



# TOWN OF NEWMARKET RESULTS SUMMARY

June 2018 - December 2019

Prepared on  
December 19, 2019

# Program Overview

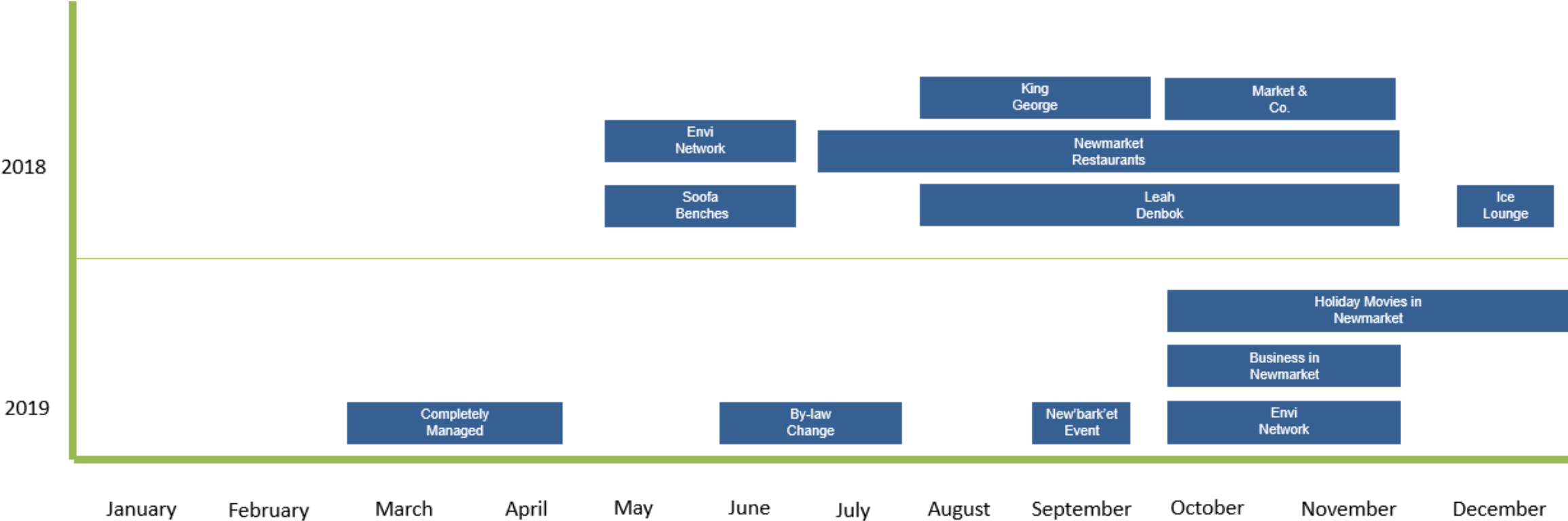
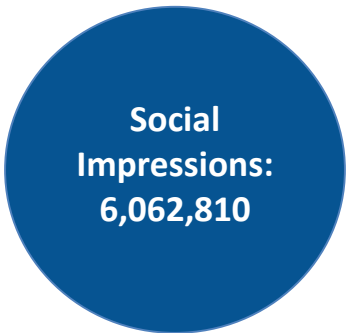
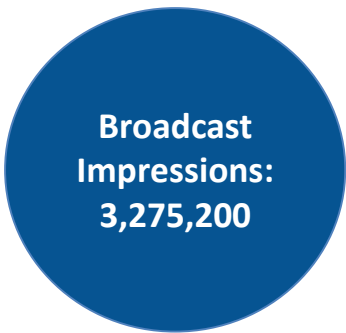


GCI generated a steady drumbeat of earned media coverage and social media conversations between June 2018 and December 2019 for the Town of Newmarket.

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

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

# TOTAL SUMMARY OF COVERAGE





# Coverage Highlights – 2019

## ONTARIO Construction NEWS

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

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

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

[Ontario Construction News \(Online\)](#)

## IT WORLD CANADA



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

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

[IT World Canada \(Online\)](#)

## JOURNAL NORTH NEWS

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

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



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

[North News \(Online\)](#)  
[North News \(Print\)](#)

## NARCITY

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

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



New'bark'et | Newmarket

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

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

[Narcity Canada \(Online\)](#)  
[Narcity Canada \(Facebook\)](#)  
[Narcity Canada \(Twitter\)](#)  
[Narcity Canada \(Instagram\)](#)



# Coverage Highlights – 2019

**NARCITY**  
Canada

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

Newmarket, Ontario is the place to be this winter!

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



brainpowerstudio | Instagram Christmas Wedding Planner | IMDb

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

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

[Narcity Canada](#) (Online)  
[Narcity Canada](#) (Facebook)  
[Narcity Canada](#) (Twitter)

**STYLE DEMOCRACY**  
UNITING PEOPLE WITH THE BRANDS THEY LOVE  
LIFESTYLE, TORONTO, TRAVEL

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

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

### Newmarket

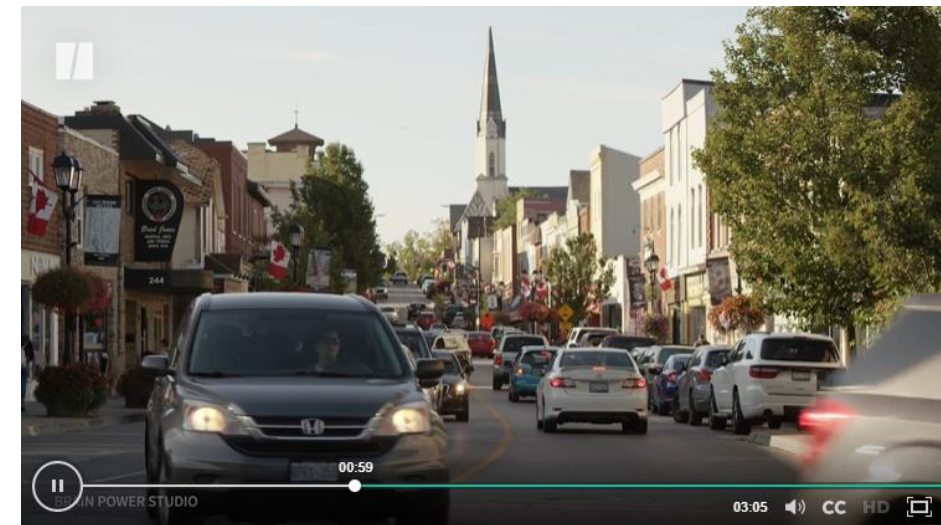


If you can't get enough of those festive Christmas movies, then head up to Newmarket to visit the town where some of them were filmed. Located just 45 minutes north of Toronto, Newmarket is a no-brainer when it comes to an idyllic holiday-themed day trip. If you can believe it, 7 holiday made-for-TV movies were filmed here, including *A Very Country Christmas*, *Christmas Wedding Planner*, *My Perfect Romance*, *Christmas in Paris*, and more. For the ultimate movie-lovers tour through Newmarket, head to Holland Marsh Winery, Fairy Lake, Little Brew Hops, and the Pink Flamingo.

[Style Democracy](#) (Online)  
[Style Democracy](#) (Facebook)

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

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



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

To find out what made Newmarket a Christmas movie secret ingredient, [HuffPost Canada's Amanda De Souza](#) sat down with Beth Stevenson, the founder of a film studio that produces many major made-for-TV Christmas flicks.

[Huffington Post Canada](#) (Online)



# Coverage Highlights – 2018



## Lessons learned from a condo conversion in Newmarket



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

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

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

[Toronto Sun](#) (Online)  
[Toronto Sun](#) (Print)  
[Toronto Sun](#) (E-Edition)

## DAY TRIPPER

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.

### Don't miss

Start your visit among the cozy quarters of Main Street South. Here you can find many artisan shops and restaurants on one historic, walkable street. You can open with smoothies and coffees at Caffe Hessel and walk your way north; you'll find everything from sushi to Mexican fare. Finish with a pint of Ontario beer at Hungry Brew Hops, or sweet toasts can head to Beller's Crust for the city's best cupcakes.

### Getting there

Newmarket is a convenient trip from Toronto via the 404. On a good day, you can expect to get into town in 45 minutes. Budget a full day to take in Newmarket's surrounding park networks in between nothing. Biking through the Wesley Brooks Conservation Area or Bailey Ecological Park is highly recommended. Rent bikes through [bikesports.ca](#)!

### 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.

**Chip-Matt;**  
201 Main St. S.  
English-style fish 'n' chips are served in chic contemporary digs. Ingredients for the perfectly battered and fried fish are sourced locally, when possible. Our favourite is the halibut – make sure you ask for extra tartar sauce.  
[chipmatt.ca](#)

**LiF Brew Hops;**  
208a Main St. S.  
The older establishment to the popular Hungry Brew Hops has a lot going for it. There's a snack menu, raw bar and an inventive cocktail list all in a casual, refined setting. Brunch is also great – try the Swedish meatballs.  
[librewhops.com](#)

### EAT IN THE HALL

Market & Co. is making waves as one of the largest food halls in Ontario. Here's why you should visit the new 20-megacafe food hall at Upper Canada Mall (17500 Yonge St.) for everything from macarons to bowls of pasta.

**Amano Kitchen;**  
The Toronto transplant boasts a beautiful open-concept Italian kitchen with made-from-scratch pasta. The Newmarket spot takes things up a notch with classic Italian dishes like roasted pork belly and lentils or seafood & risotto crespino.  
[eamano.com](#)

**The Wine Shop;**  
One of the highlights of the food hall is a taste-and-buy room where you can sample wines from notable Ontario houses like Peller Estates, Truss Wines and Thirty Bench. Start with bubbles from Truss and work your way to Peller's reds.  
[thewineshops.com](#)



## TORONTO STAR

### Soofa benches collecting data from cellphones in downtown Newmarket



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

[Toronto Star](#) (Online)



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

Where to eat tater tots, brisket, yakitori and macarons right now

BY TORONTO LIFE | OCTOBER 3, 2018

[shopmarketco](#)  
Upper Canada Mall

[View Profile](#)



[View More on Instagram](#)

182 likes

[Add a comment...](#)

**Market and Co.**

17600 Yonge St., Newmarket, [shopmarketandco.com](#)

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

[Toronto Life](#) (Online)

[Foodism](#) (Print)  
[Foodism](#) (Instagram)



# Coverage Highlights – 2018

**mobilesyrup**

## Newmarket, Ontario has launched its own municipally owned internet service provider

Envi Network is set to provide robust, fibre optic internet to the businesses and residents of Newmarket

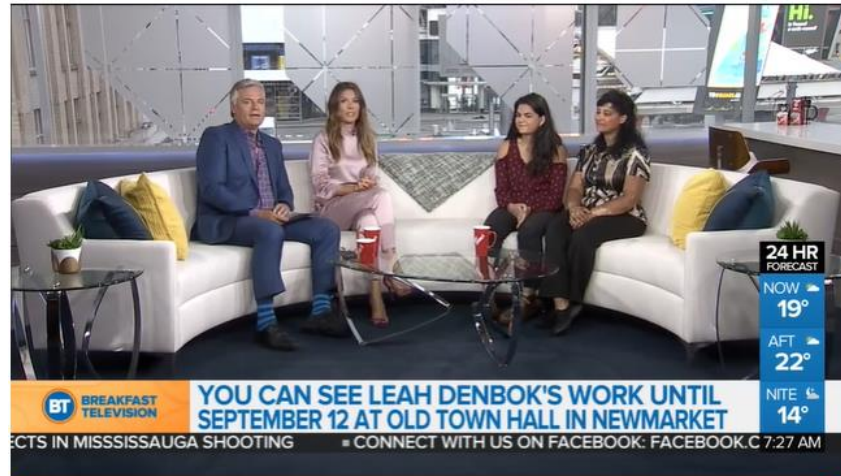


The Town of Newmarket, Ontario launched its own municipally owned internet service provider yesterday.

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

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

[Mobile Syrup \(Online\)](#)



**News & Entertainment**

### Collingwood teen captures homelessness through photography

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

August 22, 2018 07:29

[Breakfast Television \(Online\)](#)  
[Breakfast Television \(Broadcast\)](#)

**blogTO**

**Events**

November 30, 2018 – February 1, 2019



## Newmarket Ice Lounge

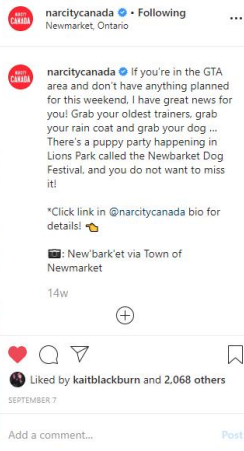
The Newmarket Ice Lounge is the coolest place in town with modern outdoor lounge furniture. This is a great place to take a break from skating on the outdoor Tim Hortons Skating & Water Feature or simply chill with your friends and family this winter!

[BlogTO \(Online\)](#)

# Social Coverage Highlights

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

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



### Narcity Instagram – New'bark'et



Meet Leah Denbok—an inspiring Collingwood teenager + photographer sharing stories and photographs of the homeless. [ow.ly/BrqP30lvBt7](https://ow.ly/BrqP30lvBt7)



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

2 Retweets 12 Likes

### BT Toronto Twitter – Leah Denbok



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



5:00 PM · Jun 24, 2018 · TweetDeck

2 Retweets 6 Likes

### Marc Saltzman Twitter – Envi Network



Loads of holiday movies are filmed in Ontario! 🎄 ✨  
[zpr.io/tzxt4](https://zpr.io/tzxt4) #canada #canadian #news

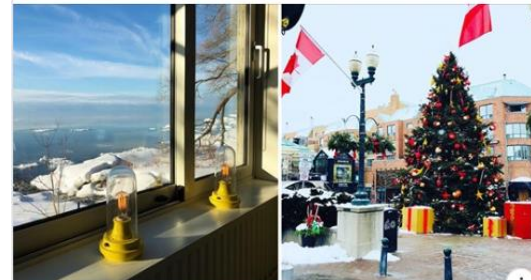


Ontario Christmas Movie Filming Locations You Can Actually Visit  
We may be just a few days into November, but you can definitely feel a little bit of the holiday spirit in the air here in Canada. Snow has already been falling in som...  
[narcity.com](https://narcity.com)

### Narcity Facebook – Movies in Newmarket



Need a mini getaway? We've got you covered!



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

2 Shares

### Style Democracy Facebook – Movies in Newmarket

Tweet



Candid Homelessness Photography  
[trendhunter.com/trends/leah-denbok](https://trendhunter.com/trends/leah-denbok) #ArtDesign



1:43 PM · Sep 5, 2018 · Trend hunter

### Trend Hunter Twitter – Leah Denbok





# THANK YOU

For any questions please contact

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