



COMMUNITY SERVICES – Economic Development
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April 25, 2014

**COMMUNITY SERVICES REPORT – ECONOMIC DEVELOPMENT
INFORMATION REPORT # 2014-15**

TO: Members of Council

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

SUBJECT: Post-Secondary Education Attraction Update

ORIGIN: Community Services – Economic Development

COMMENTS

The purpose of this report is to provide a summary of the Council and staff post-secondary activities over the past several years that led up to the formal presentation to representatives of York University and Seneca College on April 17, 2014.

Processes and Key Dates:

- May 2007: NEDAC's first meeting held after Council approval of Terms of Reference;
 - April 2008: Council endorses economic development goals, guiding principles, and preparation of an Economic Development strategy focused on Health, Knowledge, Advanced Manufacturing, Newmarket as a Regional centre, and Arts and Culture;
 - September 2009: Health Services Commission established to promote inter-professional medical education centre based at Southlake;
 - November 2009: As an outgrowth of SDI, concept of Newmarket as an "Intelligent Community" introduced;
 - December 2009: Health Sector Economic Development Analysis and Implementation Strategy released;
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- March, 2010: Adoption of the Economic Development Implementation Plan targeting approved focus sectors;
- February 2011: Initial meeting held with a prominent college regarding a Newmarket Health Sciences campus;
- February 2012: MOU between Southlake and Centennial College confirmed;
- September 2012: Council endorses three strategic focus areas recommended by NEDAC, including:
 - Furthering Newmarket as an Intelligent Community, including a strategy for broadband deployment;
 - Facilitating Yonge Street/Davis Drive corridor redevelopment through policy development and marketing initiatives;
 - Positioning Newmarket for post-secondary development.
- February 2013: Action item out of the Economic Development mission to Finland was the establishment of CreateIT Now at Southlake, a business accelerator focused on medical innovation;
- March 2013: York Region Economic Action Plan final version released, with a stated goal of attaining a greater post-secondary and research presence in the Region;
- March 2013: York Region releases “Post-Secondary Investment Strategy for the Regional Municipality of York”;
- June 2013: After two years of discussions and negotiations with a prominent college, an MOU was signed with a prominent college to investigate a satellite campus in Newmarket;
- October 2013: After Council endorsement of project scope and with funding from existing budgets, the first meeting of the Newmarket Post-Secondary Community Collaborative Working Group (CCWG) is held, with a mandate to investigate and pursue post-secondary options for the community;
- November 2013: The aforementioned prominent college advises the Town it is now re-prioritizing funding resources to its proposed Downsview campus based on a favourable senior government funding commitment, and that a Newmarket campus was not a priority at this time. The MOU did not preclude either party from pursuing other post-secondary opportunities;

- December 2013: The Government of Ontario announces a policy framework for new post-secondary institutions in the province;
- March 11, 2014: The President of York University formally advises the Regional Chair of the institution's intent to submit a proposal for university expansion, in partnership with Seneca College, to the Provincial government;
- March 25, 2014: After preliminary discussions with Aurora staff in the preceding month, including lands bordering both communities, members of the Aurora post-secondary investment attraction committee join the March meeting of the Newmarket Post-Secondary CCWG, to pursue a joint proposal to York University;
- March 27, 2014: Provincial government formally issues a call for expansion proposals from universities. Titled the "Major Capacity Expansion Policy Framework", it outlines detailed guidelines/timelines for universities/colleges to submit proposals to the Province;
- March 31, 2014: Staff received a letter from the President of York University outlining its specific framework and evaluation methodology for the presentations scheduled to occur on April 17, 2014. The letter invited all York Region municipalities to formally express their interest in presenting to senior representatives from York University and Seneca College;
- April, 2014: Confirmation with King Township about supporting the Newmarket Aurora site/proposal that included the Mayor of King Township attending the presentation on April 17 in support of the Aurora/Newmarket proposal;
- April 17, 2014: Thirteen days following the release of the evaluation principles, substantial joint effort from political, community leaders, Southlake Regional Health Centre and staff from both Aurora and Newmarket resulted in a very professional, formal presentation. The presentation consisted of live speeches and a 15 minute presentation video specifically constructed to speak to the York U identified 10 evaluation principles as outlined in the March 31, 2014 letter. The presentation will be posted on the Town website so it can be viewed by the public;
- April 25: York University/Seneca College announced that the three municipalities advancing to phase II of the process was going to be Markham, Richmond Hill, and Vaughan;
- April 25: Joint media release from Aurora and Newmarket congratulating the three communities advancing to the next phase was issued.

BUSINESS PLAN AND STRATEGIC PLAN LINKAGES

This report is consistent with Council's 2012 - 2014 Strategic Priorities under the Focus Area of Economic Sustainability that indicates a corporate action to, "Support establishment of a Post – secondary education facility"

Living Well

- Health education, wellness services and state of the art medical facilities
- Traffic and growth management strategies

Well Balanced

- Meeting the needs of all life-cycle stages
- Increased accessibility for persons with disabilities
- Educational, hotel, and meeting/conference facilities

Well Equipped and Managed

- Ideal mix of residential, commercial, institutional and industrial land use
- Small town feel with city amenities
- Appropriate mix of jobs to population to industry

Well Planned and Connected

- Long-term strategy matched with a short term action plan
- Varied transit options
- Walking and biking trails, paths and lanes
- Transportation linkages that define our location as a gateway to Toronto, cottage country and regional destinations
- Telecommunications infrastructure and policies for an increasingly wired world

Well Respected

- Being well thought of and valued for our judgment and insights
- Establishing effective working relationships and joint planning initiatives with municipal neighbours
- Being an influential contributor to regional and provincial affairs
- Discovering innovative and creative solutions for future well-being
- Being a champion for cooperation and collaboration
- Being tradition based and forward looking

York Region: Vision 2051 establishes a blueprint for the future of the Regional Municipality of York and outlines the steps to collectively achieve the vision.

The York Region Economic Development Action Plan Transformational Goal #1 is to *Develop a Greater Post – Secondary and Research Presence.*

CONSULTATION

Ongoing discussion with NEDAC, Aurora, East Gwillimbury, King Township, Seneca College, York Region, Post-Secondary Collaborative Work Group (PSCWG), and property owner.

HUMAN RESOURCE CONSIDERATIONS

Work to date was done with existing staff resources as part of their scope of responsibilities along with some consultative resources specializing in post-secondary education research and attraction strategies under existing project scope within already approved budget. Cost share of the April 17th presentation preparation costs was agreed to with Aurora.

BUDGET IMPACT

Operating and Capital Budget (Current and Future)

Consulting and preparation of the April 17th presentation was covered through existing budgets.

CONTACT

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