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March 24, 2013

**COMMUNITY SERVICES - ECONOMIC DEVELOPMENT AND RECREATION & CULTURE  
INFORMATION REPORT # 2014 - 09**

**TO:** Members of Council

**COPY:** Bob Shelton, CAO  
Ian McDougall, Commissioner of Community Services  
Anita Moore, Commissioner of Corporate Services  
Rob Prentice, Commissioner of Development and Infrastructure Services  
Members of OLT

**SUBJECT:** Savour Downtown 2014 – Heritage Walking Restaurant Tour

**ORIGIN:** Economic Development and Recreation & Culture

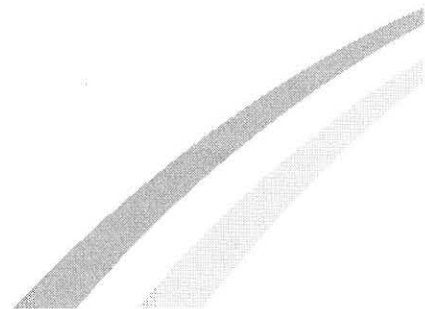
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**Background**

In August, 2012 the Town of Newmarket applied for and received a Creative Communities Prosperity Fund Grant from the Province of Ontario. The joint submission by the Town's departments of Economic Development and Recreation & Culture under the Community Services Commission was initiated through the Commission's ongoing commitment to integrate culture into local planning and decision making; in recognition of the importance of generating new opportunities for economic growth while strengthening the cultural and economic vitality of our downtown and community.

A portion of grant provides funds to engage a consultant to assist in creating an economic development plan which will contain a multi-year implementation strategy, deliverables, and associated action plans.

The grant also provides for additional marketing, promotion, and implementation of arts and culture initiatives that advance economic development and the Town's Cultural Master Plan.



## **COMMENTS**

On February 22, 2014, sixty people participated in Savour Downtown, a new cultural, heritage, and culinary experience unique to Newmarket.

Acting as tour guides, members of the Architectural, Recreation, Culture and Heritage (ARCH) Committee and Friends of the Museum walked groups through Main Street while providing information on the history, surrounding architecture and little known facts about the Town. As the tour progressed, the groups enjoyed entertainment and locally sourced food prepared as part of custom menus designed for the special event at five downtown restaurants.

Savour Downtown showcased Newmarket's dynamic history, as well as the many innovative shops and restaurants available in the downtown core. The experience paid tribute to local talent and spoke to the amazing things Newmarket has to offer to residents and visitors alike. The very special event could not have occurred without the collaboration of local groups and organizations which pulled together to create a unique cultural experience. The sponsors, volunteers, and hometown businesses provided a dazzling glimpse into Newmarket's vibrant arts, culture, and commercial scenes.

Savour Downtown achieved its goal by providing the participants a real "taste" and the opportunity to *savour* Downtown Newmarket.

As it is intended that all actionable initiatives become self-sustaining, Savour Downtown is one of the planned initiatives under the Downtown Action Plan and, with the success of its inaugural event, sure to become a regular event on the calendar.

Possible future deliveries of Savour Downtown will evolve with changes in theme and execution and may include event based activity, with a continued tie to locally grown food, the Newmarket Farmers Market and local Main Street businesses.

## **BUSINESS PLAN AND STRATEGIC PLAN LINKAGES**

### Well Balanced

- Encouraging a sense of community through an appropriate mix of land uses and amenities
- Striving for cultural harmony and ethnic diversity
- Arts, culture, entertainment and heritage preservation
- Events that help shape identity and contribute to community spirit

### Well-equipped & Managed

- Clear vision of the future and aligned corporate/business plans
- Small town feel with city amenities

#### Well Planned & Connected

- Long term strategy matched with a short term action plan
- Revitalization of neighbourhoods starting with the downtown area
- Improved interconnectivity and interaction between neighbours and neighbourhoods

#### Well-respected

- Being a champion for co-operation and collaboration
- Being tradition based and forward-looking

### **CONSULTATION**

Savour Downtown was executed by an ad hoc committee which included volunteers and staff support. The members of the committee gave generously of their time and resources in recruiting sponsors, donors, participating restaurants, volunteer tour guides, entertainers, tour sites, Main Street merchants while working out all the other logistics and activities. The Committee also engaged a wide range of community groups to provide invaluable participation.

Committee Members: Nancy Barnard, Josh Gottlieb, Amber Harrison, Athol Hart, Janis Luttrell, Jackie Playter, Liz Robinson, Janet Walker

### **COLLABORATION**

The delivery of Savour Downtown was especially successful due to the level of co-operation and support from various Town departments including Communications, IT, Recreation and Culture, Customer Service and Economic Development working in collaboration with ARCH, the Elman Campbell Museum, Main Street BIA and other external groups.

### **HUMAN RESOURCE CONSIDERATIONS**

It is intended that possible future deliveries of Savour Downtown be led by the ongoing team of volunteers with continued assistance from Recreation & Culture staff.

### **BUDGET IMPACT**

#### **OPERATING BUDGET**

Funding for this year's event was provided by the Creative Communities Prosperity Fund and through the substantial contributions of goods and services in kind from various merchants and sponsors. Funding sources for possible future events would be sought through possible grants and/or operating budget lines for time and materials provided to the project by Town staff with the expectation that such initiatives become self-sustaining. The event did raise some seed money for a next delivery.

#### **CAPITAL BUDGET**

The capital budget is not involved.

## CONTACT

For more information on this report, please contact Janis Luttrell, Recreation Programmer, Arts and Culture at [jluttrell@newmarket.ca](mailto:jluttrell@newmarket.ca) or extension 2715; or Becky Bell, Manager of Culture & Special Events Services, Recreation and Culture at [bbell@newmarket.ca](mailto:bbell@newmarket.ca) or extension 2602.



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Becky Bell, Manager, Culture & Special Events Services  
Recreation & Culture



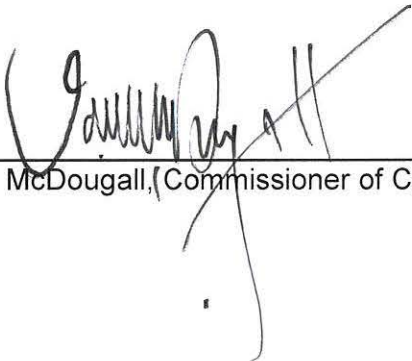
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Colin Service, Director, Recreation & Culture



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Chris Kallio, Economic Development Officer



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Ian McDougall, Commissioner of Community Services

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