



MAYOR VAN BYNEN'S ADDRESS

CHAMBER OF COMMERCE LUNCHEON

Friday, FEBRUARY 20, 2009

Mr Chairman {Jim}, Madame President {Deborah}, Chamber Members, Guests.

As many of you know, prior to entering politics I was a proud member of the local business community.

It has long been my view that the Town of Newmarket has been well served by its business community.

Your contributions to the economic viability of our town, and your willingness to look beyond the bottom line and assist those in need through your many charitable endeavours, stand as a stellar example for municipalities throughout the Province of Ontario.

It is our goal as Newmarket's elected representatives to serve its constituents equally as well.

I am pleased to introduce my council colleagues:

Regional Councillor John Taylor
Councillor Tom Vegh – Ward 1 – not able to attend
Councillor Dave Kerwin – Ward 2
Councillor Victor Woodhouse - Ward 3
Councillor Larry Blight - Ward 4
Councillor Joe Sponga - Ward 5 – not able to attend
Councillor Dennis Ramsarran - Ward 6 – On a Conference
Councillor Chris Emanuel - Ward 7

Those of us who serve the business community and the residents of Newmarket in an elected capacity are most fortunate to be supported by an outstanding team, many of whom are here today and it is my pleasure to introduce them to you:

Bob Shelton, CAO

Bob Dixon, Commissioner of Corporate & Financial Services

Rob Prentice, Commissioner of Community Services

Chris Kallio, Economic Development Officer

Ian McDougall, Director of Recreation & Culture Services

Ron Tremblay, Director, Building and Bylaws

Rick Nethery, Director, Planning

John Molyneaux, Fire Chief, Central York Fire Services

Wanda Bennett, Manager Communications
Crystal Moss, Senior Communications Specialist (Author)
Mike Mayes, Treasurer - Assistant Director, Finance
Anita Moore, Town Clerk
Lynn Georgeff, Manager, Human Resources
Pat Noble, My Executive Assistant
Miriam Lawson, Administrative Assistant, Mayor's Office

Paul Ferguson, President & CEO Newmarket-Tay Power Ltd.
Iain Clinton, CFO Newmarket-Tay Power Distribution Ltd.
Larry Herod, Newmarket Tay Power Distribution
Tom Taylor, Director, Newmarket Tay Power Distribution

Wendy Van Straten, Chair, Newmarket Public Library Board
Linda Peppiatt, Acting CEO, Newmarket Public Library

It is my pleasure to also recognize some special guests with us here today:

Our Member of Parliament - MP Lois Brown.

Many of you may already know, but Lois was instrumental in helping us finance the renovations for the Old Town Hall.

We have been advised that the Town of Newmarket will receive \$3.4 Million under the Build Canada Fund to bring the Old Town Hall back to its glory of yester-year. Thank you Lois for your help in making this happen.

I am also pleased to see

Dan Carriere, President and CEO Southlake Regional Health Centre
Chief Armand LaBarge – York Regional Police

And I am of course proud to introduce my wife, Roxanne, who has started a full time job as a volunteer since taking early retirement as a teacher.

She volunteers with me at the INN from the Cold and... she volunteers for York Region Victims Services,

York Region Food Network CHATS, and the Canadian Cancer Society and the Persechini Easter Seal Run Walkathon, as well coordinating a youth support group called "Rainbows" at our church, for children who have lost a parent.

Roxanne also attends dozens of community events, including at least a dozen walkathons with me every year.

I like to brag about our partnerships in Newmarket...

I am grateful for this partnership... and for the hours of volunteer work Roxanne is doing for our community.

Like so many of you, we are here because of our sense of community that draws us together through a shared vision of what Newmarket is, of what it can be... and a shared commitment to work together to make Newmarket a home that many generations will be proud of.

We have a proud history, and a foundation that is grounded in a vision for the future.

The origin of this vision dates to a time when Timothy Rogers built his grist mill on the Holland River, and the Quakers settled in Newmarket as a meeting place where people could work together in building a brave new world.

That opportunity is before us once again, for those of us who dare to think about leaving a legacy that is rich in excitement, vision and challenge.

If you would just close your eyes for a minute and try to imagine the rolling hills and forests and farmlands that surrounded the original mill on the Holland River, you can begin to sense the dramatic changes Newmarket has seen in the past two centuries.

It is with that sense of change,... that sense of growth and achievement in mind that I want to talk to you today about "The New Newmarket"...

...About our transformation and how it is critical to the sustainable future we want for our families...

...About building opportunities in a world where the landscape is always changing.

... About **growing** up and **going** up

... About the impact of VivaNext

... And about building a sustainable future.

We need only to look at how the ground has shifted in the last six months to remind us of how important it is for us to adapt.

These changing times have virtually shattered the very foundations we all took for granted some 12 short months ago.

And although change is not new to us, the changes we have seen recently **have surfaced far more dramatically** than any other set back... in previous decades.

{Refer to Slide for Aerial Photograph of Newmarket # 4 }

NEWMARKET HAS BEEN GROWING UP

We have seen our population grow more than 3 times, from 26,000 to 80,000 in the past 30 years.

What's more, all of our vacant lands designated for residential housing will be fully developed in the very near future.

In short, we are running out of land

and we can no longer rely on traditional residential neighbourhoods to accommodate a population of 100,000 residents – as mandated for our growth targets under the *Places to Grow Legislation...* within the next 15 to 20 years.

Added to this challenge is the fact that Newmarket is already one of Ontario's three most densely populated municipalities.

More importantly we are experiencing significant shifts in the nature of our household units and our demographic profile.

For example, the number of people in the average household is declining as segments of our population mature.

Much of our growth will be driven by immigration as we emerge as part of a more integrated diverse global community.

In May of 2008, we received approval of our new official plan which sets the stage and framework for how our community will look and how we will manage our growth over the next 15 to 20 years...

{Refer to Slide for Official Plan Map showing Urban Centres # 5}

What is important about this plan is that we have focussed on four urban centres on our primary corridors to accommodate our growth, in order to protect our neighbourhoods.

This plan provides for vertical development (intensification) along Yonge Street and Davis Drive through:

- the Yonge Street Regional Centre
- the Yonge Davis Provincial Urban Growth Centre, and
- The Regional Healthcare Centre.

This is an important transformation that will emerge as re-development opportunities come forward over the next number of years.

Realistically, it may take as much as a decade or more depending on how the real estate market, employment market and economy stabilize.

On the positive side, our current economic condition gives us a hiatus, ...where we have an opportunity to gain a better understanding of our community expectations... and to better define our expectations for the re-development of these corridors.

This examination will be accomplished through the visioning exercise and secondary planning process that we have planned for this year.

I encourage you to participate in these sessions if you are able to.

Clearly, our priority is to be “redevelopment ready” to capture and encourage “community building” when development plans are presented for consideration.

I think our annual report captures it quite nicely, when it says, “The design principles will include for example; transit oriented development with pedestrian amenities, usable outdoor common areas, an emphasis on visual quality and aesthetics,... and a design that’s in context with the natural and built environments.”

Better yet...”It’s all about creating an even more liveable community where the buildings are bold and beautiful, the jobs are plentiful, and pedestrians a priority.

NEWMARKET IS GOING UP

What this means is intensification will replacing the big box stores and plazas with higher density buildings that may include Commercial & Retail uses in the first few floors... but will also have residential condominiums on a number of floors above that.

It means that within the next five years we will spend more time naming elevators than we will in naming streets.

NEWMAKET WILL PROBABLY BE THE FIRST MUNICIPALITY IN THE GTA TO FULLY IMPLEMENT ITS VIVANEXT NETWORK

{Refer to Slide for Viva Bus # 6}

There are a number of ways in which we will be able to accelerate this transformation.

A transformation... not just changes to our built form, but “Place Making” in the process

...and to correct the traffic congestion problems... so that people will go to Davis Drive & Yonge Street because they want to be there... not because they have to be there.

A transformation... in creating spaces to shift our job growth strategies to opportunities in the emerging knowledge based worker industries.

The VIVANext project is in my view a critical step forward into our future;... as much as it is needed for our economic survival.

It enables the intensification we need to provide places for our new residents to live and places for them to work.

It will also provide improved access to other centres in York Region as well as Toronto.

Subject to confirmation of funding from the province through Metrolinx, York Region expects to be in a position to start road construction and improvements in September of this year.

At a cost of well over \$100 Million, it is a substantial investment in our key primary traffic corridors and at the same time... it presents significant implementation challenges.

We have not and will not see an investment of this magnitude in our community for generations...

...and we simply cannot afford to permit this project to slip away... through indecisiveness, apprehension or a lack of resolve to see it through.

I believe your Council and this Chamber have a good understanding of the important role VIVANext will play in the long term sustainability of our community...

...and I appreciate your assistance in offering to help us work our way through the project.

It is this kind of shared vision and commitment for our future that will see us emerge as a stronger community.

This slide offers a brief glimpse of what is possible through transit oriented development enabled by the BRT advantages offered by VIVANext.

{Refer to Slide for VivaNext transition # 7}

It is also a “must do” project that will set the foundation for the kind of community we want to leave for the generations that follow.

This creation of a vibrant mixed use corridor with varied and pedestrian oriented streetscapes will serve to decrease the dependence on private automobiles.

It will facilitate the vision being articulated by our Economic Development Strategy by moving toward a CReative, INnovative Knowledge-based (or CRINK) economy.

This strategy includes economic diversification, lessening our dependence on manufacturing and encouraging partnerships with the healthcare sector.

NEWMARKET IS BUILDING A FOUNDATION FOR A SUSTAINABLE FUTURE

First lets review briefly our Budget Highlights

{Refer to Slide for 5 Year Trend #8 The data showing 6.56% }

In 2007, we developed and adopted a plan that will, by the end of five years,... bring taxes in line with the rate of inflation for the various major components of the budget...
...and ensure that our asset replacement funding is adequate *without* compromising our service levels.

We did this with a vision for the future;... so that our community would, as much as possible,... be less susceptible to dramatic swings in the tax rate.

The Lewis Drive flood mitigation project is an excellent example of what we are trying to accomplish.

The total cost of the storm water management improvements cost the municipality about \$4 million...

...but because of the way we have been providing for asset replacement, this project did not impact your tax rates, either during the construction period or in the following years.

Not unlike your business, it has been a challenging year for us; **in our preliminary draft budget...**

... revenues are down by \$758,000, mostly in bank interest earned, planning fees, and sports facilities fees.

In fact, a ½ point rate reduction in the prime rate has a revenue impact of .29% on our tax rate.

... and our operating costs are up \$600,000, mostly in solid waste management and fuel & utilities costs, while wages and benefits have been contained to 1.68% in an environment whereas 3% is seen with our counterparts in the region and the GTA.

{ Refer to Slide for Summary for Preliminary Draft 2009 Operating Budget # 9 }

If we include enhancements which account for about .52% of the increase shown, ...we would have a 4.31% increase in property taxes **if the budget goes forward on the basis presented in our preliminary draft operating budget.**

But we still have a lot more work ahead of us, including extensive public consultation before we settle on the final budget.

{ Refer to Slide for Summary for Preliminary Draft 2009 Operating Budget # 10 }

Nevertheless, we are still within the projected range of 4.83% projected in the 5 year plan.

{ Refer to Slide for Summary for Preliminary Draft 2009 Operating Budget # 11 }

And our overall combined rate would be 2.41% when you include the Region and School Board.

{ Refer to Slide for Summary for Preliminary Draft 2009 Operating Budget # 12 }

As we go forward our key priorities continue to be:

1. To maintain and optimize our existing assets
2. To strive to maintain the same level of service;
3. To prioritize capital projects that contribute to long-term efficiency and effectiveness;
4. To endeavour to invest in areas that contribute to the long-term sustainability of our municipality.

THERE IS A SECOND PART TO BUILDING A FOUNDATION FOR A SUSTAINABLE FUTURE

It rests in a sustainable, Pro-active, Economic Development Plan

{Refer to Slide for NEDAC Members 13 & 14}

Our community partnership to develop our first economic development plan through the Economic Development Advisory Committee has made some tremendous strides in bringing forward our very first Economic Strategy that focuses on:

- Building on our position as a regional centre
- Leveraging our existing economic base and diversity
- Balancing development on the triple bottom line
 - Economic Social Environmental
- Maximizing land and infrastructure resources
- Increasing industrial, commercial and institutional assessment & balanced employment. (Home grown jobs)

{Refer to Slide for NEDAC Members 15}

It has enabled us to prioritize:

- Healthcare
- Knowledge – including post secondary education
- Newmarket as a regional centre
- Advanced manufacturing (Services)
- Arts and Culture

As targeted growth sectors that offer sustainable long-term growth opportunities... in areas where we clearly have a competitive advantage.

While I would enjoy covering each of these priorities and our many achievements in detail,... I respect and am mindful of your time... and so I will encourage you visit our web site for a more thorough presentation of our Economic Development plan.

I would also encourage you to review our year end report entitled, “The New Newmarket,” for which I congratulate staff for their excellent production for the third consecutive year.

Before closing, I do want to touch on an opportunity that is timely, significant and has had the benefit of your support.

Firstly, I’m delighted to see the progress in construction of the Regional Cancer Centre at the Southlake Regional Health Centre.

Again, I have to say... we just don’t brag enough... about our hospital ... a world class facility that saves lives daily.

But let me say also ... that it is critical to the life of our community..., not just in the care they provide... but also in number of home grown careers the hospital has created.

{Refer to Slide for SLRHC Campus #16}

Clearly the presence of Southlake reinforces Newmarket’s role as the Heart of York Region.

We have a close working partnership with our hospital and our Official Plan provides for a very significant expansion to the "**Hospital Campus**," so that we can attract the many opportunities our hospital provides.

But let's stay with the word "campus" for a minute...

As I said earlier, in the last 30 years, Newmarket has grown up,.... but it pales in comparison to the way I have seen our Hospital grow,... from York County Hospital to the world class facility we now know as the Southlake Regional Health Centre... and all too often we take it for granted because we can drive by it a number of times every day.

I believe that the "New Newmarket" needs a teaching hospital, with a medical university campus where we teach and grow doctors, nurses, technicians and allied healthcare workers.

Can you imagine **what that would do** for our community?

Can you imagine **how it would change** our community?

How it would make people turn to Newmarket again,... as the Heart of York Region,... as a centre of excellence, Where new advances in research and technology are changing lives,...

... Where medical breakthroughs are announced on the national media as... "Coming from Newmarket".

If nothing else this afternoon, please take a few minutes to **imagine what is possible if we work together**.

That is what Timothy Rogers dared to do... when he built his grist mill...

... That opportunity is before us once again,... for those who dare to think about leaving a legacy that is rich in excitement, vision and challenge.

Imagine your legacy... the "New Newmarket".

THANK YOU!