



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

April 5, 2016

JOINT INFORMATION REPORT # 2016 - 15

TO: Members of Council

COPY: Bob Shelton, CAO
Mike Mayes, Acting Commissioner of Corporate Services
Members of OLT

SUBJECT: HollisWealth Story Pod Update

ORIGIN: Community Services – Recreation & Culture
Development & Infrastructure – Public Work Services
Newmarket Public Library

COMMENTS

The purpose of this report is to provide an update on the HollisWealth Story Pod and the local, regional and international exposure and success it has received.

Background

The HollisWealth Story Pod an abstract 8'w by 8' d by 10' h lending library is an innovative and interactive temporary public installation. The Pod has gained community support and significant international exposure since its launch in August 2015. The Pod, placed on the edge of the Holland River, within Newmarket Riverwalk Commons uses contemporary design as a means of creating a lively hub for gathering, community interaction and public engagement.

The concept was initiated by HollisWealth and Town staff. HollisWealth donated funds for the purchase of materials in exchange for a three year naming right of the Pod, and the idea was further developed by staff. AKB, a high end Toronto based architectural firm, undertook the design of the project pro bono. The Town's Public Works Services staff members, none of whom are fulltime professional contractors, dedicated their time to construct and assemble the project. Additional supporting sponsors including Scholastic Inc, among others donated books to fill the pod for it's opening.

The HollisWealth Story Pod is an example of innovation and collaboration for municipal administration. It demonstrates successful collaboration between departments including cohesive work from the Recreation & Culture Department, Public Work Services and the Library. Public partnerships were another layer in ensuring the piece had no budget impact. Each partner played a vital role in bringing the HollisWealth Story Pod to the community and in contributing to the betterment of the Town of Newmarket.

The Holliswealth Story Pod adds culture, promotes the revitalization of the downtown core and acts as a gathering space for the community. It has been embraced by our residents and represents what Newmarket is as a community. It has acted as an opportunity to leverage relationships and has been nominated for various awards that could garner local, provincial and national attention. The HollisWealth Story Pod further defines and promotes the brand and personality of Newmarket and has gained tremendous media exposure reaching audiences and branding all over the world.

Media Exposure

Highlights:

Continents	6 (all except Antarctica)
Countries	25+
Publications	45+
Facebook Reach	15 million+
Twitter Reach	4.5 million+

Media Publications:

	Name of Publication	Place of Publication	Type of Publication	Unique Readership Per Month
1	Gizmag	Australia	Online	5 million
2	Dezeen	United Kingdom	Online	2.1 million
3	Interior Design	USA (NYC)	Print & online	291,115 (60,430 subscribers)
4	Designboom	Italy (Milan)	Online	4 million
5	Green Me	Italy	Online	5.7 million
6	The TOC	Greece	Online	N/A
7	Graphiline	France	Online	Unknown (85,000 subscribers)
8	Co. Design (Fast Company)	USA (NYC)	Online	12.3 million
9	Good Magazine	USA	Online	6 million

10	Canadian Architecture Magazine	Canada	Print & Online	39,653 print; 18,150 website
11	Minute Buzz	France	Online	N/A
12	BlogTO	Canada	Online	2.1 million
13	Globe and Mail	Canada	Online	6.4 million (digital subscribers)
14	Toronto Star	Canada	Print & Online	10.7 million (plus 3.2 million print subscribers)
15	Era Banner	Local	Print & Online	
16	Snapd	Local	Print & Online	
17	Stylist	United Kingdom	Online (and print?)	N/A
18	Design Indaba	South Africa	Online	542,000 per year
19	My Modern Met	USA	Online	3 million
20	Architecture Lab	Canada	Online	150,000
21	Archello	Canada	Online	N/A
22	Contemporist	Canada	Online	N/A
23	Arch Daily	Brasil, Chile, Colombia, Mexico, Peru, USA	Online	7 million
24	Lost at E Minor	Philippines	Online	N/A
25	Design You Trust	USA	Online	Unknown
26	Houzz	USA	Online	35 million
27	Buzzfeed	USA	Online	200 million
28	Architect Magazine	USA	Print	210,000
29	Yellow Trace	Australia	Online	
30	Azure Magazine	Toronto	Online	35,000
31	Canadian Interiors	Toronto	Print	40,686
32	Design Lines	Toronto	Print	195,000
33	Post City Magazine	Toronto	Print	175,000
34	Pulptastic	Unknown	Online	Unknown

35	Architectural Digest	Russia	Online	544,000
36	Roomie	Japan	Online	5 million
37	Indesign	Australia	Print	46,200
38	I Like Architecture	UK	Online	Unknown
39	Ontario Association of Architects	Canada	Online	Unknown
40	Architektura & Biznes	Poland	Print	Unknown
41	Peak Magazine	Singapore	Print	Unkown
42	The Globe & Mail	Canada	Print & Online (Cover of Style Section)	8.5 million (online & print)
43	Tra Magazine	Sweden	Print & Online	20,000 Subscribers
44	H.O.M.E.	Austria		Unknown
45	Arquine	Mexico	Online	Unknown
46	Airgate	Kraków	Print & Online	Unknown

Facebook: (Only pages with over 200K fans were included in this data)

	Name of Public Page	Fans	Likes	Shares	Comments
1	Art People Gallery	3.9 million	2960	21	40
2	My Modern Met	392K	2.5K	1.9K	60
3	Architizer	1.5 million	670	128	6
4	Architect Magazine	1.1 million	1.3K	261	7
5	Lost at E Minor	419K	541	148	20
6	Archello.com	723K	2K	820	10
7	Interior Design Magazine	3.8 million	1.8 million	134	10
8	Toronto Star	247K	152	70	9
9	Co Design	373K	29	1	0
10	Book Riot	400K	71	20	1
11	Pulptastic	1.1 million	886	281	18
12	Inhabitat	1.1 million	789	179	9
13	Solar America	200K	46	13	2

TWITTER: (Only included users with over 10K followers)

	User	Handle	Location	Followers	Likes	Retweets
1	Architect Magazine	@architectmag	USA	241K	32	19
2	QueLeer?	@queleer	Venezuela	1.3 million	38	20
3	Neatorama	@neatorama	USA	20.1K	3	1
4	Book Riot	@BookRiot	USA	107K	8	11
5	Visi Magazine	@VISI_mag	South Africa	49.8K	1	3
6	Stylist Magazine	@stylistmagazine	UK	575K	14	6
7	Design Indaba	@designindaba	Africa	91.7K	4	4
8	DaArchitecture	@daarchitecture	USA	11.6K	0	2
9	Lisette Brodey	@lisettebrodey	USA	18.4K	2	5
10	ArchDaily	@ArchDaily	USA	299K	15	9
11	Decoration and Style	@decorandstyle2	Unknown	21.6K	1	1
12	Lost at e Minor	@Lostateminor	Australia	26.6K	3	5
13	Wellbelove	@wellbelove	UK	400K	10	3
14	QuercusBooks	@quercusbook	UK	30.7K	1	0
15	Fasttershire	@fasttershire	UK	15K	1	1
16	Room to Read	@Roomtoread	USA	642K	27	32
17	Rebecca Shinsky	@Rebeccashinsky	USA	25.4K	5	3
18	Amara	@amaraliving	UK	10.1K	3	0
19	Taxi	@designtaxi	Unknown	442K	25	25
20	Architecturelab	@architecturelab	Canada	60.8K	18	4
21	Quercus Book	@quercusbooks	UK	30.7K	1	0
22	Architecture Magazin	@_architecture_b	Unknown	10.4K	4	5
23	Esteban Eordogh	@eeordogh	Unknown	217K	1	0
24	Interior Design	@deco1ideas	Unknown	24.6K	4	1
25	Geek Girl Con	@geekgirlcon	USA	25.1K	1	0
26	Armin Ganguly	@RIBA_architect	UK	12.7K	8	5
27	Michiko Kakutani	@michikokakutani	USA	25.7K	10	7

Notable Inquiries:

Organization	Location	Inquiry
Sylvia Bongo Ondimba Foundation	Libreville, Gabon, Africa	They would like to purchase a pre-made story pod and have it shipped to them.
Musee Laurentides(Museum of Contemporary Arts of the Laurentians)	Saint-Jerome, Quebec	They would like to use or rent our Story Pod for a summer art school in 2016
The Toronto Public Library	Toronto, Ontario	Through a staff innovation program they are researching and reviewing the potential implementation of their own 'pop-up library', and wanted to learn more about the HollisWealth Story Pod. Are interested in visiting it at our facility.
City of Mississauga (Community Services Department, Mississauga Library System)	Mississauga, Ontario	Interested in their own outdoor library, to be installed in the downtown square. Currently, they're researching options and trying to determine the best way to move forward.
Saint-Simon-de- Rimouski	Saint-Simon, Bas-Saint- Laurent, Quebec (3 hours north of Quebec City)	They would like more information on the Story Pod design. They have volunteers and want to build their own.
Regional Tourism Organization Four Inc	Stratford, ON	Interested in the concept of a 'story cube' and have a large amount of interest from a number of local collaborators to develop this, including the public library, local museum/theatre/music festival and the public art gallery. Would like to explore more with us.

Although a decision has been made with not replicating the HollisWealth Story Pod, relationships will be leveraged and support given to encourage the concept and see other structures built strategically, in hopes of referencing Newmarket's version as the original piece.

The HollisWealth Story Pod has been nominated for a number of municipal awards programs and was selected as the winner of the Parks and Recreation Ontario Award of Excellence in the category of: Excellence in Design.

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.

Well Balanced

- Recreation facilities and services
- Green and open spaces, parks and playing fields
- Events that help shape identity and contribute to community spirit

Well- equipped & managed

- Fiscal Responsibility
- Service excellence
- Clear vision of the future and aligned corporate/business plans
- Small town feel with city amenities

Well-respected

- Being well thought of and valued for our judgment and insight
- Discovering innovative and creative solutions for our future well-being
- Being a champion for co-operation and collaboration
- Being tradition based and forward-looking

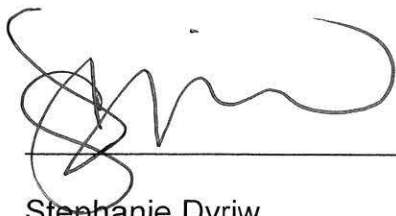
BUDGET IMPACT

The HollisWealth Story Pod has no budget impact. All materials, architectural consulting and support of the project were sponsored. Staff resources were achieved within the existing operational budget.

There has been significant value in brand position and Economic Development impacts, including millions of dollars in publicity and media exposure gained through promotional efforts achieved outside of any paid advertising.

CONTACT

For more information on this report, contact: Stephanie Dyriw (sdryiw@newmarket.ca), Mark Agnoletto (magnoletto@newmarket.ca), Ian McDougall (imcdougall@newmarket.ca) or Peter Noehammer, pnoehammer@newmarket.ca.



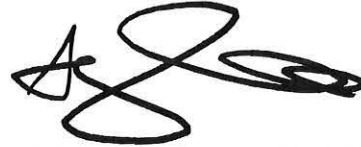
Stephanie Dyriw
Supervisor of Marketing and Sponsorship



for Mark Agnoletto
Senior Manager, Public Works Services



Ian McDougall
Commissioner of Community Services



Todd Kyle
CEO, Newmarket Public Library



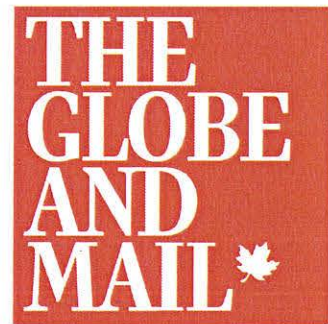
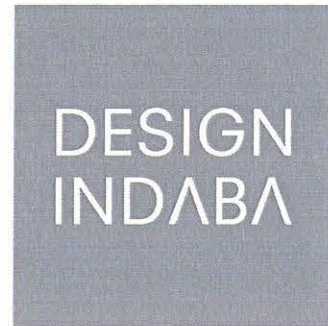
Peter Noehammer
Commissioner of Development and Infrastructure Services

PUBLICATIONS

35

Arch Daily
Lost at E Minor
Design You Trust
Buzzfeed
Architect Magazine
Yellow Trace
Azure Magazine
Canadian Interiors
Design Lines
Post Clty Magazine
Pulptastic
Persian Publication
Archello
Contemporist

Gizmag
Dezeen
Interior Design
Green Me
Globe and Mail
Toronto Star
BlogTO
Designboom
The Toc
Graphiline
Co.Design (Fast Company)
Good Magazine
Canadian Architecture Magazine
Minute Buzz
Era Banner
Snapd
Stylist
Design Indaba
My Modern Met
Architecture Lab



CONTINENTS

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COUNTRIES

15



REACH

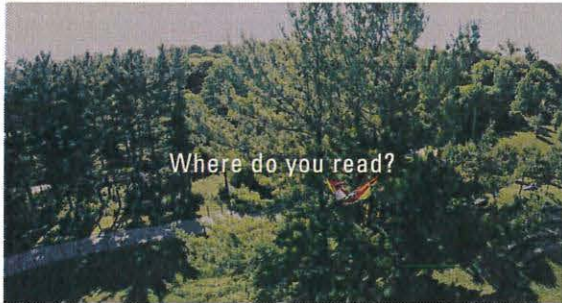
15 million



REACH

4.5 million

Facebook Videos



#WhereIRead Campaign

We wanted to reach the public and discover where it is that they read. This video was created to help drive the launch of the HollisWealth Story Pod and our reading campaign. It was shared throughout Facebook channel to encourage others to share where they read through social media channels.



COMMENTS

9



LIKES

60



SHARES

29



IEWS

4,909



Story of the HollisWealth StoryPod

This video tells the story of how the HollisWealth Story Pod came to life. It follows the 3 key sponsors from HollisWealth along with the architects who built the structure. It was shared through our Facebook channel and generated significant buzz.



COMMENTS

19



LIKES

52



SHARES

52



IEWS

7,374

Bed Time Stories Poster

^WHollisWealth™
STORY POD
BY. SCOTT MUNRO. BILL MCTAVISH. TED KURELLO.


BEDTIME STORIES

Join us every Wednesday at 7 p.m. at the HollisWealth Story Pod for Bedtime Stories under the stars. Come dressed in your pyjamas and cuddle up with your favourite teddy bear as you listen to stories and participate in interactive games and activities. This program is brought to you by the Newmarket Public Library and is suitable for the entire family. Stories are suitable for children two to six years old, but are open to all families interested.

newmarket.ca/storypod

Newmarket

Book Labels




HollisWealth

STORY POD

BY. SCOTT MUNRO. BILL MCTAVISH. TED KURELLO.


This book has been generously donated by the Newmarket Public Library.




This book is part of the HollisWealth Story Pod community book exchange – a take a book, leave a book sharing system. We invite you to take this book to read at your leisurely pace. Once you're done enjoying it, bring it back and/or bring another book you love to share with your community.

Show off where you're reading! Snap a selfie reading, share it on Facebook and Instagram with #WhereIRead, and tag two friends to challenge them to do the same!

For the chance to have your photo re-posted on our account be sure to tag @TownofNewmarket. Want access to over 1,000 digital books? Visit www.newmarketpl.ca

AKB




HollisWealth

STORY POD


BY. SCOTT MUNRO. BILL MCTAVISH. TED KURELLO.

Hi! I've been generously donated by Scholastic Canada Ltd.



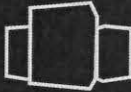
I am part of the HollisWealth Story Pod community book exchange – a take a book, leave a book sharing system. Take and read me at your own pace. Once you're done, bring you back to me or bring another book you love to share with

Show off where you're reading! Snap a selfie reading, share it on Facebook and Instagram with #WhereIRead, and tag two friends to challenge them to do the same!

AKB

Poster

Take a book, leave a book.










HollisWealth^w

STORY POD

BY. SCOTT MUNRO. BILL MCTAVISH. TED KURELLO.

Now Open.
Newmarket's Riverwalks Commons
200 Doug Duncan Drive.

#WhereIRead



About



About The HollisWealth Story Pod

The HollisWealth Story Pod, a community-supported lending library, is an innovative and interactive public art piece that is invigorating the Town of Newmarket. The pod, placed on the edge of a prominent, recently completed civic square, in Newmarket's downtown core, continues the municipality's plan to use contemporary design as a means of creating a lively hub for gathering and community interaction.

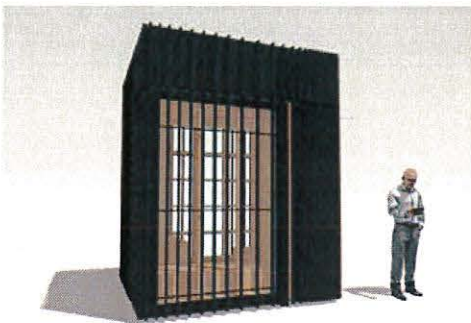
The HollisWealth Story Pod is an abstract, 8' w by 8' d by 10' h, structure whose walls open like the covers of a book during the day. Visitors can take or leave something to read, or lounge on the built-in seating and read. At night, the pod is closed but remains lit by solar paneling.

The concept was initiated by HollisWealth, who donated funds for the purchase of materials, and developed by staff members. AKB undertook the design of the project pro bono. The Town's Public Works Services staff members, none of whom are fulltime professional contractors, dedicated their work days to construct and assemble the project.

The HollisWealth Story Pod is an example of innovation and collaboration for municipal administration. It demonstrates successful collaboration between departments and with private partners in the community. Each partner played a vital role in bringing the HollisWealth Story Pod to the community and in contributing to the betterment of the Town of Newmarket.



Digital renderings



Design and renderings by AKB.

Photos





