



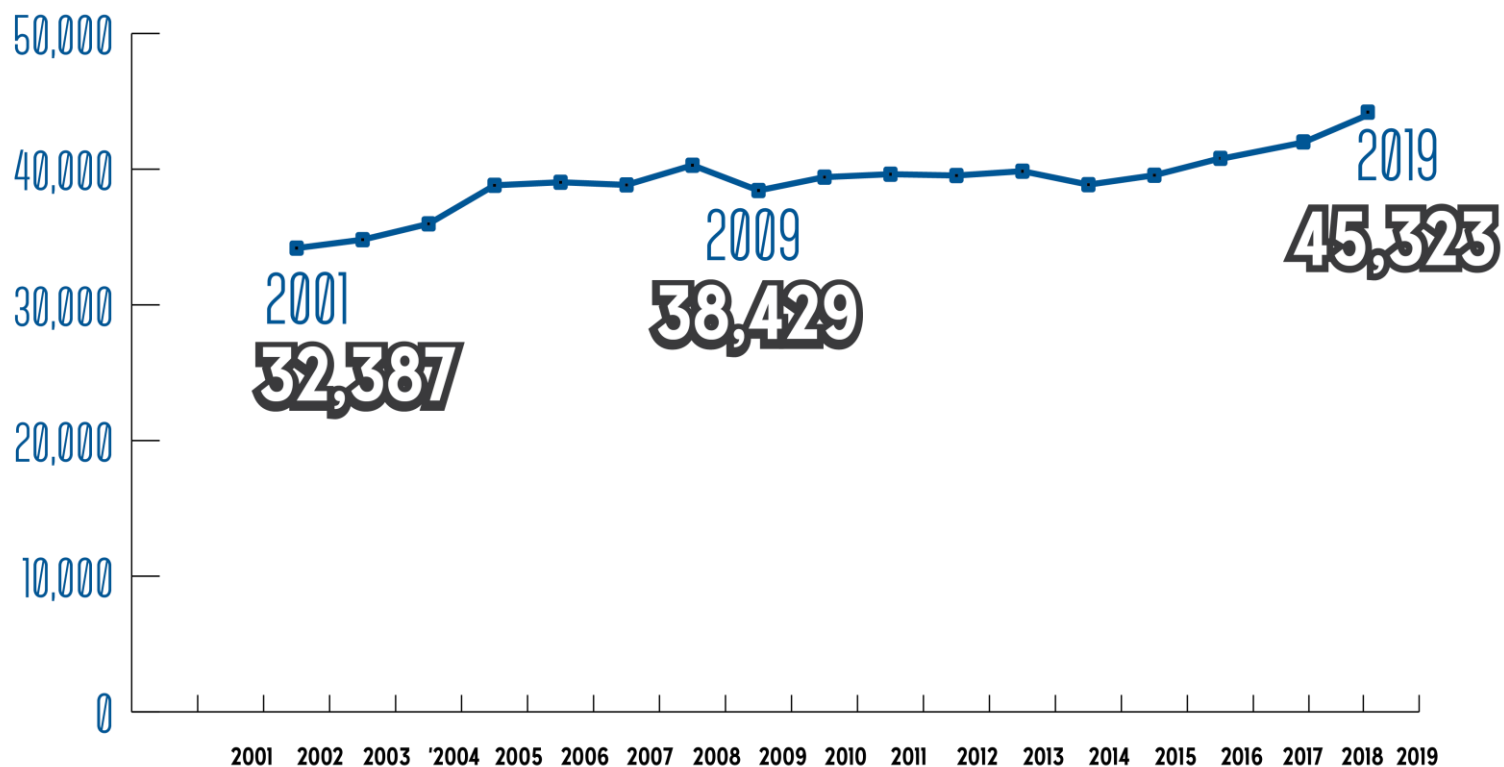
Special NEDAC Meeting

June 30, 2020



2019 York Region Employment Survey: Newmarket Results

Job Growth 2001 to 2019



Year to Year Employment Growth



- 2014-2015 1.79%
- 2015-2016 3.35%
- 2016-2017 1.79%
- 2017-2018 2.62%
- 2018-2019 6.15% (Ont. 2.5%; GTA 3.8%; YR 2.2%)

% GROWTH OF LABOUR FORCE MAJOR SECTORS FROM 2006-2019



Growth in
Health & Social
Assistance Sector



Growth in
Business Services
Sector

Retail versus Health Sector

2006

RETAIL
19.17%

HEALTH
13.13%

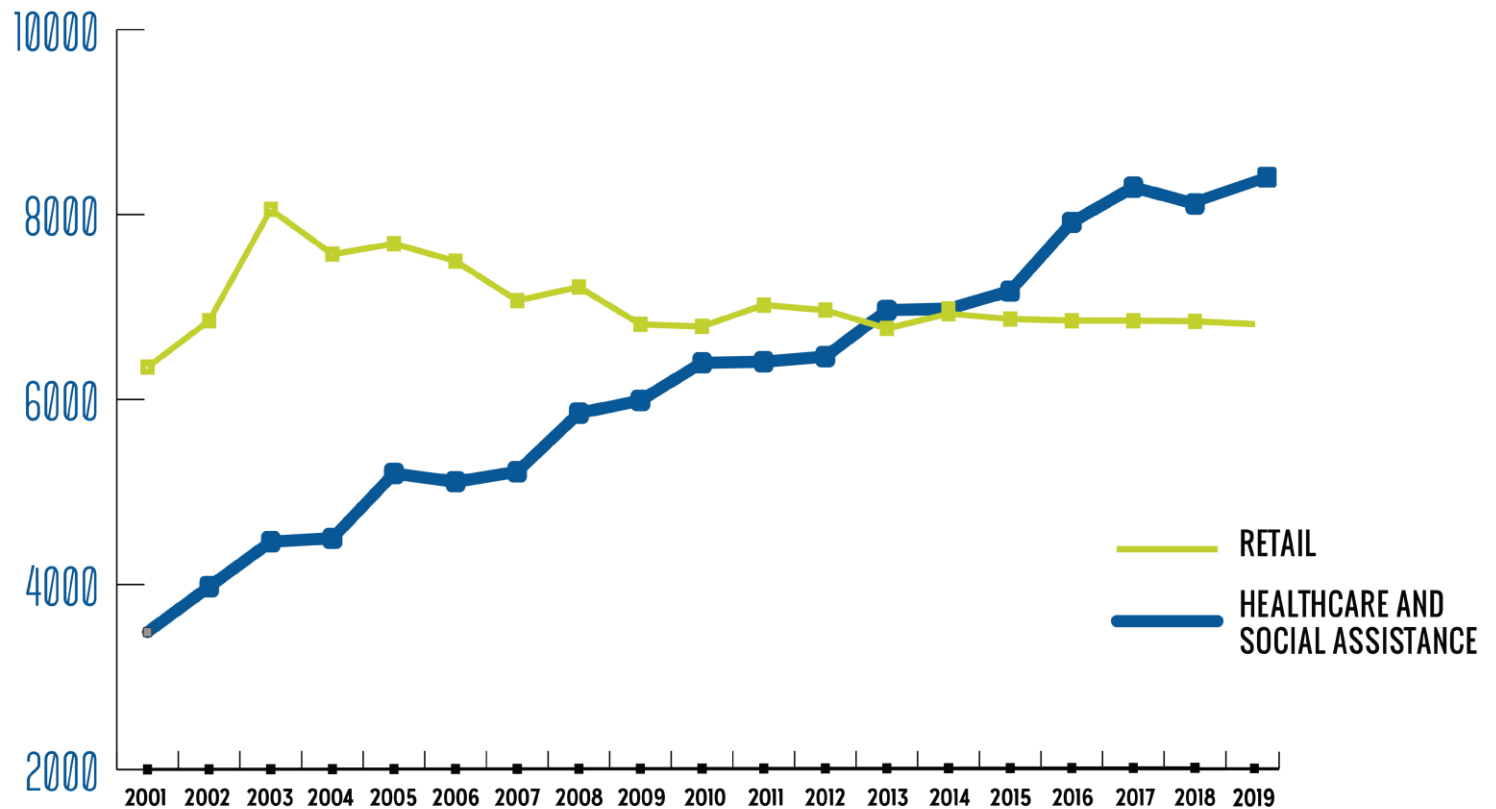
2019

HEALTH
18.83

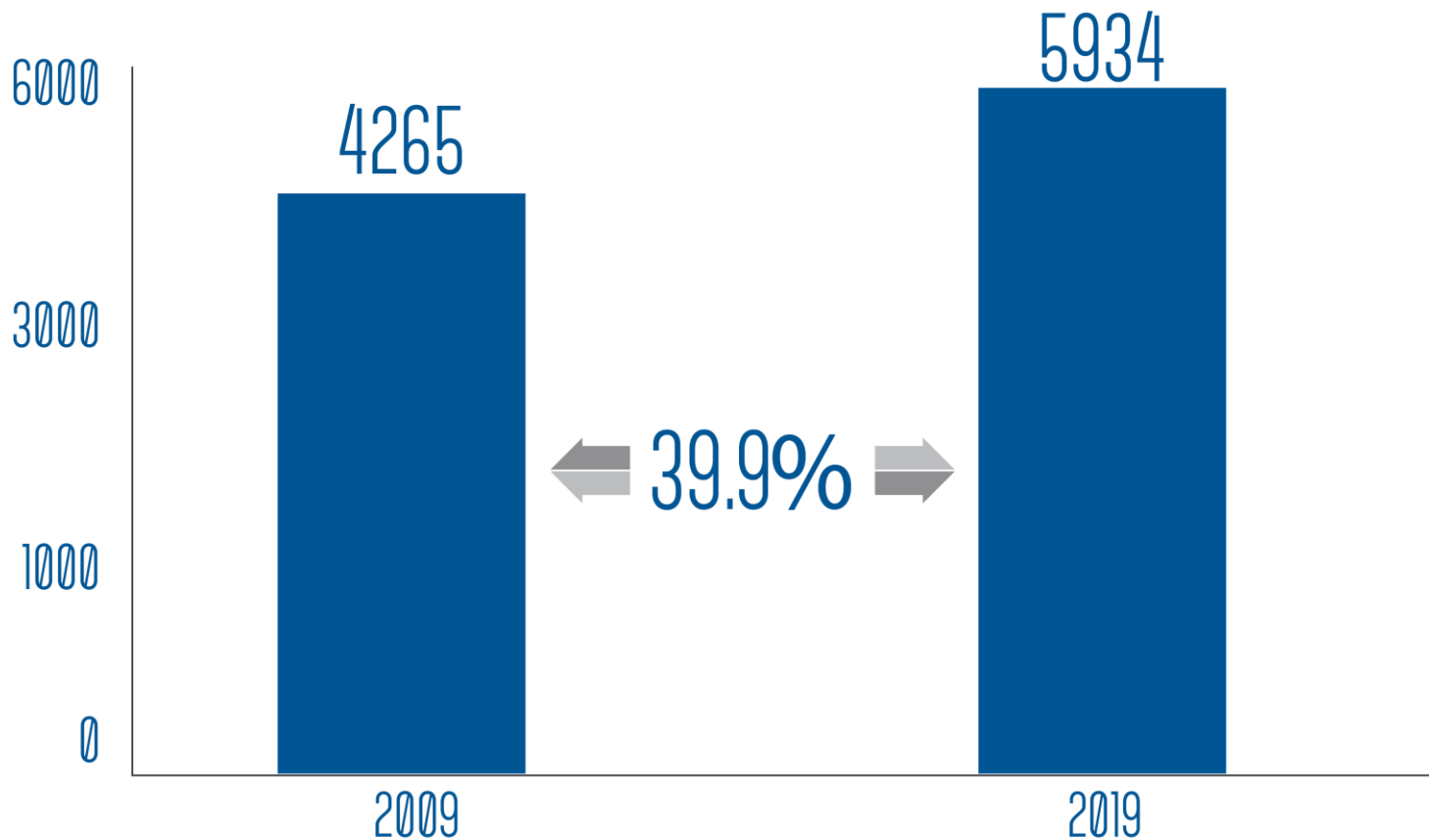
RETAIL
14.99%



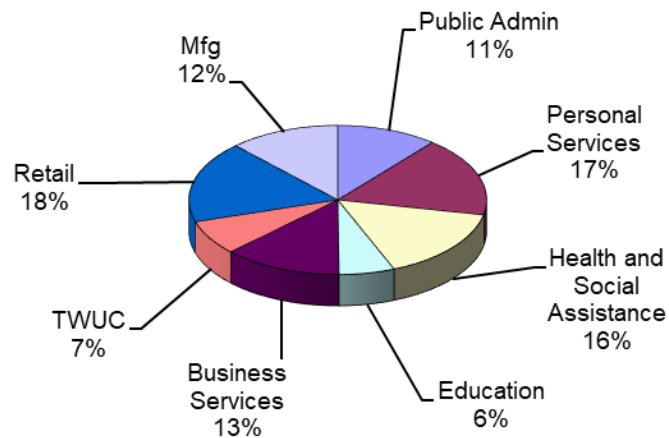
Job Growth 2001 to 2019



Post-Recession Manufacturing Employment

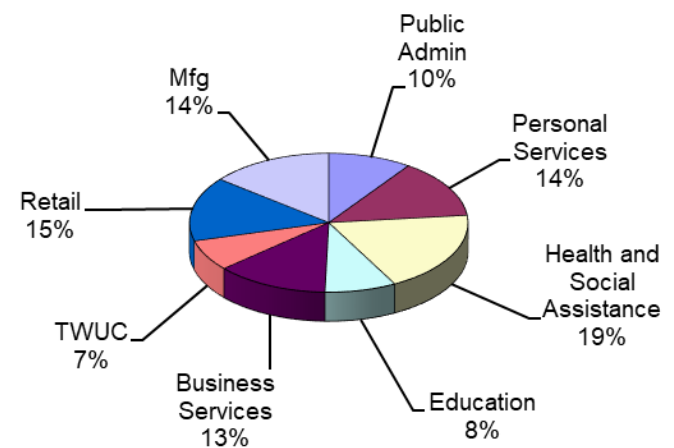


2009 Share of Employment



- Mfg ↑ 2%
- Educ. ↑ 2%
- Health ↑ 3%
- Retail ↓ 3%
- P. Services ↓ 3%

2019 Share of Employment



Covid-19 Update: Supporting Newmarket Businesses

Economic Development Resiliency Action Plan



- Focus on delivering business assistance, direct assistance to businesses. Based on best practices from other Canadian jurisdictions that have experienced community wide emergencies.
 - Part-time re-deployment to Economic Development of 3 Town staff
 - Business Assistance Concierge (BAC) in partnership with Chamber of Commerce
 - N6 Partnerships and Data collection
 - York Region and N6 Advocacy Calls
 - Advocacy calls with Chamber of Commerce
 - Communications and Marketing
 - ShopLocal Giftcard Program
 - Mentorship Access Program
 - Sector Round Tables
 - Temporary Patio & Sidewalk Occupancy Program



HELPING NEWMARKET GET **BACK** TO BUSINESS

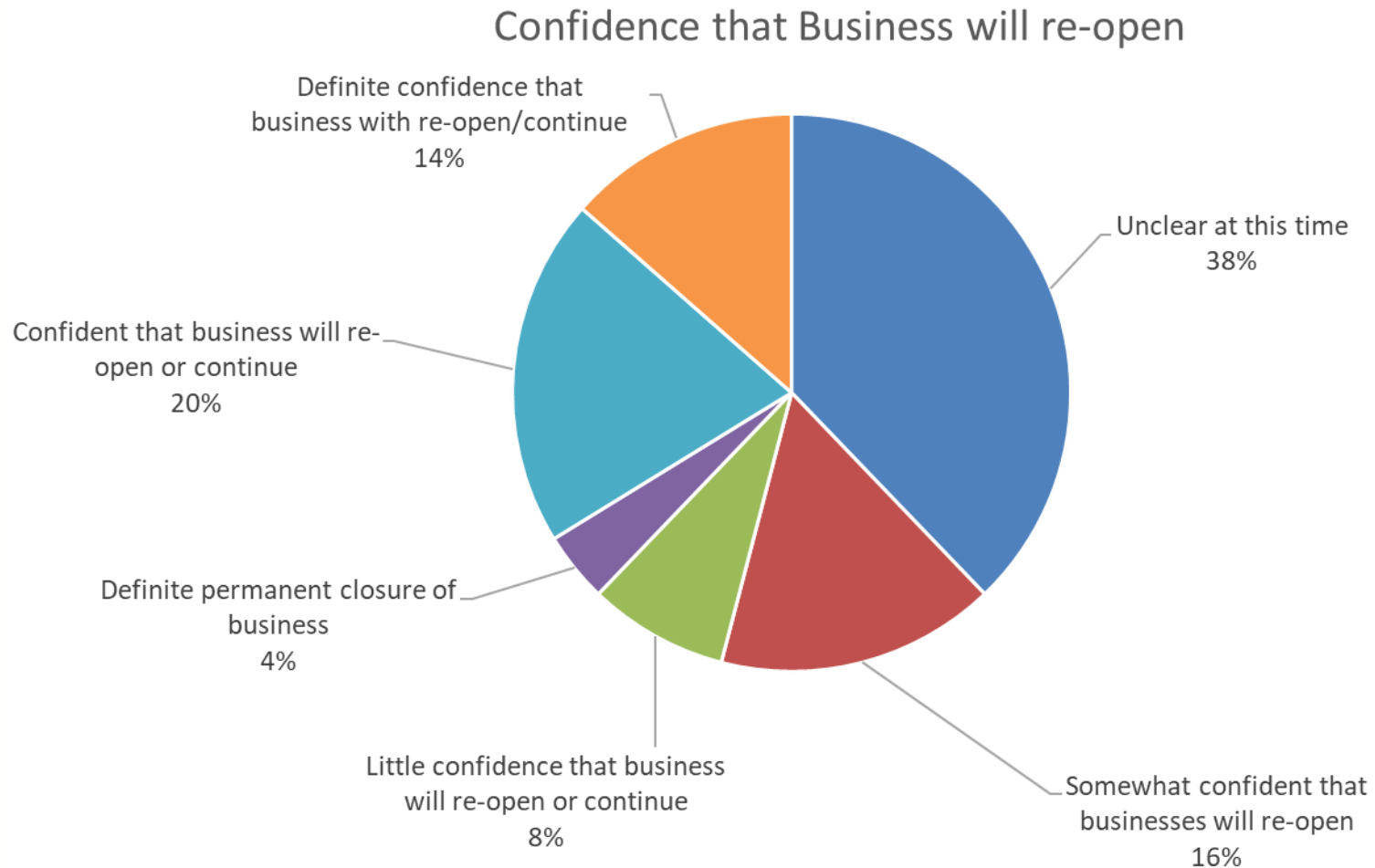
- Increase ease of access to information critical to decision making during the pandemic
- Provide a resource for businesses to share barriers to success and disseminate those to the various governing bodies
- Help move the needle in terms of re-opening confidence
- On-going, post pandemic follow ups and analysis
- Being duplicated in LaGrange, Georgia

Business Assistance Concierge (BAC)



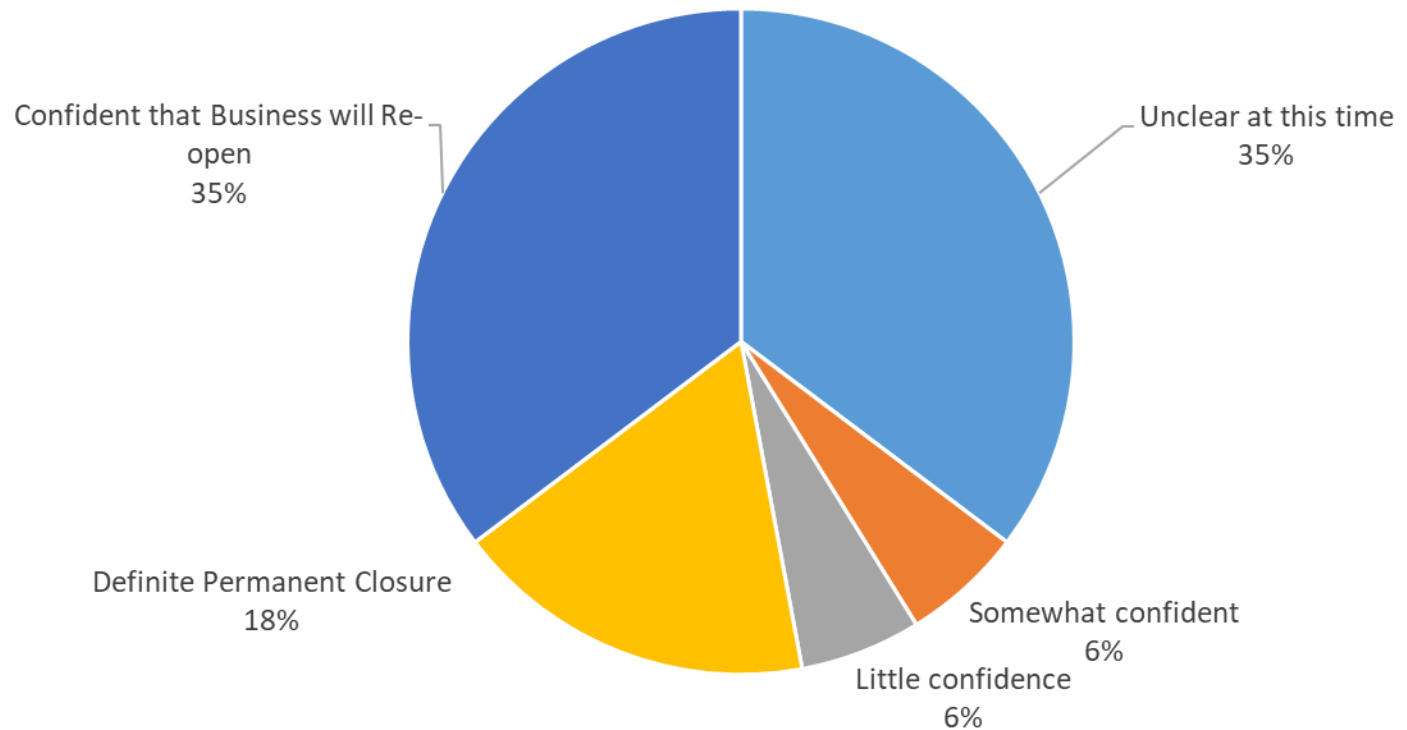
- Re-deployed 5 Town staff (in addition to Economic Development staff) and 2 Chamber staff to directly manage businesses' cases
- Trained staff on government assistance, advocacy, Town resources and industry programs
- Collaborative effort to create resources and tools for businesses
- Phone based assistance – access to advocacy, funding information, clarity around re-opening
- Directly assisted over 100 businesses to date

Initial Contact Results



Two week follow-ups

Confidence in Re-opening



Next Steps



- Beginning outreach to businesses who have not contacted BAC
- One-two month follow ups
- Ongoing support/follow-ups for next 18-24 months
- Need for business assistance does not end once Stage 3 begins

Northern Six and York Region Collaboration



- Utilized TielT to create a data collection and triage centre for N6 businesses
 - Better understand the impact of COVID-19 on Newmarket residents – over 70% of Newmarket residents live/work in York Region
- Shared information on the patio program, advocacy efforts, grant programs etc.
 - Benefited Newmarket businesses by allowing quick execution and broadening our understanding of programs without additional time/team members

York Region and N6 Advocacy Meetings



- Immediate response to COVID-19 across York Region and N6 EDOs
- Business survey across York Region
- Regional and GTA taskforces
- Promotion of local programs

Chamber of Commerce Advocacy Calls



- Partnered early with Chamber to share insights into what was happening locally
- Chamber has shared that the Province and Feds have shared that the specific examples of business impacts are key to changing policy
- Discussed significant issues facing businesses, how programs apply and how improvements might be achieved

Communications and Marketing



- Weekly/bi weekly communications with over 1600 Newmarket businesses starting on March 23, 2020
 - Updates on Provincial, Federal and local programming
 - Industry resources
 - Reaching 1600-2200 business owners/leaders per campaign, with 35-40% open rate and over 10% (average) accessing resources via click throughs
- Social Media
- Blog Posts
- EcDev Website

Shop Local Gift Card Program



- Over 60 participating businesses
April-June 2020
- Partnership with the Chamber of Commerce
- Over \$36 000 processed through the platform (including donated funds)

Mentorship Access Program



- 20 volunteer mentors
- 10 participants currently
- Request for replication by Ontario Chamber of Commerce
- www.newmarketmentorship.ca



Brian Johns.

Entrepreneur and Business Leader

Brian has 20+ years of experience as an entrepreneur. With extensive experience in retail and wholesale operations, Brian brings an ability to assist businesses in everything from retail to real estate. Brian is also an active member of the Newmarket Economic Development Committee.



Donna Fevreau.

Commercial Account Manager, Royal Bank of Canada

Donna has had a 30+ year career in commercial banking with a focus on construction. Her experiences make her an excellent mentor for anyone in the Construction, Finance or Real Estate Industry. Donna is also Chair of the Newmarket Economic Development Advisory Committee.



Beth Stevenson.

Founder, Brain Power Studio

Beth Stevenson both the Founder of and Executive Producer at Brain Power, a live action and animation production studio. Beth has served as producer on over 40 series and 35 movies including many "made in Newmarket" Netflix favourites. Beth is looking to mentor businesses in the Arts, Entertainment and Recreation industry on everything from financial planning, to pivoting your business during COVID-19.



Doug Wilson.

Principal, D. Wilson Consulting, Retired- President & Chief Operating Officer of Sony of Canada.

Doug has over thirty years experience in logistics, supply chain,



Patrick Horgan.

Retired Chief Operating Office, IBM Canada

Patrick has a wide variety of experience in roles across the wide spectrum of business. Patrick recently retired from a successful career of executive business leadership. He now is an adjunct professor at Western University.

Digital Main Street Offerings



- Participating municipality in the ShopHere Program
 - Offers local small businesses free assistance to set up online store and three free months on Shopify



- Digital Main Street Program
 - Consultations and funding for digital improvements to businesses in Main Street Business Improvement area

Sector Round Tables



- Partnership with York University & Chamber of Commerce
- Modelled off of existing round table – providing space for businesses to identify and solve common issues together
- Manufacturing
- Hospitality/Retail
- ICT
- General Business/Entrepreneurship



Temporary Patio Access Program



- Fifteen additional patio spaces/outdoor dining areas in lower Main Street area, including off-street laneways and Riverwalk
- Goal was to facilitate additional spaces to offset social distancing requirements
- Council authorized up to \$50k to support program; will likely not exceed \$30k by program completion in October
- Executed planning, approval and build-out in less than two weeks
- Has given restaurant owners renewed optimism with noticeable positive vibe on the street
- Also intending quick approval of private patio spaces elsewhere in community

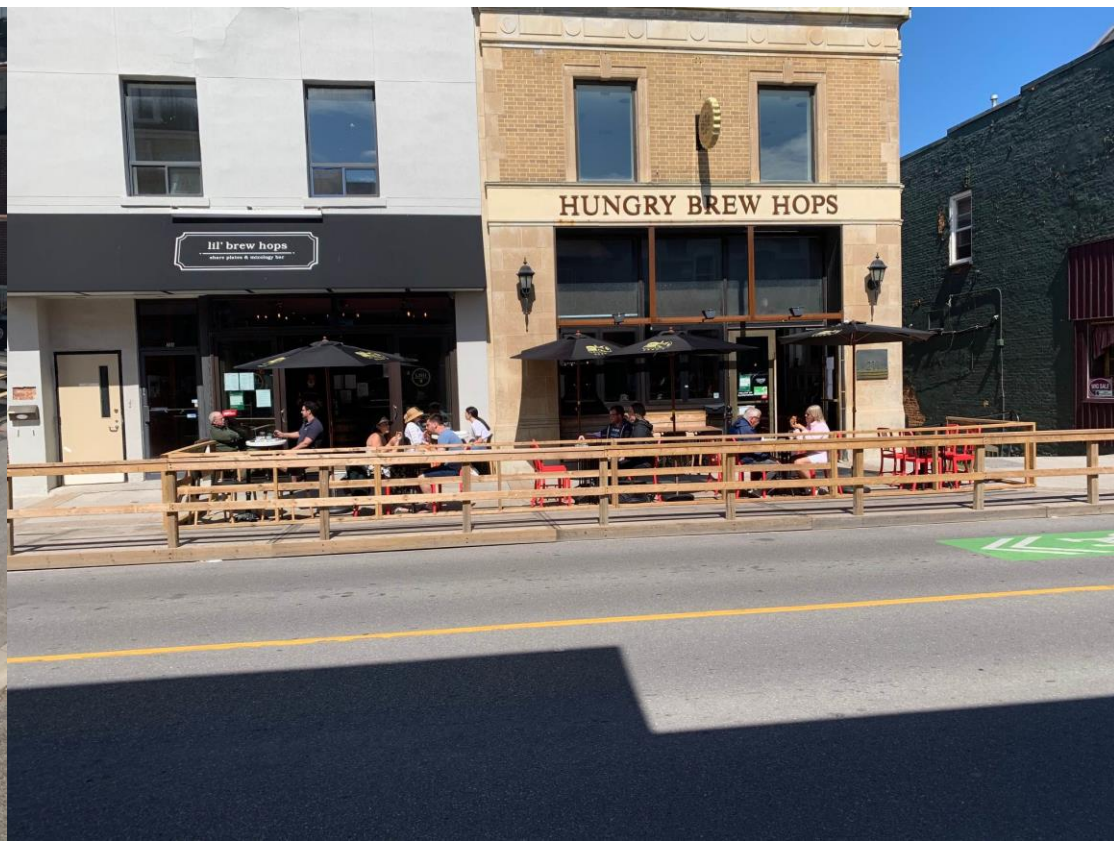


The George has elaborate annual seasonal patio plans to take advantage of sidewalk width. With Town support, a temporary structure built to add seating capacity



Aubergine has little sidewalk to work with. Utilized parking spaces, moved accessible parking space, and provided ramp and fencing





Hungry Brew Hops existing patio capacity cut approximately in half by social distancing requirements. Likely wouldn't have proceeded with Main Street patio without Town support and additional capacity on Cedar Street



Made in Mexico also would likely not have proceeded with existing patio without Town support because of capacity restrictions versus installation costs. Added one parking space to patio area = 3 tables



OVFH utilizing Market Square parking. Added 15 tables seating 5. Town also relocated garbage enclosure



Ground Burger used 4 Town parking spaces to expand into



Main Street Businesses Supported

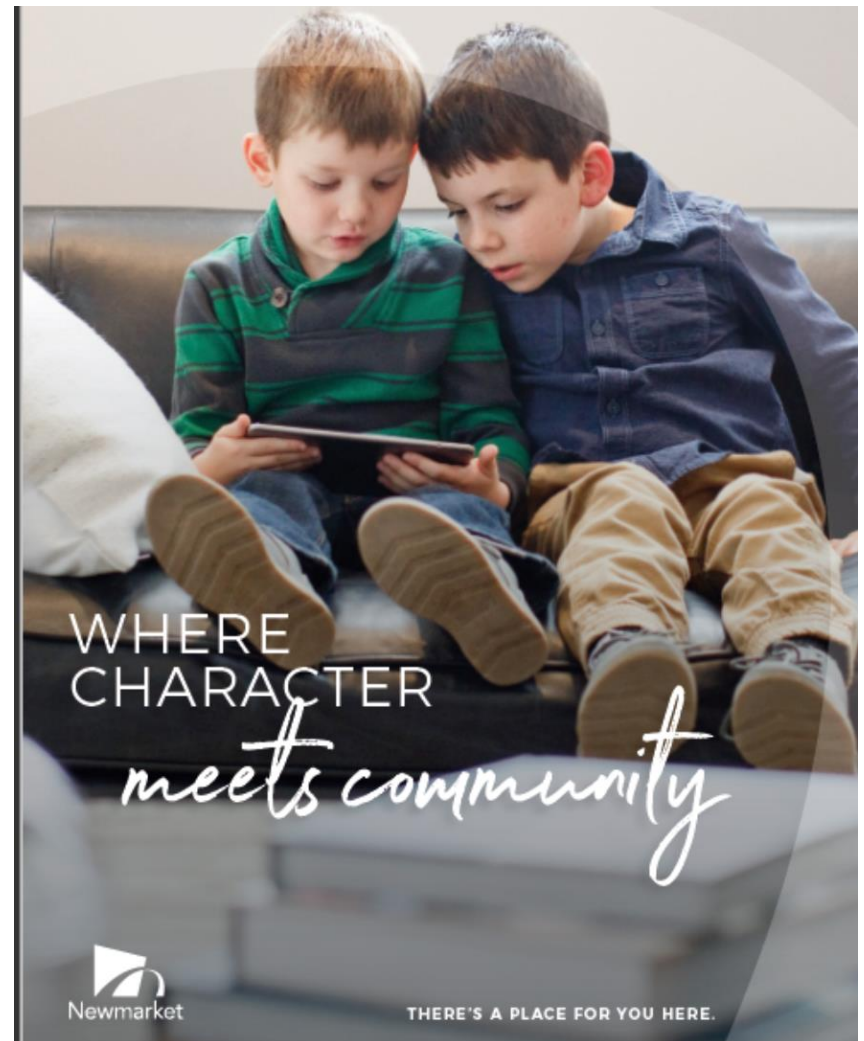


- Made in Mexico
- Old Village Free House
- Goulash House
- Chip + Malt
- Hop Bop Noodle Shop
- Hungry Brew Hops
- Soup-Pa
- The George
- Aubergine
- Café Hessed
- Ground Burger Bar
- Joia
- Metropolis Mercantile
- Neon Flamingo
- Cachet

Economic Development Strategy Update



- Received feedback from NEDAC based on Zoom video recording of results of the survey
- Indication to consider even more strongly the focus on direct business assistance (especially given the current climate)
- Plan to finalize and present to Council by end of 2020



How can the Town and/or NEDAC
further support local businesses over
the next year in their recovery from the
economic impact of Covid-19?