

A nighttime photograph of a street in Newmarket, Ontario. In the center background is a prominent brick clock tower with a clock face. To the left, a silver SUV is parked on the sidewalk. The street is illuminated by streetlights, and there are light trails from traffic in the distance. A yellow graphic element, consisting of a line with several white circular nodes and a large arch, is overlaid on the scene.

Connect with Newmarket

COMMUNITY REPORT
JANUARY 2015 TO JUNE 2016



Newmarket

Message from the Mayor



Town, the environment and the future of this community like never before.

That's why it was no surprise that in June 2016, Newmarket was recognized once again by *MoneySense Magazine* as one of the best places to live in Canada. Out of 219 communities, Newmarket came in at number 24, and was selected as one of the top 10 safest communities based on our low crime rates.

Whether you are a resident or business owner, employee of an organization that is located in Newmarket or a visitor who enjoys our many state-of-the-art amenities, attractions and special events, you are the reason we are consecutively ranked as one of the most desirable communities in the country.

With the ongoing future success of this community in mind, in 2014, our Council adopted a comprehensive four-year Strategic Priorities plan to take us one step further in making Newmarket *even* better. This Community Report helps to illustrate our progress when it comes to our Council's Strategic Priorities by providing tangible examples of our achievements from January 2015 to June 2016.

For a different way to experience this information, I encourage you to visit businessnewmarket.ca to watch the Community Report video. On behalf of the entire Newmarket Council, I sincerely hope you enjoy reading this report and learning about how far we've come in the past 18 months.

Regards,

Tony Van Bynen,
Mayor

Message from the CAO



The Town of Newmarket is changing both as an organization and as a community. As an organization, we are anticipating and responding to the evolving needs of a growing and diversifying population. We have our sights set on what the Newmarket of tomorrow looks like and are making significant strides in getting there. Many of these achievements took place from January 2015 to June 2016 and there is much to be proud of when it comes to continuing to lay the foundation for our future success.

For example, during this same time period, our talented team of employees brought home more than 35 awards, recognizing some of our greatest accomplishments in leadership, design, innovation, teamwork, community-building and technology and we know that our success is not ours alone.

Newmarket Council has provided us with the direction and support so we can continue to deliver on our commitment to create and maintain a vibrant, livable and desirable community. Council has empowered Town employees to go above and beyond to ensure Newmarket remains *well beyond the ordinary*.

It is a combination of this support from Council – as well as our community and our various public- and private-sector partners – and a passion for providing extraordinary public service that truly does set Newmarket apart and enables us to continue to deliver on Council's Strategic Priorities.

I look forward to what the next 18 months has in store for us.

Bob Shelton,
CAO

Newmarket Council



This Community Report reflects an 18-month period from January 2015 to June 2016

Please note that in October 2016, a by-election was held and Councillor Bob Kwapis now represents the residents in Newmarket's Ward 5.

Our Newmarket at a Glance



Lowest average property tax for office space per sq. ft. at \$2.80* when compared to Ontario, York Region, and GTA averages



More than 85,000 residents and 28,000 households



4th lowest property tax levy per capita in York Region at \$1,277*



3rd most densely populated in Ontario



More than 44 km of trails, 800 acres of parkland and 45 active parks and open spaces



41,000 jobs



2,400 employers

*2016 BMA Municipal Study Draft

The Town of Newmarket is always working on the next new idea.

HollisWealth Story Pod: #WhereIRead

In 2015, thanks to a generous donation from HollisWealth Newmarket and the contribution of pro-bono design and construction from AKB architects, we were able to introduce our community to our newest unique treasure, the HollisWealth Story Pod.

Stationed at Newmarket's frequently visited Riverwalk Commons and back for its second year in the spring of 2016, the HollisWealth Story Pod is a one-of-a-kind community lending library that allows visitors to take a book to enjoy at their leisure and to leave a book for the next visitor.

News of the HollisWealth Story Pod's innovative design and progressive functionality made its way around the world, reaching millions. One of those people was the First Lady of Gabon, Africa who contacted AKB architects and requested a replica of the HollisWealth Story Pod.

OPENNewmarket

In early 2016, we made our data more accessible through a one-year open data pilot project. OPENNewmarket – an open data portal on newmarket.ca – makes it easy for the public to freely use, reuse and distribute machine-readable data that the Town maintains. The data can be used to support research and produce new and valuable products and services like mobile apps.

Next year, we will review OPENNewmarket to determine if and how an open data program can benefit our community, the potential impact on existing resources and any other challenges that need to be considered.

Smart stationery: the digital pen

Also in 2016, we discovered that a new, digital pen does things faster and better than a regular pen for certain activities within Public Works Services.

The digital pen is a pen that works like any other, but smarter. It is able to digitally record anything that the user writes on a paper template designed using the pen's software. Once the digital pen is returned to its docking station, information recorded during its use is digitally transferred, along with the template, on to the Town's secure cloud platform.

Using the digital pen, some divisions of Public Works Services saw efficiencies of up to 1,200 per cent.

Introducing the Soofa Bench

Thinking outside the box, in 2016, we brought the Soofa Bench – Ontario's first solar-powered bench that charges mobile devices – to Newmarket's Riverwalk Commons.

In 2017, our bench has the potential to be upgraded with sensors and detailed analytics to measure how much the bench is being used and will provide the data to the Town over a private cellular network. The next addition in our Internet of Things repertoire, the Bench's sensors will also measure how busy Newmarket's Riverwalk Commons is, making it easier for us to find ways to continue to improve the public space.

With the installation of the bench, Newmarket now joins the Soofa Beta Cities Network which includes New York City, Boston, Cambridge, Austin, Los Angeles and more, making Newmarket the first municipality in Canada to be a part of the Network. Through the network, we will work with Soofa as an early adopter of leading-edge technology and will advise on new product development to solve problems facing cities and towns, big and small.

PUBLICATIONS

50



CONTINENTS

6



COUNTRIES

20



REACH

15 million



REACH

4.5 million

The HollisWealth Story Pod


HollisWealth[®]
STORY POD

BY SCOTT MUNRO, BILL MCTAVISH, TED KURELLO.

OPEN Newmarket

soofa

Great Experiences

People have come to expect great experiences in Newmarket.

Celebrating the social

In 2015 and 2016, we hosted more than 40 events for our community. Our annual Touch-a-Truck event, which in 2016 was combined with the Community Open House, drew more than 2,000 people who got up-close-and-personal with their favourite trucks and equipment.

And from January 2015 to June 2016, we had more than 40,000 registrations in our state-of-the-art recreation programs.

In 2016, we finished a long project to overhaul one of Newmarket's oldest-and-most-cherished landmarks – our Old Town Hall. This building has a unique and rich history in the heart of Newmarket. It was once a market, theatre, jail, courthouse and at one time, the Town of Newmarket's Municipal Offices.

After some hard work and determination, as well as a tremendous amount of patience on behalf of our community, it is now a breathtaking blend of the past and the future and we know it will be loved once again. The renewed venue will be home to theatre, music and dance productions as well as special events and other cultural activities.

Big-city amenities, small community feel

Our historic downtown and Newmarket's Riverwalk Commons have quickly become the cultural hub of this community, with a little bit of everything for just about everyone.

Main Street is thriving and people are flocking to the downtown core to enjoy big-city amenities in a tight-knit community environment.

In 2016, through a seasonal patio pilot project, we partnered with four young businesses along Main Street to help them advance their plans to create patios at their restaurants.



OLD TOWN HALL
NEWMARKET EST.1883

blending the old with the new

2,000+
**attendees at Touch-a-Truck
and Community Open House**

40,000+
recreation program registrations



Excellence

Newmarket is setting the bar high.

Awards

Newmarket was once again named one of the best places to live in Canada. Out of more than 200 cities and towns that are a part of the highly acclaimed annual national survey, we are almost always within the top 25. Our low crime rates also make us one of the top 10 safest communities in the country.

In 2015 and 2016, our talented team of professionals won more than 35 awards, recognizing some of our greatest achievements in leadership, design, innovation, teamwork, community-building and technology.

Some of the awards we took home to Newmarket in 2015 and 2016 include, but are not limited to:

- AMCTO E.A. Danby Award – E-bidding System
- Canadian Association of Municipal Administrators – Progressive Leadership Award
- Share the Road Cycling Coalition – Bicycle Friendly Community Award
- Lifesaving Society Ontario – Burlington Cup Award
- AMCTO E.A. Danby Award – HollisWealth Story Pod
- Parks and Recreation Ontario – 2016 Youth Friendly Community Award
- Parks and Recreation Ontario – Excellence in Design Award for the HollisWealth Story Pod
- Parks and Recreation Ontario – Excellence in Innovation Award for the Recreation Pop-Up Shop
- EDCO Innovative Community Award
- Excellence in Municipal Systems Award
- URISA-OC 2016 – People’s Choice Apps Award for the Town’s Playgrounds and Parks Improvement app



**DESIGN
INNOVATION
TEAMWORK
COMMUNITY
TECHNOLOGY
SYSTEMS**



35+
AWARDS



Selected as one of the top 25 best places to live in Canada
- MoneySense Magazine

Each Other

We see better results when we do things together.

The local maker movement

In 2015, we partnered with Southlake Regional Health Centre, York University, Seneca College, The Regional Municipality of York and ventureLAB to officially open the doors to CreateIT Now at Southlake.

CreateIT Now is a health-care focused innovation centre offering entrepreneurs and small- and medium-businesses access to a leading community hospital and the clinicians and researchers who work there. A launch-pad for high-impact initiatives, CreateIT Now helps drive the production of new technologies and products that can be brought to market.

In 2016, we provided three local entrepreneurs with funding and support so they could bring NewMakelt – York Region’s first makerspace – to Newmarket.

NewMakelt gives techies, “do-it-yourselfers” and other thinkers the space, tools and help to bring their ideas and products to life.

We have also worked closely with a number of private- and public-sector partners through the Newmarket Economic Development Advisory Committee (NEDAC) and the Community Collaborative Ecosystem (CCE) to help drive innovation and ensure a solid foundation for future community success.



Supporting the local maker movement

**JOBS | INNOVATION
SUCCESS | TECH**



**Collaborative
Community
Ecosystem**

In 2015 and 2016, people have been getting around Newmarket like never before. The work along our Davis Drive and Yonge Street corridors is playing an integral and historic role in the overall transformation of our community.

New cycling infrastructure

In early 2016, the Government of Ontario announced \$325,000 through its Ontario Municipal Cycling Infrastructure Program to help us design and construct a new bikeway, connecting residents in the east and west parts of town from Eagle Street West to Leslie Street.

The Bikeway will build on the success of our existing award-winning trail system, specifically the Tom Taylor and Nokiidaa Trails. These trails run north to south, connects to the Towns of Aurora and East Gwillimbury, sees an average of 225 cyclist trips per day in the off-season, and more than 1,000 in the warmer weather.

Connecting to local and rapid transit routes, the Bikeway will link destinations like grocery stores, shopping and employment areas and will help residents reach the popular downtown without needing to drive.

We expect the new Bikeway will be open for our community to enjoy by mid-2017.

Davis Drive

The new vivaNext rapidway along Davis Drive is now open, with the first vivaNext bus making its way across Davis in November 2015. The rapidway moves east 2.6 km along Davis Drive from Yonge Street to just past Southlake, and another 2.3 km to Highway 404.

Yonge Street

Construction along Yonge Street for a second vivaNext rapidway started in 2016. The Yonge Street rapidway is yet another project that will require work and patience in the short term, but will deliver long-term changes that will benefit our community for generations to come.

Better GO train service

In the spring of 2016, the Government of Ontario announced that our community will be getting a second GO train station in Newmarket. While the site and the specifics of which are yet to be determined, the new station will be on Mulock Drive and is a part of the Metrolinx 10-year Regional Express Rail plan to build a number of new GO train stations.



Our Environment

Environmental sustainability remained one of our key areas of focus for 2015 and 2016.

Green infrastructure

We've been looking at ways to better manage stormwater – or rain and melted snow and ice. Before development, stormwater would soak directly into the ground but as communities like Newmarket develop, even more stormwater makes its way from hard surfaces like rooftops and parking lots into our rivers and streams, carrying debris, sediment and pollutants like motor oil and household chemicals with it.

This stormwater runoff is harmful to the environment and puts homes at risk for flooding. With that in mind, our team has been working hard to find opportunities to use green infrastructure – or Low Impact Development – like bio-swales or rain gardens wherever possible to help stormwater filter back into the ground right at the source.

A plan for the future

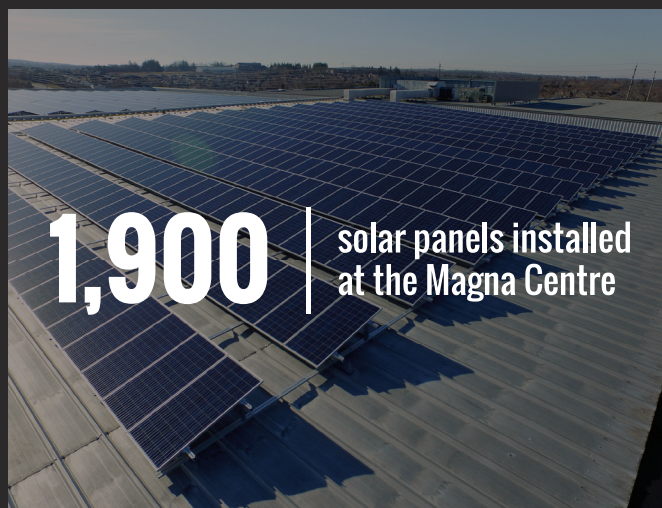
In June 2016, Newmarket Council approved our ambitious Community Energy Plan, making Newmarket one of the first municipalities in Ontario to have one. The Plan sets the energy strategy for the next 15 years and aims to reduce greenhouse gases, improve energy efficiency and security and identifies ways to support our local economy by increasing our community's competitiveness.

Follow the Yellow Fish Road™

As part of Trout Unlimited Canada's Yellow Fish Road™ program, in the spring of 2016, we partnered with the Lake Simcoe Region Conservation Authority to help remind residents that only rain should go down our storm drains by using environmentally friendly paint to stencil yellow fish on the drains.

Efficient energy

We finished the installation of more than 1,900 solar panels on our largest facility – the Magna Centre – bringing the total number of solar panels on town buildings to more than 2,700.





The Future of our Community

We've come a long way over the past 18 months and we're well on our way to living up to our new potential.

212 Davis

The new high-rise rental building at 212 Davis Drive is under construction and was made possible through a partnership with the Town of Newmarket, Regional Municipality of York and its partners. 212 Davis is the first purpose-built rental housing in our community in over three decades and we look forward to it being open and ready for tenants. 212 Davis Drive is a prime example of the next phase of Newmarket's urban growth.

Accelerating the growth of our community

Working with community partners and business leaders, we've got a strategy to accelerate the growth of our community.

Vibrant and livable corridors

Our Urban Centres Secondary Plan to build up our corridors along Davis Drive and Yonge Street into vibrant, livable spaces is in the process of being implemented, and we're already seeing our community start to transform.

Connect With



Newmarket



@TownofNewmarket
newmarket.ca

Watch the
Community Report video at
businessnewmarket.ca





POST OFFICE



LIBRARY →



PARK AVE



470 Park Avenue

Newmarket...



Newmarket