



Town of Newmarket
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Marketing Newmarket's Urban Corridors Campaign Implementation: Information Report

Report Number: # 2018 – 05

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

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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 update Council and provide further details on the implementation of the Community Investment Brand/Marketing and Communications Strategy for Newmarket's urban corridors.

Background

Economic development/jobs is a key area of focus for the Town of Newmarket as one of the strategic priorities of Council. In 2016, the Newmarket Economic Development Advisory Committee (NEDAC) together with town staff developed a new economic development strategy to lead Newmarket into 2020. The main pillars of this strategy were collaboration, innovation and urbanization.

Newmarket is one of Canada's most densely populated communities. Reflecting Newmarket's designation as an Urban Growth Centre under the Province's Places to Grow Act, the Town has intensification targets of 33,000 residents and 32,000 jobs within the town's urban centres over the next 40 years. In order to meet identified growth targets and fulfill the vision outlined in the Secondary Plan, the Town seeks to accelerate timelines for mid-to-high rise developments in the urban corridors, including multi-story residential and mixed-use developments.

Following the adoption of the Economic Development Strategy and with the support of Council, the Town issued a Request for Proposal in 2016 for the creation of a detailed marketing strategy to attract further development in Newmarket's urban centres. After a successful RFP process, the Town began working with GCI Group and Forge Media. Extensive research and consultation was conducted, and in 2017 the Community Investment Brand/Marketing Communications Strategy was created. Over the past year and a half, significant planning and work has been accomplished on both the strategy and tactics. The Town is now ready to implement this innovative marketing campaign.

Discussion

The campaign has a fresh and modern look and feel. It utilizes real people and real places in the community to capture the authenticity of Newmarket and plays on Newmarket's history and heritage as a 'meeting place'.



The implementation of this campaign will be phased over three years, beginning in February, 2018.

Campaign brand strategy

This plan has been developed to:

- Connect the target audiences with the Town's overall objective - to showcase Newmarket as the next major 'hot spot' in the GTHA for commerce, culture and community.
- Achieve sustainable interest in the Davis Drive and Yonge Street corridors.

Target audiences

- Developers and ICI realtors
- Knowledge-based businesses and employees*
- Partners and families*

*with a focus on the millennial demographic

Campaign objectives

Based on the goal of accelerating investment and development along the Yonge Street and Davis Drive Corridors, three primary objectives have been identified:

- 1) **Establish** Newmarket as a preferred market within the GTHA for intensification investment
- 2) **Brand** Newmarket at the local and regional levels as a leader in creative urban, suburban designs
- 3) **Engage** key stakeholders who share the Town's vision for growth along the urban corridors with compelling messaging to attract investment in the Town of Newmarket

Communications tools and tactics

Some of the communications tools and tactics that will be utilized in phase one of this campaign include targeted media relations, social media, event kits (including various promotional materials), an economic development focused blog and advertisements.

Measurement

Specific measurements/goals are in place based on the tools and tactics to measure the success of the campaign and ensure that the objectives are being met.

Business Plan and Strategic Plan Linkages

This campaign is consistent with Newmarket's vision to be well beyond the ordinary and demonstrates the Town's core values, including courage, creativity and excellence.

Consultation

Extensive consultation was undertaken throughout the creation of this campaign, including Newmarket's first Economic Development Congress. Through the Economic Development Congress, the Town engaged current and future developers, local business owners, employees, staff and residents. In addition, a joint workshop with Council and NEDAC also provided valuable insights that helped to shape the development of the campaign materials.

Key internal and external stakeholders (including representatives from the Newmarket Chamber of Commerce, the local business community and Southlake Regional Health Centre) were part of a steering committee that helped in the creation of the campaign. The Newmarket Economic Development Advisory Committee also played an active role.

The public campaign will launch in conjunction with the upcoming Community Open House on February 27, 2018.

Human Resource Considerations

There are no additional human resource requirements required as the campaign will be implemented through existing staff resources in collaboration with GCI Group and Forge Media.

Budget Impact

This campaign design and implementation plan is within the Council approved budget amounts for this initiative. The funding source for the initiative is through the Economic Development reserve account.

Attachments

None

Contact

For further information on the Marketing the Corridors campaign please contact Elizabeth Bryan, Business Development Specialist at ebryan@newmarket.ca, ext. 2602 or Amber Chard, Senior Communications Officer at achard@newmarket.ca ext. 2046.

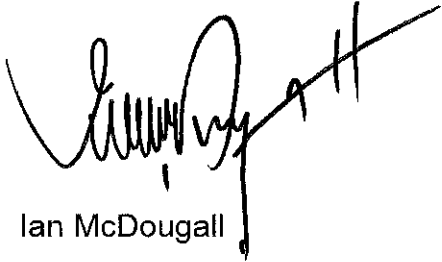
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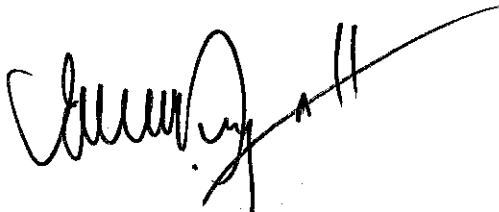
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