



INFORMATION REPORT
TOWN OF NEWMARKET
395 Mulock Drive
P.O. Box 328
Newmarket, ON L3Y 4X7

www.newmarket.ca
info@newmarket.ca
905.895.5193

June 30, 2017

JOINT INFORMATION REPORT # 2017- 11

TO: Members of Council

COPY: Bob Shelton, CAO
Members of SLT
Members of OLT

SUBJECT: Town of Newmarket Canada 150 Celebrations Update

ORIGIN: Office of the CAO
Community Services
Development & Infrastructure Services
Corporate Services

COMMENTS

In accordance with the Procedure Bylaw, any member of Council may request an Information Report to be placed on a future Committee of the Whole agenda for discussion.

The purpose of this report is to provide an update with respect to Town of Newmarket plans to participate in Canada's 150 Celebrations. This report builds on the initial update that was provided through Office of the CAO/Community Services/Development and Infrastructure Services/Corporate Services Joint Information Report # 2017 – 03 dated March 1, 2017.

Please find attached a summary of activities to date as well as anticipated activities to come. Mayor Van Bynen has been an active participant on the Federation of Canadian Municipalities (FCM) Canada 150 Community Leaders Network. In addition, every four weeks the Mayor is meeting with staff from Corporate Communications and Community Services to track progress of Newmarket's initiatives.

BUSINESS PLAN AND STRATEGIC PLAN LINKAGES

Council 2014-2018 Strategic Themes and Priorities Linkages

- Economic Development – Supporting innovative projects and partnerships with various sectors.
- Enhanced Recreation Opportunities - Enhancing our recreational and community facilities.
- Enhanced Recreation Opportunities - Supporting community and neighbourhood projects.
- Community Engagement - Engaging our changing resident demographics.
- Efficiency/ Financial Management – Ensuring effective and efficient services.

Living Well

- Emphasis on active lifestyles and recreational opportunities

Well Balanced

- Events that help shape identity and contribute to community spirit
- Striving for cultural harmony and ethnic diversity

Well- equipped & managed

- Fiscal Responsibility
- Service excellence
- Small town feel with city amenities

Well-respected

- Being well thought of and valued for our judgment and insight
- Being a champion for co-operation and collaboration
- Being tradition based and forward-looking

BUDGET IMPACT

Any Town of Newmarket initiated Canada 150 scope will be funded within grants and the Council adopted 2017 operating budget.

CONTACT

For more information on this report, contact: Ian McDougall, imcdougall@newmarket.ca or Peter Noehammer, pnoehammer@newmarket.ca or Esther Armchuk, earmchuk@newmarket.ca.



Esther Armchuk
Commissioner of Corporate Services



Ian McDougall
Commissioner of Community Services



Peter Noehammer
Commissioner of Development and Infrastructure Services



Robert N. Shelton
CAO



CANADA 150

Newmarket's CANADA 150 – Communications Plan

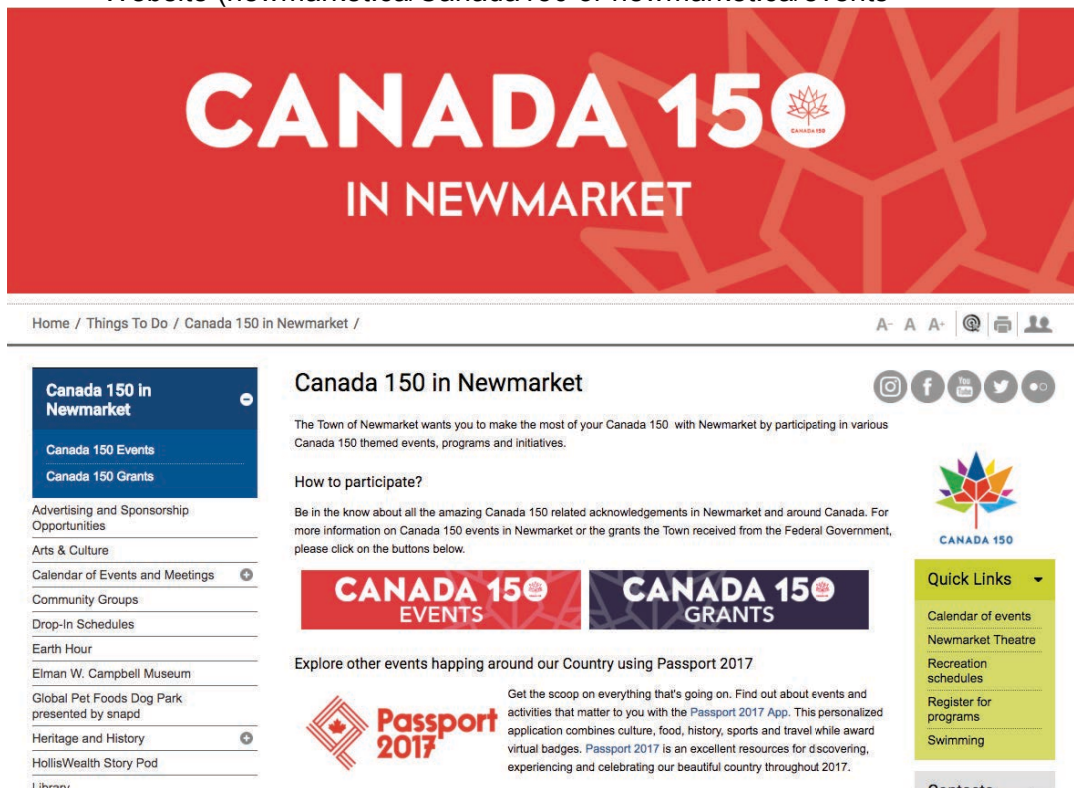
In acknowledgement of Canada 150 a cross section of staff representing all departments and commissions met and brainstormed ideas on how to incorporate Canada 150 themes into our existing events and new ideals (specifically aiming for 150 ideals in total). Please view appendix A for the list of ideas.

Goal: Make the most of Newmarket Residents' Canada 150 celebrations.

Objective: Instill national and community pride for residents of Newmarket and be part of Canada's 150 celebrations through Newmarket Events, landmarks, history and collaboration with various stakeholders. Canada 150 acknowledgements will be encouraged through participation, celebration and exploration.

Communications Tactics:

- Marketing and Communication Initiatives through Social Media
- Website (newmarket.ca/Canada150 or newmarket.ca/events)



- Newmarket Community Calendar
- Newmarket Town Page
- Mayor's FCM group
- Print Advertisement
- Media Relations
- Local events calendars (Snapd, Newmarket Public Library, York Region Calendar, Passport App)
- Internal Newsletter
- Intranet

The key initiative would be our 150 Button Campaign, which has value on its own merits, but will be used to offset the Kanata day enhancement of the midway items (Ferris wheel, merry-go-round).

In addition Kanata, all of our “regular” special events, we are going to feature Canadian themes and performances throughout the season.

Major Canada 150 Events and Initiative’s:

Public Works department

- Canada 150 Decals on Trucks (Completed)
- Canada 150 Man holes (Completed)
- Red and White flowers around Town (Completed)
- Canada 150 logo on ice rink (TBD)
- Canadian Flag at Fairy Lake Park (July 1, 2017)
- Canada 150 Snow Plow decorations (May 25, 2017) – showcase at Touch-A-Truck and Community Open House
- Water Street/Riverwalk Commons lighting art project (TBD)
- Canada 150 Snow Plow at the York Region Pride Parade





Touch-A-Truck and Community Open House May 25, 2017

In celebration of Public Works Week (May 21 to 27) and Canada 150, the Town is hosting the Touch-A-Truck and Community Open House. Visitors will get up close and personal with trucks, equipment and vehicles that are used by Public Works professionals every day. There is also a community open house component to the event, which allows the community to learn more about Town Initiatives.

Some high

Event Overview:

- 40+ trucks, equipment and vehicles
- 2500+ Attendees
- Various interactive booths
 - Canada 150 colouring tables
 - Snow plows with Canadian art on display (in collaboration with Newmarket high schools)

Corporate Initiatives

June 27, 2017 Keith Bridge Opening Ceremony

In acknowledgement of the official opening of the Keith Bridge, Newmarket revealed eight public art plaques that reflect the history of transportation in Newmarket from 10,000 years before to the present. A reception was held at the Seniors' Meeting Place to thank all the sponsors for their contributions to the plaques.



Newmarket Public Library

- Canadian Film Day – 58 people attended (Complete)
- 150 Canadian Books Display at the Library (TBD)
- Highschool Map project – 150 best Canadian Authors – display at the Municipal Offices
- Canada 150 Teen Screen Program at the Library on June 30.
- Canada 150 Coding Event – June 6
- Virtual Reality Station with Jennie Cross (June 27)
- TD Summer Reading Program at the Library – 150 theme



Canada 150 Blood Doner Clinic

The Town of Newmarket, Mayor and Members of Council partered up with Canadian Blood Services to collect 150 units of blood at the most recent Newmarket Bood Doner Clinic on June 12, 2017 in acknowledgement of Canada 150. Thanks to the community support, we were able to achieve 95 per cent of our target at 143 donations, but 99 per cent of the clinic's target.



Recreation and Culture Department

150 Days of Summer Campaign

Resdients who purchase a Newmarket 150 button (\$10 each) and wear it to events will receive extra promotions, and perks at upcoming Newmarket events such as free wherris wheel and merry go round rides at Kanata, popcorn upgrades at Moonlight movies etc.

Buy one get one free offer in the Look Local Magazine. Anyone that mentions that ad will be able to receive the offer. Campaign to gauge the viewership of the magazine but also to help sell more buttons. Local establishments (Cachet, Aubergine, Davids Tea, Hungry Brew



Hops, Cobs Bread and Little Brew Hops, also are now beginning to sell the Newmarket 150 Days of Summer Campaign buttons as well. People who wear their button to these establishments will receive a special promotion.

July 1, 2017 CANADA DAY (KANATA)

Event Overview:

Canada Day is our largest annual event that can draw 10,000 + community family members from both Newmarket and the surrounding area. Taking place in the heart of Newmarket, the Town of Newmarket will be programming both our Riverwalk Commons (200 Doug Duncan Drive) and Fairy Lake (Water Street) with a wide variety of games, activities, food and drink options, as well as entertainment for all ages.

Upon arrival, guests will be thrilled with the scale of the event offering:

- Ferris wheel
- Mary-go-round
- Inflatable obstacle course
- Inflatable jousting ring
- Inflatable jumping castle
- A rock climbing Rockwall
- Face painting
- BMX showcase circuit
- Live Band performance
- A wide variety of different food and treats

All of which will lead up to our traditional Grand Finale, our Canada Day Fireworks at George Richardson Park and new this year, will include an extra special live music performance in honour of Canada's 150th birthday!

Various Dates – Each [Thursday and Sunday in July and August](#) Music in the Park

Free Canadian Musical performances at Newmarket's Riverwalk Commons and Fairy Lake Park. This is an opportunity for local entertainers to showcase their talents. *150 Days of Summer Button Campaign available for use at this event

Each Tuesday in July Kids Downtown

This child-oriented entertainment show allows you to bring a lawn chair or a blanket to delight in the evening's entertainment. Those who wear their Canada 150 button to this even will receive extra perks. *150 Days of Summer Button Campaign available for use at this event

July 21 to 23, 2017 10-Minute Play Festival

A play festival where artists from across Canada find a 'new market' for their stories and a national stage for their regional perspectives.

Moonlight Movies – various dates

150 Days of Summer Button Campaign available for use at this event

Fitness Centre:

A program at the Magna Centre Fitness Centre titled 150 Days of Wellness in the fall that will involve tracking 150 minutes / week (the health industry determined minimum of minutes required for maximum health impact) and tying into 150 Days program...this will lead to a Wellness Fair at Magna on Sept 16th. The details are still in the works but we will find interactive ways for our community to get involved and help promote 150 Days of Summer, Canada 150 and 150 Minutes to Wellness.

Museum:

The Museum is working on a Canada 150 exhibit called Canada 150: Do you remember? – and will have open house on July from 10 a.m. to 4 p.m.

Camps:

Are working on their program and will have something back into us in about a week and half.

Public Art Projects:

- **MOSIAC Art Event** - Mosaic team the first weekend in August – awaiting confirmation on the date. More community activation plans to follow.
- **OTH Public Art Piece (outside)** – Call for artist in the works

Event Date	Advertisement Date	Event	Department	Notes
01-Mar	On-going	Canada 150 designated webpage	Communications	Completed
01-Mar	On-going	Canada 150 logo Employee Signature	Communications	Completed
01-Mar	On-going	Canada 150 logo on Communications Materials	Communications	Completed
19-Apr	13-Apr	Canadian National Film Day Event	Library	Completed: 58 people showed up
25-Apr	On Display	Project Canadian Map	Library	Completed
15-May		Water Street/Riverwalk Commons Art Project	Public Works Services	
24-May	Cancelled	Plant 150 Trees in Newmarket	Engineering Services	Mayor to make reference in Speech
25-May	On-going	150 Days of Summer Marketing	Recreation and Culture	Kick-off at the Touch-A-Truck and Community Open House
25-May		Snap Chat Filter for Canada 150 events	Communications	Completed
06-Jun		A visit will get you coding - Canada 150 Event #CLCCoding	Library	4 to 5pm at the Library
06-Jun	May 18, May 25	Canadian Blood Services Campaign	Mayor's Office (Corporate)	
18-Jun	June 8 and 15	Celebrate Newmarket Milestones (20 years at the Theatre and Gorman Pool)	Recreation and Culture	
21-Jun		Canada 150 Stormwater Catch Basins and Manhole Covers	Public Works Services	Completed
21-Jun	15-Jun	Gateway signs around Town - Red Colour	Public Works Services	
21-Jun		Red and White Flowers around town	Public Works Services	Completed

22-Jun		Canadian Map of Literature - Display at the Municipal Offices	Library	Completed
27-Jun	29-Jun	Keith Bridge Celebration	Corporate	Complete
27-Jun		Virtual Reality Demonstrations with Jennie Cross	Library	Could be June 28
30-Jun	29-Jun	Canada 150 Geren Screen Fun at the Library	Library	
01-Jul	June 15, 22 and 29	Canada Day Celebrations: Build a Canada 150 cake from 15,00 cupcakes, Canadian Gallery at OTH, Canadian Music Festival, Citizens' Band Special Concert, OTH Mosaic Art Project, Canada 150 Picture Frame at Fairy Lake	Recreation and Culture, Public Works Services	
01-Jul		Canadian Flag on Grass in Fairy Lake Park	Public Works Services	On for the whole summer
01-Jul	June 22 and 29	Museum - featuring Artifacts from the last 150 years	Museum	
06-Jul	On-going	Music in the Park - Canadian Content		Dates: July 6, 9, 13, 16, 20, 23, 27, 30 and August 3, 10, 13, 17
22-Jul	June 22 + On-going	Newmarket 10-minute play festival	Recreation & Culture	July 22 and 23
19-Aug		Canada 150 Flag or Chalk Art Work on the Cement of Riverwalk Commons	Recreation and Culture	Date TBD

25-Aug		Jazz Festival		August 25 to 27- Not a Newmarket event - here as a reminder
Sep-17		Themed Park Opening -Lions Park	Engineering Services	
08-Oct		CYFS Canada 150 theme open house	CYFS	
TBD		Canada 150 Signage/recognition on OSKAR group land donation by TTT and Davis Drive	Planning and Buliding	
TBD		Canadian 150 Themed 3D Printing for Display	Library	
TBD		Canadian Themed Splash Pad	Engineering Services	
TBD		Children's Colouring Contest	Recreation and Culture	
TBD		Donation of \$150 to CARE Fund	Recreation and Culture	
TBD		Interactive Art Installation around Riverwalk Commons	Recreation and Culture	
TBD		Open Canvasses in Parks - or open parking lot with Canadian Art work	Recreation and Culture	
TBD		Story Pod Concept 2.0	Innovation	