

**TOWN OF NEWMARKET
COMMUNITY REPORT 2016-2017**

WHERE
CHARACTER

meets community



Newmarket

THERE'S A PLACE FOR YOU HERE.



THE TITLE IS INTENDED TO EVOKE THE CONNECTION WE AS A BAND HAVE TO OUR HOMETOWN AND THE MEMORIES THAT WERE CREATED GROWING UP AND FREQUENTING LOCAL HANGOUTS.

— *The Elwins*

beauty community

In 2017, local talent and Spotify Top 100 indie artists the Elwins released their *Beauty Community* album. Can you guess where the album got its name?

The album pays tribute to the band's hometown of Newmarket, Ontario. So, what makes Newmarket a beauty community?

In addition to being the hometown of the Elwins, Newmarket offers a variety of affordable housing options, state-of-the-art healthcare, lush environmental havens and top-notch recreation programs. We also offer easy access to public transit, a variety of delicious restaurants and lots of entertainment options.

According to MoneySense magazine, Newmarket is one of the best places to live in the country based on many factors including safety, quality of life, weather and more. Recently, our Main Street was voted the best in Canada and we were also recognized as being one of the most romantic communities in Canada. The Elwins obviously agree – this is one beauty community to live, work and play... so why not fall in love with Newmarket?

THERE'S A PLACE FOR YOU HERE.

MESSAGE FROM THE MAYOR

In Newmarket,
we have a vision to be

well beyond the ordinary.

To be an extraordinary community, at times, we must make bold, future-focused decisions. Over the past 18 months, we have achieved many goals, garnered significant recognition and continued to see positive transformations all around us.

As you flip through the pages of this report, you will learn about many of our successes from July 2016 to December 2017. Everything that we have accomplished and will continue to accomplish is the result of the strategic vision of our Council and the collaborative efforts of Town staff and our many community partners.

I often hear there is 'something special about Newmarket.' I believe what makes us unique and sets us apart is our unwavering sense of community and our dedication to community building. There is a reason why we have continually been recognized as one of the best places to live in the country and 95 per cent of our residents surveyed are happy to live here. If you are a resident, we hope you share our pride in this community and celebrate all that we have achieved together. If you are not a resident, turn the page and find out why you should be.



Tony Van Bynen
Mayor



Mayor Tony Van Bynen and Chief Administrative Officer
Bob Shelton at the Town of Newmarket Operations Centre.

MESSAGE FROM THE CAO

Building our community together.

On behalf of all staff at the Town of Newmarket, we are proud to present our many achievements and milestones from over the past 18 months.

Over the years, we have worked hard towards becoming a complete community. We laid the foundation by creating a service-focused culture committed to both financial and environmental sustainability. We have always remained dedicated to creating an environment for extraordinary public service.

With that strong foundation in place, we continue to look to the future of Newmarket. Our talented and committed staff team continues to work hard to turn the strategic priorities of Council from vision into reality.

We remain focused on innovative, forward-thinking plans that will pave the way to our future success. You will read about many of these exciting initiatives in this report.

Our successes are always shared with our many community partners and residents that have all helped to shape this 'well beyond the ordinary' community. Together, we are making Newmarket even better.



Bob Shelton
CAO



**2016-2018
NEWMARKET COUNCIL**

Back row, left to right: Deputy Mayor and Regional Councillor John Taylor, Councillor Christina Bisanz, Councillor Tom Vegh, Councillor Jane Twinney, Councillor Tom Hempen, Councillor Bob Kwapis
Front row, left to right: Councillor Dave Kerwin, Mayor Tony Van Bynen, Councillor Kelly Broome



Main Street, Newmarket

GETTING TO KNOW

Newmarket

If you were on a speed date with Newmarket, here are some of the highlights we would share.



Town of Newmarket staff, proud to be Canadian #Canada150

-  50% OF RESIDENTS HAVE LESS THAN A 30-MINUTE COMMUTE
-  HUNDREDS OF SPECIAL EVENTS AND FESTIVALS EACH YEAR
-  VOTED BEST MAIN STREET IN CANADA
-  'YOU GOTTA EAT HERE' CALIBRE RESTAURANTS
-  ALMOST 50 KM OF WALKING/BIKING TRAILS
-  40,000+ RECREATION PROGRAM REGISTRATIONS
-  41,000 JOBS, 2,400 EMPLOYERS
-  HOME OF ONTARIO'S BEST BUTTER TART
-  MORE THAN 85,000 RESIDENTS
-  GOOGLE ETOWN AWARD WINNER
-  TOP LANGUAGES OTHER THAN ENGLISH: MANDARIN, RUSSIAN, FARSI AND CANTONESE
-  ONE OF CANADA'S MOST ROMANTIC COMMUNITIES



Microcel, Newmarket

WHERE INNOVATION

meets open minds

NEWMARKET WELCOMES INNOVATIVE GIANT, CELESTICA

Last year, Celestica announced the relocation of their Toronto Manufacturing Operations to Newmarket. Celestica is a leader in design, manufacturing and supply chain solutions for the world's most innovative companies. This was the result of a year-long journey in which the Town collaborated with various partners to demonstrate why Newmarket is the best choice for the new home of Celestica. Access to a talented and skilled workforce, reliable hydro, below-average tax rates and proximity to major highways and easy access to transit are just some of the reasons why Newmarket was chosen for this thriving global business. It is estimated that over 500 jobs will be relocated to the community.

NEWMARKET FIRST IN CANADA TO JOIN SOOFA BETA CITIES NETWORK

In 2017, Newmarket expanded its Soofa bench network throughout the downtown. This enabled Newmarket to be the first municipality in Canada to join the Soofa Beta Cities Network, putting us in the company of a number of large American cities including New York, Boston, Austin and Los Angeles. The Soofa benches are innovative benches that charge mobile devices using solar power, while taking in valuable data without infringing on privacy. The analytics will help to monitor how public spaces are being used and inform future plans for the community. This furthers Newmarket's commitment to being a Smart City and is keeping the Town ahead of the pack when it comes to technology and innovation.

Newmarket gets a little sweeter as the home of Maltesers

In 2017, Mars Canada officially opened a \$70 million expansion of their Newmarket facility, adding 30 highly skilled jobs. The facility will now produce the iconic Maltesers chocolates for the entire North American market. That's 2.5 billion Maltesers every year. With access to over 5 million consumers in the GTA within an hour's drive and 140 million North American consumers within a day's drive, Newmarket is a strategic location for economic development.

NEWMARKET EXPANDS WI-FI SERVICE

Over the past year, Newmarket has continued to expand free Wi-Fi to Town facilities and now Wi-Fi service is also available at Newmarket Riverwalk Commons, a bustling community hub in the downtown. The expanded Wi-Fi service allows residents and visitors to stay connected and aligns with the Town's continued commitment to providing access to affordable high-speed broadband.

NEWMARKET-TAY POWER FIRST IN ONTARIO TO SUPPORT ELECTRIC BUSES

Newmarket-Tay Power Distribution Ltd. (Newmarket-Tay Power), York Region and the Canadian Urban Transit Research and Innovation Consortium (CUTRIC) have created a unique and forward-thinking partnership that will help bring six electric buses and one electric charging station to Newmarket. The Town is proud to be working with Newmarket-Tay Power to be a leader in bringing green technology to the community. This is a big step forward in reducing our overall carbon footprint and creating a sustainable future.

NEWMARKET GROWS GREEN MOVEMENT

Newmarket is known for being an environmental leader and that dedication to green initiatives continued in 2016/17. Recent updates to Town facilities, roads and parks include Low Impact Development (LID), also known as green infrastructure, to help minimize the adverse effects of stormwater on the environment. Newmarket adopted a Stormwater Management and LID Policy in 2017. By implementing LIDs, the Town is filtering pollutants out of the water system and protecting green spaces, animals and their habitats. Newmarket continues to demonstrate its commitment to creating a clean, green and sustainable future.



Story Pod, Gumi, South Korea

Newmarket partners with Gumi, South Korea

Newmarket's award-winning HollisWealth Story Pod has garnered international attention and created a partnership between Newmarket and Gumi, South Korea. The Story Pod, a portable library that encourages the community to take a book, leave a book and share their stories, now spans more than 10,000 kilometres, with a second home in Gumi. The story of Newmarket's pod has reached more than 330 million people around the world.



Story Pod, Newmarket, Ontario, Canada

Powered by innovation

Newmarket continues to build on its reputation as being a leader in technology and innovation. Our commitment to bringing new and innovative ideas and ways of doing things to our Town is unparalleled among other municipalities of our size.

Some of our biggest and most innovative projects to date are still in the works and we can't wait to share more details in 2018. Just a few of the many examples include:

Broadband: Access to high-speed broadband continues to be a key focus of Newmarket's economic development efforts.

NewMakelt: The Town is an active supporter and partner of York Region's first maker space – a place that is helping inventors, visionaries and innovators to achieve their goals while changing the way people work.

CreateIT Now: A partnership with world-renowned hospital Southlake Regional Health Centre that provides a launching pad for great ideas and the perfect place for healthcare-focused innovators accessing the North American markets.

WHERE
CULTURE

meets community

Easton Chard, Newmarket resident
Future ambition: Firefighter #lifegoals

Parker Chard, Newmarket resident
Future ambition: Spider-Man #anythingispossible

**Where wildest
dreams meet
reality**

Young minds will help to shape the future of our community, our country and the world around us. Newmarket is a place where curiosity meets opportunity – where arts, culture, recreation, passion and imagination thrive.

MUSIC BRINGS PEOPLE TOGETHER. SO MY
FUNCTION IN ANYTHING THAT I DO IS TO HELP
BRING PEOPLE CLOSER IN.

— Gord Downie, *The Tragically Hip*



The Tragically Hip farewell concert, Newmarket Riverwalk Commons

NEWMARKET GETS HIP

On August 20, 2016, thousands of Newmarket residents gathered in Riverwalk Commons to watch the historic live screening of *The Tragically Hip: A National Celebration*. This performance united Newmarket with Canadians across the country, participating in a legendary night paying tribute to one of Canada's most beloved and iconic bands of all time.

SPLASHED WITH CULTURE

In 2016 and 2017, the new Splash of Culture event showcased the kind of unique cultural experience you can expect to find in Newmarket. The awe-inspiring performances included a mix of opera, musical theatre, pyrotechnics, lighting and atmospheric effects – all performed on the water at Newmarket Riverwalk Commons.

OLD TOWN HALL REOPENS AS CULTURAL HUB

The completion of a renaissance renovation at Newmarket's Old Town Hall marks another milestone in the Town's Cultural Master Plan. As part of the transformation and renewal of Newmarket, this landmark also plays a key role in the revitalization of Newmarket's downtown core and will be a gathering place for arts, culture and community and customer service. From local art to world-class concert performances, the Old Town Hall will become a place that inspires imagination, cultivates creativity and allows the community to experience art and culture like never before.

THE GHOSTS OF NEWMARKET'S PAST

Who doesn't love a good ghost story? Newmarket's downtown is rich in history and heritage. In 2016, the Town launched the 'Ghosts of Old Town Hall' tours to share the many tall tales, suspicious events and anecdotes that have haunted the area since the 1880s.

NEWMARKET JOINS THE NATIONAL STAGE

Intense dramas, outrageous comedies, moving storylines and wild-fantasies were all part of the first Newmarket national 10-minute play festival. The festival featured plays written by Canadians living around the world including Mexico, the United States and Beijing, China. The popular festival spurred the involvement of local restaurants and cafés that offered special rates for festivalgoers. The experience was complemented by historic walking tours, playwright readings, talks by the Newmarket Group of Artists and live music and theatre activities for kids.

KEITH BRIDGE PUBLIC ARTWORKS RECOGNIZE COMMUNITY HERITAGE

In 2017, Newmarket revealed its latest art installation, eight bronzed plaques along the historic Keith Bridge on Davis Drive. The plaques tell the story of the history of transportation in Newmarket, dating back 10,000 years. This is the perfect example of how art can enhance public spaces and be a unique part of the revitalization of the Town's urban corridors. Public art plays a very important role in creating a vibrant, livable and sustainable community.

NEWMARKET CELEBRATES ITS TRUE COLOURS AT YORK PRIDE

Rainbow flags lined Newmarket's downtown in honour of the Town's first year hosting the York Region Pride Parade. A large crowd watched on with pride, drawing record numbers at the fifth annual celebration. This was truly an uplifting event that celebrates the diversity and inclusivity of our community. Planning for the 2018 parade is already underway.

For the foodies

Newmarket is quickly making a name for itself as a destination of choice for good eats. Everything from fine dining to pub fare can be found at a variety of eclectic eateries. Local restaurants feature flavours from around the world – Jamaican jerk, shawarma, traditional Mexican and authentic Thai are just a few of the options to entice the taste buds. For the burger lovers, Newmarket restaurants feature the two best burgers in York Region, and for those with a sweet tooth, be sure to check out the best butter tart in Ontario!

I HEART NEWMARKET

While we know that Newmarket residents love living here and visitors agree that there is something warm and fuzzy about our community, we wanted to put our finger on what it is that makes Newmarket so lovable.

Here is what people are saying ...

nature

You are so beautiful
@townofnewmarket

@townofnewmarket
love our trail system!

downtown

Looking absolutely fabulous!
Historic moment right now in
@townofnewmarket first
municipality to EVER hoist
pride banners on light poles!

Our town is awesome! Newmarket is the
place to be, lots of family fun!

#riverwalkcommons
@townofnewmarket

family fun

DYK?
@townofnewmarket had
Ontario's first **@mysoofa**?
It's pretty cool - USB
charging via solar power!

@townofnewmarket has done an
amazing job of developing their
downtown! Well done!

community

@townofnewmarket welcomes business
community to Inaugural EcDev Congress
#ProudNewmarketEmployer #YorkRegion

hockey

So happy my hometown
@townofnewmarket
will be the start of
@hometownhockey_ Tour.
It's where it all began for me!



Hungry Brew Hops Public House and Eatery, downtown Newmarket

WHERE WORK *meets play*

PATIOS INCREASE VIBRANCY IN THE DOWNTOWN

In 2016 and 2017, Newmarket continued to work with local businesses on the patio program which permits on-street patios in the downtown. Patios are a way to bring increased business activity and enhance the energetic atmosphere of the downtown. This program is helping to draw additional visitors who are not only frequenting the patios but also utilizing the other businesses and services Main Street has to offer.

PLANNING OUR FUTURE

Newmarket's Secondary Plan sets out intensification targets that will see 33,000 jobs and 32,000 residents in our urban corridors over the next few decades. In 2017, the Town held an economic development congress to help shape our future plans for economic development. We brought together local businesses, stakeholders, community organizations and developers to gain an understanding of the opportunities and obstacles as perceived by potential investors. What we heard is that Newmarket's culture and adaptability to change set us apart from other municipalities. Newmarket has taken many steps to streamline our planning processes, and we are continuing to examine our development approvals and our zoning by-law to make the process as smooth and easy as possible. Parking reductions and an innovative parkland dedication by-law for the urban centres have also been approved in support of our efforts to market the Yonge Street and Davis Drive corridors.

Newmarket to create 'Central Park'-inspired green space

The Town of Newmarket recently purchased a landmark property at the northwest corner of Mulock Drive and Yonge Street. Known to the community as the Mulock Estate, the vision for this property is to create an iconic community park/outdoor green space. The endless possibilities for this gathering area could include a winter skating trail and summer walking/biking trails. This gathering place will be an important green space within the Town's intensifying urban centres, providing much needed recreation opportunities and activities.

RENEWING AND REINVENTING OUR URBAN CORRIDORS

2017 continued to be a big year for the transformation of Davis Drive, one of Newmarket's primary urban corridors. Since the completion of the Viva Rapid Transit System in 2015, ridership is up 62 per cent on Davis Drive. Two major milestones were achieved in 2017. First, we welcomed our first purpose-built rental apartments at 212 Davis Drive, providing much-needed rental options to our expanding community. This is the first building of its kind in York Region in more than 30 years. Next, the development of the Stratus Centre was announced (514 Davis Drive). This mixed-use office and retail building perfectly complements Newmarket's Secondary Plan and will have the potential to create up to 500 jobs in the community.

The transformation has turned the corner onto Yonge Street, where work on the Viva Rapid Transit System continues and construction has begun on the York Region Administrative Centre Annex. This 422,000-square-foot office space perfectly complements the kind of development outlined in Newmarket's Secondary Plan. This facility will consolidate a variety of public services and is expected to realize significant savings over a 30-year period. Once completed in 2020, it will provide residents with better access to community, health and court services in one central location. Housing approximately 900 employees, the annex will spur significant economic benefits for the community.

NEWMARKET IS 'GO'-ING PLACES WITH MAJOR TRANSIT EXPANSION

Over the next 25 years, York Region's population is expected to grow by 68 per cent. Metrolinx is building in and around Newmarket to provide residents with more connections and better service to meet the demands of the growing population. For Newmarket residents and visitors, this means more connections to the entire GO network with faster, more frequent local service. To make this happen, Metrolinx plans to build a new station on Mulock Drive to better serve area residents. Significant updates and improvements will also begin in 2018 on the existing Tannery GO station, which will act as the mobility hub for Newmarket. The Metrolinx GO Expansion Project is part of a larger Regional Transportation Plan that includes work in the GTHA over the next 10 years. Newmarket residents will continue to see service improvements as new phases of construction are completed.



Artistic rendering of York Region Administrative Centre Annex, Yonge Street and Eagle Street, Newmarket



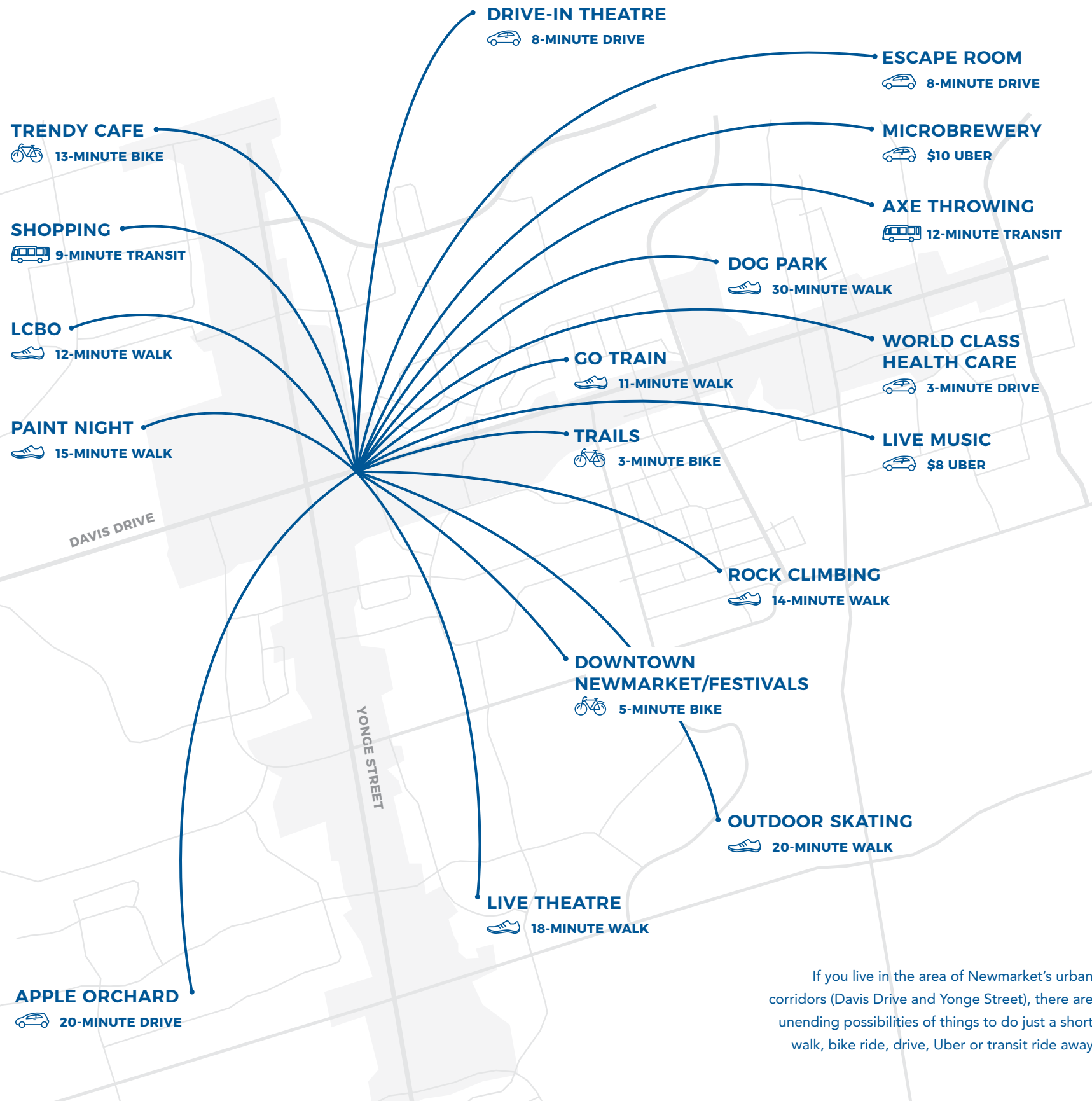
Artistic rendering of what a future GO station in Newmarket could look like

SEE AND
BE SEEN:

Newmarket edition



Newmarket is one of the most densely populated communities in Ontario. This means that we have been able to fit a whole lot of awesome people and places into a relatively small package.



If you live in the area of Newmarket's urban corridors (Davis Drive and Yonge Street), there are unending possibilities of things to do just a short walk, bike ride, drive, Uber or transit ride away.

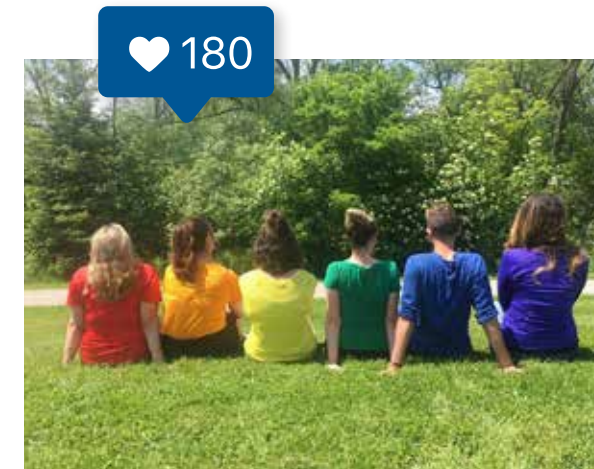


❤️ 114

@MARKETBREWING

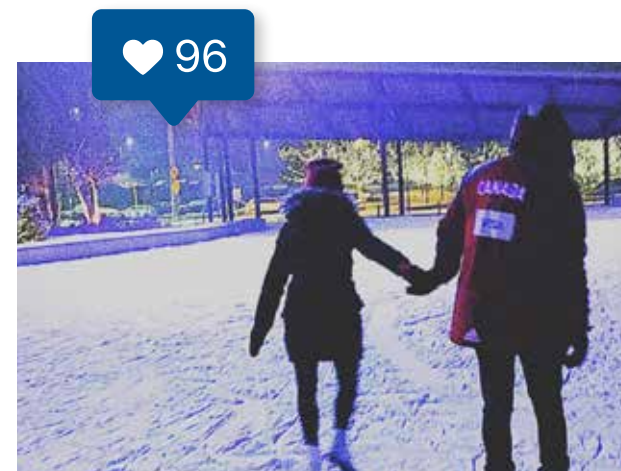


@TOWNOFNEWMARKET



❤️ 180

@TOWNOFNEWMARKET

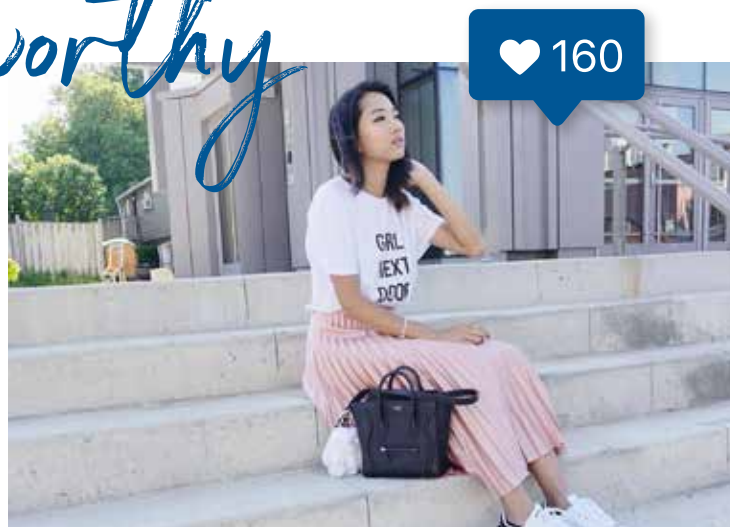


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@MCNAUGHTS

#instaworthy

Here are some of Instagram's favourite photos of our favourite town.

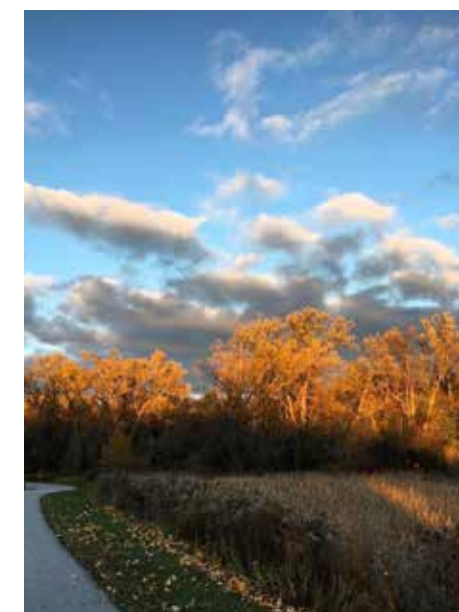


❤️ 160

@JEANNIEYEOH



@GOTTA_SNAP_IT



@ANTONT

WHERE THE
FAMILIAR

meets the unexpected

For those of you that already live in Newmarket, you know exactly why this is a beauty community. For those of you that don't, what are you waiting for?

Join us and experience a community where passion meets possibility, where old friends meet new beginnings and where the present meets your future.

This story is definitely to be continued... we hope to see you soon.

THERE'S A PLACE FOR YOU HERE.



Ice skating at Newmarket Riverwalk Commons



Newmarket

@TOWNOFNEWMARKET

NEWMARKET.CA