Newmarket

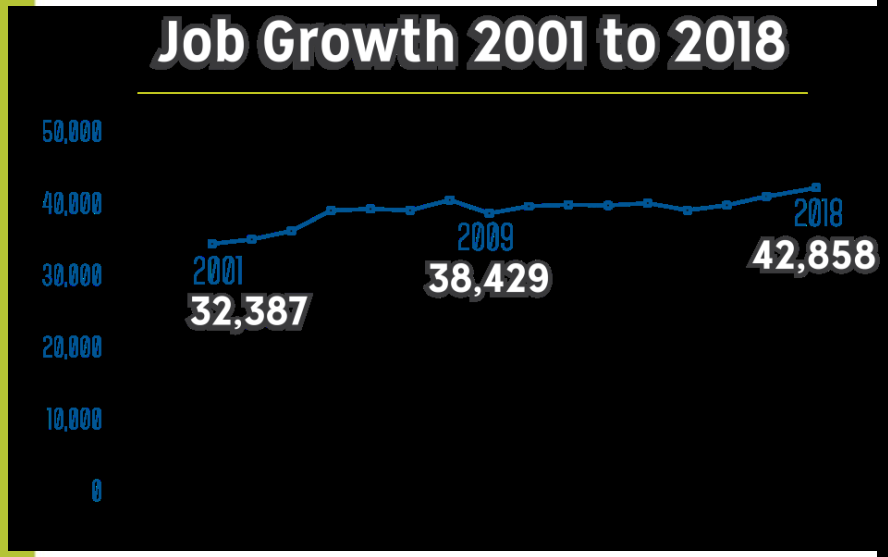
2018 Economic Development Year in Review

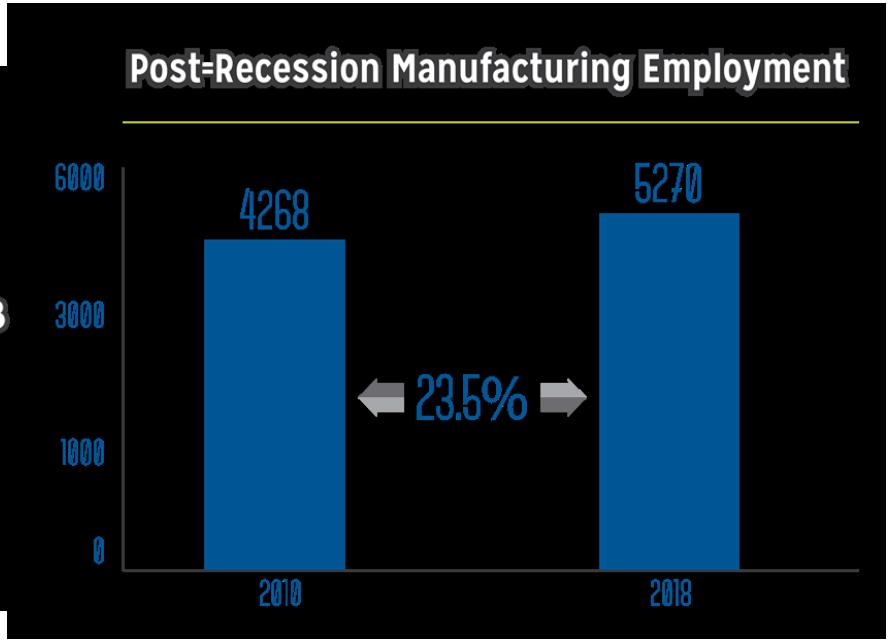
Presentation to:

Committee of the Whole
April 29, 2019

Economic Update

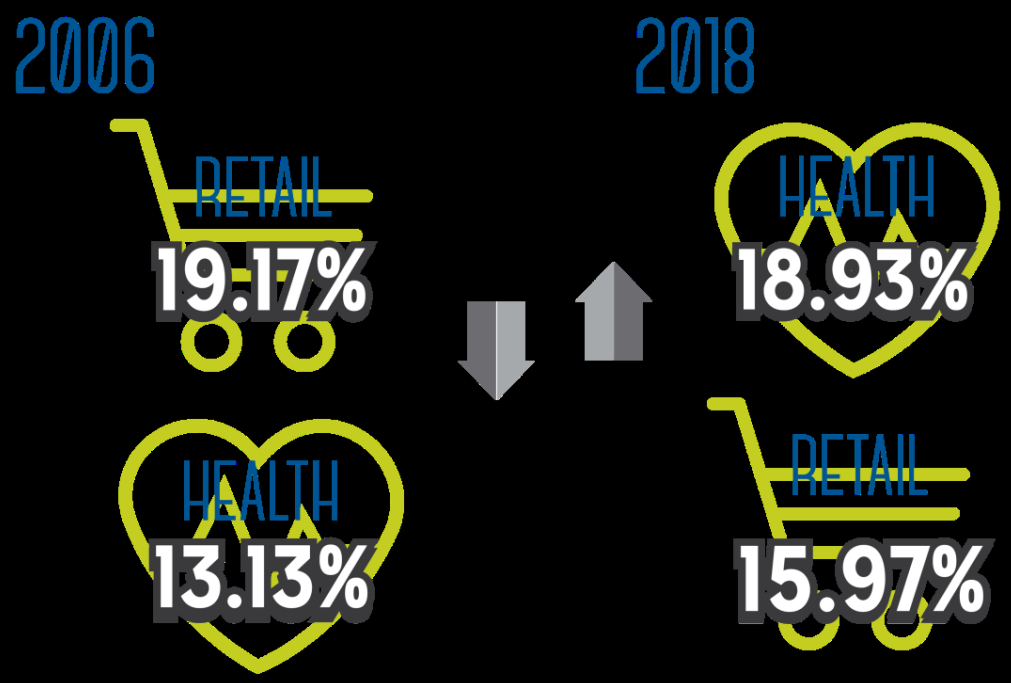
- 2018 York Region Employment Survey indicates total employment is up by 1,250 jobs (3%) from 2017 to 42,858, which is highest level ever.
- Since its post-recession low in 2010, manufacturing has increased by 23.5% from 4,268 to 5270 jobs (+1002)



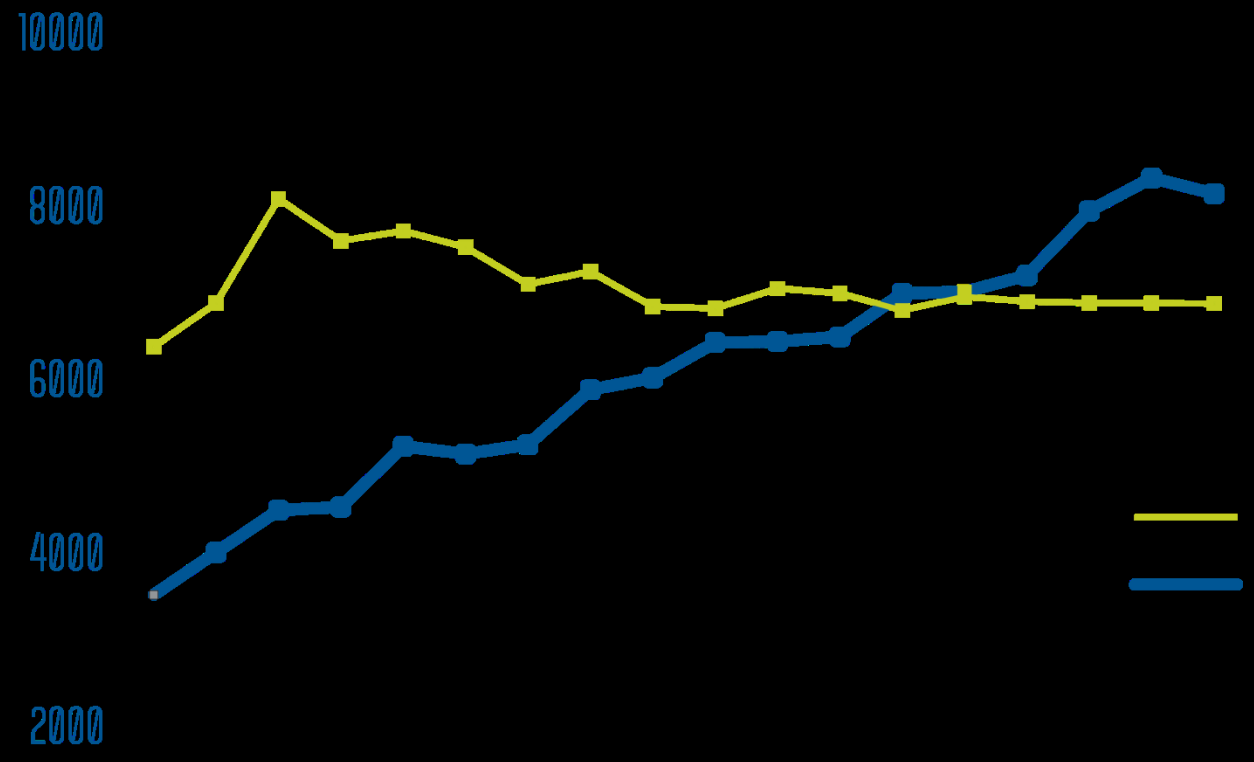


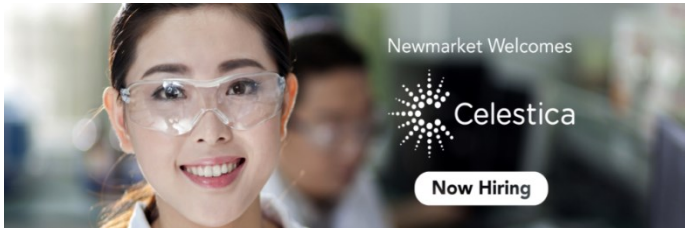
% Growth of labour force major sectors from 2006-2018

Retail versus Health Sector



Job Growth 2001 to 2018

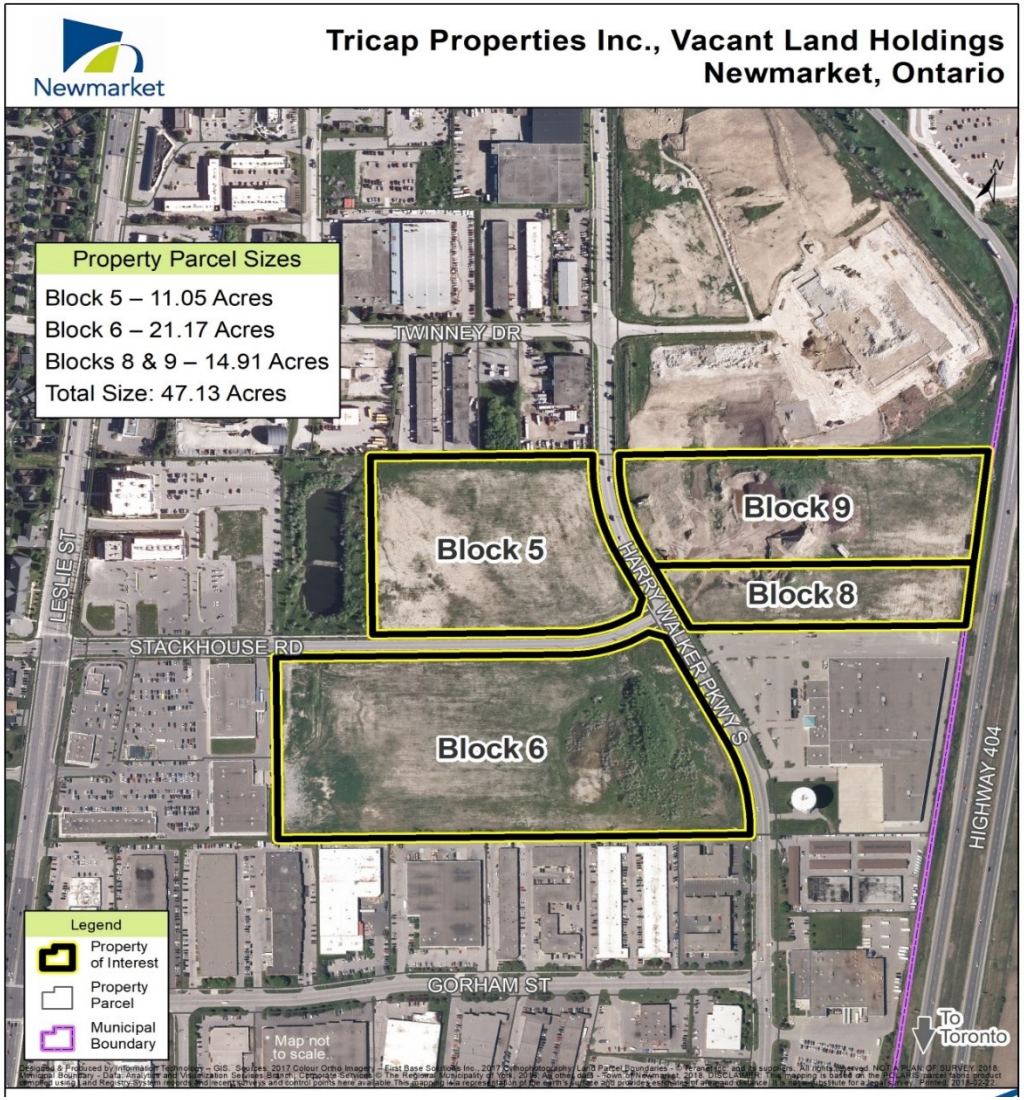




Newmarket

Since December 2017 announcement Economic Development has:

- Expedited approval processes
- Supported temporary workforce recruitment through job ads, social media, web site and advertising
- Resolved construction and infrastructure issues
- Supported Employee wellness
- Featured career opportunities in Blog
- Provided ongoing check-ups
- **Assisted with and attended Celestica grand opening held Nov. 16, 2018**



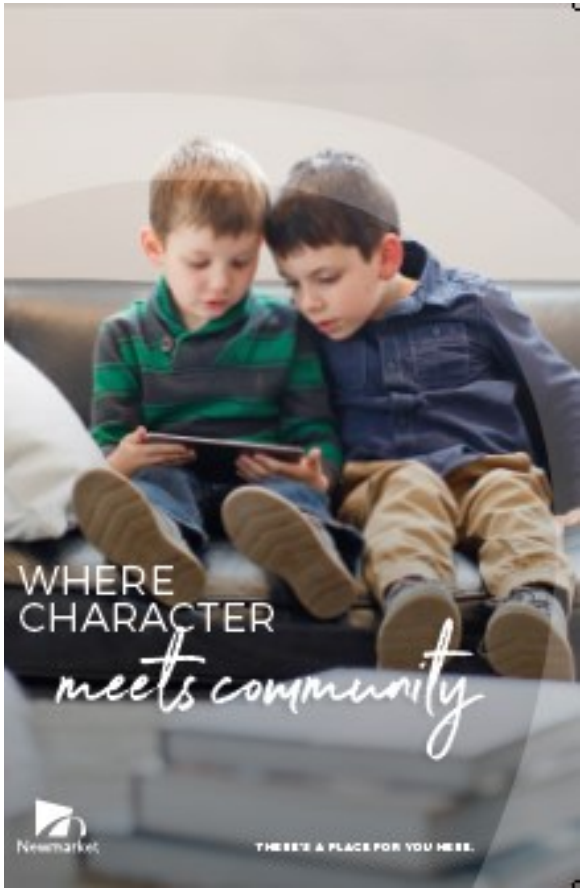
Newmarket

First phase of vacant employment lands development anticipated in 2019:

- 1 company confirmed: 110K ft^2 auto parts manufacturer; at site plan with 2020 occupancy requirement
- Final negotiations: 85k ft^2 home product manufacturer
- Additional 85k ft^2 for manufacturer under negotiation
- Strong industrial market demand continues

Marketing Corridors Implementation

Newmarket



Corridor Marketing Update

Newmarket

- Officially launched campaign Feb 28, 2018
  - Focus on both creating a market for development and demonstrating existing opportunities for development
- Tactics include:
  - Social Media
  - Media Relations
  - Blogging: Where Work Meets Play
  - Collateral Development

Corridor Marketing Update: Social Media

- Focus on creating engagement and awareness for both businesses, potential employees & residents

- Resulted in 62.2% of the engagement on economic development related articles in 2018

- Recently began working with YorkLink to expand coverage of social media stories

townofnewmarket • Following
Newmarket, Ontario

townofnewmarket Happy International Women's Day! Join the Town of Newmarket in celebrating female achievements and progress made towards gender equality today. We are celebrating by profiling some of our local female business leaders in the blog today. Together we can all help create a #balanceforbetter . Link in the bio #IWD #iwd2019 #womenintech #newmarket #iheartnewmarket

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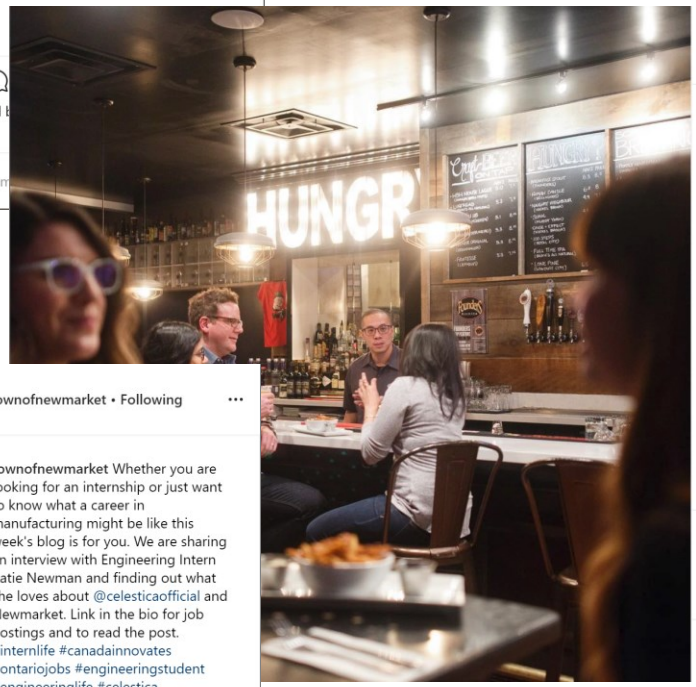
Liked b

MARCH 8

Add a com

Newmarket



townofnewmarket • Following
Newmarket, Ontario

townofnewmarket The latest edition of the blog has us torn -which holiday get-together spot should we hit first? Let us know where you love to dine in Newmarket and then check out our faves. Link in the bio. #newmarket #newmarketeats #newmarketrestaurants #holidayeats #downtownnewmarket #yongeanddavis #marketandco

17w

vanki44 Hungrey Brew Hops allllll the way!!!

17w 3 likes Reply

darcytoombs @hungrybrewhops

Liked by **amani89_** and **137 others**

DECEMBER 13, 2018

Add a comment... Post

townofnewmarket • Following

townofnewmarket Whether you are looking for an internship or just want to know what a career in manufacturing might be like this week's blog is for you. We are sharing an interview with Engineering Intern Katie Newman and finding out what she loves about @celesticaofficial and Newmarket. Link in the bio for job postings and to read the post. #internlife #canadainnovates #ontariojobs #engineeringstudent #engineeringlife #celestica #newmarket #iheartnewmarket

10w

comfywealth ✅🍒

10w 1 like Reply

Liked by **amani89_** and **122 others**

JANUARY 25

Add a comment... Post

Corridor Marketing Update: Media Relations

- Focus on expanding the awareness about Newmarket across the GTA both as a development opportunity and a place to live and work

Development & Buyer Focused

TORONTO SUN

NEWHOMES

Lessons learned from a condo conversion in Newmarket

MARTIN SLOFSTRA
EDITOR'S NOTE

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.

Having visited a number of 'condo conversion' projects over the years — where an existing heritage building like a church or school is turned into a place where people live — I know it can be difficult.

I've had more than one developer of these type of projects tell me it would have been a lot easier (and much less expensive) to demo the thing and build from scratch.

Having said that, these beautiful buildings are worth preserving — the King George School had been declared surplus by the local school board — even if deemed no longer suitable for their original use.

When complete, The King George project will consist of 11 loft units in the school and 14 surrounding townhomes.

Highlights of the loft units include 13' foot ceilings, modern finishes and large windows.

It is about 60 per cent sold, with renovation scheduled to be completed by September 2019. (Townhomes $1,150,000 - $1,350,000; Lofts: $540,990 - $998,990.)

My tour of the site is led by Shoshana Levstein, project manager for Rose Corporation, a boutique real estate development firm founded in 1982 whose portfolio of projects include the Tannery District in Kitchener.

He tells me that only the facade and exterior received a historical designation which allowed the builder to totally gut the inside.

Some of it can be preserved, like the luxurious wood frame doors. Virtually everything else — windows, fixtures, HVAC equipment, you name it — had to be upgraded or replaced.

The developer describes the project as "old meets new with a Yorkville vibe." The basic appeal is a loft-style of living with its 13-foot ceilings, huge windows and exposed brick, and amenities include a courtyard.

Also of note, two styles are being embraced, classic Victorian in the schoolhouse itself while the townhomes will have a more 'Edwardian' look.

The architectural details are important, because with an infill development like this, it needs to fit the neighbourhood.

"We're in an area where there are already lots of beautiful heritage homes," explains Rick Nethery, director of planning and building services for the Town of Newmarket. "It's such a beautiful building, and we (Town of Newmarket) were hopeful it could be retained."

Then there is the planning aspect. The gutting and renovation may take about a year or so, but the planning — consulting with theTown, local residents, business owners, community organizations, developers and other stakeholders — is a process that takes years.

An aerial view of the King George School Lofts site.

Fitting a project into a plan is not easy work. Unlike other communities with lots of land to accommodate new home growth, Newmarket is hemmed in, depending on 'infill' and 'intensification' to deal with its rapid growth (expected to be 33,000 residents over the next 30 years.)

To meet its growth needs, Newmarket is using the Yonge and Davis St. corridors for rapid transit and high-density development, while preserving its downtown for a more village-style of living.

As a result, development in the downtown area needs to be approached differently, says Nethery, as it must be "done to a particular scale." Typical high-rise buildings won't fit here and three- and four-storey boutique-style condos and townhomes are the way to go.

Adding to the complexity, Newmarket is also taking steps to improve its downtown, putting in patios and making it more walkable and accessible to bikes.

"We are continuing to examine our development approvals and our zoning by-laws to make the process as smooth and easy as possible," says Nethery.

Put it all together, and it sounds like a lesson in planning and co-operation that could be taught elsewhere.

Print: 517,000 impressions
E-edition: 360,000 impressions
Online: 1,670,000 impressions
Tweet: 292,000 followers

GTA Commuters & Downtown Toronto

DAY TRIPPER

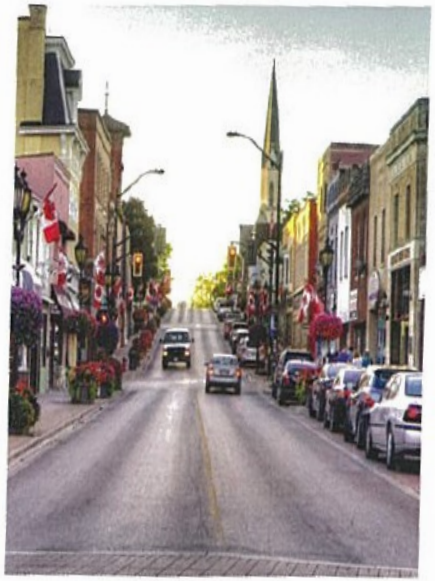
foodism

THE MAIN IDEA

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

"Over the last few decades, the *former* bedroom community…has morphed into a place that wins accolades…but has maintained its charm and romance"

Under an hour north of Toronto, the town of Newmarket is making big strides.



What's the vibe?

Over the last few decades, the former bedroom community that was once home to the likes of Jim Carrey and John Candy has morphed into a place that wins accolades for its quaint 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.

GTA Commuters & Downtown Toronto

Newmarket

- Town of Newmarket featured as an option for those looking for a day trip away from the city with descriptions of what visitors shouldn't miss.
- Includes: Chip + Malt, Lil' Brew Hops, Market & Co., Amano Kitchen and The Wine Shop with their corresponding websites.

- Reach:
  - Print: 206,000 impressions
  - Tweet 1: 7,588 followers
  - Tweet 2: 7,588 followers
  - Facebook 1: 1,284 likes
  - Facebook 2: 1,284 likes
  - Instagram 1: 25.5k followers
  - Instagram 2: 25.5k followers

foodism

“Where Work Meets Play”

Newmarket

- **Purpose: Provide exposure for local businesses and employers in a way that engages new readers**
- Over 6900 unique visitors to date & 11 000 page views
- 62% engaged via social media (Facebook, Instagram, Twitter and LinkedIn)
- Primarily engaging on mobile devices
- 60% of Ontario readers are outside of Newmarket, over 18% are located in Toronto
- 33% of readers are 18-35, 28.5% are 35-44

Newmarket

Supporting marketing efforts of corridor residential development to enable success

Corporate Visitation Program

- Program provides valuable insight into how the Town can assist with the health and needs of businesses including:
  - Expansion opportunities/demand
  - Talent attraction and retention efforts
  - Transit accessibility for shift workers and the Harry Walker area

Corporate Visitation Program

Newmarket

Success include:

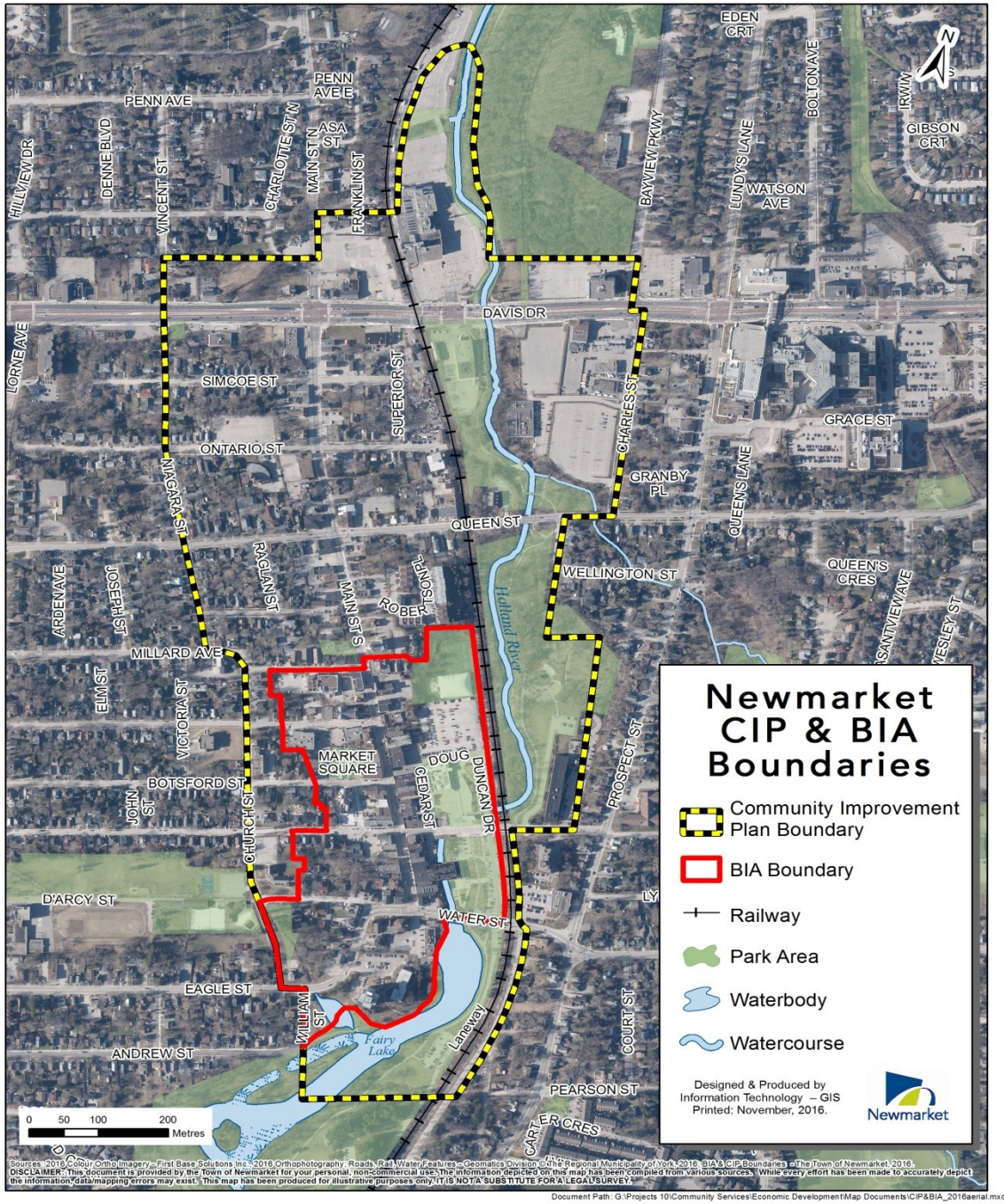
- Smart Commute and Transit opportunities
- Established partnerships to market job opportunities
- Helping local employers find space to expand in Newmarket
- Connecting local businesses to Envi Network
- Connections created between businesses to test new products in the market

envi

a fibre network

NEWMARKET

job spotlight



Newmarket

Downtown: The Living Room of the Community

Economic Development is primary Town staff contact point with downtown business community through both CIP Financial Incentive Program and the BIA

Main Street Newmarket

Newmarket

- $1 Town contribution through NDDC generates $4.00 private sector investment
- 11 new restaurants since 2011, Joia and King George add 2 more
- 63% employment increase in downtown since 2006
- Commercial assessment growth in BIA 40% greater than across Town
- Growing reputation as a restaurant district & “after 5” meeting place

Newmarket's Restaurant District

Partnering in Art and Culture

Newmarket

"This mural site corresponds with the location of the Roe & Borland Trading Post c. 1814, around which the Quaker settlement, later to be known as Newmarket, sprouted….

The scene depicts two Ojibwa families arriving to the post from down river where they are greeted by a member of the Quaker community."

Collaboration

Newmarket

YRAC YORK REGION

NEWMAKEIT

createIT NOW AT SOUTHLAKE

SOUTHLAKE REGIONAL HEALTH CENTRE

ventureLAB™ Mentoring | Partnering | Connecting

Towards an Intelligent Community

Newmarket

"Smart City projects **make communities work better.** Intelligent Communities are different. They seek to **make better communities** where citizens and employers thrive and prosper in the broadband economy. Intelligent Communities adopt technology but do not make it their focus. Instead, they find **vision-driven, community-based, technology smart solutions** to solve their most urgent problems."

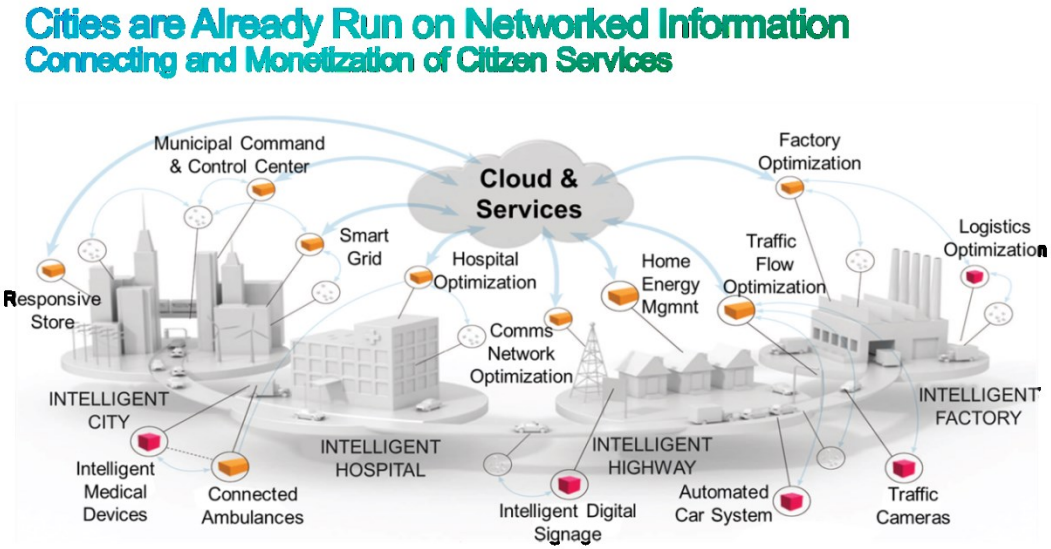
Newmarket

Media Release

New Community-owned high-speed internet service provider, ENVI launches in Newmarket

"ENVI will help bring Newmarket's broadband strategy to life and improve connectivity and reliable service for local businesses"

NEWMARKET, June 13, 2018



Source: Intel

Smart Community Council

The goal is sustainable, progressive approaches that make life in Newmarket better for all. *Smarter* issue identification. *Smarter* policy, program and initiative identification. *Smarter* decision-making. *Smarter* use of resources. Just plain *smarter* in every way.

- Enhanced quality of life
- Greater community resilience
- A collaborative & connected environment
- Empowered stakeholder voices
- Improved services for citizens & businesses

Partners

Newmarket
Public Library
Inspiring Growth

Newmarket

Newmarket
CHAMBER OF COMMERCE

NEWMARKET
Hydro

xe

York Region

CISCO
TM

SOUTHLAKE
REGIONAL HEALTH CENTRE

Our Opportunities

Newmarket

@Smart Marketing

envi
a fibre network

INNOVATE Newmarket

Going Forward

Newmarket Economic Development Advisory Committee

Why does the Newmarket Economic Development Advisory Committee (NEDAC) exist?

NEDAC ensures strategic support to help the Town achieve community economic development goals by supporting Council in an advisory role.

NEDAC is an advisory body that helps Council advance its Strategic Priorities by providing critical analysis, feedback and advice from a business and community perspective on economic challenges and opportunities.

NEDAC VISION

To accelerate the growth of our community environment where business and people thrive

NEDAC believes...

- change is underway and accelerating efforts speaks to our sense of urgency and intent
- community is Newmarket's strength and recognizes economic development is more than just jobs and taxes
- in creating an environment for success that unleashes the passion, creativity and ingenuity of residents in many settings, including business areas, neighbourhoods and physical environments - e.g., public space, public art, etc.
- Newmarket will thrive, be prosperous, and be successful

Expansion of NEDAC to better reflect the diversity of sectors and stakeholders in the business community

- Current Members:
  - Jim Gragtmans, Chair
  - Donna Fevreau, Vice-Chair
  - Mayor Taylor
  - Deputy Mayor Vegh
  - Carin Binder
  - Beric Farmer
  - Rick Henry
  - Peter Mertens
  - Rob Bull
  - Marek Dabrowsky

A Community Well Beyond The Ordinary

Corporate Strategic Plan Directions

Living Well

Focusing on health, safety and the environment to promote activity and enrich lives.

Well Balanced

Encouraging a sense of community through an appropriate mix of land uses and amenities.

Well-Equipped & Managed

Implementing policy and processes that reflect sound and accountable governance.

Well-planned & Connected

Strategically plan for the future to improve information access and enhance travel to, from and within Newmarket.

Well-Respected

Inspiring partnerships and cooperation with stakeholders that revolve around well-being, synergy and balanced living.

2014 – 2018 Council Strategic Priorities

1. Economic Development/ Jobs

A. Implementing affordable broadband
B. Reviewing & Prioritizing Economic Development Strategy
C. Revitalizing Community Centre Lands & addressing downtown parking needs
D. Creating vibrant & liveable Davis Drive & Yonge Street corridor strategy
E. Supporting Innovative projects & partnerships

2. Enhanced Recreation Opportunities

F. Enhancing Recreation & Community Facilities
G. Supporting Community & Neighbourhood Projects

3. Community Engagement

H. Aligning ourselves with communications best practices
I. Engaging our changing resident demographics

4. Efficiency/ Financial Management

J. Ensuring effective & efficient services
K. Measuring and benchmarking our financial performance

5. Traffic Safety and Mitigation

l. Ensuring safe streets
m. Improving traffic congestion
N. Supporting major transit service enhancements

Town of Newmarket

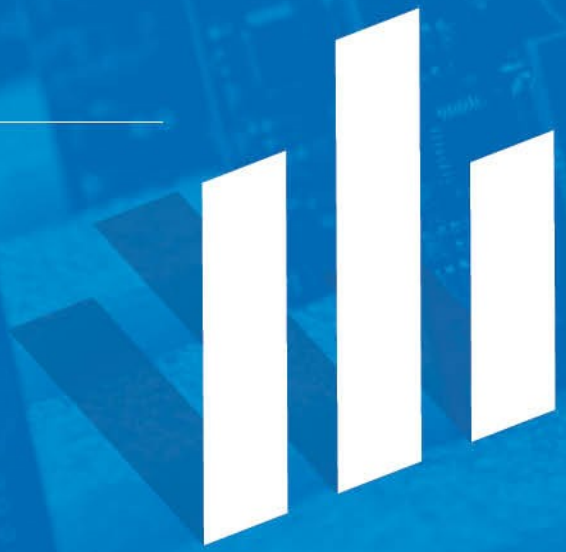
Economic Development Strategy

2016 to 2020

Newmarket

ECONOMIC DEVELOPMENT
PILLARS

Innovation
Urbanization
Collaboration



Key Milestones and Action Items

INNOVATION

Ultra-high speed, affordable broadband is an enabler for future innovation growth and job creation

Key Milestone: Support research and development of business model to deliver broadband services for Newmarket businesses			
Liaison with strategic planning/implementation team	⊘	2016 - 2017	••
Ensure NEDAC, CCE and other key stakeholders are kept informed of initiative	⊘	2016 - 2017	••
Provide key data points and indicators to help support business case development	⊘	2016	••
Key Milestone: Market broadband availability within Community Investment Brand and Targeted Communications Strategy			
Seek to understand focus group and market research	⊘	2016	••
Incorporate concept and key attributes into Community Investment Brand work plan	$$	2016 - 2017	••
Incorporate initiative into all collateral Community Investment Brand and promotional materials	$$	2017	•

INNOVATION - An Intelligent Community requires innovation nurturing

Key Milestone: Partner with and support CreateITNow, NewmakeIT and other incubator proposals			
Provide seed and/or operational funding, attend partner meetings and actively participate in advancing plans, projects and innovation in all community-based innovation and business incubation efforts	$	2016 - 2019	••
Monitor CreateITNow Founding Partner agreement to advance the Town's Economic Development agenda	⊘	2016 - 2019	•
Celebrate advancements and success stories through a collaborative communication effort	$	2016 - 2019	•
Key Milestone: Encourage Newmarket Open Data initiative			
Promote Newmarket Open Data with business partners	-	2016	•
Support an Open Data Accelerator program or hackathon using open data sources	$	2016 - 2017	•
Support ongoing development of Newmarket Open Data	$	2016 - 2019	•

$ < than $25,000 | $$ > $25,000 potential new resources required | ⊘ No New Resources Required

•• - Complete • - Ongoing/In progress • - Deferred/not started • - Discontinued

Key Milestones and Action Items

INNOVATION (CON'T)

Key Milestone: Embed innovation lens within municipal decision making			
Create and monitor a secondment of a Director, IT Innovations to lead and track internal while also participating in external innovation efforts	$	2016 - 2019	●●
Integrate innovation into internal education, processes and work plans across all Departments and Commissions	$$	2017 - 2019	●
Ensure success stories are documented and communicated internally and externally through all existing communication tools and tactics including any applicable municipal awards programs	⊘	2017-2019	●
Key Milestone: Document and celebrate community innovation successes			
Highlight community innovation successes within Community Investment Brand and Targeted Marketing and Communications Strategy	$$	2017-2019	●
Key Milestone: Support "Living Lab" health and wellness initiative			
Support Southlake and private/public sector partners with implementation of approved FedDev health/wellness innovation project	$	2016-2019	●
Key Milestone: Engage with external intelligent community organizations to enhance Newmarket innovation profile			
Engage with the Intelligent Community Forum (ICF) to promote Newmarket's recognition as an Intelligent Community	$	2016-2018	●
Attend two Intelligent Community/innovation-oriented conferences/seminars	$	2016-2017	●●
Monitor York Region's investigation of Intelligent Community designation	⊘	2016-2017	●●

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Key Milestones and Action Items

URBANIZATION

Newmarket will be a Canadian leader in suburban urbanization

Key Milestone: Develop a Community Investment Brand and Targeted Marketing/Communications Strategy to promote corridor intensification			
Establish a working team consisting of community volunteers that are marketing/communications subject matter experts, staff, and other community organization representatives	⊘	2016	●●
Initiate RFP for external expertise to support the development of the community investment brand	$$	2016	●●
Implement Marketing/Communications plan including including all collateral marketing materials and coordinate public relations efforts with ongoing tracking/reporting of successes	$$	2017-2019	●
Key Milestone: Consider incentives to accelerate corridor development time lines, focused on condominium and office/employment			
Develop an evaluation tool to support decision-making around incentives for development	⊘	2016	●
Research and identify potential, specific incentives	⊘	2016	●
Request, strategically invest and monitor impact of incentives on advancing specific, targeted/identified development opportunities	$$	2017-2019	●
Key Milestones: Engage with planning staff re: planning approval processes and policies, design guidelines and streetscaping, corridor studies, active transportation, etc to support liveable walkable, desirable corridor community communities			
New zoning by-law brought into compliance with Secondary Plan	$$	2016 - 2017	●●
New parking requirement standards to reflect urban environment	⊘	2016	●●
Complete Mobility Hub study with external partners in area of Main/Davis	$	2016 - 2017	●●
Key Milestone: Meet with major corridors property owners to identify intensification opportunities			
Research and develop a tracking map of identified properties	⊘	2016	●
Arrange for initial meetings with representatives of identified high-value properties	⊘	2016	●●
Follow-up meetings and explore specific details with the intent of triggering development	⊘	2017 - 2019	●

$ < than $25,000 | $$ > $25,000 potential new resources required | ⊘ No New Resources Required

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Key Milestones and Action Items

COLLABORATION

Collaboration and partnerships accelerate economic opportunities

Key Milestone: Implement a digital community engagement strategy to facilitate real-time stakeholder participation			
Investigate technology options to maximize engagement opportunities	⊘	2017	●●
Acquire and implement a community engagement toolkit/platform	$	2017	●●
Investigate and ultimately purchase CoStar, as part of York Region license, to provide better understanding of real estate dynamics for economic development	$	2017	●
Key Milestone: Investigate/implement engagement strategies with new Canadians			
Liaise with Newmarket Welcome Centre staff	⊘	2016-2019	●
Make a minimum of one presentation annually to new Canadian business/cultural organizations to promote Newmarket investment opportunities	⊘	2016-2019	●
Encourage diversity and inclusivity, in addition to existing requirements, within NEDAC selection process	⊘	2018-2019	●
Key Milestone: Seek partnerships with local businesses through corporate visits			
Develop a tracking system to monitor key contacts and corporate visits, follow up actions, etc.	⊘	2017	●
Complete a minimum of 20 corporate visits per year	⊘	2017-2019	●
Track follow up items and provide an annual report to Council and NEDAC on the program	⊘	2017-2019	●

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●● - Complete ● - Ongoing/In progress ● - Deferred/not started ● - Discontinued

Key Milestones and Action Items

COLLABORATION (CON'T)

Collaboration and partnerships accelerate economic opportunities

Key Milestone: Maintain and seek out new opportunities for collaboration with external intermediary economic development organizations			
Regularly engage with foreign investment offices and government economic development intermediaries including Toronto Global, including participation in strategic investment missions	$	2016 - 2019	•
Position Newmarket as a regional centre while also working with neighbouring municipalities on a collaborative approach to shared success through collective efforts around job growth creation and tracking.	⊘	2016 - 2019	•
Collaborate with York Region Economic Development on various initiatives, including common office marketing strategies, broadband, Employment survey	$	2017	•

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Newmarket

Economic Development Vision: To be a Leader in *Suburban Urbanization* by Balancing Growth and Community Quality of Life