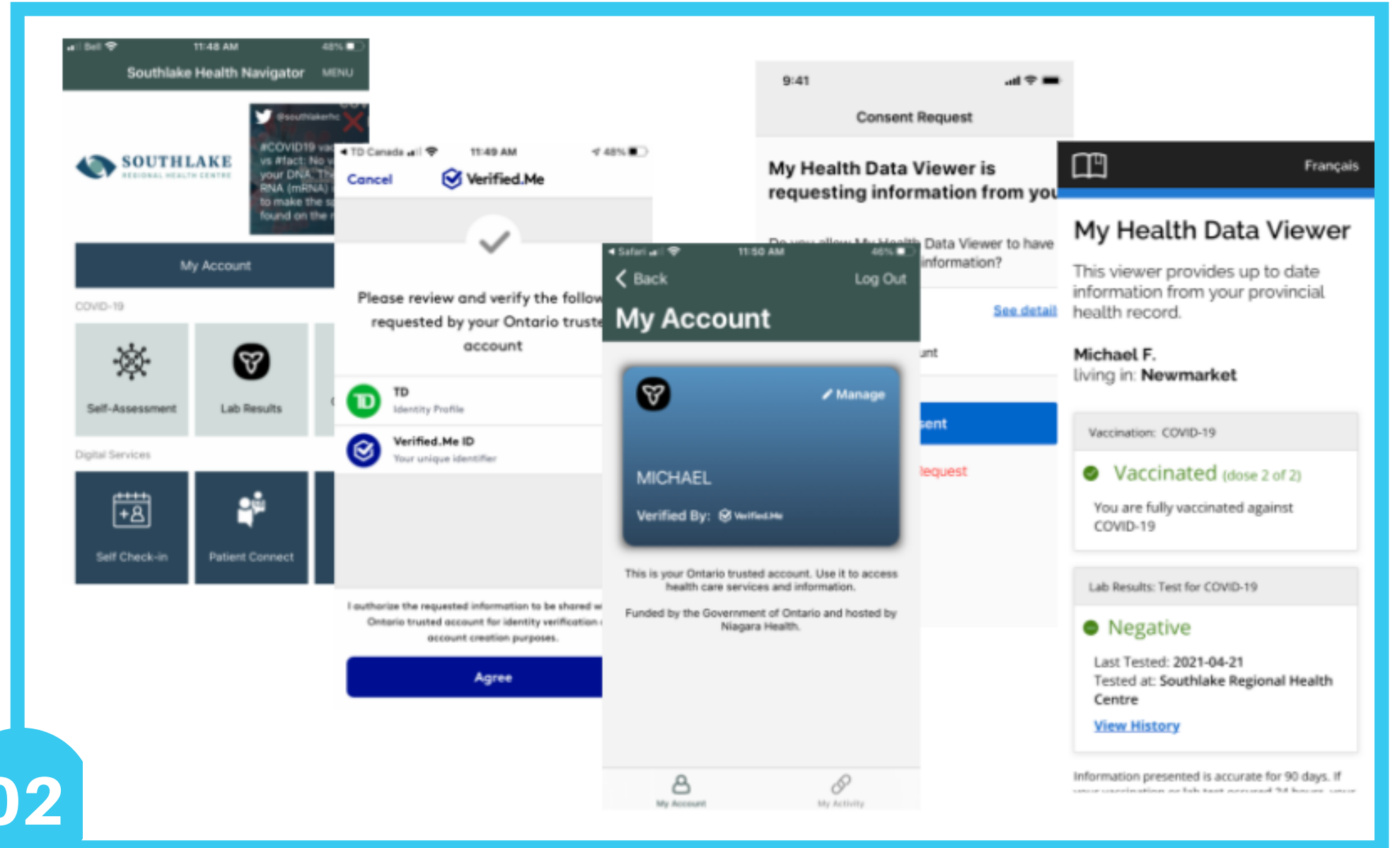
– *Christine Elliott, Deputy Premier and Minister of Health*

TECHNOLOGY ROADMAP

01

Start using what Ontario has in place - the Ontario Trusted Account to empower citizens with access to their data.

02



04



03

Evolve with pilot learnings to share personal health data. This pilot will leverage a ready-to-scale, safe approach technology solution to access data.



Knowing who is vaccinated against COVID-19 will help businesses operate safely, prevent outbreaks and shutdowns and maintain business continuity. Increasing vaccination rates will make sure your workplace is protected.

CANImmunize@Work is a digital tool to help employers know who is vaccinated, actively track and report employee vaccination rates, and protect unvaccinated employees, customers and the community.

How does CANImmunize@Work help?



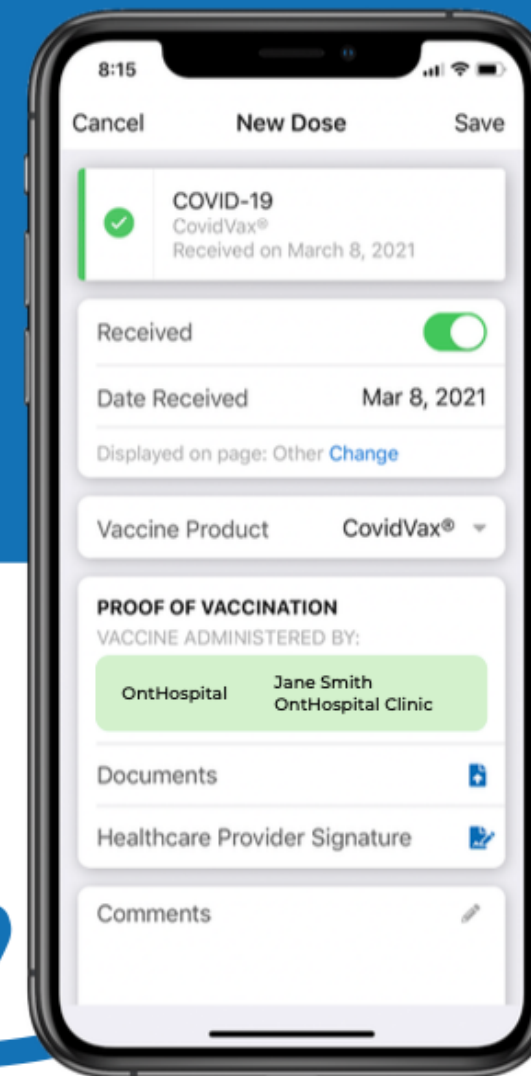
- If an employee tests positive for COVID-19, employers can view employee vaccination status and instruct unvaccinated employees to stay home or be tested.



- Remind unvaccinated or partially vaccinated employees of vaccinations and increase uptake.



- Employers monitor vaccination coverage at the individual level and by location with the CANImmunize dashboard, enabling data-driven decision making.



Why CANImmunize?

CANImmunize is a science-based digital immunization company with an internationally recognized solution used by Canadians across the country.

CANImmunize@Work is built into the existing CANImmunize mobile and web application used by Canadians to track their families' immunization records.

**"AN ONTARIO COMPANY BUILT CANADA'S BEST VACCINE BOOKING SYSTEM"
- TORONTO STAR**

Internationally Recognized By:



STUDY OBJECTIVES

01

SAFE RETURN TO WORK

Facilitate a safe return to work by supporting employers through their legal liabilities to protect employees.

Long Term-Care, manufacturing, retail, small business.

02

ACCELERATE ECONOMIC RECOVERY

Empower citizen choice to regain safe access to public spaces.

Dining, entertainment, travel, post-secondary education, fitness/rehab, etc.

03

SUPPORT NEW INTERNATIONAL TRAVEL CONDITIONS

Position Ontario as a leader for proof of immunization travel initiative.

Business travel, trade, economic immigration, tourism.

WHAT'S NEXT?

PARTNERING WITH LOCAL BUSINESS

- **MORE THAN 75% OF ONTARIANS HAVE ALREADY RECEIVED THE FIRST DOSE OF THE VACCINE**
- **THE STUDY WOULD ALLOW CITIZENS WITHIN THE DESIGNATED STUDY AREA REGION TO OBTAIN PROOF OF VACCINATION STATUS OR RECENT PCR TEST RESULTS**

THE NEXT STEPS INCLUDE WORKING WITH LOCAL BUSINESSES TO SET PERIMETERS TO SUPPORT AN ACCELERATED REOPENING.

DISCUSSION | QUESTIONS | FEEDBACK WELCOME

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DANA O'BORN, CCI: DOBORN@CANADIANINNOVATORS.ORG



NEDAC Meeting June 22, 2021

modern
green
forward-thinking
inclusive
community
progressive
creative
urban
smart
innovative

Agenda

- Accelerate Newmarket
- Digital Verification Pilot
- Economic Development and COVID-19
- Marketing Plan Timelines and Rollout
- Market Research Execution Plan

COVID-19 Updates

- Economic Development Strategy
- Small Business Support Services
- Brief Economic Update



ECONOMIC DEVELOPMENT STRATEGY

2021 to 2024



Newmarket

ECONOMIC DEVELOPMENT STRATEGIES

THERE'S A PLACE FOR YOU *here*

STRATEGY 1:

ATTRACTION AND MARKETING

where work meets play

STRATEGY 2:

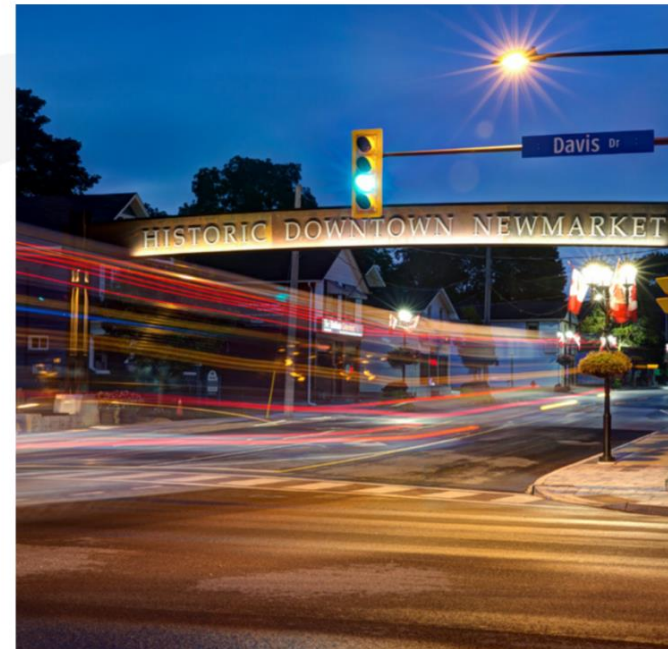
BUILDING AN ENTREPRENEURIAL
ECO-SYSTEM

where innovation meets open minds

STRATEGY 3:

COMMUNITY VIBE-RANCY

where culture meets community



Economic Development Strategy Update



- June 2020 – Paused finalizing 2021-2024 due to COVID-19 pandemic, NEDAC asked for an increased focus on small business support in the strategy
- October 2020 –provided updated strategy to NEDAC based on further pandemic experiences and research
- Shifted focus from office attraction to entrepreneurship, community vibrancy and small business supports in partnership with Chamber of Commerce and York Region SBEC
- Finalized April 2021 received by Council, includes a pre-amble on COVID-19 impacts especially on unemployment rates and working trends



Small Business Supports

- Reinforcing partnership with York Region SBEC and strengthening referral services as Business Assistance Concierge in its current form winds down
- Continuing to grow partnership with Newmarket Chamber of Commerce with a strong pandemic recovery focus for small businesses through the Choose Local Program
- Temporary Patio Program -37 temporary permits issued for 2021
- On-going newsletter program on grants, re-opening and information sessions
- Council authorized up to \$100,000 to support small business, which includes 1 year contract for recent grad/post-grad student (expected hiring August 2021)





Choose Local Marketing

On-going marketing from July 2021-January 2022

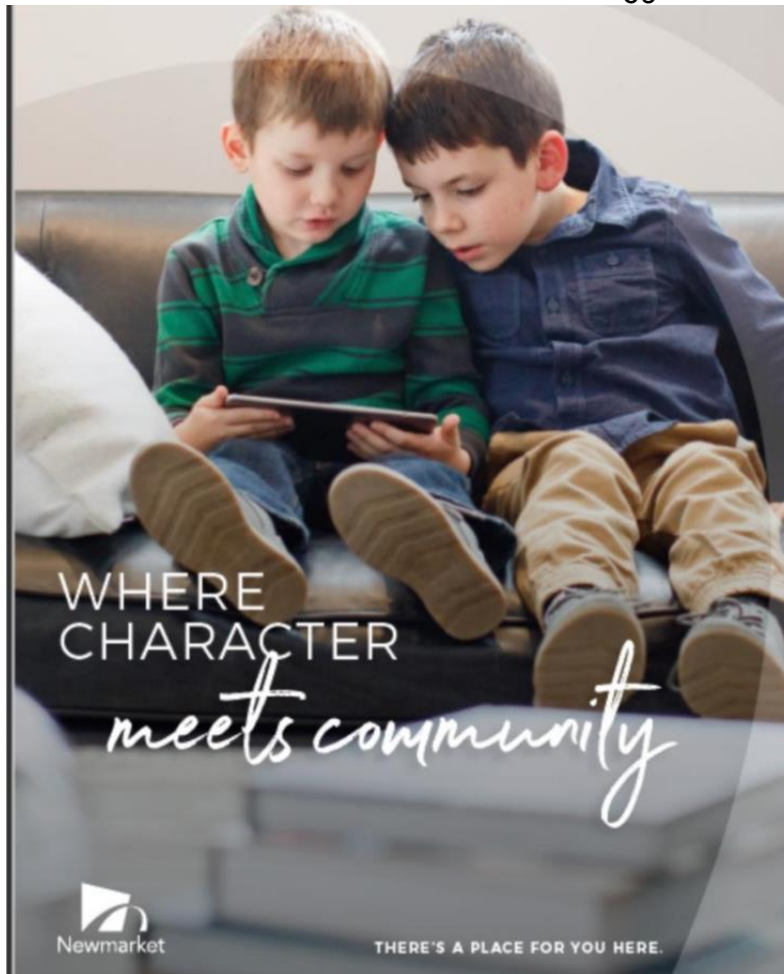
- Partnership with Chamber of Commerce
- Contests, local advertising buys, business engagement and community engagement
- Chamber and Town each leading specific aspects of the campaign
- Next contest launches week of June 28, 2021



Economic Update



- Of Canada's 152 700 lost jobs in April, two thirds of these were Ontario based jobs
- May job losses from third wave led to 8.2% unemployment across Canada with job losses in Ontario and Quebec driving change
- Manufacturing and construction industries facing supply chain and pandemic related restrictions, which impacts job numbers
- Expecting rebound in construction in sync with re-opening
- Re-opening in Ontario expected to ease employment losses (especially in retail and hospitality)
- Conference Board of Canada expects rebound to 2019 employment levels by 2024



Marketing Strategy Update



Brand Identity and Target Audiences

“A community of contrasts:” urban and suburban, big mall and great downtown, busy patios and quiet evenings in your backyard

The marketplace and its community is in our roots. When we meet together we succeed together.

*Developers &
Real-Estate*

*Knowledge-based
Businesses & Employees*

*Residents, Partners
& Families*

**Where work
meets play**

**Where innovation
meets open minds**

**Where culture
meets community**

There's a place for you here.



2017-2019 Campaign Brand Strategy

- Goals:
 - Establish Newmarket as a preferred market within the GTHA for intensification investment (need to look at office vs. residential)
 - Brand Newmarket as the leader in suburban urbanization
 - Engage key stakeholders who share the Town's vision for growth along the corridors with compelling messaging to attract investment

2017-2019 Campaign Execution



Channel	Description
Media Relations	Pitching stories to media outlets in the GTA
Social Media/Display Paid Advertising	Using paid advertising based on geographic and interest based targeting
Social media organic	Using Town's existing strong social presence to leverage defined messaging to each target audience
Event kits	Key opportunities where the Town should have a presence and using the banner bug and morph boards for engagement



- Zoning approved, nearing end of site plan process
- Two 15 storey towers, 339 units
- Goal is to obtain building permit by Fall, 2021

Briarwood Development: 693 & 713 Davis Drive





74



- Zoning for entire site approved
- Site plan for Ph. 1 & Ph. 2 complete and one rental (15 storey) and one condo (15 storey) now under construction
- Ph 3 rental building (9 storey) at site plan review stage
- Total of 533 units when complete



Rose Corp:
175, 195, & 200 Deerfield Road



Redwood Development: 17645 Yonge Street

- Zoning bylaw approved and servicing allocated
- Nearing end of site plan approval process
- 3 towers proposed (21, 19, 17 storeys) totalling 534 units





Kerbel: Yonge & Millard

- Recently reactivated and concept reconfigured
- One 12 storey tower and 28 stacked townhouses behind, commercial on ground floor
- Zoning has been approved. Lifting of holding provision and site plan approval still required



2022-2024 Marketing Strategy



Updated Brand Strategies

- Goals:
 - Re-inforce Newmarket as a preferred market within the GTHA for intensification investment
 - Brand Newmarket as the leader in suburban urbanization
 - Engage key stakeholders who share the Town's vision for growth in professional services, entrepreneurship and technology with compelling messaging to attract investment

2022-2024 Marketing Plan

Timelines





Goals of Market Research (July-October)

Identify Newmarket's marketable differentiating factors that support the Newmarket Economic Development Strategy pillars of Community Vibrancy and fostering the Entrepreneurial Eco-system

- 1) Identify the needs of local businesses for whom we have the capacity to help expand (specifically those looking for office, tech based careers, knowledge workers)
- 2) Identify the push/pull factors that cause entrepreneurs, technology employees and accelerator (Createlt, NewMakeIT and Accelerate/Treefrog) clients to re-locate to Newmarket
- 3) Begin to map the entrepreneurial eco-system and conduct a gaps analysis in terms of talent and the push/pull factors for entrepreneurs, employees and volunteers

Market Research Outreach and Tactics

Community Vibrancy and The Entrepreneurial Eco-system

Millennials and New Residents

Answering the questions: Who is buying in Newmarket? Who is moving into condos/new builds? Where are buyers re-locating from? What are they looking for in a community? Where are they working post-pandemic? Why are they moving here? Why are they leaving other places?

- Interviews with local realtors to understand new resident market
- Market reports
- Focus groups with new residents
- New residents survey

Market Research Outreach and Tactics

Community Vibrancy and The Entrepreneurial Eco-system

Business diversity

Answering the questions: What caused recently re-located tenants to land in Newmarket? Why are entrepreneurs starting/growing their business here? What are the common factors between entrepreneurial businesses in Newmarket? What are the market factors influencing the entrepreneurial eco-system in Newmarket?

Tenant and talent attraction with a focus on Entrepreneurial Eco-system:

- Focus groups with these companies, their employees
- Rent trends, occupancy details etc.
- Market scan

Next Steps

- Conduct Market Research over the summer
- Analyze and test the differentiating factors identified, in market
- Finalize Niche Audiences and form tactics including metrics and goals for the next stages of the marketing strategy, in consultation with NEDAC
- Analyze the Entrepreneurial Eco-system (multi-purpose, for marketing plan and execution of Economic Development Strategy)

Questions for Consideration

- What other groups in Newmarket need to be engaged in the *market research* phase?
- Do the updated overarching goals for the campaign align with NEDAC's vision for the marketing strategy?
- Are there mechanisms for engaging in market research (especially focus groups) that should be considered given the need for social distancing, virtual engagement etc.?
- How can the market research phase help us understand the challenges and opportunities that COVID-19 might be presenting?