



Bringing our **vision** into focus.



WELL BEYOND THE ORDINARY.

OUR VISION

Well beyond the ordinary is more than just words printed on a page. It is our **vision** to inspire. It is a way of life that is being created and is embraced by our community and Town staff. Being a community that's *well* – healthy, happy, thriving, dynamic and extraordinary – we are guided by five areas of wellness: Living Well, Well-Balanced, Well-Equipped & Managed, Well-Planned & Connected and Well-Respected.

OUR MISSION

Shaped by our vision, our mission is “making Newmarket *even better*.” Guided by Council, Newmarket’s team of dedicated staff always seek ways to improve, go the extra mile and better serve the community by striving to make Newmarket *even better* every day.

OUR CORE VALUES

These are the guiding principles the employees of the Town of Newmarket chosen to live by as they strive to make Newmarket *even better*:

- **Courage and Creativity**
- **Accountability and Accessibility**
- **Respect and Integrity**
- **Excellence**

OUR ACTION PLAN

Council defines Strategic Priorities that are inspired by resident feedback shaped by the Town’s vision and mission. Town staff work closely with Council to create long term plans and strategies to ensure we continue to be a community *is well* beyond the ordinary.



THESE ARE OUR WELLS.

LIVING WELL

Focusing on health, safety and the environment to promote activity, innovation and create a truly livable and engaged community means we are:

- Ensuring community safety and security
- Encouraging health education, wellness services and state-of-the-art medical facilities
- Focusing on traffic and growth management strategies and plans
- Creating meaningful, engaging, accessible recreation experiences
- Encouraging environmental protection and natural heritage preservation

Davis Drive, Newmarket

WELL-BALANCED

Encouraging a sense of community by interweaving small town charm and big city conveniences means we are:

- Meeting the needs of all Newmarket residents
- Nurturing inclusivity and celebrating diversity
- Encouraging arts, culture, entertainment and heritage preservation
- Building state-of-the-art recreational facilities and services for residents of all ages
- Providing green and open spaces, parks, trails and sports fields
- Planning events that engage people and help to create a sense of community spirit
- Creating meeting spaces and places for conferences, events and festivals
- Ensuring increased accessibility for persons of all abilities



WELL-EQUIPPED & MANAGED

Creating strategies, plans and processes that lay the foundation for the future success of the community means we are:

- Leading the way by creating an environment for extraordinary public service, focusing on fiscal responsibility and sustainability
- Providing service excellence
- Creating a clear vision of the future and supporting plans and strategies to guide the way
- Ensuring efficient management of capital assets
- Providing municipal services that meet existing and future needs of residents
- Balancing an ideal mix of residential, commercial, industrial and institutional land uses
- Ensuring an appropriate mix of jobs to population and people to industry
- Providing varied housing types, affordability and densities



WELL-PLANNED & CONNECTED

Planning for a vibrant and sustainable community by connecting people through ideas, technology and neighbourhoods means we are:

- Planning and managing growth through long-term plans and strategies, supported by short-term action plans
- Revitalizing neighbourhoods through progressive community improvement plans
- Improving inter-connectivity and interaction between neighbours and neighbourhoods
- Creating walking and biking trails, paths and lanes
- Working collaboratively with all levels of government to create transportation and transit linkages that support and enhance Newmarket as an Urban Growth Centre
- Connecting people through Information and Communications Technology (ICT) to drive job creation and future growth
- Strategically located in the Greater Toronto Area with easy access to Toronto, cottage country and regional destinations

Tom Taylor Trail



WELL-RESPECTED

Being recognized as a municipality that inspires collaboration and develops positive relationships with community partners and stakeholders means we are:

- Creating strategic partnerships with community organizations, neighbouring municipalities, private sector partners and other levels of government to support an environment of collaboration and co-operation
- Being an active, influential political contributor in regional, provincial and federal affairs
- Discovering innovative and creative solutions for future well-being
- Encouraging community engagement in local government
- Honouring our past, while planning for the future
- Being valued for our judgment and insight

Old Town Hall



MAKING NEWMARKET EVEN BETTER.



Newmarket

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