


Newmarket 2014  
Community Report

*It's a  
Wonderful  
Town*



Newmarket





NEWMARKET COMMUNITY CENTRE & LIONS HALL

# *It's a Wonderful Town*

**BIG** things are happening in Newmarket, Ontario.

In 2014, the Town took giant leaps forward in areas of economic development, technology, transit, urban planning, public art and community outreach efforts - amongst an array of other exciting events and initiatives.

To top it all off, the Town's Community Survey showed that **95 per cent of residents are satisfied with Newmarket** as a place to live. We've always known it's a wonderful town!

**For the 2014 Community Report, we wanted to showcase this BIG news in a BIG way.** We wanted to introduce some stars in our Town; to set the scene and share projects going into production; and to demonstrate how we are directing our future to make our dreams a reality. Most of all, we wanted to tell an engaging, entertaining and memorable story.

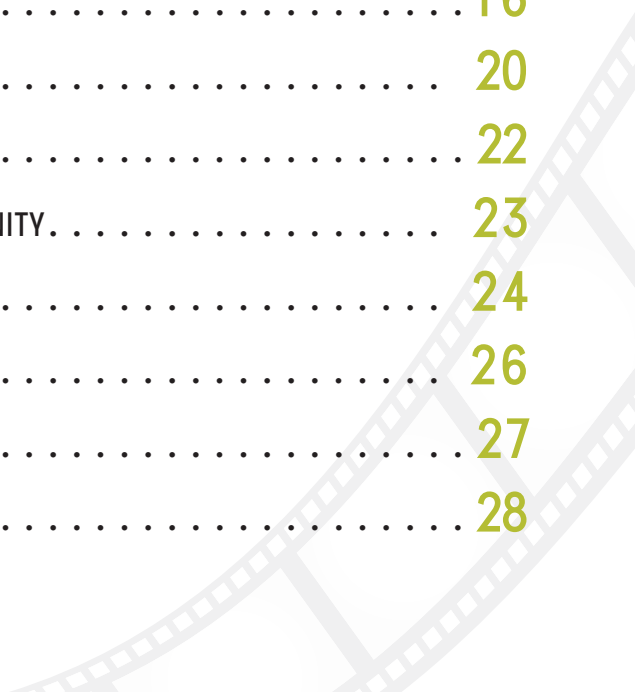
With this in mind, we decided to show "life through the lens" in Newmarket through this classic cinema-inspired Community Report. Like in cinema, this report reflects many themes, features many important players and links many innovative ideas and images to tell a complete story.

This story is of Newmarket in 2014 and how, simply put, "It's a Wonderful Town."

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# MESSAGE FROM THE MAYOR

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## Renewing Newmarket. Making Newmarket *even better...together.*

We have a shared vision to be a community that is *well beyond* the ordinary. Our most recent Community Survey tells us that Newmarket citizens agree this is no ordinary place to live. **Ninety-five per cent of residents surveyed are satisfied with Newmarket as a place to live; 84 per cent feel they are receiving good value for their tax dollars; and four out of five are satisfied with our local municipal government.** This tells us that we are succeeding in providing top-quality services and meeting the needs of our community.

We are very proud of all that we have accomplished in 2014. Together, we made great strides to propel Newmarket forward by focusing on innovation, collaboration and future growth.

We made a commitment to explore establishing a gigabit corridor that will be an integral part of attracting and retaining the kind of businesses that will ensure our future economic sustainability. We have taken steps to further define how we will become a leading Intelligent Community. We adopted the Secondary Plan, which will bring a new look and new business and real estate opportunities to Newmarket. We continued to make progress on vivaNext construction in the Yonge and Davis corridor, which will improve how we live, work and travel in this town.

We did these things (and more) by working together with our Council and staff, our municipal neighbours, local partners, and our residents.

In 2014, we had a record number of people involved in shaping the municipal budget, and garnered valuable feedback on how our citizens want to see their tax dollars spent. We launched our Recreation Playbook process, which will help form the future of recreation programming in our community. We continued to engage our community at every step of the way when making important decisions about where we are going and how we are going to get there.

I would like to both acknowledge and thank our 2010-2014 Council members and our new term of Council (2014-2018). Both Councils, past and present, have played and will play a major role in moving Newmarket forward.

In keeping with our theme, many major motion pictures have made Newmarket their location of choice (see page 18 for more details). Just like the movie classics carve out their place in history, this report documents an important time in our history. As you read our story you will discover the big projects and productions which are helping to cement Newmarket's "Walk of Fame" status as a star community in Canada.



**Tony Van Bynen**  
Mayor



**95 per cent** of residents are satisfied living in Newmarket



**84 per cent** of residents feel they are receiving at least fair value for tax dollars



**4 of 5** residents are satisfied with our local municipal government





## MEMBERS OF COUNCIL

### **2010-2014**

**Tony Van Bynen, Mayor**  
**John Taylor, Regional Councillor**  
**Tom Vegh, Ward 1**  
**Dave Kerwin, Ward 2**  
**Jane Twinney, Ward 3**

**Tom Hempen, Ward 4**  
**Joe Sponga, Ward 5**  
**Maddie Di Muccio, Ward 6**  
**Chris Emanuel, Ward 7**

### **2014-2018**

**Tony Van Bynen, Mayor**  
**John Taylor, Regional Councillor**  
**Tom Vegh, Ward 1**  
**Dave Kerwin, Ward 2**  
**Jane Twinney, Ward 3**

**Tom Hempen, Ward 4**  
**Joe Sponga, Ward 5**  
**Kelly Broome-Plumley, Ward 6**  
**Christina Bisanz, Ward 7**

# MESSAGE FROM THE CAO

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On behalf of the Town of Newmarket administration, we are proud to present the 2014 Community Report. These pages outline the many milestones we have achieved throughout 2014.

Last year, we continued to see a significant transformation in our community. We have rounded the corner on a number of major projects that will refresh, renew and revitalize our Town, which has been designated as an Urban Growth Centre by the province. Here are some of the highlights:

- The adoption of the Secondary Plan has laid the foundation for Newmarket's future.
- The construction of the vivaNext rapid transit system reached 70 per cent completion. We are beginning to see the positive impact this will have on Davis Drive and the community, not only on our transit system but also through various public spaces, amenities and streetscaping.
- Significant progress has been made on renaissance renovations at the Old Town Hall, which will see this community landmark restored to its former glory and will act as a driving factor for cultural and economic development in the historic downtown area.
- The Town adopted a Public Art Policy and Plan, and planning for a major public art project on the Keith Bridge began to take place, paying tribute to our history and the evolution of transportation in Newmarket.
- Our 2014 Community Survey demonstrates that 95 per cent of our citizens surveyed are happy living in our community and four out of five are satisfied with the services that we work hard to provide. This demonstrates that we are moving in the right direction with our dedicated team of staff to retain the high quality of life Newmarket citizens are accustomed to.

As we look back at all of the highlights of 2014, we also look forward to the many opportunities and challenges that lie ahead. We will continue to **preserve** our heritage and everything that makes this an extraordinary community. We will **create** new and different ways to deliver top-quality services to Newmarket citizens, and we will **innovate** so that we continue to lead the way with cutting-edge technologies and remain one of Canada's top communities.

All of our achievements are a true testament to the **power of partnership**. Our accomplishments are the results of a committed Council, dedicated staff and an engaged community - all working together to make Newmarket *even better*.



**Bob Shelton**  
Chief Administrative Officer



**4 out of 5** residents are satisfied with the overall service levels provided by the Town, particularly in quality of service delivery





## MEMBERS OF THE STRATEGIC LEADERSHIP TEAM

**Bob Shelton**  
Chief Administrative  
Officer

**Ian McDougall**  
Commissioner,  
Community Services

**Anita Moore**  
Commissioner,  
Corporate Services

**Peter Noehammer**  
Commissioner,  
Development &  
Infrastructure Services

### **Our Vision:**

***Creating an environment for extraordinary public service***

# THE POWER OF PARTNERSHIPS

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Batman and Robin. Harry Potter, Ronald Weasley and Hermione Granger. The Avengers. There are endless examples of powerful partnerships on screen. Some of the most memorable movies in history involve pairs or groups working together, sharing ideas and using their resources to create change. **Collaboration is common in cinema - and it is the cornerstone of success in Newmarket.**

The Town is proud to work closely with multiple partners on projects geared to generate growth and further improve overall quality of life for our residents and businesses. Below are just some examples of how Newmarket is “pairing up” to create important, impactful and history-making moves in our community.

## ***Investing in innovation with Southlake Regional Health Centre***

The health sciences sector is a key area of focus for the Town. Southlake Regional Health Centre (Southlake) is one of the Town's primary partners and will play an integral role in Newmarket's economic future.

Southlake (Newmarket's largest employer) is an important strategic partner which will help Newmarket build and create homegrown jobs and career opportunities. In 2014, Southlake provided close to 5,000 teaching days to 18 residents in the Family Medicine Teaching Unit and placed close to 700 RNs, RPNs and nurse practitioners. With continued expansion, there is the potential to create 1,200 to 1,400 new jobs in the health sciences industry and through opportunities for private sector spinoff.

Southlake also has a total of 270 active research studies (55 per cent industry-sponsored clinical trials, 35 per cent academic studies, 10 per cent frontline clinicians and physicians) and has participated in over 80 new research projects since 2013.

Over the past year, the Town continued its collaboration with Southlake, ventureLAB, Seneca College, York Region and York University to develop **CreateIT Now at Southlake**, a healthcare-focused innovation centre. A launching pad for high-impact initiatives, **CreateIT Now** brings private-sector organizations together with academic institutions and Southlake's resources to drive new technologies. This provides the perfect venue for healthcare-focused innovators to get into North American markets. The next major medical invention or breakthrough could happen right here in our own backyard.



## ***Creative collaborations***

Throughout the year, Newmarket worked with a number of community partners including the Newmarket Economic Development Advisory Committee (NEDAC) to seek new opportunities in a rapidly changing economic environment. These strategic partnerships will facilitate employment in emerging growth sectors and ensure a solid foundation for the future of our community.

In 2014, the Town worked in conjunction with:

### ***CreateIT Now at Southlake***

***Southlake Regional Health Centre  
ventureLAB  
Seneca College  
York University  
York Region***

### ***Newmarket Innovation Team***

***ET Group  
Cisco Systems  
IBM  
Newmarket Library  
Newmarket-Tay Power Distribution  
York Region  
Southlake Regional Health Centre  
Newmarket Chamber of Commerce***

The Town also assembled sector experts within several task forces throughout the year to guide strategic decision-making and advance important projects, including post-secondary and broadband deployment.

## ***Navigating growth with our Northern Six (N6) neighbours***

Newmarket is part of the group of "Northern Six" (N6) municipalities in York Region, and is proud to work alongside the Towns of Aurora, East Gwillimbury, Georgina and Whitchurch-Stouffville and the Township of King on creative, cutting-edge and cost-effective projects.

In the past several years, the N6 has worked together on a number of projects which **have saved more than 10 million dollars** and improved overall service levels. These projects have focused on a number of key areas, including:

- Waste management collection contracts and educational outreach programs
- Economic development activities
- Training, learning and development opportunities
- Insurance and risk management
- N6 website redesigns
- Audit services

In 2014, Newmarket continued to work with its municipal neighbours and with York Region to create an overall broadband strategy for the region, with each municipality determining its own course of action.

Within the framework of this strategy, and driven by Council's Strategic Priority of "exploring opportunities, partnerships and business cases related to broadband initiatives and innovation centres," Newmarket successfully built a business case for exploring its own ultra-high-speed broadband network in the community.



There is the potential to create **1,200-1,400** new jobs through Southlake Regional Health Centre



Over **10 million dollars** saved through N6 partnerships

# THE FUTURE IS NOW

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In 1989, movie buffs anxiously awaited the release of the much-anticipated *Back to the Future Part II*. In the second part of what would be one of the most successful trilogies in Hollywood history, Marty McFly (Michael J. Fox) hopped in the time-travelling DeLorean, set the flux capacitor to 88 mph and fast-forwarded to the year 2015. What he found was a far-fetched futuristic world where you could watch multiple TV channels simultaneously, play video games hands-free and communicate worldwide through video conferencing.

Sound familiar? This is the future, the future is now. Many of the outlandish technological predictions, which only existed in a fantasy world in the 1980s, are now part of our everyday reality. Just like any other sector, **municipalities must keep up with emerging technologies** to continue to attract residents and businesses and create the foundation for a sustainable future.

Newmarket is part of a movement throughout North America and the world toward becoming a truly Intelligent Community. As part of the York Region Broadband Strategy and an active member of the I-Canada Forum, Newmarket is investigating and laying the groundwork for a potential high-speed broadband network in the community. In the fall of 2014, the Town announced it was seeking partners to help achieve the Town's objectives of providing high-speed, competitively priced broadband throughout the phase I pilot area of Main Street, Davis Drive, Leslie Street and the Harry Walker Parkway employment area.

There are many opportunities and strategic advantages this could provide to the community, including: increased attraction and retention of local, national and international business-sector/creative-class jobs, potentially increased property values, new public and private-sector opportunities and highly improved access to integral technologies to support data management and transfer, video conferencing and VoIP. Ultimately this would have the potential to position Newmarket on a world stage, and bring the world to Newmarket's doorstep.

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***A broadband strategy is just one piece of this important puzzle. Newmarket is also expanding Wi-Fi access throughout town and working closely with the Newmarket Economic Development Advisory Committee to continue to create a tech-savvy community through the implementation of the Town's Economic Development Strategies.***

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This is just a sneak preview of some of the cutting-edge projects that are in the works in Newmarket. Buckle up, set your flux capacitor and stay tuned for more technological advancements, innovations and future-forward thinking... coming soon to a town near you (Newmarket location only).



**A TOWN *WELL* BEYOND THE ORDINARY**

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Newmarket

TOWN OF NEWMARKET

*The* **FUTURE** **IS NOW**

*A FUTURISTIC COMMUNITY*

“All Canadians need to pay attention to what is happening in Newmarket, Ontario regarding the deployment of gigabit broadband technology...Newmarket is one community that wants to achieve innovation and economic prosperity by deploying gigabit broadband technology starting with its business corridors...Gigabit networks can enable eServices such as genetic sequencing to treat cancer patients, creative software to support lifelong learning from home, and ways for small businesses to take advantage of Big Data. Greater network speeds will certainly lead to unexpected new inventions.”

- *Ottawa Life Magazine, October 2014*





Artistic rendering of Davis Drive (looking east)



Artistic rendering of the Keith Bridge on Davis Drive



# SETTING THE SCENE FOR A NEW NEW MARKET

In cinema, production designers are responsible for the visual concept of a film. Through transforming locations and designing unique spaces (from scratch or existing resources), the production team can tell a story without actors, music or dialogue. You can look and immediately understand...it's all about what you see.

It was clear to see by looking around town in 2014 that Newmarket's story is currently one of transformation. The Town has been hard at work producing a "new" Newmarket through work with vivaNext and through the adoption of the Secondary Plan. VivaNext construction and the Secondary Plan made major strides over the past year, and these efforts will help reshape, renew and revitalize Newmarket for current and future generations. When complete, what we see will help tell one spectacular story.

## ***VivaNext construction revs up***

As of September 2014, construction on the groundbreaking vivaNext rapid transit system was 70 per cent complete and moving into the home stretch. Some of the highlights of the progress made in 2014 include: installation of the structure for the first vivastation, the reopening of the Tom Taylor Trail under the Keith Bridge, and the relocation of the historic Union Hotel, which was moved in an effort to preserve this significant community landmark.

Upon opening in December 2015, the vivaNext rapidway will completely transform public transportation in Newmarket. It will also renew and revitalize Davis Drive through the addition of pedestrian-friendly boulevards, streetscaping and green, open spaces - creating an attractive and vibrant urban destination to work, dine, relax, live and shop.



## ***Newmarket's Secondary Plan: Our guide to growth***

In June, the Town's Urban Centres Secondary Plan was adopted by Council. Over the course of the last four years, the Town, the community, other levels of government and stakeholders were engaged in the development of the Plan.

This visionary document will continue to transform the Urban Centres over the next 20 years and beyond. An extension of the Town's Official Plan (2008), the Secondary Plan provides for higher-density mixed-use development and a new urban form in the designated growth corridors centred on Yonge Street and Davis Drive. The Urban Growth Centres include: the Yonge-Davis Provincial Urban Growth Centre, the Yonge Street and Davis Drive Corridors and Southlake Regional Health Centre.

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***The Secondary Plan defines how and where development will occur, establishes growth targets, defines policy around density, height, land use, affordable and rental housing, parks and open space, cultural heritage, public art, the transportation network, urban design and sustainability toward the creation of a transit-oriented and pedestrian-friendly community.***

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In parallel with the Secondary Plan process, Council also adopted a Town-wide active transportation network. The active transportation network provides the opportunity for walking and cycling as alternatives to driving and public transit. The purpose of the active transportation network is to connect all areas of the Town including the Urban Centres through trails, bicycle lanes and sidewalks. Having highly walkable and connected communities with direct access to transit is key to maintaining a livable community for residents and businesses.

Within the Secondary Plan area, there are two provincially defined mobility hubs which will provide travellers with seamless access to the regional transit system. The mobility hubs will be both an origin and destination of travel in and out of Newmarket. The transit stations will offer a range of transportation options including viva, YRT and GO buses and trains.

Overall, the Secondary Plan recognizes the importance of creating a complete community where people can live, work and play and is planned to accommodate approximately 33,000 residents and 32,000 jobs by build-out.

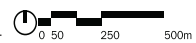
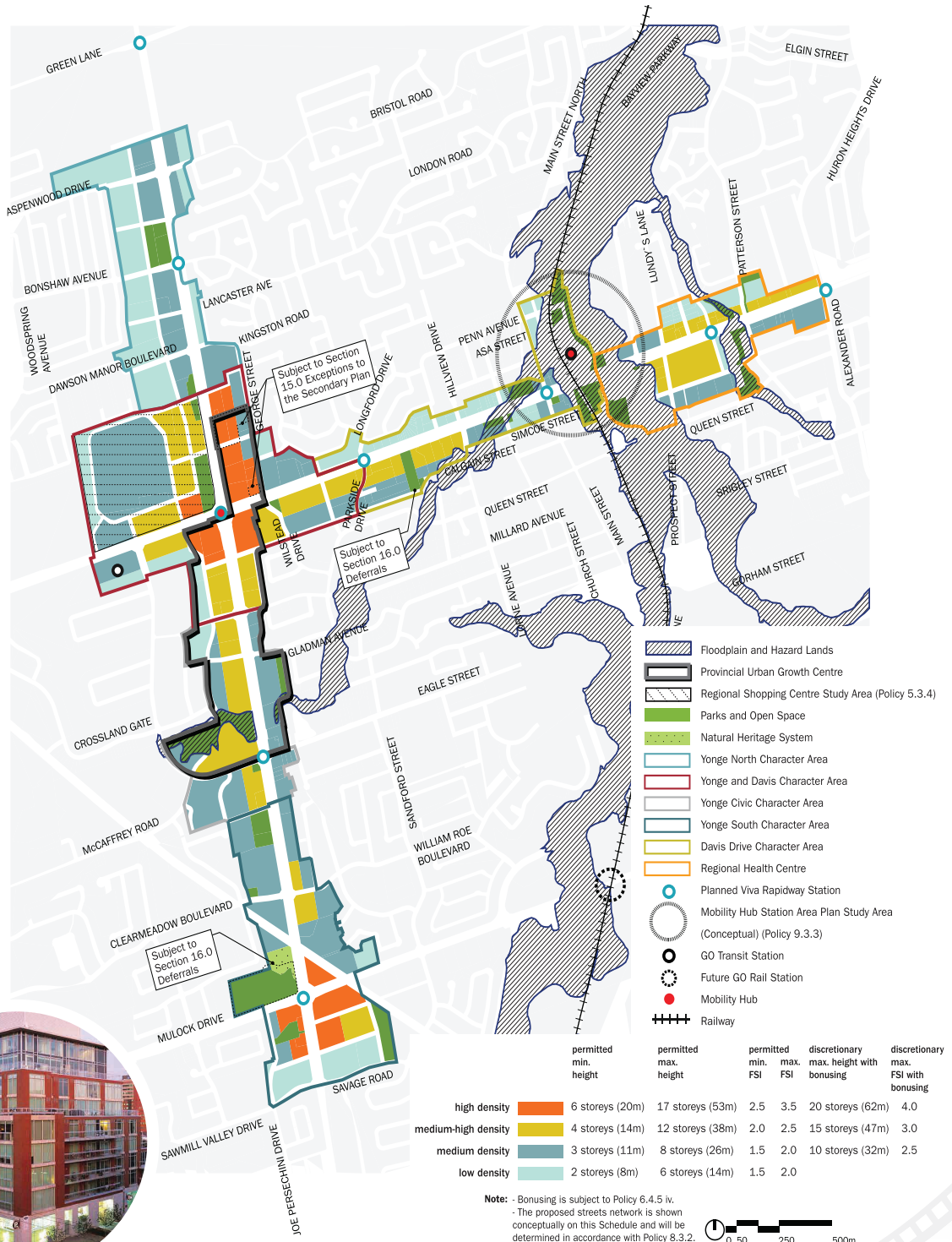


**33,000 residents and 32,000 jobs** will create a vibrant urban form by build-out





# QEW MARKET URBAN CENTRES SECONDARY PLAN AREA







# LIGHTS!

In 2014, increasing environmental and economic efficiencies was a hot topic in the spotlight. The Town once again partnered with a contractor for phase two of an energy savings program that will guarantee savings of approximately \$14 million over 15 years. The eco-friendly program will reduce greenhouse gas emissions by more than 800 metric tons per year (the equivalent of removing 282 cars from local roads) in Newmarket.

Below are some of the innovative efforts undertaken by Newmarket to help the environment, improve overall efficiency and reduce operational costs for the Town.

## ***LED lights the way***

In the summer of 2014, Newmarket swapped existing street light fixtures for environmentally friendly and efficient LED lights as part of a Town-wide energy savings program. The installation of the over 7,500 LED lights throughout 2014 and 2015 will help the Town save over \$300,000 in electricity costs annually and reduce service and operational costs by over \$310,000 each year (including cost avoidance). Other bright spots of the switchover are that LED lights consume less energy while providing better illumination and more visibility during the night hours. The lights, which do not project skywards or onto homes, reduce the dark spots on streets and trails during the nighttime, increasing safety for our residents without exposing them to excess light pollution.



Other projects undertaken as part of Newmarket's Energy and Facility Renewal Program over 2014 and into 2015 include:

- Lighting upgrades in various facilities
- Ventilation control and variable-speed drive installation at the Magna Centre
- Comfort improvements at the Magna Centre
- Pool humidity sensor replacement at the Magna Centre
- Flood-water auto-fill meters installed at arenas

The Town began its partnership with the contractor in 2007. To date, Newmarket has earned over \$1 million in energy savings, exceeding initial projections by more than \$400,000.

**Powered by solar success**

By the start of the year, six solar panels had been installed on municipal facilities in Newmarket, including the Gorman Pool, two of our Fire Stations, the Seniors' Meeting Place, the Community Centre & Lions Hall and the Newmarket Operations Centre. The Ray Twinney Recreation Complex and the Magna Centre were also fitted with solar panels in the latter part of 2014. The rooftop projects will drastically reduce our environmental footprint while generating an estimated \$3 million in net revenues over a 20-year period.



*"Newmarket has long been a leader when it comes to making the environment a top priority. Projects such as the LED light and solar panel installations are important investments - not only in our economic future - but in maintaining our reputation as a green town that is committed to the well-being of our environment and all those who live in it."*

**- Peter Noehammer, Commissioner of Development & Infrastructure Services**

# CAMERA!

Since the dawn of cinema, audiences have watched tales of young artists flocking to cultural centres to pursue their dreams of being painters, sculptors, actors, dancers or performers. In the movies and in reality, people travel from all over and thirst for opportunities to showcase their talents in places which appreciate and promote the arts.

A thriving arts and culture scene is intrinsic to any successful community. Newmarket is committed to embracing the role art can have in creating a sustainable, vibrant community. In 2014, the Town adopted important public art-based plans and priorities, setting the stage for a period of renaissance and renewal in Newmarket.

## ***Producing our own masterpieces through the Public Art Policy and Plan***

In June 2014, Council approved the Newmarket Public Art Policy and Plan, a 10-year roadmap for integrating art into publicly accessible spaces in Newmarket. The Public Art Policy and Plan, which was developed over the past two years, lays out the ways public art will further enhance the overall culture of Newmarket, and demonstrates how art can contribute to community building.

The Plan was put together by Town Council, staff, consultants and local artists, as well as residents who provided their thoughts and ideas on public art through an online survey. All feedback was considered during this collaborative process and helped shape the direction of the Plan, as well as identify the role art can and should play in Newmarket.

## ***To put the plans into action, six main objectives for the Public Art Program were identified:***

- Support a vibrant, culturally-rich urban environment for residents, businesses and visitors
- Build and sustain a creative community identity that celebrates Newmarket's history and looks forward to the future
- Contribute to Newmarket's economic development goals through distinctive artwork and programming that helps to distinguish Newmarket from other places
- Inspire and engage the community, with a focus on youth in particular
- Support and develop local artists from a wide variety of disciplines
- Build a program that aligns itself with current trends as well as generational shifts to attract future residents, businesses and visitors

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***These objectives aim to drive economic development, preserve Town history and heritage, support local art and artists and define Newmarket as an innovative and inspiring place for residents and visitors alike.***

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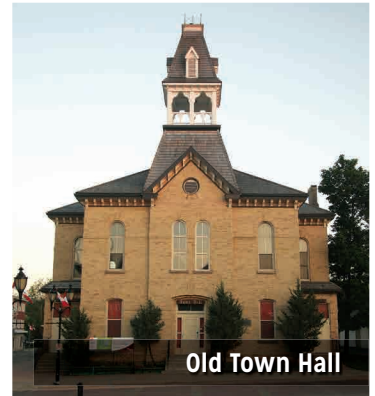
### **Moving forward through celebrating our past: The Keith Bridge**

The Town will move forward and continue to carry out the Public Art Policy and Plan in 2015 through various installations and events, including the official opening of the Keith Bridge along Davis Drive.

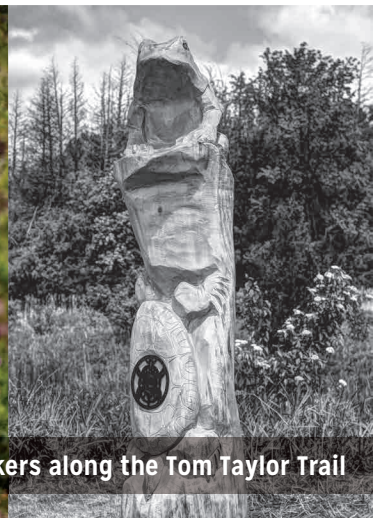
The Keith Bridge, which has been widened as part of the vivaNext transformation of Davis Drive, will serve as a significant piece of public art which reflects Newmarket's evolution through transportation. The bridge features a series of eight plaques depicting specific eras in the Town's history and how different methods of transport (from navigating by foot to the important role of the railway and beyond) helped shape and define Newmarket into the place it is today. The relief-style bronze plaques will be embedded into each side of the bridge facing the street for all to enjoy.

### **Old Town Hall: Renovations continue on Newmarket's historic landmark**

Newmarket's Old Town Hall (1883) - one of the Town's most prominent historical gems - continued to undergo renaissance renovations in 2014. Old Town Hall will serve as a fully accessible, multi-functional, multi-use arts and culture centre, housing Newmarket's most creative and prominent artists, performers and visionaries. Renovations include an updated performance auditorium with 250 removable seats and a glass addition to preserve the heritage value and character of the building. The revitalization of the Old Town Hall is a joint partnership between the federal, provincial and municipal governments and is a key piece of the Cultural Master Plan, which identifies the historic downtown as a cultural gathering place for the community.



**Old Town Hall**



**Trail markers along the Tom Taylor Trail**



*"Through our Public Art Policy, as well as through annual events and celebrations of our heritage, Newmarket is making art and creativity the foundation of our cultural future. We are using innovation to create new spaces, places and opportunities for residents and visitors to discover a new Newmarket - while retaining the aspects that have consistently helped make us a top place to live. We are in an exciting time of cultural renewal and we look forward to exploring even more ideas and possibilities with our community."*

**- Ian McDougall, Commissioner of Community Services**



## ***Just North of Hollywood North***

"Just North of Hollywood North," Newmarket has become an in-demand destination for feature filmmakers. Hollywood movies and Canadian television productions have flocked to Newmarket for its beautiful scenery and reputation as an accommodating, affordable and adaptable set location. Newmarket is at once the perfect setting for both a heritage-rich hometown (via our historic Main Street) and a futuristic urban centre (seen through the view of Southlake's iconic arch and walkway over Davis Drive). Our ability to be a little bit of everything to everyone has made Newmarket a picturesque place – in person and on screen.

### ***'Reel'-ing in big productions***

**Beating out other destinations across the province, Newmarket's Main Street was chosen as a location for 2011's *Dream House* for how it looked on screen.**

The following are big- and small-screen features filmed in Newmarket over the past five years:

*Regression* (2015) starring Ethan Hawke and Emma Watson

*Carrie* (2013) starring Julianne Moore and Chloë Grace Moretz

*The Vow* (2012) starring Channing Tatum and Rachel McAdams

*Dream House* (2011) starring Daniel Craig and Naomi Watts

*Repo Men* (2010) starring Forest Whitaker and Jude Law

*Flashpoint* (2010) starring Amy Jo Johnson and Hugh Dillon

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***"Newmarket just looks so great through a lens...it is just so picturesque."***

***- Interview in the Newmarket Era with Will Hoddinott, location manager for Dream House***

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### ***More scenic settings through the Secondary Plan***

Newmarket's picturesque nature will be even further enhanced by the implementation of the Town's Secondary Plan. The Plan states that new development shall preserve and enhance cultural heritage through development, design, architecture and landscaping around town. As identified in the Plan, there will be five priority "gateway feature" locations within the Urban Centres where landscaping, signage and public art will reside. Public art will also be integrated into major regional and town buildings and facilities, private properties and public parks. This commitment to art and culture in our spaces will preserve the old and encourage the new in Newmarket.

### ***Newmarket rolls out the red carpet for the Multimedia Film Festival***

Film lovers came out to celebrate the arts at the Multimedia Film Festival of York Region's (MMFFYR) red-carpet gala in May. The event was held at the Newmarket Theatre and featured films, award recipients, fans and guest speakers including Darrell Rooney, animator and director for the Walt Disney Company.

The MMFFYR is organized by the Multimedia Film Development Council in partnership with the Town of Newmarket, and showcases diverse and vast multimedia films in York Region. In 2014, the MMFFYR received over 100 submissions, along with the highest number of professional entries to date. New categories in the festival include "Music Video" and "Experimental Film."



There were over **100** submissions to the Multimedia Film Festival of York Region in 2014



On Newmarket's Main Street, a photo shoot inspired by the Beatles' "Abbey Road" (by local photographer Katelyn Bradshaw)



Downtown Newmarket at night



# ACTION!

“Action!” - arguably the most important word on a movie set...and in a municipality. The Town of Newmarket took action in 2014 by reaching out to residents in big ways. With a series of proactive programs, the Town provided information to, and got feedback from, members of our community throughout the year, all in an effort to help make Newmarket *even better*.

## **Election ambassadors help “Turn your Views into Votes”**

As early as May, members of Newmarket’s election team were spotted around town speaking to residents about the voting process and ensuring they were on the Voters’ List for October’s municipal election. The team gave informative presentations at a number of workshops; handed out information on accessible voting options and voting for residents who speak English as a second language at local events; and showed residents how to use the new Voter Lookup tool on iPads at the Farmers’ Market and GO stations. The goal of the outreach campaign was to raise awareness about important voting dates, locations and procedures. The team also successfully promoted tools such as the Newmarket website and Pingstreet election app, which provided all essential details of the election to voters.

On election day, voter turnout was almost four per cent higher than in 2010 thanks in part to the extensive campaign by the election team.



## **Life-saving tools delivered to your doorstep**

Central York Fire Services (CYFS) crews once again set out to spread the word about the importance of fire safety during their second annual Stay Fire Smart campaign in 2014. Fire crews travelled to 8,916 homes in Newmarket and Aurora, providing information packages on the importance of developing home escape plans and having working smoke alarms installed on every level and outside all sleeping areas within a home.

*Firefighters spoke with children and adults alike, answering questions and demonstrating best safety practices as part of this unique community outreach effort. Two student smoke alarm campaign officers visited homes and installed free smoke alarms for any resident who called and requested the service. The smoke alarm officers conducted inspections at 505 homes and assisted with checking and installing smoke alarms at no cost to the residents while providing incredibly important tools and information to help proactively protect citizens in Newmarket and Aurora.*



*“Public input is one of the most important tools we have to help shape the direction of our programs and services in Newmarket. By getting involved, through surveys, public input opportunities, open houses and speaking with members of Council and Staff, residents can give unique insights and become active participants in the municipal process. We strive to continually create opportunities to engage everyone to help make Newmarket even better.”*  
**- Anita Moore, Commissioner of Corporate Services**





Staff members learn how local kids “like to play” in Newmarket at the Recreation Playbook event

### ***Town talks taxes as part of annual budget consultation with public***

Continuing on work from past years, the Town spread the word about the 2014 budget process and asked residents for feedback on how they would like to see their tax dollars invested. Once again, an interactive online budget survey was posted on the Town’s website. An interactive calculator allowed residents to use their own property assessments to see how much they currently pay monthly for a variety of Town services (e.g., community programs and events, facilities, parks and trails, public library services, planning, fire services and more). By using the calculation tool, residents could increase, decrease or maintain service levels in each area, and see the impact on their monthly taxes.

Armed with iPads and information packages, Town staff spoke with residents one-on-one about the budget process at events and the Farmers’ Market throughout the summer, and gained great input from their community outreach efforts.

### ***Survey says: Residents give Newmarket rave reviews***

In July of 2014, the Town partnered with Forum Research Inc. to gauge resident satisfaction and engagement with existing services. A total of 801 Newmarket residents participated in the survey, which was conducted by telephone (including cell phones to ensure the sample was representative). Residents from all seven wards were included in the survey.

Ninety-five per cent of residents indicated they are satisfied living in Newmarket, and four out of five said they were satisfied with overall service levels as part of Newmarket’s 2014 Community Survey.

Other key findings showed that 84 per cent of residents felt they were receiving good value for their tax dollars and user fees for town services; and that four out of five residents are satisfied with overall service levels provided by the Town, particularly in quality of service delivery.

The results reflected the Town’s commitment to providing excellent customer service to all residents.

Additionally, the survey included a Citizen Engagement Index, which looked at our residents’ levels of engagement in the community. Eighty-six per cent of residents indicated that they would recommend Newmarket as a place to live; 81 per cent said they plan to reside in Newmarket for the foreseeable future; and 40 per cent said they often get involved in cultural events, celebrations, recreation programs or volunteering in Newmarket.

The results will be used as a benchmark to determine how the Town can use new and innovative means to help raise levels of engagement amongst residents in the future.

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***For a full list of 2014 Community Survey results, please visit [www.newmarket.ca](http://www.newmarket.ca)***

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# SHAPE THE WAY YOU PLAY IN NEWMARKET

Do you remember the first time you rode a bike on your own? The first time you scored a big goal for your team? The first time you learned how to swim without water wings? For those who grew up in this town, these and many other important “firsts” in life likely happened in one of Newmarket’s many facilities, rinks, schools or parks. Through pools, playgrounds and programs, the Town has been able to provide over 50 years of “firsts” to those who live and play in Newmarket.

In 2014, the Town debuted its award-winning “50 years of firsts” video, as well as other videos, showing Newmarket residents of all ages and abilities experiencing memorable recreation moments throughout the Town. The power of “play,” as seen in these clips, is important to the public and is an important part of Newmarket’s identity as a whole.

As such, the Town reached out to residents and asked them to help “shape the way they play” through the launch of the Recreation Playbook campaign at the start of 2014. The Recreation Playbook will serve as the overall Recreation Master Plan, which will help direct the future of all recreation facilities and programming in Newmarket.

To help identify what the Town is doing well, what it needs to improve on and what it can do to make Newmarket *even better*, members of the Recreation Playbook team attended events, took to the streets, and engaged with people on social media through using #NewmarketPlaybook on Twitter and Instagram to get

input on the state of “play” in Newmarket. The Town also introduced an online survey to gather information and take feedback from the community, which will help determine the priorities and areas of opportunity in Recreation and Culture in the years to come.

With the Recreation Playbook and guided by the people who are active in the community, the Town looks forward to enriching and enhancing its programs and facilities for our current and future generations.



In 2014, **20,000** participants were registered in various Town Recreation and Culture programs



Over the year, **300+** community events/special-event days were held Town-wide



# ENGAGING EVENTS, CONNECTED COMMUNITY

The magic of going to the movies is in having a shared experience with others. You are in the same space, watching the same story and likely feeling the same emotions. At the movies, there's a sense of company and connectedness. In Newmarket, we provide our residents with countless opportunities to bring people together to enjoy a common experience through our programs, events and activities.

Here is a snapshot of just some of the innovative offerings from the Town of Newmarket which strengthened our sense of community in 2014.

★ ***Newmarket Ice Lounge: The “coolest” spot in town***

The Ice Lounge, located at Newmarket's Riverwalk Commons, was created as an outdoor living room and community gathering space complete with “ice style” translucent furniture and a big-screen television for all to enjoy over the winter months.

★ ***IdeaMarket sparks lively conversation at the Library***

Throughout 2014, IdeaMarket brought together leading experts, authors, professional speakers and residents to discuss and debate topics which affect our local community.

★ ***Savour Downtown: A scrumptious success***

Participants got a taste of the Town in February as part of Savour Downtown - Newmarket's first heritage walking restaurant tour. The event featured heritage, cultural and culinary components in the heart of Newmarket's historic Main Street and served as an exciting piece of the overall Downtown Action Plan.

★ ***Movies in the moonlight***

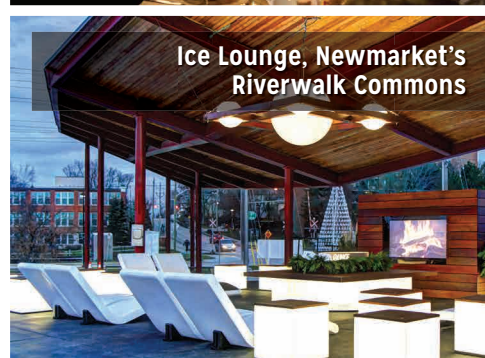
Adults and children of all ages had the chance to watch their favourite stars, under the stars, as part of the Town's free Moonlight Movies events which ran throughout the spring and summer.



Reminiscent of the drive-in theatres of days gone by, moviegoers gather under the moonlight to watch family films



Foodies “savour” downtown Newmarket at inaugural event



Ice Lounge, Newmarket's Riverwalk Commons



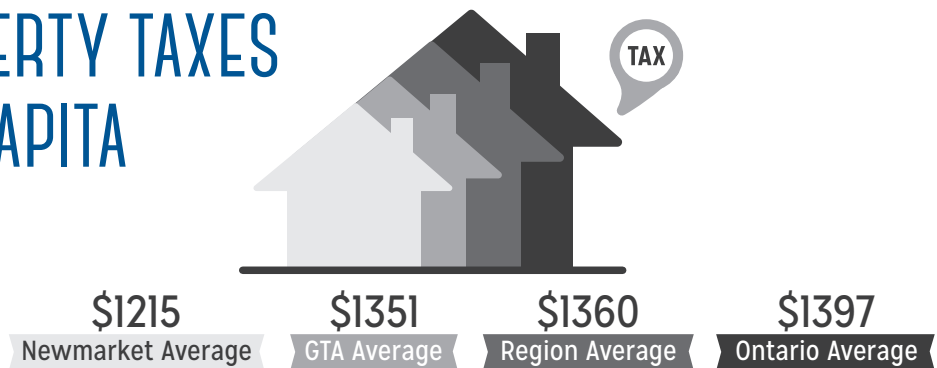
# WHY NEWMARKET NOW?

Why Newmarket now? It's a Wonderful Town to live in, invest in and work in. Below is a snapshot of Newmarket's healthy financial picture.

## TO LIVE

Newmarket has the fourth lowest property tax levy per capita in York Region,\* making it an affordable place to call home. \*2014 BMA Municipal Study

## PROPERTY TAXES PER CAPITA



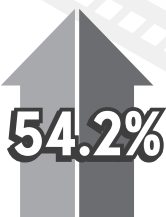
## TO WORK

Forty-six per cent of employed residents work in Newmarket, the highest live-to-work ratio in York Region. Job growth is happening primarily in high-paying, professional jobs in the healthcare and business sectors.

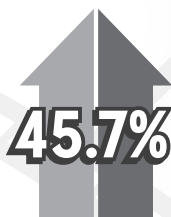
**46%** OF EMPLOYED NEWMARKET RESIDENTS WORK HERE



## % GROWTH OF LABOUR FORCE MAJOR SECTORS FROM 2004-2014



Growth in Health & Social Assistance Sector



Growth in Business Services Sector

## 2004-2014

employment growth data shows

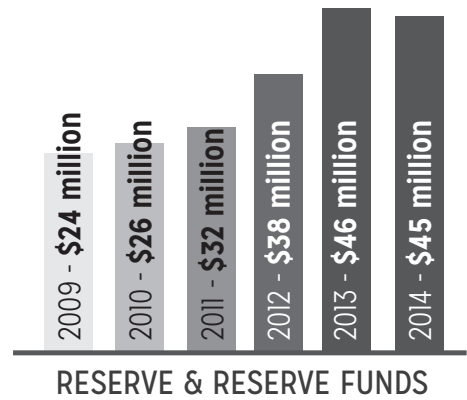
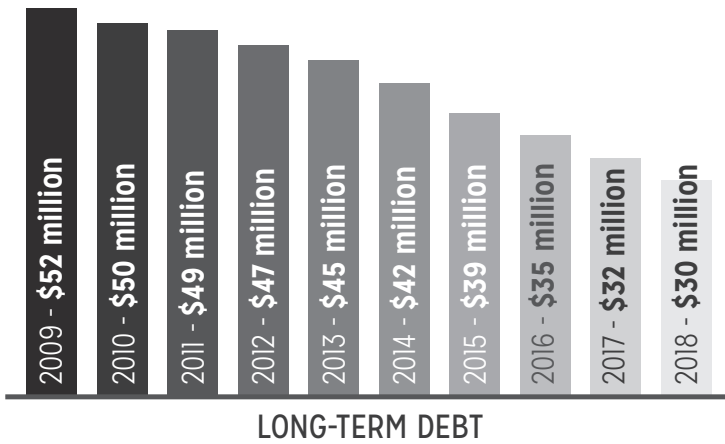


## POPULATION TO JOBS

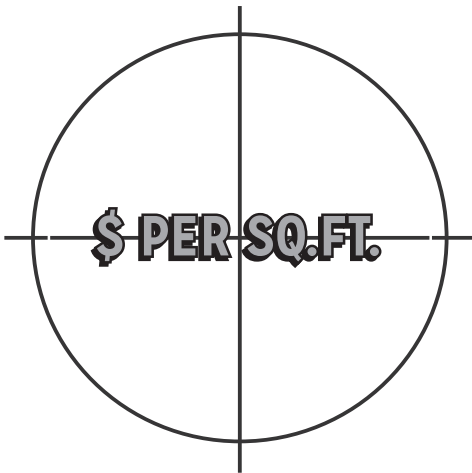
# TO DO BUSINESS AND INVEST

With a stable reserve fund and decreasing debt, Newmarket is financially healthy. The Town boasts low property taxes for office space, making it a compelling destination for businesses and future investment.

## LONG-TERM DEBT & RESERVE FUNDS



## 2014 PROPERTY TAXES - OFFICE BUILDING PER SQUARE FT. OF OFFICE



**\$2.67** - Newmarket Average

**\$3.02** - Ontario Average

**\$3.16** - Region Average

**\$3.34** - GTA Average

For full audited financial statements, visit [www.newmarket.ca](http://www.newmarket.ca)

# AND THE AWARD GOES TO



2014 was another award-worthy year in Newmarket with the Town receiving an array of awards and accolades. The envelope, please...

## **Google eTown Award**

In late 2013, the Town of Newmarket was one of only five communities across Canada to be awarded the Google eTown Award, celebrating *"the towns and cities whose businesses are leading the way in embracing the opportunities of the Internet and are investing in online tools and resources to find new customers and grow their businesses to succeed in an increasingly connected world."*

For the award, Google worked with independent research firm Ipsos to determine the online strength of local small businesses across Canada. Newmarket was recognized for the strength of its small-business community and partnerships with Southlake Regional Health Centre and the Newmarket Chamber of Commerce.

## **Smart Commute Gold designation**

The Town of Newmarket was recognized with a Gold workplace designation by Smart Commute Central York in January 2014. The Town was given the honour for its commitment to supporting sustainable travel options for employees.

## **EDCO award for best promotional print publication 2013**

In February 2014, the Town of Newmarket's 2012/2013 Community Report received an award for best promotional print publication (population of 50,000 to 250,000) and was named one of three finalists for the prestigious Lieutenant Governor's Award for Marketing Excellence by the Economic Developers Council of Ontario (EDCO). The report centred on the Town's ranking as the tenth best place to live in Canada in 2012\* and illustrated the many aspects that come together to create a successful community.

*\*2012 MoneySense Magazine*

## **AVA Digital Award gold for #NewmarketIceLounge**

The Town of Newmarket's Ice Lounge social media campaign #NewmarketIceLounge received a gold award in the category Social Media Site/Event Promotion in the AVA Digital Awards competition for 2014. The AVA Digital Awards is an international competition that recognizes outstanding work by creative professionals involved in the concept, direction, design and production of media that is part of the evolution of digital communication.



**The award-winning Ice Lounge, Newmarket's Riverwalk Commons**








Fairy Lake

# RAVE REVIEWS

**The Town loves to hear from our community. Here are some of the rave reviews received in 2014:**

**Sweet Tweets:**

-  *@TownofNewmarket I have utilized the kiosks. The service, efficiency and friendliness is A+ not to mention the convenience. #leadingedge*
-  *@TownofNewmarket So proud to be living in #Newmarket. I love this town.*
-  *Love downtown Newmarket this time of year. #newmarketicelounge*
-  *@TownofNewmarket Thank you for letting us be a part of such an amazing community event! (Winterfest 2014)*

-  *@TownofNewmarket thank you for being so responsive! You continue to impress me over and over. (Customer Service)*
-  *@TownofNewmarket SplashPad in downtown Newmarket an uplifting experience. Watching so much tiny exuberant energy unleashed!*
-  *@TownofNewmarket awesome job Newmarket celebrating Canada and Newmarket. Great end to evening with fabulous fireworks. (Kanata Festival)*

“There are many things to like about Newmarket...its proximity to city and country, the open space, excellent transport links, cleanliness, safety, and its laid-back atmosphere.”  
- **Jason Everitt, Newmarket resident**

“We love Newmarket because it’s an amazing place to raise our family. Living right on the path into the Fairy Lake area is awesome, and we love Main Street. There’s always something going on for kids too.”  
- **Scott Cowie, Newmarket resident**

“As someone who lives and shops in downtown Newmarket, I love that Newmarket supports, protects and invests in its historical downtown, Main Street and small businesses. As an entrepreneur, I like that Newmarket’s Chamber of Commerce is extremely progressive in addressing the needs of today’s entrepreneurs. As an advocate for public space, I love the responsible stewardship Newmarket has shown with Fairy Lake and Riverwalk Commons.”  
- **James Tonn, Newmarket resident**

# TO BE CONTINUED...

*The Town of Newmarket will be navigating new and exciting territory in the years to come. Our 2014–2018 Council will work collaboratively with Town staff (the cast and crew) to lead us into the future and direct the important decisions, fresh opportunities and innovative ventures which will shape our community. Stay tuned for more success stories from us over the next four years.*



**From left to right:** Regional Councillor John Taylor, Councillor Christina Bisanz (Ward 7), Councillor Tom Hempen (Ward 4), Councillor Dave Kerwin (Ward 2), Mayor Tony Van Bynen, Councillor Kelly Broome-Plumley (Ward 6), Councillor Tom Vegh (Ward 1), Councillor Jane Twinney (Ward 3), Councillor Joe Sponga (Ward 5).





Good films aim to tell a compelling story and leave you wanting more at the end. Our Community Report - the frame-by-frame snapshot of Newmarket in 2014 - hopefully achieved the same. Our story is to be continued... open roads and endless opportunities lie ahead for Newmarket as we continue to pave the way for enhanced economic, social and cultural development in our Town. Stay tuned as this story evolves in the years to come.

*Residents explore the open roads during the Highway 404 extension opening in 2014. Newmarket's proximity to Highway 404 and Highway 400 allows for easy and efficient transportation, delivery of goods and services and development of business, making it an ideal place to live and work.*





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please contact the Town of Newmarket at 905.895.5193.