



Town of Newmarket

395 Mulock Drive
Newmarket, ON L3Y 4X7

T: 905.895.5193
E: info@newmarket.ca

www.newmarket.ca

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@townofnewmarket

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Town of
Newmarket

2012/2013
COMMUNITY
REPORT

● This is a map of Canada.

The dots represent the best communities to live in, according to *MoneySense Magazine's* 2013 Best Places to Live national survey. There are only ten dots on this map – ten dots out of the 200 cities considered... and one of these dots is the Town of Newmarket.

According to the survey, Newmarket is the tenth best place to live in the nation (the fourth best when comparing "small cities"). Canada is a BIG country and this is a BIG honour, but it's one that we are proud to accept because Newmarket being a great place to live is something we have known for a long time.

We invite you to read through the pages of this 2012/2013 report, discover the reasons Newmarket is top ten in Canada and learn how we created a community which put us on the map.



TOP TEN TOWN:

Newmarket's 2012/2013 Community Report

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MESSAGE FROM THE MAYOR

On behalf of Newmarket Council, it is my pleasure to introduce the Town of Newmarket 2012/2013 Community Report (January 2012–June 2013). This report truly captures the progress that our community has made over the past 18 months.

Creating international partnerships, enhancing our community through public art and of course being recognized within the top ten best places to live in Canada are just a snapshot of our recent milestones.

Newmarket Council and staff have worked together to create a framework for action guided by Council's strategic priorities, which include:

- Economic Sustainability (continuing to create homegrown careers & jobs)
- Community Engagement & Transparency
- Parks, Recreation & the Environment

While all of these pillars are equally important on their own, combined they are the cornerstones upon which much of our success over the past year and a half has been based.

As we move forward, these strategic focus areas will shape our direction and vision as we continue to make Newmarket **even better**.

As you flip through the pages of this report, you will see what it takes to be a top ten community, but what is most important is hard to capture on paper.

Our community will continue to evolve and become more dynamic and diverse. Like a quilt, Newmarket's tapestry will become stronger, more colourful and unique, as we continue to weave the fabric of a livable community.

A heartfelt thank you to our residents, staff, community partners, and my fellow Council members – it is your efforts and inspiration that have made us one of the best places to live in Canada.



Tony Van Bynen
Mayor



2010-2014
COUNCIL

Top row, left to right:

JOE SPONGA, Councillor - Ward 5
DAVE KERWIN, Councillor - Ward 2
JOHN TAYLOR, Regional Councillor

CHRIS EMANUEL, Councillor - Ward 7
TOM VEGH, Councillor - Ward 1
TOM HEMPEN, Councillor - Ward 4

Bottom row, left to right:

JANE TWINNEY, Councillor - Ward 3
TONY VAN BYNEN, Mayor
MADDIE DI MUCCIO, Councillor - Ward 6

MESSAGE FROM THE CAO

On behalf of senior management and staff, welcome to the Town of Newmarket 2012/2013 Community Report.

Over the past 18 months, our community has continued to flourish and grow. Recognizing the need to respond to a changing community, we have restructured our organization to be in a position to best serve the citizens of Newmarket. Our new commission structure includes:

- Development & Infrastructure Services, led by Commissioner Rob Prentice
- Corporate Services, led by Commissioner Anita Moore
- Community Services, led by Commissioner Ian McDougall

The reorganization of our departments and commissions to strategically align with the needs of the community is helping to fulfill our vision of a community that is *well* beyond the ordinary.

Like all municipalities, we continue to face challenges in the public sector, but we have met these challenges head on and continue to find proactive solutions to deliver upon the strategic priorities of Council.

Over the past year and a half we have continued to lay the foundation for the vibrant future of our community. Each brick is an equally important part of creating a lasting legacy of sustainability. Here are some of the highlights:

- **Enhancing the downtown core** through the internationally recognized Riverwalk Commons and embarking on the **creation of an arts & culture and community centre** – Old Town Hall
- Continuing our commitment to **heritage preservation** by moving and preserving the Old Union Hotel, a community landmark
- Celebrating ten years of **amalgamated fire services** (Central York Fire Services) with the Town of Aurora
- Collaborating with our neighbours in northern York Region to continue to **produce cost savings, enhance services and realize efficiencies** for our residents
- **Focusing on asset preservation**, high-quality services, arts & culture, and customer service excellence

- **Vastly improving public transit**, in partnership with vivaNext, by creating rapidways on Davis Drive and Yonge Street (Yonge Street construction to begin in 2014)

It is an honour working with Council and leading an incredibly hard-working and dedicated team of staff that has led us to be recognized as a top ten town in Canada. We will continue to work together to ensure it stays that way.



Bob Shelton
CAO





TEN ASPECTS OF A TOP TEN COMMUNITY

The *MoneySense Magazine* Best Places to Live national survey evaluated 200 cities from coast to coast based on 33 different categories, including prosperity, health care, crime rates, affordability of housing and lifestyle among other criteria.

Although there are many things that must come together to support the formation of a top ten community, we have chosen to focus on ten. The following sections of this report will outline ten things that make Newmarket a top ten town.

This isn't a ranking – it's a reflection upon how all of these aspects work together to create a community that people are proud to call home.

We believe a top ten community has...

10/
An ideal setting


9/
A solid reputation


8/
An eco-conscious mindset


7/
A sense of security


6/
A commitment to culture


5/
A thriving economy


1/
A lot of extraordinary people


2/
A vision for the future


3/
An advanced transit system


4/
A great place to play




10/

AN IDEAL SETTING

Newmarket
Community
Centre &
Lions Hall



09/

A SOLID REPUTATION

What does it take to create a great place to live?
Building successful communities is no easy task.

Location, Location, Location...

As the old real estate mantra goes, it's all about "location, location, location!" Newmarket is idyllically located between the bustling city life in vibrant Toronto and the laid-back style of peaceful cottage country.

Geographically, Newmarket is literally the happy medium between urban and country life. This allows us to retain our small-town charm while offering metropolitan amenities such as premium health care facilities (Southlake Regional Health Centre), upscale shopping centres (Upper Canada Mall plus the unique stores on Main Street) and advanced transit networks (vivaNext's rapid transit system).

Newmarket has a close proximity to major highways including the 404 and the 400, making transportation and delivery of goods and services easy and efficient. GO bus, GO train and vivaNext transit services are available for commuters.

An affordable place to call home

Newmarket continues to be an affordable place to call home in comparison with neighbouring municipalities. Average housing prices in Newmarket are significantly below most of those in other cities within York Region.*

In 2012, Newmarket had lower property taxes per capita than the average of over 80 municipalities throughout the province. Within the Region of York, Newmarket had among the lowest property taxes out of all municipalities.**

Sources:
*MoneySense average housing price data
**BMA Municipal Study 2012

GOOD THINGS COME IN SMALL PACKAGES

Newmarket is a small town that packs a big punch! Within just 38 square kilometres we have 400 hectares of parkland, a sprawling trail system, multiple parks and room to grow. 45 per cent of our 85,000 residents also work in this community, contributing to a small footprint and encouraging the expansion of effective and efficient transit systems, as well as further development opportunities.

It takes collaboration, creativity and a sense of caring. It requires receptive residents, employee enthusiasm and intelligent ideas that are put into action. It needs special programs, projects and plans to propel itself forward to meet the needs of an expanding population.

Over the past 18 months, the Town of Newmarket strived to do all of the above. We implemented new initiatives, engaged our citizens and showcased our many attributes to attract the attention of others, while maintaining our belief that Newmarket always has been and always will be a great place to live.

These efforts and more helped us earn a top ten spot as well as many other meaningful titles and awards in 2012 and 2013.

Among the achievements:

- **JUNE 2012:** Newmarket Riverwalk Commons receives special commendation from the International Making Cities Livable Conference in Portland, Oregon
- **NOVEMBER 2012:** Gold MarCom Award given to the 2010/2011 Newmarket Community Report
- **DECEMBER 2012:** Central York Fire Services wins multiple gold medals at the World Firefighter Combat Challenge in South Carolina
- **FEBRUARY 2013:** 2012 Governor General's Medal in Architecture won by the Newmarket Operations Centre
- **MARCH 2013:** Newmarket named tenth best place to live in Canada by *MoneySense Magazine*
- **MAY 2013:** Town's aquatics program recognized as second largest life-saving program in Ontario for a municipality of its size



08/

AN ECO-CONSCIOUS MINDSET

Newmarket, at its roots, is a green town. The Town's eco-efforts continued throughout 2012 and 2013, as we worked to create a cleaner, brighter future for our residents.

Good intentions grow in Newmarket's community garden

The Town of Newmarket and York Region Food Network celebrated the opening of the York Region Food Network (YRFN) Community Garden near the Magna Centre in July of 2012. Newmarket's community garden is home to 85 individual garden plots, where residents and organizations grow fruits and vegetables to share with family, friends and the Newmarket Food Pantry. The harvests helped to demonstrate environmentally sustainable ways of producing food within a community.

...there's an app for that

In January 2013, the Town launched a new app called "my-waste™" to provide waste sorting and collection information at the touch of a button. Special features of the app include a search function for specific garbage items and how to dispose of them, tips for reducing, reusing, recycling, and information on the green bin and yard waste collection. A special Report a Problem feature also allows residents to take a photo of an issue in their neighbourhood such as littering or graffiti and report it directly to the Town.

By using the app, residents can quickly learn "what goes where" and, in turn, keep our organic waste diversion and recycling rates high while lessening the amount of garbage that goes to the landfill.

Eco-excellence: more great and green news

Smart Commute Workplace Recognition:

Newmarket received silver-level recognition for its commitment to providing programs on commuter options for all employees, leadership in corporate social responsibility, and being a great place to work.

Tree planting on Harry Walker Parkway:

In the fall of 2012, Emterra Group presented the Town of Newmarket with a donation of \$50,000 to plant trees along Harry Walker Parkway and to create environmentally themed art along the Tom Taylor Trail. One hundred trees were planted in the east end of town, enhancing the overall tree canopy.

Ops Centre "LEED's" way in eco-design:

The Newmarket Operations Centre officially earned its silver-level LEED designation in 2013. The 65,000-square-foot centre was constructed specifically to exceed LEED silver standards.

A resident-maintained garden plot in the Newmarket Community Garden





Mike the Bike

With a helmet, elbow pads and knee pads, this little rider would make Newmarket's newest safety mascot "Mike the Bike" proud! "Mike the Bike" promotes cycling safety by reminding residents to put on proper safety gear before pedalling.

07/

A SENSE OF SECURITY

Feeling safe and secure in one's surroundings is something all people desire and value. Newmarket is known as a community which prides itself on providing a sense of security to all residents in a number of different ways.

From crime rates to public safety campaigns, Newmarket continually strives to create a safe environment.

Low crime rates

As part of the *MoneySense* survey, Newmarket was named the tenth safest place to live in the country in 2013, based on the Town's low crime rates. When comparing violent crime rates, total crime rates per 100,000 people, the five-year change in the crime rate, and crime severity rates, Newmarket had some of the lowest rates in all categories nationwide.

Safety first

The Town of Newmarket, in partnership with the Ontario Safety League, hosted the inaugural Summer Safety Day in July 2012. The event aimed to proactively educate residents about outdoor well-being and featured a cycling safety orientation, school bus and water safety education stations and a free bike helmet giveaway for children. Newmarket's official safety mascot "Safety Cone Sam" was also used to promote the Town's ongoing *Safety Driven* Traffic Management campaign.

Promoting fire prevention

In the spring of 2013, Central York Fire Services (CYFS) expanded on their annual door-to-door smoke alarm campaign with an enhanced Stay Fire Smart public education plan. The first annual Stay Fire Smart Campaign will see fire crews go out into the community over the summer of 2013 to create awareness around home escape planning and the importance of maintaining working smoke alarms.

Firefighters will visit neighbourhoods in Newmarket and Aurora, distributing information packages and speaking to residents about fire prevention methods. Through public education, the goal is to provide residents with the tools they need to be proactive and prepared prior to an unexpected emergency.



06/

A COMMITMENT TO CULTURE

Over the past 18 months, the Town has worked from the foundations of the Cultural Master Plan to move forward on significant art-based developments.

The culture of Newmarket is rooted in the collective experience of the community, and it includes respect for the past, engagement in the present and a commitment to a common future. Through art, the Town aims to enhance this unique culture to strengthen our identity, beautify public space and create economic development opportunities for our residents.

In 2012 and early 2013, members of the community, staff and Council came together to create the framework for the Newmarket Arts Council, draft a Public Art Policy and Plan and put works of art in public spaces for all to enjoy.

A vision and mission for the future Newmarket Arts Council was created to speak to the important role the arts can play in community building. The Newmarket Arts Council Vision Statement envisions:

A well-connected cultural sector in a vibrant Newmarket where everyone has the opportunity to fulfill their creative potential, and where culture supports economic development and contributes to quality of life.

The Arts Council will work with artists, community leaders and local businesses to make art visible Town-wide.

To help bring art to the forefront, the Town is developing a Public Art Policy and Plan which is currently well underway. The past many months saw the formation of a Technical Advisory Committee comprised of staff from across the Town of Newmarket. The overarching aim of the policy and plan is to bring people and places together through public art.

As defined by the Town of Newmarket, public art is:

A site-specific work created for a public space that is created by or led by an artist or arts group (and following an acknowledged process) that is intended to evoke conversations, engage us in a sense of wonder and instill a sense of pride.

An exciting example of this philosophy put into action is the Trail Markers project of 2012 and 2013.

In 2012, the Town of Newmarket put out the call to local artists to create public art installations which would serve as kilometre trail markers along the Tom Taylor Trail.

Area artists Donald Chrétien and Jim Menken enthusiastically responded to the call, collaborating to create ten wood and metal totems (or doodems) to mark ten kilometres of the trail. Each totem represents an animal or aspect of nature and features a plaque that describes its symbolic significance as gifted by an Ojibwe elder.

"The totems serve to represent our rich heritage, our culture and our connection to the environment," said Mayor Tony Van Bynen at the official unveiling at the Fairy Lake site in May of 2013.

The totem markers greatly enrich the area, enhance the experience for those using the trail and evoke interest amongst all who come across them... and are the first of what the Town hopes to be many public art projects to come.

Through these strategies, the Town has proven a commitment to culture. All of the elements are coming together to form an environment that embraces art, acknowledges artists and continues to hold the value of creativity to a premium, proving imagination makes Newmarket even better.

ARTS AND CULTURE HIGHLIGHTS

- Doors Open Newmarket
- Heritage Art Awards
- Newmarket Buskerfest
- Music in the Park
- Newmarket Gala for the Arts
- Newmarket in the York Region Multimedia Film Festival
- Rhythm @ Riverwalk

Learn more about the culture of Newmarket through our interactive cultural map. Launched in the fall of 2012, the map identifies and locates various cultural assets specific to arts and culture within Newmarket.

Visit www.newmarket.ca to learn more.

Frog totem on the Tom Taylor Trail



Performers at Newmarket's annual Around the World Multicultural Festival



Main Street,
Newmarket

05/
A THRIVING
ECONOMY

Taking action in the downtown

In 2013, the Town received funding from the Province of Ontario's Creative Communities Prosperity Fund for the creation of a strategic action plan for downtown Newmarket. Working in collaboration with the Business Improvement Area (BIA), the Town formed a Committee that will lead the creation of the Downtown Action Plan (DAP). This plan will realize the synergies between the cultural and economic development aspects of the historic downtown and see five key actionable strategies, including a walking and/or restaurant tour of the downtown and increased cultural activities that will support local artisans, promote locally grown foods and draw patrons to the heart of Newmarket. It is anticipated that the action plan will be completed by the end of 2013.

Full "high speed" ahead for joint broadband strategy

The Town of Newmarket is partnering with York Region on an innovative broadband strategy to increase the availability of high-speed Internet access throughout the region. The project is currently underway and opportunities are being identified that will help York Region to be recognized as an Intelligent Community. This is a key piece of the Town's economic development strategy and will make Newmarket a highly desirable location for technology-based industries.

Newmarket takes gourmet eats to the streets

Recognizing a growing trend throughout Ontario, Newmarket recently launched a specialty food truck pilot project. For the summer of 2013, the Town issued a limited number of permits for food truck vendors to operate at various Town lands and facilities from Monday to Friday (10 a.m. to 4 p.m.). Appearance of vehicle, menu, price and quality/freshness of food were among the criteria considered by the Town. This one-year pilot project aims to provide additional fast and flavourful lunchtime options to the streets of Newmarket.

Newmarket strengthens international partnerships

In September 2012, the Town of Newmarket and various community partners visited Finland and Estonia to expand the community's economic development efforts beyond Canadian borders. Finland was chosen as a strategic location for the delegation because they are a world leader in technology development, innovation and product commercialization. Finland is particularly strong in the health sector and information and communications technology, two areas that align with Newmarket's economic development strategy. Soon after the delegation, Newmarket welcomed Charles Murto, the Finnish Ambassador to Canada, on a return visit.

Newmarket and Southlake Regional Health Centre are continuing to investigate a number of business opportunities with Finnish partners, including direct investments, distribution agreements, technology transfers, clinical trials and joint ventures.



Newmarket's food
truck pilot program
launched in the
summer of 2013



Residents enjoying our trails and having fun at the All Our Kids Playpark, built in the spirit of equal play for all children



04/

A GREAT PLACE TO PLAY

Riverwalk revered on international stage

In the spring of 2012, the Newmarket Riverwalk Commons was internationally celebrated as a place which brings community members together at the International Making Cities Livable Conference in Portland, Oregon. Newmarket's Riverwalk Commons received a special commendation in the "Urban Plazas" category, which recognizes places, plazas and public town squares designed to enhance social life/participation in the community.

Constructed in the fall of 2011, the Newmarket Riverwalk Commons (NRC) is an urban park located in the heart of the downtown core. NRC is the central point which connects the Town's trail system from border to border and acts as a year-round recreation destination, offering an outdoor skating rink in the winter that

converts to a splash-pad and fountain feature during the summer months. The Newmarket Riverwalk Commons is home to the revitalized Newmarket Community Centre & Lions Hall.

E-bikes expand travel options for residents taking the Tom Taylor Trail

Newmarket's sprawling 44-kilometre trail system is the perfect route for residents to take in the Town's many scenic views while staying active. In the spring of 2013, the Town started an E-bike pilot program which permitted the use of bicycle-style E-bikes on the trail system, providing opportunities for residents of all ages and abilities to travel along at their own pace.

Newmarket hosts cross-cultural celebration

The summer of 2012 saw the Town's Recreation & Culture department host the third annual

Around the World Multicultural Festival. The event featured over 60 exhibits and live music, dance and theatre performances from cultures around the world. Authentic cuisine from India, Greece, the Caribbean, Italy and a selection of nations across Asia was served to the crowd that packed Fairy Lake Park.

Athletes shine at Special Olympics

In the summer of 2013, the Town welcomed over 767 athletes as part of the Special Olympics Ontario 2013 Summer Games. The Special Olympic Games took place throughout York Region, and Newmarket played host for the opening and closing ceremonies at the Ray Twinney Complex. In May of 2013, Ms. Dana Damiani was named as the Town's sponsored athlete as part of the Special Olympics Adopt an Athlete program.



Fairy Lake Playground

The Town of Newmarket boasts over 6,500 recreation programs and 300 unique events per year for residents of all ages and abilities, including:

- Winter Wonderland and Winterfest
- Outdoor Discovery & Adventure Nights
- Tim Hortons First Night Newmarket
- Annual Holland River & Community clean-up
- Rhythm @ Riverwalk
- Moonlight Movies
- Kanata summer festival
- Music in the park
- Kids around Town
- Garlic is Great festival
- New'bark'et
- Pumpkin parade



03/

AN ADVANCED TRANSIT SYSTEM

Working toward a worry-free commute for travellers requires updates to infrastructure and revitalization projects within communities. The Town of Newmarket is currently undergoing a period of such change. The long-term benefits of our current large-scale construction projects for residents will be economic gains, "greener" travel options and overall positive growth for the Town.

Navigating within Newmarket: vivaNext projects*

Throughout 2012 and 2013, construction on the vivaNext transit system continued to make significant progress, transforming one of Newmarket's main arteries – Davis Drive – into a multilane rapidway. The project will run east along Davis Drive from Yonge Street to just past Southlake Regional Health Centre for 2.6 kilometres, expanding the road to include dedicated bus lanes.

When complete, the project will ease traffic congestion and create a means for safer and more efficient travel, benefiting both residents and visitors within Newmarket. Davis Drive will also be rejuvenated and will become an even more desirable destination to shop, dine and work.

Source:

*vivaNext: www.vivanext.com

Reliable transportation has increasingly become a key priority for citizens across Ontario.

"Bridging" the gap between past, present and future

As part of the vivaNext project, Newmarket's Keith Bridge is being widened to accommodate the extra lanes being built on Davis Drive. To further enhance the bridge and honour the rich history of transportation in Newmarket, the Town is working with York Region to install light fixtures and public art elements into the structure of the bridge.

Each plaque tells the story of how transportation helped Newmarket evolve and expand into the community it is today, while contributing to the Town's commitment to public art.



YONGE ST IN 1920



FUTURE PLANS FOR YONGE ST

MAKING ACCESSIBLE TRANSPORTATION A PRIORITY

In early 2013, the Town launched an accessible on-demand taxi survey to gain feedback from residents and help assess the need for more accessible means of transportation. The Town consulted with the Newmarket Accessibility Advisory Committee, persons with disabilities and other members of the public to determine the service level needs within the community and is currently in the process of reviewing the findings.



02/

A VISION FOR THE FUTURE

For the Town of Newmarket, the future is full of possibilities. We have several strategic plans mapping out priorities, programs and partnerships to help further strengthen our already solid reputation.

We are eager to continue to put our ideas into action and watch the Town evolve in the years to come. We are excited about our future because **our future is...**

Learn more about the Town's strategic plans at www.newmarket.ca

...more **JOBS** with 1,200–1,400 potential medical-related positions, 300–500 non-hospital jobs, and thousands of indirect employment opportunities in the retail, transportation and food sectors created by Southlake Regional Health Centre and through our [Economic Development Strategy](#)

...bright **GREEN** with commuting programs, energy reduction and park and trail enhancements planned within the [Strategic Priorities of Council](#)

...creating **PARTNERSHIPS** with potential connections established in Finland, with our municipal neighbours, with local businesses and with community groups through our [Economic Development Strategy](#)

...full of **GROWTH** with the development of urban centres in the Yonge and Davis corridor, Yonge Street Regional Centre and Southlake Regional Health Centre through our [Secondary Plan](#)

...better **CONNECTED** with a broadband strategy with York Region and the northern six (N6) municipalities through our [Economic Development Strategy](#)

...**REVITALIZED** with renovations to Old Town Hall in the downtown core as part of the [Cultural Master Plan and Strategic Priorities of Council](#)

...increasingly **ACTIVE** through new programs, facilities and community wellness goals through our [Recreation Master Plan](#)

...**FRESH** with a complete Town website redesign set to launch in 2013/2014 as outlined by the [Strategic Priorities of Council](#)

...**EXPANDING** through vivaNext rapidway construction projects on the Keith Bridge and other sections of Davis Drive to offer more efficient travel options

...fiscally **RESPONSIBLE** with efficient management of capital assets as mentioned in our [Strategic Plan](#) and our Asset Replacement Fund maintenance as detailed in the [Strategic Priorities of Council](#)

...**EDUCATION-BASED** as written in the [Strategic Priorities of Council and Economic Development Strategy](#), through placing our sights on securing a post-secondary education presence; benefiting from the increase of the teaching capacity at Southlake Regional Health Centre; and exploring service opportunities at the Town's Public Library over the coming years

...**ENRICHED** by renewing our historic core as a cultural centre, financing cultural development and working on a youth entrepreneurship model to create cultural industries through the [Cultural Master Plan](#)



01/

A LOT OF EXTRAORDINARY PEOPLE

Our residents

Our residents are the backbone of our Town. The people who choose to live in Newmarket, start businesses in Newmarket, start families in Newmarket, settle into retirement in Newmarket, volunteer throughout Newmarket, attend events around Newmarket, and simply love Newmarket, are the reason Newmarket is a top ten town.

That's why the Town engages the public and involves residents in important decision-making processes through surveys (transportation, website in 2013), interactive tools (budget in 2012 and 2013, social media, Twitter, YouTube), feedback forms and information booths at a number of community events. Together, residents, Council and Town employees collaborate to make Newmarket a great place to live.

Our staff

Through delivering essential services, organizing activities and events and keeping Newmarket looking its best year-round, staff work to ensure the well-being of residents and maintain our reputation as a Town *well* beyond the ordinary.

We genuinely appreciate our residents and we are grateful our residents appreciate us.



Residents enjoy a concert by singer Justin Hines at the Newmarket Jazz Festival 2013

A satisfied group of citizens

96%
of Newmarket residents are happy to live in this Town.*

80%
of citizens feel the Town communicates with them well.**

3/4
of the residents rank the Town's recreation programs and events as good to excellent.**

Simply put, our residents are pleased and proud to live in Newmarket. Here's why:

MICHAEL STOREY,
resident of Newmarket
for the past five years

"The proximity to highways 404 and 400 make getting anywhere quick and easy and our GO transit options are excellent. I have all the conveniences I could want... while still being close enough to nature that my family can grow up realizing where things really come from."

JULIE CHILDERHOSE,
resident of Newmarket
for the past eight years

"We live in Newmarket because it is an ideal city for families. We love the community feel and sense of belonging we have here. It's safe, not too big, and not too small."

MICHELE DELISI,
resident of Newmarket
for the past 27 years

"It is a great place to raise kids because there are lots of sports teams and sports venues. We don't have to travel to other towns to play sports at the highest level."

HEATHER MACDONALD,
resident of Newmarket
for the past nine years

"Downtown is easily accessible by bike and by walking and it's an attraction area with good restaurants and fun stores."

DIANNE FRAZER,
resident of Newmarket
for the past six years

"We love the events put on by the Town like Kanata, the Farmer's Market and New'bark'et. There's something to do for all people... and pets!"

THE VALUE OF VOLUNTEERISM

There are approximately 34,000 volunteers within the Town of Newmarket who give 150 hours of their time (on average) back to their community. The Town of Newmarket honoured the contributions of our volunteers in April of 2013 with a special Volunteer Evening of Distinction. Eighteen individuals and organizations were recognized for their dedication to the community.

Sources:
*2010 Town-wide Survey Results
**2011/2012 External Communications Survey results



In 2012, citizen participation in the budget process tripled after the Town launched its interactive budget tool. The innovative program allowed residents to indicate how they wanted their tax dollars invested both online and at community events where Town staff and members of Council were on hand to answer questions and walk people through the process.

MESSAGE FROM THE TREASURER

At the Town of Newmarket, **financial sustainability** continues to be our goal – to be able to pay for our services now and in the future.

Continuing on the report's theme, here are the top ten initiatives we are undertaking to continue our commitment to financial sustainability:

- 1/ Through partnerships with neighbouring municipalities, we have been able to realize significant savings in the areas of fire services, waste management, insurance costs and audit fees.
- 2/ The ongoing Service Review Programs are always looking for ways to deliver our services in the most effective and efficient ways.
- 3/ The Town has been building up contingencies such as the Winter Control Reserve, to prevent extraordinary events from adversely affecting our rates.
- 4/ Revenue diversity is being developed to reduce our dependence upon property tax revenues.
- 5/ We now have an approved Investment Policy and are developing an Investment Strategy.
- 6/ The Town's Service Pricing Policy guides the pricing of municipal services to meet cost-recovery targets, creating balance between tax support and user fees.
- 7/ In 2012, Council adopted a 6-Year Water and Wastewater Financial Plan, which moves our utilities towards being self-sustainable.
- 8/ In 2012, we contributed over \$13 million to the Asset Replacement Fund for the replacement of our infrastructure.
- 9/ The Town is developing a Capital Financing Sustainability Strategy to ensure that we will be able to meet our future infrastructure needs through a combination of reserve, debt and rate funding.

- 10/ And most important of all, we continue to increase public engagement in our budget process. Knowing the priorities of the community helps Council and staff to determine the budget priorities for the community so that we continue to deliver top-notch services to Newmarket residents.

Mike Mayes
Treasurer and Director, Financial Services

FINANCIAL HIGHLIGHTS 2012

The Town of Newmarket is taking a responsible and balanced approach to budgeting.

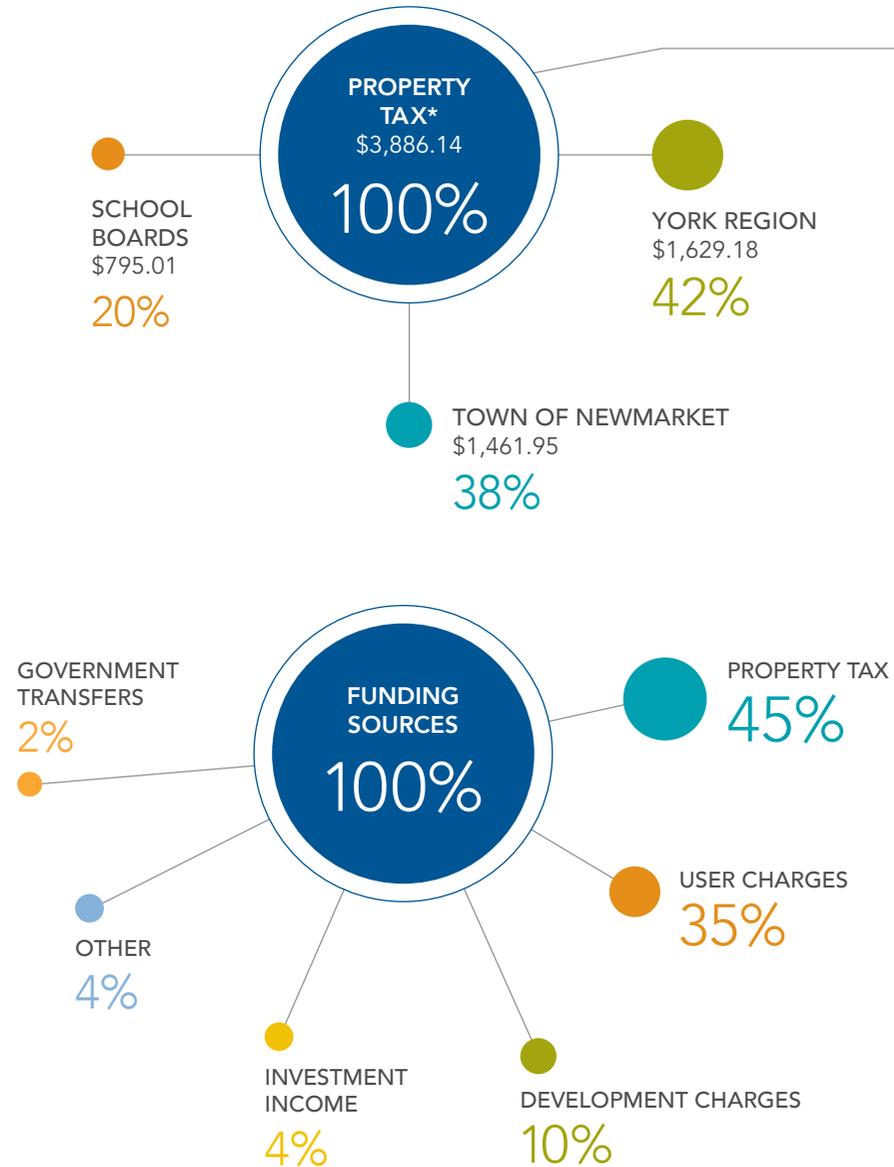
This is not just about planning for today; it is about responding to the needs of a growing community and creating a lasting legacy of financial sustainability for future generations.

WHERE DOES THE MONEY COME FROM?

The Town of Newmarket's primary funding source is property taxes, which are divided between the Town, York Region and the School Boards. Other funding sources include user charges from various recreation programs and licensing fees, funding from other levels of government, development charges and investment income.

**The Town of Newmarket is responsible for collecting property taxes on behalf of York Region and the School Boards.*

Newmarket's complete financial statements, audited by BDO Canada, are available online at www.newmarket.ca or by contacting the Finance department at 905-895-5193.



WHERE DOES THE MONEY GO?

When you stand outside your home and look around, most of what you see and a lot of what you don't see underground is the responsibility of the Town. Municipal funding supports a wide range of services – everything from fire and library services to community parks, trails and events. These services combine to make Newmarket a truly livable and lovable place to be.



Town of Newmarket annual cost per household in 2012 (Municipal portion). Based on the average home assessed at \$381,545.

**NEWMARKET BY THE
(OTHER) NUMBERS**

85,000
residents

27,000
households

**1,200 to
1,400**
potential new jobs
created by Southlake
Regional Health Centre
in the coming years

6,500
recreation programs

400
hectares of parklands

300
kilometres of water
mains maintained
by Town staff

300
special events each year

245
kilometres of
roads maintained
by Town staff

96
per cent resident
satisfaction rate

50
kilometres of trails

45
per cent of residents also
work in our community

8
rinks

4.7
per cent reduction in
electricity consumption
(double the provincial
average) during Earth
Hour 2013

1
special Town

Newmarket's
Riverwalk
Commons

