



COMMUNITY SERVICES
Town of Newmarket www.newmarket.ca
395 Mulock Drive
P.O. Box 328, STN Main T: 905 895.5193
Newmarket, ON L3Y 4X7 F: 905 953 5113

August 21, 2015

**COMMUNITY SERVICES – ECONOMIC DEVELOPMENT
UPDATE INFORMATION REPORT # 2015-25**

TO: Members of Council

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

SUBJECT: Economic Development Update

ORIGIN: Community Services – Economic Development

In accordance with the Procedure By-law, any Member of Council may request this Information Report be placed on an upcoming Committee of the Whole agenda for discussion.

COMMENTS

Economic Development updates are intended to brief Council on specific initiatives occurring in the community, ongoing work plans of the department and expand on associated linkages with strategic directions of Council. In addition to regular, ongoing meetings with the Newmarket Economic Development Advisory Committee (NEDAC) and soon to be launched Economic Development Congress(es), staff also meet quarterly with the Mayor and Regional Councillor to discuss economic development initiatives. This Information Report integrates the latest version of the Council Strategic Priorities currently under review as a reporting framework.

Council Strategic Priority: Economic Development / Jobs

Implementing affordable broadband in Newmarket

- Staff negotiations are ongoing with a potential service provider related to the identified Phase I ultra-high speed broadband project; detailed update to Council to follow in late Q3 or early Q4;
- Internal discussions are occurring to look at inclusion of dark fibre broadband conduit in town and region capital projects. Current considerations include mapping, costing and funding source(s).

Reviewing and prioritizing our Economic Development Strategy

- NEDAC to be confirmed through the Appointment Committee and Council in Q3;

- Initial NEDAC meeting targeted for October;
- Initial projected milestones: Review and 'Refresh' of the Economic Development Strategy; Review and Confirmation of Results Based Accountability Framework (performance measures); review of the pending new provincial model related to the re-organization of the Greater Toronto Marketing Alliance; Ongoing review/tweaking of the new Town ED website.

Revitalizing our Community Centre Lands and addressing downtown parking needs

- Ongoing meetings at the staff and Task Force regarding re-development of Community Centre Lands;
- BIA feedback re: additional parking potential for seasonal lot adjacent to Timothy – joint report coming to August 31, 2015 COW.

Creating a strategy for vibrant and livable corridors along Davis Drive and Yonge Street

- In follow up to Council direction regarding the marketing of the Davis Drive and Yonge Street corridors a cross commission/department facilitated session has occurred; a summary work plan/scope is being developed to result in a report recommending next steps coming to Council in early Q4 2015.

Supporting innovative projects and partnerships with various sectors

- Official launches in October/November (more details and invites to follow): ORION POP at Southlake; Official Opening of Create IT now at Southlake.
- Ongoing liaison with the community based Innovation Team, foreign investment opportunities (Finland and Holland in particular), the BIA, NDDS and local businesses.

BUSINESS PLAN AND STRATEGIC PLAN LINKAGES

Living Well

- Health education, wellness services and state-of-the-art medical facilities

Well Equipped and Managed

- Leadership excellence and leading – edge management
- Clear vision of the future and aligned corporate/business plans
- Appropriate mix of jobs to population and people to industry

Well Respected

- Being well thought of and valued for our judgement and insight
- Discovering innovative and creative solutions for future well-being
- Being a champion for co-operation and collaboration

BUDGET IMPACT

The Economic Development annual operating budget supports the above stated updates.

CONTACT

For more information on this report, please contact Ian McDougall, Commissioner of Community Services at imcdougall@newmarket.ca or at extension 2441 or Chris Kallio, Economic Development Officer at ckallio@newmarket.ca or at extension 2442.



Chris Kallio, Economic Development Officer



Ian McDougall, Commissioner of Community Services