



Town of Newmarket
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Marketing the Corridors: Update on Implementation and Media Coverage

Report Number: # 2019 - 01

Department(s): Community Services – Economic Development
Office of the CAO- Corporate Communications

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In accordance with the Procedure By-law, any member of Council may make a request to the Town Clerk that this Report be placed on an upcoming Committee of the Whole agenda for discussion.

Purpose

The purpose of this report is to inform Council of the most recent status of the Marketing the Corridors campaign, with a focus on the media coverage received in 2018.

Background

In 2014, the Town of Newmarket completed a detailed Secondary Plan for the Yonge Street and Davis Drive corridors and sets out intensification targets for the next 30 years. The Secondary Plan laid the framework for redevelopment along the corridors, however accelerating these development goals requires an extensive targeted marketing and communications strategy. To this end, the Town engaged GCI Group to conduct research and provide recommendations for a marketing campaign. Through this process three key target groups were identified:

1. Developers and ICI Realtors
2. Knowledge Based Business and Employees

3. Current & Future Residents/Partners/Families

In February of 2017, Council approved the implementation phase of the marketing campaign which officially went to market in March of 2018. GCI Canada continues to be the consultant for this project and provides leadership in the area of Media Relations.

Discussion

The implementation of the Marketing the Corridors plan includes social media, event marketing kits, a blog website (www.whereworkmeetsplay.com) and a concerted media relations effort. In 2018 the Town of Newmarket was covered extensively in the media including in the Toronto Sun and Foodism Toronto as well as on TV news programs such as Breakfast Television and CityPulse Toronto. As a result, the campaign garnered 60 individual stories on five main topics and received 14.4 million impressions as calculated using Media Ratings Point (MRP). MRP is the industry standard for earned media measurement and evaluation in Canada. Impressions are measured based on industry accepted standards of views per piece. These impressions serve as the first point of contact with our audience. The blog, social media posts and event marketing kits all continue this engagement process with our key audiences.

The stories that received significant media attention in 2018, thanks to the Marketing the Corridors campaign were:

- the Envi Network Launch (online new sites and technology blogs)
- Main Street Food Tour (Foodism Toronto), Leah Denbok Exhibit at Old Town Hall (significant television exposure including Breakfast Television Toronto and CP24 live interviews)
- King George Loft Conversion (Toronto Sun print and digital)
- and the Ice Lounge Event Listings (online).

In 2019, the Economic Development office will continue to engage Toronto and GTA media outlets via GCI Canada. A strong focus will be placed on encouraging development along Davis Drive and Yonge Street as well as tapping into key influencers in York Region to support the overall goals of this campaign.

Human Resource Considerations

There are no additional human resource requirements required.

Budget Impact

Marketing the Corridors: Implementation and Media Coverage

There are no additional budget impacts. The Marketing the Corridors Campaign is funded through the Economic Development reserve.

Attachments

None.

Contact


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Approval



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 on behalf of Wanda Bennett

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