



TOWN OF Newmarket

2006/07 community report



The storm water management pond in front of Upper Canada Mall on Yonge Street was among the first in Ontario

Congratulations Newmarket!

Newmarket received top honours at the EDCO marketing awards for its 2005/06 community report. Recognized as 'best in class,' the award acknowledges innovative and creative approaches to telling engaging business stories.



EDCO
ECONOMIC DEVELOPERS
COUNCIL OF ONTARIO

A focus on sustainability

There's something special about Newmarket. It's not blatant, or instantly identifiable, but you just feel it when you arrive. It could be the unique blend of old and new, the interconnected nature trails throughout the town or the quality of life that's second to none. Or perhaps it's the tightly knit community of almost 80,000 people cozily-contained in just 38 square kilometres.

As one of the most densely populated municipalities in Ontario, Newmarket recognizes the need to focus on sustainability and takes deliberate and responsible steps to preserve the lifestyle enjoyed by residents today.

In 2006/07, this included thinking big for the environment and the bottom line, taking action to preserve our assets, staying true to our values and simply doing the right thing for the right reasons. It's about wellness in every sense of the word, and you're about to find out why.

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Message from the Mayor

On behalf of Council, I am pleased to present the 2006/07 community report in celebration of Newmarket's successes from January 2006 to June 2007.

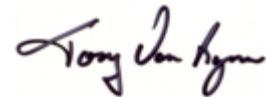
As you flip through this report, you will find that we have focused our efforts on solidifying a culture of sustainability to prepare Newmarket for a new era of growth. Perhaps more than any other initiative, the review of the Official Plan—our 2006 Project of the Year on pages 16 and 17—signals the change that is currently underway.

With build-out approaching, a focus on financial and environmental sustainability is more important than ever. Accordingly, Council reinforced its continuing commitment to building a sustainable financial foundation by topping up the asset replacement fund in 2006 and 2007 (page 12), and establishing a plan to align tax increases to various inflation indices within five years. We also formed important

partnerships with five bordering municipalities to launch the Green Bin program, and saved taxpayers millions by doing so (page 14).

Council and staff remained strongly committed to preserving our environment by establishing progressive bylaws and policies (page 6). This includes adopting a new pesticide ban, partnering with Honeywell to retrofit Town facilities, and making significant headway on bringing Canada's first eco-subdivision to Newmarket.

We have a wonderful team of people that work for the town everyday to make sure Newmarket remains a community *well* beyond the ordinary. To Town Council and staff I say thank you for your dedication and hard work.



Tony Van Bynen, Mayor

Message from the CAO

It is not only for what we do that we are held responsible, but also for what we do not do.

For the Town of Newmarket Council and staff, that means taking proactive steps today to secure Newmarket's future. It means thinking big for the environment, stepping outside the box to keep taxes down, partnering up for the greater good and leaving a legacy of sustainability for the generations to come.

As you will read in this report, the Town implemented major policies and initiatives in 2006/07 to protect the environment, stabilize our tax rate and secure our financial future. On page 14, for example, you will learn how the Town saved millions by partnering with neighbouring municipalities to launch the Green Bin program in an effort to divert 65 per cent of waste from landfill.

In keeping with the Town's focus on financial sustainability, the Town also generated an

unprecedented \$5.3 million from sponsorships for the new Magna Centre (page 11). Innovative approaches such as this resulted in a zero tax impact for residents for one of Canada's finest and largest recreation facilities.

Over the past year and a half, we have continued to implement environmental initiatives that reinforce our reputation as one of Canada's most progressive environmental leaders (page 6). This includes adopting anti-idling and pesticide use bylaws, committing to sustainable design and construction practices and so much more.

My heartfelt thanks to Council and our family of Town staff for their dedication, commitment to excellence and for the individual parts they all play in creating a socially responsible culture.



Bob Shelton, Chief Administrative Officer



LEFT TO RIGHT: Mayor Tony Van Bynen; Regional Councillor John Taylor; Councillor Chris Emanuel (Ward 7); Councillor Victor Woodhouse (Ward 3); Councillor Dave Kerwin (Ward 2); Councillor Larry Blight (Ward 4); Councillor Tom Vegh (Ward 1); Councillor Dennis Ramsarran (Ward 6); Councillor Joe Sponga (Ward 5)

LEFT TO RIGHT: Susan Plamondon — Commissioner of Legal & Development Services; Brenda Farrell — Director of Parks, Recreation & Culture; Rick Nethery — Director of Planning; Anita Moore — Town Clerk; Jim Koutroubis — Director of Public Works & Environmental Services; Ron Tremblay — Director of Building & Bylaws; Rob Prentice — Commissioner of Community Services; Bob Dixon — Treasurer / Commissioner of Corporate & Financial Services; Bob Shelton — Chief Administrative Officer. Not shown: John Molyneaux — Central York Fire Services Fire Chief; Pat Wilson — Newmarket Public Library CEO; Paul Ferguson — Newmarket Hydro President

Newmarket: a community well beyond the ordinary

Newmarket's vision is more than just words—it's a way of life

Since launched in June 2005, Newmarket's vision of being 'well beyond the ordinary' has become embedded in the culture of the Corporation of the Town of Newmarket. Every business plan, report, Council decision and corresponding action is tied back to the vision by way of five strategic branches. These include:

- Living well
- Well-balanced
- Well-equipped and managed
- Well-planned and connected
- Well-respected

In early 2007, Council reaffirmed their commitment to this vision. This means that becoming a community that's well—healthy, thriving, dynamic, happy, balanced—and extraordinary will continue to guide Council direction for years to come.

To learn more about Newmarket's vision and to view the complete publication, visit www.newmarket.ca.



Town staff celebrating the launch of Newmarket's vision in 2005



Decorative greenery along Main Street

The story of a sustainable Town

Where strong values and good business sense intersect

Despite the use of the word 'sustainability' to the status of a buzzword term, it still remains an abstract concept for the average person. Most of us understand the basic idea that sustainability equals responsibility but, beyond that, the complexities of the term remain a bit of a mystery.

The Canadian Oxford Dictionary defines sustainable as to "maintain or keep an action or process going continuously so that it may be maintained at a particular level." It has also been defined as meeting the needs of the present without compromising the ability of future generations to meet their own needs. While both definitions read entirely different, the concept is the same: don't use more than you have or can responsibly replenish.

In municipal government, sustainability translates to environmental preservation or protection, economic security or a stable tax rate, and social equality or quality of life for all.

For Newmarket Council and staff, sustainability is that and so much more. It is about continuity and consistency, preservation and planning, partnerships and preparedness, and a certain degree of solid predictability. It goes beyond typical definitions and categories and is at the heart of the Town's major accomplishments over the last 18 months.

[Turn the page to discover Newmarket's focus on sustainability.](#)



A young boy in Newmarket plants his first tree at the Holland River Cleanup in the spring of 2007

Environmental sustainability

For the greener good

If going green is a growing trend in government, then Newmarket could very well be the poster child for municipal environmentalism.

While implementing environmental policies and practices is no easy feat, the Town has consistently demonstrated its determination to 'walk the talk' and take the necessary risks, invest the resources and dedicate the time to deliver real green results.

Over the last 18 months, the Town of Newmarket has continued to lead the way in environmental initiatives and remains one of Canada's most progressive environmental leaders. From implementing bylaws to reduce pollution and health risks, to retrofitting Town facilities to reduce carbon dioxide

emissions, to securing Canada's first green subdivision, Newmarket's commitment to the environment remains steadfast.

For the Town of Newmarket Council and staff, environmentalism is not about popularity or trend-setting: It's about doing the right thing. It's about harnessing the municipality's role as policy setter and decision maker to protect the wellness of residents and the place they call home.

The following list of accomplishments highlights just some of the significant environmental initiatives the Town has implemented from January 2006 to June 2007 to help promote a sustainable environment for Newmarket.



During the first month of the Smart Commute program (see right), staff and Council reduced the number of single occupancy vehicle commutes to Town offices by nearly 2,000 kilometres

NEWMARKET COMMITS TO SUSTAINABLE DESIGN & CONSTRUCTION PRACTICES

In the summer of 2006, Newmarket Council approved the creation of a new environmentally-friendly construction and renovation practices policy for new and existing municipal buildings.

The policy will require that renovations to existing municipal buildings meet the 25 per cent energy efficiency requirement of the Ministry of Natural Resources Commercial Building Incentive Program (CBIP) standard.

In addition, new buildings will be assessed during the pre-design stage to determine if achieving the Leadership in Energy and Environmental Design (LEED) standard at the silver level is feasible. LEED standards recognize building projects that have demonstrated a commitment to sustainability by meeting even higher performance standards in environmental responsibility and energy efficiency.

The new Magna Centre is the Town's first newly-constructed facility that meets the goals of the policy. Completed in the summer of 2007, the Magna Centre was built to exceed the CBIP standard and will save at least 25 per cent more energy than current energy codes.

TOWN, CHAMBER OF COMMERCE & REGION GET 'SMART'

In its continued effort to reduce traffic congestion and airborne pollutants, the Town of Newmarket partnered with the Newmarket Chamber of Commerce and the Regional Municipality of York to form the Smart Commute Central York Transit Management Association (TMA) in June 2006. The goal of Smart Commute Central York is to reduce traffic gridlock in Newmarket by improving commuter options to reduce vehicle dependency.

On May 17, 2006 the employees of the Town of Newmarket launched an internal Smart Commute initiative with the goal of reducing the number of single occupancy automobile commutes to Town offices.

BUG OFF, PESTICIDES

On June 26, 2006, Newmarket became one of the first municipalities in the Greater Toronto Area to pass a bylaw prohibiting the cosmetic use of pesticides on public and private property.

Newmarket's pesticide use bylaw will take effect on September 1, 2008. Leading up to that date, the Town will roll out a comprehensive public education program to inform residents and businesses on the safe use of pesticides and alternative means of controlling pests.



We plan to be a green town of trails
with this latest leading-edge policy
— Mayor Tony Van Bynen

NEW POLICY ENSURE DEVELOPERS COMMIT TO ENERGY EFFICIENT HOMES AND TRAILS

In May 2007, Newmarket Council established a precedent-setting policy that ensures developers commit to energy efficient homes and contribute to the Town's trail system.

In the Town's new water allocation policy, developers are requested to contribute \$1,000 per residential lot for the development of trails, and to meet or exceed Energy Star or equivalent efficiency standards in new homes. In return, the developer will qualify under the special merit provisions of the Town's water servicing allocation policy.

The Town surveyed developers to gauge their commitment to these programs before establishing the policy. The survey found that developers were very willing to participate in the trail program to help build on the town's vision of connecting neighbourhoods through walking trails and community parks, and to building energy efficient homes.

WOODLOT PRESERVATION BYLAW PROTECTS NATURAL HERITAGE

In June 2007, Council adopted a Woodlot Preservation Bylaw to preserve and protect natural heritage areas in the Town of Newmarket. The bylaw states that it is an offence to injure or destroy a tree in a woodlot. The Town will conduct an education plan in 2008.

NEWMARKET'S GREEN SUBDIVISION A FIRST FOR CANADA

In January 2006, the Town of Newmarket cemented its position as a national environmental leader with the sale of 34 Town-owned lots for the development of Canada's first environmentally-progressive subdivision.

Using a holistic approach, the houses and lots will work together to achieve and exceed specific environmental targets including a 25 per cent reduction in household water draws and a 60 per cent reduction in water discharge flows, solid waste, greenhouse gas production and energy consumption.

Through this project, Newmarket is prototyping new relationships with developers, builders, building trades and homeowners, and is putting in place the infrastructure for ongoing investment in the environment. One of the key outcomes of this project is to use the subdivision as a next generation model for house construction across Canada, taking the next step from the current Energy Star program and moving towards CMHC's net-zero housing initiative.

To ensure a truly green community is built, the Town embedded safeguards into the development approval process and the agreement of purchase and sale. These include professional inspections to confirm the homes comply with the minimum target criteria prior to the issuance of occupancy permits, and the incurrence of financial penalties if a home is constructed that does not meet the criteria.

Model homes are expected to be open to the public in late 2007.



Clean & Green
Mayor Tony Van Bynen was among the first to test drive the Town's new bylaw enforcement Smart Car.

GREENING TOWN FACILITIES SAVES ENERGY AND MONEY

On July 5, 2006, the Town of Newmarket was presented with a recognition certificate by the Ontario Power Authority's Chief Energy Conservation Officer for its facility retrofit program. Through a partnership with Honeywell, the program will lower utility costs and decrease greenhouse gas emissions in Town facilities.

Once completed, the 16-month project is expected to save Newmarket approximately \$160,000 annually in operating costs. It also will reduce greenhouse gas emissions by an estimated 563 tonnes per year. According to Environment Canada, this is equivalent to removing more than 80 cars from the road.

FUNDS ALLOCATED TO ENVIRONMENTAL INITIATIVES IN BUDGET

Since 2003, the Town of Newmarket has earmarked one per cent of all municipal taxes collected for the purchase of environmentally significant lands in town. In 2006 and 2007, Council reaffirmed this allocation of funds for environmental purposes, and in 2007 Council also added a \$25,000 green fund to cover any incremental additional costs to go green such as upgrading new Town vehicle purchases to environmental-friendly automobiles.



Financial sustainability

It's a responsibility thing

In municipal government, spending and taxes are among the most highly-scrutinized and contentious issues facing the municipality and its residents. Maintaining service levels, keeping taxes down and planning for the future must all be considered with every budget—and it's not easy.

Needless to say, Council and staff have a big responsibility when it comes to ensuring tax dollars are spent wisely. Their task is to balance the needs of the present with the needs of the future. As Mayor Tony Van Bynen said when asked about the 2007 budget, "It's all about sustainability. It's quite possible for any council to deliver a zero-per-cent increase, but in doing so we would fall short of our responsibilities."

In essence, Newmarket's approach to finance is all about being responsible. It's about ensuring future generations aren't financially burdened by today's decision. It's about thinking long-term instead of delivering impromptu tax cuts that could potentially compromise the financial sustainability of the municipality.

It's about working smarter, taking risks for the greater good, partnering up with municipal neighbours, finding new revenue opportunities and continuing to provide the in-demand community

services residents want while maintaining an affordable tax rate. It's a colossal task that demands courage and innovation.

In 2006/07, Newmarket faced this challenge head-on and continued to raise the bar by implementing best practices that ensure the Town is smart about the bottom line. The following pages highlight just a few of these fiscally responsible initiatives.



NEW POLICY SETS BALANCED APPROACH FOR PRICING

On February 13, 2006, Newmarket Council adopted a Service Pricing Policy to guide the pricing of municipal services to meet cost recovery targets.

Designed to balance community needs with responsible taxation, the cost recovery targets vary according to the program or service. As introductory and entry level programming for youth and seniors are geared at mass appeal and participation, the cost recovery target is set lower at 35%, while specialized adult programs are geared toward the 70% mark.

With the policy now in place, Council has a guide to decision-making on the pricing of services. So, if the user fee for an existing program is \$10 and the full cost of running that program is \$20, the cost recovery amount would be 50%. If the policy has set a 70% cost recovery target for the program, that means the user fee should increase to \$14 over the five-year phase-in period.

The Service Pricing Policy ultimately means that everyone will pay a share of the cost of the service they're deciding to use at a consistent rate throughout the various levels of programming. It also establishes fair and affordable service costs for residents while contributing to the long-term sustainability of the municipality.

MAGNA CENTRE OPENS WITH NO IMPACT ON TAXPAYER

The Magna Centre, the largest recreation facility ever built in Newmarket and the Town's most significant capital project in history, opened in the summer of 2007. This \$37 million state-of-the-art facility will meet the Town's recreation needs for years to come and is expected to draw over a million visitors to the Centre annually that will contribute to the local economy.

Thanks to the Town's innovative approach to revenue generation, the Magna Centre will benefit the community with no impact on the taxpayer. To offset the cost to the taxpayer, the Town has secured \$19.6 million from the Stickwood-Walker property sales (including the eco-subdivision), received a \$5 million commitment from Magna International Inc. for the facility naming rights, and will generate over \$300,000 annually in advertising and other ancillary revenues.

Further efficiencies will also be realized through the consolidation of services and staff in one large facility.



The asset replacement fund ensures Newmarket can afford to replace its infrastructure, as seen here

FINANCIAL PLANNING: A REAL ASSET FOR NEWMARKET

In 2006 and 2007, Council approved major investments in the Town’s asset replacement fund—\$10.3 million in 2006 and \$11.4 million in 2007—to ensure Newmarket can afford to replace future capital assets such as infrastructure and equipment without raising taxes or incurring new debt.

The fund is essentially a financial nest-egg that prepares the Town for the inevitable replacement of water mains, pipes, vehicles, sidewalks, roads and so on. Without this savings plan, the Town would face dramatic capital costs in the future when major assets require replacement.

Based on the age of the Town’s infrastructure and equipment, and their estimated cost, Newmarket has set aside 92% of the funds needed annually to replace its capital assets. Through the budgeting process, Council and staff plan to gradually top-up the asset replacement fund each year until it hits the 100 per cent mark. At that point, the fund will be maintained year-over-year.

Why is the fund a big deal? Paying for infrastructure replacement out of the asset replacement fund means no accrued interest, no new debt and no significant tax increases as a result. Simply stated, it’s like buying a house without needing a mortgage.

And most importantly, the asset replacement fund is one of the most important contributors to the Town’s financial sustainability.

TOWN INVESTS IN ECONOMIC DEVELOPMENT

In early 2006, the Town hired its first Economic Development Officer (EDO) to ensure Newmarket continues to retain and attract premium businesses. With build-out fast approaching in Newmarket, an increased emphasis on economic development is more important than ever.

In 2007, an Economic Development Advisory Committee was established to work with the Town’s EDO and develop a strategic plan for Newmarket. Now underway, the plan will identify key growth sectors for Newmarket based on an analysis of the Town’s economic profile. The plan will be released in early 2008.



Revitalizing Main Street remains a focus for Newmarket

HYDRO MERGER SAVES MONEY, IMPROVES PROFILE

In 2006, Newmarket Council approved the amalgamation of Newmarket Hydro Ltd. with another local utility company, Tay Hydro Electric Distribution Company Inc. The merged utility is called Newmarket Tay Power Distribution Ltd.

The merger realizes numerous cost savings as a result of the elimination of duplicate expenses for professional services. The larger combined distribution company is also expected to give the utility greater presence before policy makers and regulators when commenting on issues important to customers in both communities.

CENTRAL YORK FIRE SERVICES PROVIDES SERVICES TO NEIGHBOUR

In June 2006, Newmarket Council approved an agreement between Central York Fire Services (CYFS) and the Town of Whitchurch-Stouffville to provide emergency fire services to the Vandorf area.

Operating on a full cost-recovery basis, CYFS receives an annual retainer of \$100,000 plus call fees, recoveries and adjustments. The agreement improves fire protection for residents in Whitchurch-Stouffville without impacting service to Newmarket-Aurora.





Flags on Main Street promote the Green Bin program

Case study

The Green Bin program: Where good business practices meet ecological responsibility

At the Town of Newmarket, the spirit of teamwork is alive and well. Really, the corporation is the municipal version of the theme song from the classic TV show Cheers. Everyone does know your name, and they're always glad you came—to work.

Now, what about partnering with other municipalities? Does this same spirit of cooperation and teamwork transcend municipal borders? Can we overcome our sometimes conflicting goals and differences to achieve a common objective for the good of the taxpayer or even the environment?

The answer is a resounding yes. And the proof will appear on the curb of 76,000 households in the form of a Green Bin in northern York Region in September 2007.

In early 2006, Aurora, East Gwillimbury, Georgina, King, Newmarket and Whitchurch-Stouffville banded together to plan the launch of the Green Bin program—the most significant waste diversion program since the introduction of the blue box in the 1980s. The goal? Divert at least 65% of waste from landfill, and minimize the cost by collaboratively contracting for waste collection services.

In October 2006, the six municipalities awarded a joint contract for the collection of waste, recycling, source separated



The Green Bin is delivered with a comprehensive information kit

organics and yard waste to Turtle Island Recycling Corporation. Previously, each of the municipalities had contracted for these services separately. Compared to the current combined collection costs of each municipality, the joint contract is projected to realize a total savings of approximately \$11 million over the next 10 years. That's a savings of \$4 million for Newmarket alone.

What started with a joint collection contract has evolved into a much larger collaborative effort. Newmarket's Customer Service Centre, for example, has setup a Green Bin Hotline to respond to calls from Aurora, East Gwillimbury, Newmarket, Whitchurch-Stouffville and King Township. The hotline went live on June 1, 2007 and operates on a cost-recovery basis.

The six municipalities are also rolling out a common communications and public education plan for the Green Bin program. Led by Newmarket, the collaborative approach to public education will save over \$250,000 in design and consulting services alone by creating one shared plan.

While the challenge of collaboration is significant, the payoff is worth it. For the six municipalities, collaboration has saved significant funds and staff time, resulted in the most comprehensive program ever rolled out in each of the municipalities and has demonstrated that teamwork truly can transcend municipal borders.

And the biggest reward? The six municipalities united to achieve a common objective for the good of the taxpayer and the environment. In the age of fiscal and environmental sustainability, it doesn't get better than that.



A team of students were hired by the six municipalities to promote the arrival of the Green Bin





Aerial view of Main and Water Street

The project of the year

The new Official Plan

An important document sits quietly, unobtrusively on a counter in the Planning Department. Developers and Planners pour over it daily, closely examining its series of maps, policies and strategic directives while others unknowingly walk by.

The casual observer may not realize that this document holds the key to Newmarket's future. Its pages contain a plan for managing growth, preserving nature, directing land use and so much more.

In the most romantic sense, it's the Town's guiding light and the blueprint to ensure Newmarket's future sustainability. It's also a roadmap strongly influenced by community consultation that identifies a proactive development plan for Newmarket until 2026.

Perhaps most importantly, it will help retain and enhance the quality of life enjoyed by residents today while ushering Newmarket into a new era of growth. It is the new Official Plan, and Newmarket's Project of the Year for 2006.

A NEW ERA OF GROWTH

The Town of Newmarket is on the cusp of a new era of growth. Now home to nearly 80,000 residents, the town is one of the most densely populated municipalities in Ontario and vacant land is in short supply.

Within the next 10 years, conventional outward development will become a thing of the past as Newmarket approaches build out. Redevelopment, rather than development, will become Newmarket's focus as the population grows to a projected 98,000 by 2026.

With Newmarket primed for the next phase of growth, an update to the Town's 10-year-old Official Plan became necessary to refocus growth to intensification and infill while preserving Newmarket's high quality of life standards.

So, in 2002 the Town began the laborious and inclusive process of establishing a new Official Plan. The early planning stages involved comprehensive workshops and focus group sessions with members of the community, committees of Council, members of Council and Town employees.

After significant discussions and brainstorming sessions, the key stakeholders agreed on the following guiding principles for the new Official Plan:

- Maintain and promote a healthy community
- Protect and enhance the natural and cultural heritage
- Encourage growth in support of a sustainable community
- Develop sustainable transportation improvements
- Achieve economic well being
- Revitalize the historic downtown

Then in 2005—three years after the work on the new Official Plan began—the Province designated Newmarket as an Urban Growth Centre in the Places to Grow Act. The Act states that Newmarket must strive to achieve specific population and employment targets in designated areas.

It also means that Newmarket's planners and consultant were required to determine how Newmarket could accommodate this mandated growth in the new Official Plan while considering the desires of the community.

After considerable consultation with the community and various levels of government, the Town landed on a plan to satisfy the Province's growth mandate that sees growth focused on infill and intensification in three adjoining urban centres.

As illustrated by the enclosed pull-out pamphlet, these areas include:

- the Yonge Street Regional Centre in the area south of Davis Drive
- the Historic Downtown Centre on Main Street
- the Healthcare Regional Centre surrounding Southlake Regional Health Centre

In the Urban Centres, sound design principles will be used to enhance the pedestrian experience and create an attractive environment for new residential development. Emphasis will also be placed on creating a safe pedestrian environment with convenient access to public transit and open spaces.

Focusing development in the Urban Centres ensures the character of Newmarket and its residential neighbourhoods will be preserved throughout the next stage of growth—any development or redevelopment of residential areas must respect the existing character of the area. This is one of the top priorities of the plan, which was passed by Council in 2006.

The following insert titled "The Plan Unfolded" further explains and illustrates the Urban Centres and the type of development residents can expect to see until 2026. Visit the Town's Planning Department to learn more and to view the complete Official Plan, or download it at www.newmarket.ca.

The preservation of neighbourhoods and green space are made policy in the new Official Plan, along with the establishment of urban growth centres





Awards, recognition & excellence

NEWMARKET AWARDED "YOUTH FRIENDLY" STATUS

During a special ceremony at Queen's Park on May 1, 2007, the Town of Newmarket was recognized by Play Works as a Youth Friendly community for its commitment to providing youth with opportunities to play, participate and positively contribute to their community.

Play Works 'Youth Friendly Community Recognition Program' celebrates Ontario communities that have chosen to reinvest in youth play. Newmarket was among 14 other Ontario communities selected to receive this prestigious award. The youth friendly criteria included opportunities for play, youth engagement, accessible programs and opportunities for youth activism.



In May 2007, the Town of Newmarket was awarded 'youth friendly' status by Play Works for choosing to invest in youth play

NEWMARKET PROVIDES CUSTOMER SERVICE SUPPORT TO MUNICIPAL NEIGHBOURS

In early 2007, the Town of Newmarket Customer Service Centre was selected by the Town of Richmond Hill to field calls from their residents on the implementation of the Green Bin program.

The project was so successful that the Town was also approached in the spring of 2007 by Aurora, King, East Gwillimbury and Whitchurch-Stouffville to help support their customer service needs on the Green Bin program, which begins in September 2007.

NEWMARKET WINS PRESTIGIOUS MARKETING AWARD

In February 2007, the Town of Newmarket won the top award for its 2005/06 community report at the Economic Development Council of Ontario's (EDCO) marketing awards. Out of 190 submissions, Newmarket was recognized as the 'best in class' in the Publication: annual report category.

The award acknowledges innovative and creative approaches to telling engaging business stories that will prompt continued or new investment.

NEWMARKET RECOGNIZED FOR EXCELLENCE IN INFORMATION TECHNOLOGY

In 2007, the Town received the Award of Excellence in Municipal Systems from the Municipal Information Systems Association (MISA) for its Access Newmarket Self Service system.

Launched in October 2006, Access Newmarket is an innovative online service designed to make contacting the Town even easier by offering residents a convenient and efficient method of communicating with the Town from their own computers.

The Town of Newmarket was also chosen by the Canadian Information Productivity Awards (CIPA) as a 2006 Finalist Achievement Award recipient for its application of IT innovation to improve productivity and efficiency throughout the organization.

WORKS STAFF DEMONSTRATE TOP SKILLS

On May 23, 2007, the Town of Newmarket placed first in the Tenth Annual York Municipalities Public Works Challenge. Newmarket faced off for the win against eight York Region municipalities and the Region of York Public Works department in honour of National Public Works Week.

Some of the day's festivities included the backhoe ball event, the five ton wing and plow event, the four-by-four and trailer event and the watermain repair challenge. Newmarket has participated in the Public Works Challenge since its inception and this is the second win for the Town.



Newmarket's social committee raises money each year to support local charities and organizes morale-boosting events for staff



Community report card

The Town of Newmarket understands the importance of measurement, and regularly conducts surveys and participates in studies to ensure the Town is meeting the needs of residents while providing good value for tax dollars.

In 2006, Newmarket participated in the **BMA study**—a survey that compares tax rates and key demographic information among 80 municipalities across Ontario.

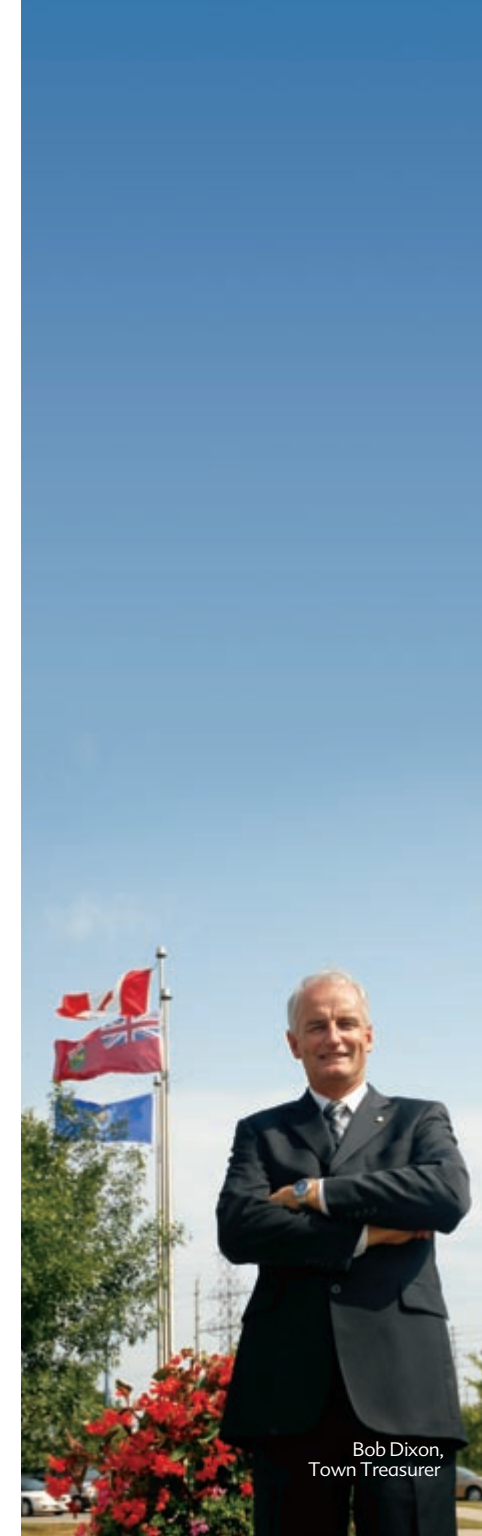
The 2006 survey found that:

- Newmarket's tax rates are lower than the average of the 80 municipalities
- Taxes as a percentage of income are lower than the average
- Newmarket has the second lowest combined property taxes in York Region (combined with York Region & the school board)
- Newmarket has the fifth lowest tax rate in York Region (Town portion only)

The Town also conducts community surveys to gauge residents' satisfaction with municipal services. The results help determine Council and staff priorities in their common quest to meet the needs of the community.

The Town will conduct a community survey once again in 2008 to measure customer satisfaction and ensure the community strategic plan is in keeping with the community's wishes.

To view the BMA report and the most recent community survey, visit www.newmarket.ca.



Bob Dixon,
Town Treasurer

Treasurer's report

The Town of Newmarket is a municipality in the Province of Ontario, Canada. It conducts its operations guided by the provisions of provincial statutes such as the Municipal Act, Municipal Affairs Act and related legislation.

The consolidated financial statements of the Corporation of the Town of Newmarket (Town) are the representation of management, prepared in accordance with local government accounting standards recommended by the Public Sector Accounting Board of the Canadian Institute of Chartered Accountants.

Prior to Council approval, these statements are first reviewed by external auditors and the Town's Audit Committee. The membership of the Audit Committee includes three members of Council and three public representatives with financial backgrounds.

The financial statements reflect the assets, liabilities, revenues, expenditures and fund balances of all organizations, local boards and committees accountable for the administration of their financial affairs and resources to the Town. This includes the Newmarket Public Library and Central York Fire Services (CYFS).

CYFS is a joint venture between the towns of Newmarket and Aurora for the provision of fire and emergency services. The Town is the service administrator of CYFS and shares the cost of fire services with Aurora based on a cost-sharing formula. Newmarket Hydro provides regulated and unregulated electric utility services, and is wholly owned by the Town.

The consolidated statements include the transactions of the operating, capital, reserves and reserve funds of the Town. The historical cost and accumulated amortization for capital assets are not recorded for municipal purposes.

2006 HIGHLIGHTS

- The construction of the new recreation complex, the Magna Centre, is the largest single project in the history of the Town of Newmarket. The total budget for this project is almost \$37 million with \$25.4 million of that being spent in 2006.
- Newmarket received \$641,000 from the Federal Gas Tax Allocation and used these funds for road reconstruction projects.
- The cash position decreased by \$10.4 million due to the construction of the Magna Centre and its financing from our sale of property reserve.
- The allocation to the Asset Replacement Fund was increased in 2006 and 2007 to assist with the costs of replacing vehicles, equipment and major infrastructure.

Detailed financial statements, the Auditor's report thereon, and the Financial Statement Discussion and Analysis are available from the Town's Finance Department at 395 Mulock Drive.

Robert K. Dixon,
Treasurer / Commissioner of
Corporate & Financial Services

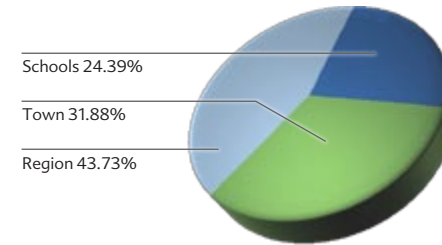


Consolidated statement of financial position

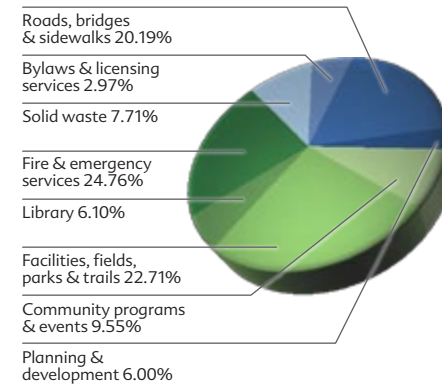
Year ended December 31, 2006

	2006	2005
Assets		
Cash	\$ 37,220,013	\$ 47,625,520
Accounts receivable	11,854,450	10,452,774
Inventory	156,105	98,461
Loans receivable	133,044	0
Prepaid expenses	211,612	205,172
Land held for resale	2,638,632	2,726,904
Investment in Newmarket Hydro Holdings Inc.	52,363,347	51,234,026
	\$ 104,577,203	\$ 112,342,857
Liabilities		
Accounts payable and accrued liabilities	\$ 21,014,061	\$ 14,109,858
Interest payable on debt	763,680	605,616
Employee future benefits payable	2,200,083	1,858,463
Deferred revenue	7,059,642	6,273,274
Long-term debt	46,000,748	32,736,074
	77,038,214	55,583,285
Net assets	\$ 27,538,989	\$ 56,759,572
Municipal position		
Fund balances		
Operating fund	\$ 227,525	\$ 403,735
Capital fund	2,617,705	11,117,868
Reserves	3,078,271	3,609,069
Reserve funds	16,827,972	24,539,411
Equity in Newmarket Hydro Holdings Inc.	52,363,347	51,234,026
Fund balances	75,114,820	90,904,109
Amounts to be recovered from future revenues	(47,575,831)	(34,144,537)
Municipal position	\$ 27,538,989	\$ 56,759,572

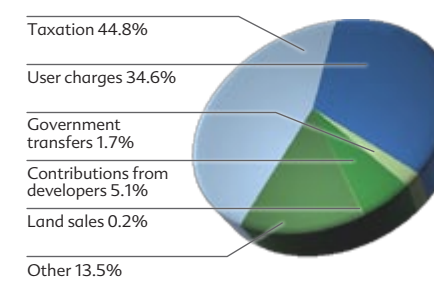
2006 Residential tax breakdown



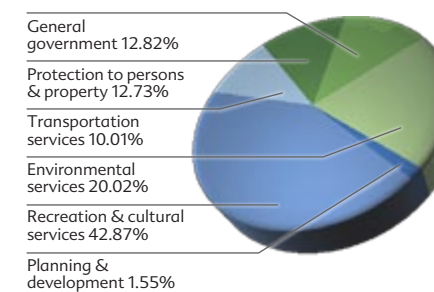
2006 Tax dollar allocation



2006 Revenue by source



2006 Expenditures by function



Financial notes: The data presented here has been extracted from financial statements audited by Grant Thornton. The complete financial statements can be viewed online at www.newmarket.ca or by visiting the Town of Newmarket Municipal Offices at 395 Mulock Drive.

Consolidated statement of financial activities

Year ended December 31, 2006

	2006		2005
	BUDGET	ACTUAL	ACTUAL
Revenues			
Taxation	\$ 30,260,280	\$ 30,610,932	\$ 29,081,064
User charges	25,605,745	23,625,299	22,890,996
Government transfers	1,077,341	1,171,926	1,381,509
Contributions from developers	4,465,786	3,466,169	2,490,150
Land sales	5,721,840	166,720	12,193,701
Other	7,936,743	9,229,154	7,362,343
Total revenues	\$ 75,067,735	\$ 68,270,200	\$ 75,399,763
Expenditures			
General government	\$ 14,089,184	\$ 12,641,349	\$ 11,505,569
Protection to persons and property	13,160,519	12,552,922	10,501,561
Transportation services	11,415,638	9,871,466	8,486,051
Environmental services	22,158,609	19,745,558	17,187,557
Recreation and cultural services	52,240,446	42,281,670	19,785,934
Planning and development	1,930,787	1,527,139	1,197,870
	114,995,183	98,620,104	68,664,542
Equity in Newmarket Hydro Holdings Inc.	0	1,129,321	1,908,877
Net revenues (expenditures)	\$ (39,927,448)	\$ (29,220,583)	\$ 8,644,098
Financing			
Employee future benefits payable	-	166,620	63,936
Issuance of long-term debt	14,450,000	14,450,000	0
Principal repayments on long-term debt	(1,185,325)	(1,185,326)	(2,128,926)
Decrease in amounts to be recovered	13,264,675	13,431,294	(2,064,990)
Increase (decrease) in fund balance	\$ (26,662,773)	\$ (15,789,289)	\$ 6,579,108



Sustainability and corporate social responsibility

Corporate social responsibility is defined as considering the interests of society in all aspects of an organization's operations. As evidenced in this report, Newmarket has built a culture of social responsibility through its focus on sustainability—and it's a culture that goes beyond the initiatives highlighted in this document.

In 2006 and 2007, Town Council and staff participated in countless fundraising events and local environmental initiatives to support the community. From annual clean up events to corporate fundraisers for United Way, staff continually goes above and beyond for the greater good of the Town of Newmarket.

It is a culture we are proud to call our own, and it speaks to the compassion, integrity and excellence that make Newmarket *well* beyond the ordinary. To learn more about the Town of Newmarket and its corporate culture, visit www.newmarket.ca or call 905-895-5193.

We want to know what you think of this report. Visit www.newmarket.ca to submit your thoughts on Newmarket's 2006/07 community report.

Newmarket: a community
well beyond the ordinary



Town staff participated in the York Region Dragon Boat challenge in support of United Way in the summer of 2007



Town of Newmarket

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