



Town of Newmarket Council Information Package

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Date: February 2, 2024

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Information Reports

- INFO-2024-01: Catch and Release Fishing in Fairy Lake Pilot Program

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Please see the resolutions below passed by Gore Bay Council on January 8th, 2024.

15692

Moved by Dan Osborne

Seconded by Aaron Wright

WHEREAS, our municipality does not currently exclusively operate a cemetery, but does so in partnership with our neighboring municipality Gordon Barrie Island; AND WHEREAS, a letter has been received containing recommendations for support by Ontario municipalities; AND WHEREAS Gore Bay Council acknowledges the operation of a cemetery poses additional burdens; THEREFORE BE IT RESOLVED THAT Gore Bay supports the recommendations outlined in the received letter from Clearview Township pertaining to the operation of a cemetery in a municipality's jurisdiction and this resolution be circulated to Todd McCarthy, Ministry of Public and Business Service Delivery, Jim Cassimatis, BAO Interim CEO/Registrar, MPP Mike Mantha and all Ontario municipalities.

Carried

Stasia Carr

Clerk

Town of Gore Bay

15 Water Street

Gore Bay, Ontario

P0P 1H0

(705)282-2420 x.2

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**THE CORPORATION OF THE CITY OF SARNIA
City Clerk's Department**

255 Christina Street N. PO Box 3018
Sarnia ON Canada N7T 7N2
519-332-0330 (phone) 519-332-3995 (fax)
519-332-2664 (TTY)
www.sarnia.ca clerks@sarnia.ca

January 19, 2024

The Right Honourable Justin Trudeau
Prime Minister of Canada
80 Wellington Street
Ottawa, ON K1A 0A2
Justin.trudeau@parl.gc.ca

Dear Prime Minister:

Re: Carbon Tax

At its meeting held on January 15, 2024, Sarnia City Council adopted the following resolution:

Whereas the federal government recently increased the carbon tax in April 2023 and will almost triple it by 2030; and

Whereas the Parliamentary Budget officer has admitted that when fiscal and economic impacts of the federal fuel charge are considered that the vast majority of households will see a staggering loss; and

Whereas this tax flows through from producers to transporters to the grocery store floor for our citizens; and

Whereas this tax does very little to reduce pollution and emissions; and

Whereas two thirds of Canadians are approximately \$200 away or less from not being able to pay all their bills at the end of the month; and

Therefore, be it resolved that Sarnia City Council write a Letter to the Federal government (and copied to other Municipalities for their consideration) strongly urging them to cancel the carbon tax which is financially hurting our citizens at a time

when affordability concerns are at an all-time high to ease the financial and inflationary pressure on our Citizens.

Your consideration of this request is respectfully requested.

Yours Sincerely,

A handwritten signature in cursive script, appearing to read 'Amy Burkhart', written in black ink.

Amy Burkhart
City Clerk

cc: All Ontario Municipalities



January 22, 2024

Cheryl Gallant
House of Commons
Ottawa, ON K0J 1H0

Sent via email: cheryl.gallant@parl.gc.ca

Re: Support of Bill C-310 and Amendments to Subsections 118.06 (2) & 118.07 (2) of the *Income Tax Act* (Tax Credit for Volunteer Firefighters)

Dear Ms. Gallant,

Please be advised that at the Regular Council Meeting on January 18th 2024, the Township of Greater Madawaska Council passed the following resolution, supporting the attached resolution from the Municipality of Wawa regarding Support of Bill C-310 and Amendments to Subsections 118.06 (2) & 118.07 (2) of the *Income Tax Act* (Tax Credit for Volunteer Firefighters).

Resolution #9-24

Moved by Councillor Thomson

Seconded by Councillor Levesque

That Council support Municipality of Wawa's Resolution #RC23265 in support of Bill C-310 and Amendments to Subsections 118.06 (2) and 118.07 (2) of the Income Tax Act (Tax Credit for Volunteer Firefighters); and That Council direct staff to share a copy of this resolution with the Association of Fire Chiefs of Ontario, Association of Municipalities of Ontario, all Ontario Municipalities, and Renfrew-Nipissing-Pembroke MP
Carried.

If you have any questions regarding the above motion, please do not hesitate to contact me by phone or email.

Sincerely,

Robin Emon, Clerk

613-752-2229

clerk@greatermadawaska.com

cc: Sent via e-mail

Association of Fire Chiefs of Ontario – info@oafc.on.ca

The Association of Ontario Municipalities (AMO) – resolutions@amo.on.ca

All Ontario Municipalities



Council Resolution Form

Date: 18 Jan 2024 No: Resolution No.9-24
 Moved By: Councillor Thomson Disposition: CARRIED.
Seconded by Councillor Levesque
 Item No: 10.1

Description: Volunteer Firefighter Tax Credits - Council Resolution Municipality of Wawa

RESOLUTION:

That Council support Municipality of Wawa's Resolution #RC23265 in support of Bill C-310 and Amendments to Subsections 118.06 (2) and 118.07 (2) of the *Income Tax Act* (Tax Credit for Volunteer Firefighters); and

That Council direct staff to share a copy of this resolution with the Association of Fire Chiefs of Ontario, Association of Municipalities of Ontario, all Ontario Municipalities, and Renfrew-Nipissing-Pembroke MP.

Recorded Vote Requested by:

	Yea	Nay
J. Levesque	_____	_____
T. Popkie	_____	_____
L. Thomson	_____	_____
R. Tripp	_____	_____
R. Weir	_____	_____

MAYOR

Declaration of Pecuniary Interest:

.....
 Disclosed his/her/their interest(s), vacated he/her/their seat(s), abstained from discussion and did not vote



The Corporation of the Municipality of Wawa

REGULAR COUNCIL MEETING

RESOLUTION

Tuesday, November 7, 2023

Resolution # RC23265	Meeting Order: 10
Moved by: <i>Cathy Fannon</i>	Seconded by: <i>J. Mal</i>

WHEREAS Canada has 90,000 volunteer firefighters who provide fire and all hazard emergency services to their communities; in addition, approximately 8,000 essential search and rescue volunteers respond to thousands of incidents every year; and

WHEREAS many of these individuals receive some form of pay on call, an honorarium, or are given some funding to cover expenses, but they do not draw a living wage from firefighting; and;

WHEREAS without volunteer firefighters and search and rescue volunteers, thousands of communities in Canada would have no fire and emergency response coverage; and;

WHEREAS in 2013, the federal government initiated a tax credit recognizing these individuals, and calling on the federal government to increase this tax credit from \$3,000 to \$10,000; and;

WHEREAS volunteer firefighters account for 71% of Canada's total firefighting essential first responders;

- The tax code of Canada currently allows volunteer firefighters and search and rescue volunteers to claim a \$3,000 tax credit if 200 hours of volunteer services were completed in a calendar year;
- This works out to a mere \$450 per year, which we allow these essential volunteers to keep of their own income from their regular jobs, \$2.25 an hour;
- If they volunteer more than 200 hours, which many do, this tax credit becomes even less;
- These essential volunteers not only put their lives on the line and give their time, training and efforts to Canadians, but they also allow cities and municipalities to keep property taxes lower than if paid services were required;

p.2...



The Corporation of the Municipality of Wawa

REGULAR COUNCIL MEETING

RESOLUTION

- It would also help retain these volunteers in a time when volunteerism is decreasing.

THEREFORE BE IT RESOLVED THAT the Council of the Corporation of the Municipality of Wawa call upon the Government of Canada to support Bill C-310 and enact amendments to subsections 118.06 (2) and 118.07 (2) of the Income Tax Act in order to increase the amount of the tax credits for volunteer firefighting and search and rescue volunteer services from \$3,000 to \$10,000; and;

FURTHERMORE THAT a copy of the resolution be shared with the Association of Fire Chiefs of Ontario, Algoma Mutual Aid Association, Association of Municipalities of Ontario and all Ontario municipalities.

RESOLUTION RESULT		RECORDED VOTE	
<input checked="" type="checkbox"/>	CARRIED	MAYOR AND COUNCIL	YES NO
<input type="checkbox"/>	DEFEATED	Mitch Hatfield	
<input type="checkbox"/>	TABLED	Cathy Cannon	
<input type="checkbox"/>	RECORDED VOTE (SEE RIGHT)	Melanie Pilon	
<input type="checkbox"/>	PECUNIARY INTEREST DECLARED	Jim Hoffmann	
<input type="checkbox"/>	WITHDRAWN	Joseph Opato	

Disclosure of Pecuniary Interest and the general nature thereof.

- Disclosed the pecuniary interest and general name thereof and abstained from the discussion, vote and influence.

Clerk: _____

MAYOR - MELANIE PILON	CLERK - MAURY O'NEILL



CORPORATION OF THE TOWNSHIP OF RYERSON

Date: November 28, 2023

Resolution Number: R-186-23

Moved by: Councillor ~~Miller~~ ABBOTT

Seconded by: Councillor Patterson

Be it resolved that Ryerson Township Council supports resolution number RC23265 dated November 7, 2023, from the Municipality of Wawa calling the government to support Bill C-310 and enact amendments to subsections 118.06 (2) and 118.07 (2) of the Income Tax Act in order to increase the amount of the tax credits for volunteer firefighting and search and rescue volunteer services from \$3,000 to \$10,000.

Carried Defeated

(Chair Signature)

Declaration of Pecuniary Interest by: _____

RECORDED VOTE					
Vote called by Clerk in random order, Chair to vote last					
Members of Council		Yea	Nay	Abstention	Absent
Councillors	Beverly Abbott				
	Glenn Miller				
	Delynne Patterson				
	Dan Robertson				
Mayor	George Sterling				

TAY TOWNSHIP

450 Park Street
PO Box 100
Victoria Harbour, Ontario
L0K 2A0



January 25, 2024

Ontario Association of Fire Chiefs
520 Westney Road South, Unit 22
Ajax, ON, L1S 6W6

sent via email info@oafc.on.ca

Re: Resolution of Support of Bill C-310

Good afternoon,

On January 24th, 2024, during the Regular Meeting of Council, the Council of the Township of Tay passed the following resolution:

That Council receive and support the resolution from the Municipality of Wawa related to Bill C-310 and that a letter of support be distributed accordingly.

Please see enclosed the resolution passed by the Municipality of Wawa to call upon the Government of Canada to support Bill C-310 and enact amendments to subsections 118.06 (2) and 118.07 (2) of the Income Tax Act in order to increase the amount of the tax credits for volunteer firefighting and search and rescue volunteer services from \$3,000 to \$10,000.

Sent on behalf of the Township of Tay Council.

Kind regards,

A handwritten signature in black ink, appearing to read 'K. Johns'.

Katelyn Johns, MPPA
Municipal Clerk
Enclosure

Cc: Algoma Mutual Aid Association, Association of Municipalities of Ontario, and all Ontario municipalities.



The Corporation of the Municipality of Wawa

REGULAR COUNCIL MEETING

RESOLUTION

Tuesday, November 7, 2023

Resolution # RC23265	Meeting Order: 10
Moved by: <i>Cathy Fannon</i>	Seconded by: <i>J. Mal</i>

WHEREAS Canada has 90,000 volunteer firefighters who provide fire and all hazard emergency services to their communities; in addition, approximately 8,000 essential search and rescue volunteers respond to thousands of incidents every year; and

WHEREAS many of these individuals receive some form of pay on call, an honorarium, or are given some funding to cover expenses, but they do not draw a living wage from firefighting; and;

WHEREAS without volunteer firefighters and search and rescue volunteers, thousands of communities in Canada would have no fire and emergency response coverage; and;

WHEREAS in 2013, the federal government initiated a tax credit recognizing these individuals, and calling on the federal government to increase this tax credit from \$3,000 to \$10,000; and;

WHEREAS volunteer firefighters account for 71% of Canada's total firefighting essential first responders;

- The tax code of Canada currently allows volunteer firefighters and search and rescue volunteers to claim a \$3,000 tax credit if 200 hours of volunteer services were completed in a calendar year;
- This works out to a mere \$450 per year, which we allow these essential volunteers to keep of their own income from their regular jobs, \$2.25 an hour;
- If they volunteer more than 200 hours, which many do, this tax credit becomes even less;
- These essential volunteers not only put their lives on the line and give their time, training and efforts to Canadians, but they also allow cities and municipalities to keep property taxes lower than if paid services were required;

p.2...



The Corporation of the Municipality of Wawa

REGULAR COUNCIL MEETING

RESOLUTION

- It would also help retain these volunteers in a time when volunteerism is decreasing.

THEREFORE BE IT RESOLVED THAT the Council of the Corporation of the Municipality of Wawa call upon the Government of Canada to support Bill C-310 and enact amendments to subsections 118.06 (2) and 118.07 (2) of the Income Tax Act in order to increase the amount of the tax credits for volunteer firefighting and search and rescue volunteer services from \$3,000 to \$10,000; and;

FURTHERMORE THAT a copy of the resolution be shared with the Association of Fire Chiefs of Ontario, Algoma Mutual Aid Association, Association of Municipalities of Ontario and all Ontario municipalities.

RESOLUTION RESULT		RECORDED VOTE	
<input checked="" type="checkbox"/>	CARRIED	MAYOR AND COUNCIL	YES NO
<input type="checkbox"/>	DEFEATED	Mitch Hatfield	
<input type="checkbox"/>	TABLED	Cathy Cannon	
<input type="checkbox"/>	RECORDED VOTE (SEE RIGHT)	Melanie Pilon	
<input type="checkbox"/>	PECUNIARY INTEREST DECLARED	Jim Hoffmann	
<input type="checkbox"/>	WITHDRAWN	Joseph Opato	

Disclosure of Pecuniary Interest and the general nature thereof.

- Disclosed the pecuniary interest and general name thereof and abstained from the discussion, vote and influence.

Clerk: _____

MAYOR - MELANIE PILON	CLERK - MAURY O'NEILL



Town of Orangeville

87 Broadway, Orangeville, ON L9W 1K1

Tel: 519-941-0440

Fax: 519-415-9484

Toll Free: 1-866-941-0440

Corporate Services

January 26, 2024

Re: Social and Economic Prosperity Review

Please be advised that the Council of the Corporation of the Town of Orangeville, at its Regular Council Meeting held on January 22, 2024, approved the following resolution:

WHEREAS current provincial-municipal fiscal arrangements are undermining Ontario's economic prosperity and quality of life; and

WHEREAS nearly a third of municipal spending in Ontario is for services in areas of provincial responsibility and expenditures are outpacing provincial contributions by nearly \$4 billion a year; and

WHEREAS municipal revenues, such as property taxes, do not grow with the economy or inflation; and

WHEREAS unprecedented population and housing growth will require significant investments in municipal infrastructure; and

WHEREAS municipalities are being asked to take on complex health and social challenges – like homelessness, supporting asylum seekers and addressing the mental health and addictions crises; and

WHEREAS inflation, rising interest rates, and provincial policy decisions are sharply constraining municipal fiscal capacity; and

WHEREAS property taxpayers – including people on fixed incomes and small businesses – can't afford to subsidize income redistribution programs for those most in need; and

WHEREAS the province can, and should, invest more in the prosperity of communities; and

WHEREAS municipalities and the provincial government have a strong history of collaboration; now

THEREFORE, BE IT RESOLVED THAT the Town of Orangeville requests the Province of Ontario commit to undertaking with the Association of Municipalities of Ontario a comprehensive social and economic prosperity review to promote the stability and sustainability of municipal finances across Ontario; and

FURTHER THAT a copy of this motion is sent to the Premier of Ontario, Doug Ford; the MPP, Sylvia Jones; and all municipalities in Ontario.

Carried.

Yours truly,

Raylene Martell

Raylene Martell
Town Clerk



ORANGEVILLE POLICE SERVICES BOARD

c/o Town of Orangeville – 87 Broadway, Orangeville L9W 1K1 Telephone: (519) 941-5650
Fax: (519) 940-8275

Chair T. Taylor • Vice-Chair I. McSweeney • L. Post • K. Krakar

January 30, 2024

On January 16, 2024, the Orangeville Police Services Board passed the following resolution:

“WHEREAS the safety and well-being of the Orangeville community and its residents are of paramount importance to the Orangeville Police Services Board and;

WHEREAS Intimate Partner Violence (IPV) and Gender-Based Violence (GBV) also known as domestic violence, poses a significant threat to the security and welfare of individuals within our community, involving any use of physical or sexual force, as well as emotional and psychological abuse in intimate relationships and;

WHEREAS on August 16th, 2023, Justice Minister Arif Virani acknowledged gender-based violence as an epidemic and committed to addressing this issue comprehensively at the federal level and;

WHEREAS it is imperative for local law enforcement to actively contribute to community safety and well-being by addressing the rising incidents of Intimate Partner Violence, particularly considering the alarming increase during the COVID-19 pandemic;

NOW, THEREFORE BE IT RESOLVED THAT:

1. *The Orangeville Police Services Board receives and endorses the resolutions by both Orangeville Council and Dufferin County Council with regards to IPV.*
2. *The Orangeville Police Services Board recognizes IPV as a significant concern affecting the safety and welfare of Orangeville residents.*
3. *The Orangeville Police Services Board commits to prioritizing the prevention and response to IPV within the community.*
4. *The Orangeville Police Services Board will collaborate with relevant stakeholders, including local government, community organizations, and social support services, to ensure that the prevention and response to IPV is prioritized in the Community Safety and Well-Being Plan including specific action steps to address IPV.*
5. *The Orangeville Police Services Board will actively engage in public awareness campaigns and educational initiatives aimed at preventing IPV and promoting healthy relationships within the community.*

BE IT FURTHER RESOLVED THAT:

The Executive Assistant for the Orangeville Police Services Board be directed to share this resolution with the Town of Orangeville, the County of Dufferin, all Ontario Municipalities, and Police Services Boards.”

Sincerely,

The Orangeville Police Services Board

Cc Orangeville Town Council
Dufferin County Council
Ontario Municipalities
Ontario Police Services Boards

February 1, 2024

The Honourable Doug Ford
 Premier of Ontario
 Legislative Building, Queen's Park
 Toronto, ON M7A 1A1

Via Email: premier@ontario.ca

Dear Premier Ford:

Re: Social and Economic Prosperity Review

Please be advised that the Council of the Town of Hanover adopted the following resolution at their meeting of January 15, 2024 regarding the above noted matter;

Moved by COUNCILLOR KOEBEL Seconded by COUNCILLOR HOCKING

Whereas current provincial-municipal fiscal arrangements are undermining Ontario's economic prosperity and quality of life;

Whereas nearly a third of municipal spending in Ontario is for services in areas of provincial responsibility and expenditures are outpacing provincial contributions by nearly \$4 billion a year;

Whereas municipal revenues, such as property taxes, do not grow with the economy or inflation;

Whereas unprecedented population and housing growth will require significant investments in municipal infrastructure;

Whereas municipalities are being asked to take on complex health and social challenges – like homelessness, supporting asylum seekers and addressing the mental health and addictions crises;

Whereas inflation, rising interest rates, and provincial policy decisions are sharply constraining municipal fiscal capacity;

Whereas property taxpayers – including people on fixed incomes and small businesses – can't afford to subsidize income re-distribution programs for those most in need;

Whereas the province can, and should, invest more in the prosperity of communities;

Whereas municipalities and the provincial government have a strong history of collaboration;

Therefore be it resolved that the Province of Ontario commit to undertaking with the Association of Municipalities of Ontario a comprehensive social and economic prosperity review to promote the stability and sustainability of municipal finances across Ontario;

And further that a copy of this motion be sent to the Minister of Municipal Affairs and Housing, and to the Association of Municipalities of Ontario.

CARRIED

Should you have any questions or concerns, please do not hesitate to contact the undersigned.

Respectfully,

A handwritten signature in blue ink that reads "Tanya Patterson". The signature is written in a cursive, flowing style.

Tanya Patterson
Deputy Clerk

/tp

cc: Hon. Steve Clark, Minister of Municipal Affairs and Housing
Honourable Rick Byers, MPP Bruce-Grey-Owen Sound
Association of Municipalities of Ontario
Ontario Municipalities

VIA EMAIL



February 1, 2024

Mr. Chuck Thibeault
 Central Counties Tourism (RTO 6)
 P.O. Box 98003
 2727 Courtice Rd
 Courtice, ON L1E 3A0

Dear Mr. Thibeault:

**RE: Tourism Delivery in Durham Region and Comments on
 Central Counties Tourism Draft 2024-2025 Business Plan
 (2024-EDT-2), Our File: C00**

Council of the Region of Durham, at its meeting held on January 31, 2024, adopted the following recommendations of the Planning & Economic Development Committee:

- “A) That Report #2024-EDT-2 of the Commissioner of Planning and Economic Development be submitted to Central Counties Tourism as Durham Region’s comments on their draft 2024-2025 Business Plan, and that Central Counties Tourism be advised that Durham Tourism (Durham Region Economic Development and Tourism Division) remains the preferred Destination Management Organization for Durham Region;
- B) That the Region continue to collaborate with Central Counties Tourism and area municipal tourism staff and organizations to promote, support, and develop the tourism industries in Durham Region; and
- C) That Report #2024-EDT-2 be sent to all other municipalities covered by the work of Central Counties Tourism, the Ministry of Tourism, Culture, and Sport, and Durham’s area municipalities.”

Please find enclosed a copy of Report #2024-EDT-2 for your information.

Alexander Harras

Alexander Harras,
 Director of Legislative Services & Regional Clerk

AH/vw

Enclosed

If you require this information in an accessible format, please contact 1-800-372-1102 ext. 2097.

**The Regional
 Municipality of
 Durham**

Corporate Services
 Department –
 Legislative Services
 Division

605 Rossland Rd. E.
 Level 1
 PO Box 623
 Whitby, ON L1N 6A3
 Canada

905-668-7711
 1-800-372-1102

durham.ca

**Alexander Harras
 M.P.A.
 Director of
 Legislative Services
 & Regional Clerk**

- c: M. Campbell, Ministry of Tourism, Culture and Sport
- The Regional Municipality of York
- Town of Aurora
- Town of East Gwillimbury
- Township of Georgina
- Township of King
- City of Markham
- Town of Newmarket
- City of Richmond Hill
- City of Vaughan
- Town of Whitchurch-Stouffville
- Town of Caledon
- County of Dufferin
- Town of Erin
- Town of Orangeville
- Town of Mono
- Town of Shelburne
- Municipality of Peel
- N. Cooper, Clerk, Town of Ajax
- F. Lamanna, Clerk, Township of Brock
- J. Gallagher, Clerk, Municipality of Clarington
- M. Medeiros, Clerk, City of Oshawa
- S. Cassel, Clerk, City of Pickering
- R. Walton, Clerk, Township of Scugog
- D. Leroux, Clerk, Township of Uxbridge
- C. Harris, Clerk, Town of Whitby
- B. Bridgeman, Commissioner of Planning and Economic Development

If this information is required in an accessible format, please contact 1-800-372-1102 ext. 2564



The Regional Municipality of Durham Report

To: Planning and Economic Development Committee
 From: Commissioner of Planning and Economic Development
 Report: 2024-EDT-2
 Date: January 9, 2024

Subject:

Tourism Delivery in Durham Region and Comments on Central Counties Tourism Draft 2024-2025 Business Plan

Recommendation:

That the Planning and Economic Development Committee recommends to Regional Council:

- A) That this report be submitted to Central Counties Tourism as Durham Region's comments on their draft 2024-2025 Business Plan, and that Central Counties Tourism be advised that Durham Tourism (Durham Region Economic Development and Tourism Division) remains the preferred Destination Management Organization for Durham Region;
 - B) That the Region continue to collaborate with Central Counties Tourism and area municipal tourism staff and organizations to promote, support, and develop the tourism industries in Durham Region;
 - C) That this report be sent to all other municipalities covered by the work of Central Counties Tourism, the Ministry of Tourism, Culture, and Sport, and Durham's area municipalities.
-

Report:

1. Purpose

1.1 The purpose of this report is to:

- a. Provide historical background of Durham Tourism's formation and ongoing role as the Destination Management/Marketing Organization (DMO) for Durham Region;
- b. Provide an overview of Central Counties Tourism and their role in tourism programming delivery in Durham Region;
- c. Provide comments on the Central Counties Tourism 2024-2025 Draft Business Plan;
- d. Advise members of the Planning and Economic Development Committee that a delegation from Central Counties Tourism plans to appear before area municipalities and Regional Council in 2024.

2. Previous Reports and Decisions

- 2.1 Region of Durham Report – Durham Regional Tourism Development Strategy ([87-73](#)) (April, 1987), establishes a new strategy for tourism programming delivery by the Region.
- 2.2 The Region of Durham Report – Economic Development Activity Report, January to April 1987 ([63-87](#)) (June, 1987).
- 2.3 The Region of Durham Report – Tourism Durham Marketing Strategy ([1998-A-51](#)) (June, 1998), detailing the completion of a new Tourism Marketing Strategy for Durham Region and the formation of a tourism advisory group, which still meets regularly.
- 2.4 The Region of Durham Report – Departmental and Commissioner Name Change ([1998-A-54](#)) (June, 1998) – detailing that a dedicated staff person was hired in 1995 to develop and enhance the Tourism Industry and that the Department name would be changed to include the Tourism mandate.
- 2.5 The Region of Durham Report – Durham Tourism Leadership Team Update ([2007-A-28](#)) (May, 2007). A new tourism strategy was created and launched by the Region, with implementation support from the Durham Tourism Leadership Team.
- 2.6 The Region of Durham Report – North Durham Tourism Pilot Project Outcome and New Tourism Program Coordinator ([#2019-EDT-13](#)) (September, 2019) – a new position was created to focus on tourism industry development in the Region's northern townships.

- 2.7 The Region of Durham Report – Ready Set Future: Five Year Economic Development and Tourism Strategy and Action Plan was endorsed in December, 2022 ([#2022-EDT-15](#)).

3. Background

- 3.1 Durham Region is a vibrant tourism destination, offering urban excitement and country charm. With three lakefronts, robust trail system, fantastic array of tourism operators, 14 downtown and main street areas, many live entertainment venues and much more, Durham Region offers a premier four-season tourism destination.

Durham Tourism

- 3.2 The tourism sector has been recognized by the Region of Durham as a sector that plays a key role in regional economic success and job creation since 1983. Since that time, it has been noted in staff reports and strategies that tourism plays a role in not only developing the sector, but achieves broader economic development objectives by improving “community recreational, cultural and shopping facilities which creates a more stimulating environment for local residents and which, in turn, attracts more economic development. (Durham Regional Tourism Development Strategy, April 1987)” Over the past 40 years, Regional resources have been dedicated to developing the sector, increasing visitor spending, and retaining and creating local tourism jobs.
- 3.3 The Region of Durham’s first tourism strategy was developed in 1987. This strategy was developed in collaboration with municipal partners and tourism industry professionals from across the region and province. This strategy included plans to establish a brand for Durham Tourism and undertake specific marketing activities.
- 3.4 A dedicated staff person was hired for tourism in 1995 and the team has grown since that time. In 1998, The Economic Development Department underwent a name change to Economic Development and Tourism to better reflect a dedicated focus on tourism. A Durham Tourism marketing strategy was also completed in 1998.
- 3.5 A Durham Tourism Leadership group, convened by the Region’s Economic Development and Tourism team and comprised of representatives from across the region, began meeting regularly in 2007.

- 3.6 The Durham Region Economic Development and Tourism Division represents all eight area municipalities, and the tourism team now operates under the consumer brand “Durham Tourism.” Durham Tourism is responsible for initiatives such as:
- a. Undertaking numerous promotional activities that promote Durham Region as a great place to visit year-round;
 - b. Collaborating or partnering in delivering events, festivals, and campaigns with a diverse group of partners including Durham Farm Fresh, Area Municipalities, Chambers of Commerce and Boards of Trade, Business Improvement Areas (BIAs), local event producers, and others.
 - c. Leveraging tourism efforts to achieve broader economic development goals such as attracting investment, promoting local shopping at locally-owned and operated retail stores, attracting overnight accommodations, and enabling growth in the creative industries, especially the Film and Television and Music industries;
 - d. Collaborating and partnering with others to develop new assets, tourism products, and initiatives such as a rural cycle tourism;
 - e. Developing and maintaining DurhamTourism.ca, as well as a number of social media channels with large followings;
 - f. Producing the semi-annual Durham Region Discovery Guide publication;
 - g. Partnering with Central Counties Tourism, Destination Ontario, area municipalities, and other groups to amplify Durham’s collective value proposition for tourism and tourism investment;
 - h. Attracting and managing, or partnering to manage, competitive sport events and multi-sport games;
 - i. Providing dedicated tourism staff to support and develop tourism industries in specifically the rural areas of Durham;
 - j. Leading collaborative efforts across Durham Region through the Municipal Tourism Leadership Group, which represents all eight area municipalities.
- 3.7 Ready Set Future, Durham Region’s Economic Development and Tourism Division’s Strategy and Action Plan, was developed in collaboration the Region’s many economic partners, including Durham’s area municipalities, post-secondary institutions, major employers, entrepreneurs, the Chambers of Commerce and Boards of Trade, Durham Workforce Authority, the Mississaugas of Scugog Island First Nation, Business Advisory Centre of Durham, the Arts, Culture and Creative Industries, Business Improvement Areas, the Innovation Community (including Spark Centre, 1855 Accelerator and OPEN.Innovate), Central Counties Tourism, and other internal Regional Departments.

- 3.8 Ready Set Future details numerous actions to be completed by Durham Tourism. In addition, the Tourism Action Plan is one of the associated plans being developed as an action item of Ready Set Future. These plans are:
- a. Growing Agri-Food Durham ([#2022-EDT-10](#))
 - b. Growing North Durham Plan ([#2023-EDT-2](#))
 - c. Invest Durham Marketing Action Plan ([#2023-EDT-5](#))
 - d. Durham Tourism Action Plan (In Development)
 - e. Investment Attraction Plan (In Development)
- 3.9 Durham Tourism's Draft Action Plan is being circulated for comment with area municipal staff and is anticipated to be brought to Planning and Economic Development Committee for endorsement in early 2024.
- 3.10 Ready Set Future sets out that "Durham's Tourism activities will achieve broader goals beyond attracting visitor spending; our activities will also strengthen the region's overall Quality of Place, enhance the vibrancy of our urban and rural downtowns, and ensure that Durham is both magnetic and memorable."
- 3.11 Ready Set Future identifies that tourism marketing is a key activity within broader tourism actions to create jobs, grow creative industries such as film and music, increase creative industry exports, and have a defined focus on place excellence to deliver broader economic development objectives.
- 3.12 Ready Set Future identifies that Quality of Place is consistently a crucial factor in investment attraction, talent attraction, and talent retention. It is a key component of quality of life for residents, contributing to social well-being. As strong creative industries contribute significantly to Quality of Place, a regional approach to growing creative industries will enable our existing cultural and creative industries such as film, music, culinary, festivals and events to expand, thrive, and create additional jobs.

Recent Durham Tourism Achievements

- 3.13 Durham Tourism has achieved enormous social media follower and engagement growth to over 40,000 across all tourism channels through its targeted focus on primary target audiences and content centred on urban excitement and country charm. [Durham Tourism's Instagram](#) has grown to 12,900 (a 38 per cent annual growth) with an engagement rate of over four percent.

- 3.14 The [Shop Where You Live, Shop in Durham campaign](#)—a joint effort with Durham’s Chambers of Commerce and Boards of Trade—achieved a 61% year over year growth in 2022 in engagement and was delivered collaboratively with partners across the Region again in 2023.
- 3.15 The [Downtowns of Durham](#) project website grew to reach over 62,000 page views in 2022, an increase of 7% over 2021, and new content is continuously added about the 14 extraordinary downtown areas across the Region.
- 3.16 Durham Tourism created a Township of Brock tourism website, and partnered with North Durham events such as Winding Roads Festival, Mural Marathon, and the Uxbridge Holiday Trail.
- 3.17 Durham Tourism celebrated the arts, culture and creative industries through partnerships with events such as Small Town Big, The OMA’s, Springtide Music Festival, Convergence Music Festival, The Troubadour Series and Culture Days.
- 3.18 Staff recently supported the establishment of the inaugural Oshawa Orientation Experience event in partnership with the Greater Oshawa Chamber of Commerce, City of Oshawa, Durham College, Ontario Tech University, Trent University Durham GTA, Downtown Oshawa Business Alliance, Central Counties Tourism and the province of Ontario.
- 3.19 Durham Tourism launched the “[A is for Adventure](#)” apple adventure campaign, featuring many of the vibrant locally-owned and operated tourism operators in the rural areas of Durham that featured apple-based products. A two-page ad was placed in the inside-front-cover of the [2023 Spring Food & Drink Magazine](#).
- 3.20 Durham’s new immersive and experiential [Discovery Guide](#) features wonderful attractions across the Region that contribute to Durham’s Quality of Place.
- 3.21 Durham Tourism successfully won and hosted the award-winning 2019 and 2023 Ontario Parasport Games.

Central Counties Tourism

- 3.22 Central Counties Tourism (known to consumers as York Durham Headwaters) is a Regional Tourism Organization (RTO), also known as RTO6.
- 3.23 Central Counties Tourism represents an area comprised of Durham Region, York Region, Caledon, Dufferin, Erin, Orangeville, Mono and Shelburne. The Central

Counties stated mandate is “to identify sustainable best product and practices that will build a stronger and more competitive tourism industry within the region.”

3.24 Central Counties Tourism was established in 2010 under a framework developed by the Ontario Ministry of Tourism, Culture, and Sport. This framework prescribes that RTOs are to be independent not-for-profit organizations led by a board made up of representatives from the tourism sector. RTOs receive core funding from the Province.

3.25 Central Counties Tourism’s board is responsible for approving annual business plans and determining how to use funding. The Ministry of Tourism, Culture, and Sport reviews the business plans and funding is provided to the RTO in accordance with the transfer-payment agreement.

Area Municipalities

3.26 Some area municipalities have community tourism plans and undertake tourism programming in varying capacities, including in some cases having dedicated staff, or engaging a local organization such as a Chamber of Commerce, to deliver promotional or sector support programming on their behalf.

Tourism Programming Delivery Model in Durham Region

3.27 Destination Management/Marketing Organizations (DMOs) represent the voice of a destination to potential visitors. This can involve attracting visitors, partnering with operators to develop tourism products, providing amenities, working with partners to circulate information to tourists, and ensuring economic competitiveness of the sector.

3.28 Within Durham Region, Durham Tourism is the DMO, and has been since 1987. Durham Tourism works collaboratively with Destination Ontario, Central Counties Tourism, Area Municipal teams, and others, to deliver tourism related marketing, industry support and various other sector-specific activities for Durham.

3.29 Durham Tourism, Central Counties Tourism, and area municipal partners each have distinct roles in the delivery of programming and projects to foster a strong tourism sector.

3.30 Durham Tourism has the lead role in promoting Durham Region as a place to visit. Durham Tourism offers strong support to agri-tourism operators, applies for, and supports the funding of Rural Economic Development (RED) projects focused on downtown revitalization, executes business retention and expansion (BR+E)

projects, nurtures the film, television, and music industries, attracts and plans multi-sport games, and delivers a variety of other sector specific activities. Durham Tourism collaborates with local partners to build marketing projects and plans, while working with Central Counties Tourism to communicate Durham's value proposition for visitors.

- 3.31 Central Counties Tourism is a reliable partner for gaining strategic insights and research on the tourism industry. Durham Tourism benefits from access to Central Counties Tourism data on hotel occupancy, visitor flows, and other information used for potential investments and funding applications. Central Counties also supports ambassador programs, training, and grant writing skills to tourism operators which are key tools needed to achieve a tourism-ready community. Central Counties Tourism's partnership programs, which direct project funding to local tourism operators, is an essential piece of the tourism ecosystem and delivery in Durham.
- 3.32 At the Area Municipal level, tourism teams are responsible for event delivery, production of locally-specific materials and campaigns, and for fostering a strong local slate of arts and cultural programming including festivals and events.
- 3.33 Because economic development and tourism programming is delivered at both the Regional and Area Municipal levels, with various resources and work plans, a collaborative approach is taken to promote the region, support business, and attract investment. To avoid duplication of efforts, Regional and Area Municipal staff have formed the Durham Economic Development Partnership (DEDP), and the Durham Tourism Leadership Team, to coordinate strategies and activities.
- 3.34 Durham Tourism convenes the Durham Tourism Municipal Leadership team, which is comprised of staff from Durham Tourism, Central Counties Tourism, Oshawa Tourism, and from the area municipalities.

4. Analysis and Discussion

- 4.1 Central Counties Tourism presented their 2024-2025 Draft Business Plan at their recent board of directors meeting in November 2023.
- 4.2 There are many valuable action items and goals included in the draft plan, such as providing aggregated visitor data and accompanying analysis, growing engagement with their learning platforms, coaching operators on how to receive funding, and implementing partnership programs. Regional staff broadly support these and other similar action items in the draft plan.

- 4.3 This draft business plan also proposes to expand the scope of their service delivery in a manner that deviates from the current service delivery model in Durham. In an item defined as *“Grow Central Counties Tourism revenues to provide additional core functionality”*, there is an action to *“Create a business case and explore the possibility of becoming the Destination Development and Management Organization for municipalities/regions that do not have the capacity.”*
- 4.4 Central Counties Tourism has not approached staff in the Durham Region Economic Development and Tourism Division about their plans to propose becoming the DMO for Durham Region or its area municipalities. It is unclear if there will be a financial ask, who will be asked, and how much the financial request would be.
- 4.5 For the following reasons, staff recommend that Central Counties Tourism not be engaged by the Region to act as the DMO, and that the Area Municipalities be requested not to engage Central Counties to act as the DMO on their behalf:
- a. Durham Tourism is already the DMO for Durham Region, acting on behalf of the area municipalities, and the scope proposed by Central Counties would duplicate and conflict with Durham Tourism’s existing role.
 - b. Successfully delivering on the action items in Ready Set Future requires that Durham Tourism remain the DMO, Central Counties remains in a support role, and area municipal tourism teams continue to work in collaboration.
 - c. Central Counties Tourism represents a large and diverse pan-regional area defined to consumers as “York Durham Headwaters”. Effectively branding or identifying core target audiences for such a large geography would be far less effective than taking a Regional approach with specific focus on each unique area within Durham Region under a cohesive brand identity.
 - d. Destination marketing activities with an expansive pan-regional approach may create similar challenges to those experienced with attracting FDI through Toronto Global. In that case, there was a disparity between Durham’s financial contribution and results (10.4 per cent of the total municipal funding for only 0.8 per cent of the total jobs created). This disparity highlights the challenges of wide geographic collaboration for the delivery of certain economic development and tourism initiatives that are better suited for local government.
- 4.6 If a Durham Area Municipality is seeking assistance in the delivery of their respective community tourism plans or in promotion of their area municipality specifically, Durham Region’s award-winning tourism team, Durham Tourism, would be best suited to offer that service, due to its ongoing efforts to strengthen the Region’s tourism brand identity of urban excitement and country charm, build quality

of place, and collaborative approach to drive spending to the Region's incredible locally-owned and operated tourism businesses.

- 4.7 As noted in the December 2023 [Province of Ontario Auditor General's report "Value for Money Audit, Tourism Support Programs"](#), *"On December 1, 2017 the Province of Ontario introduced a regulation which gives municipalities the authority to impose a tax, usually called the Municipal Accommodation Tax (MAT). The regulation requires the revenue earned through a MAT to be shared between the municipality and one or more tourism entities. It is generally shared with a DMO or an economic development office of the municipality, so that the funds are reinvested in promoting tourism within the municipal boundaries and not in a broader region (such as with an RTO). If the municipality did not have a destination marketing fee program prior to the MAT, the municipality must share at least 50% of the MAT revenue annually with the DMO."*
- 4.8 There are various models employed by municipalities to distribute and use MAT revenues. In Durham Region, the City of Oshawa has implemented a MAT and formed Oshawa Tourism (a program within the Greater Oshawa Chamber of Commerce) to receive a portion of the MAT.
- 4.9 If additional Area Municipalities in Durham implement a MAT, one possible model could be to retain their portion of the MAT and share the required percentage with Durham Tourism to undertake programming and promotional activities specifically on their behalf. Staff at Durham Region Economic Development and Tourism would welcome the opportunity to discuss this option and enhance further collaboration. In line with best practices and the recent auditor general's report, it is not recommended that MAT revenues be shared with the RTO (Central Counties Tourism).

5. Relationship to Strategic Plan

- 5.1 This report aligns with/addresses the following strategic goals and priorities in the Durham Region Strategic Plan:
- a. 2.5 Build a healthy, inclusive, age-friendly community where everyone feels a sense of belonging;
 - b. 3.1 Position Durham Region as the location of choice for business;
 - c. 3.2 Leverage Durham's prime geography, social infrastructure and strong partnerships to foster economic growth;
 - d. 3.4 Capitalize on Durham's strengths in key economic sectors to attract high quality jobs;

- e. 3.5 Provide a supportive environment for agriculture and agri-food industries; and
- f. 5.2 Collaborate for a seamless service experience.

6. Conclusion

- 6.1 Central Counties Tourism have indicated in their 2024-2025 Draft Business Plan an intent to create a business case and explore becoming the DMO for Durham Area Municipalities and other municipalities.
- 6.2 Durham Tourism acts as the DMO for Durham Region and undertakes tourism marketing and sector development programming in collaboration with Area Municipalities to cultivate the brand of urban excitement and country charm, and relies on support from Central Counties Tourism.
- 6.3 Staff recommend the continuation of this current approach to Tourism programming delivery in Durham Region.
- 6.4 To deliver on the actions as set forth in Ready Set Future and its associated plans, Economic Development and Tourism Division staff do not recommend a change in collaborative models for tourism sector development delivery or tourism marketing in Durham Region.

Respectfully submitted,

Original signed by

Brian Bridgeman, MCIP, RPP, PLE
Commissioner of Planning and
Economic Development

Recommended for Presentation to Committee

Original signed by

Elaine C. Baxter-Trahair
Chief Administrative Officer



February 2, 2024

Larry Brock, MP Brant
108 St. George Street, Suite #3
Brantford, ON N3R 1V6

Sent via email: larry.brock@parl.gc.ca

Will Bouma, MPP
96 Nelson Street
Suite 101
Brantford, ON N3T 2X1

Sent via email: will.bouma@pc.ola.org

To whom it may concern:

Please be advised that Brantford City Council at its meeting held January 30, 2024 adopted the following:

12.1.10 Reliable and Accessible Public Rail Transit - CN Rail

WHEREAS Canadians deserve access to reliable and efficient passenger rail service; and

WHEREAS in 2021 the Canadian Minister of Transportation announced that the federal government would be pursuing opportunities to enhance passenger rail services in southwestern Ontario; and

WHEREAS passengers continue to experience long delays and disruptions to service, related to interruptions caused by CN Rail's freight systems and refusal to give priority to passenger rail service; and

WHEREAS Metrolinx and VIA, in extending or improving commuter train service from Aldershot through to Brantford, Woodstock, Ingersoll and London, is reliant on access to CN rail lines; and

WHEREAS CN Rail views increased passenger rail service on its lines as being incompatible with its primary business of moving freight and is unlikely to cooperate in extending commuter rail service on its lines in southwestern Ontario without direction from the federal government; and

WHEREAS CN Rail has shown a disregard for Municipal property maintenance standards in respect to the maintenance of their rail lines and blocks municipalities attempts to enforce municipal property standards upon their rail lines; and

WHEREAS CN Rail's consistent failure to provide a timely response to development applications adjacent to rail right of ways imposes inordinate delays and expense for builders and municipalities, further jeopardizing the ability of municipalities to address the housing crisis; and

WHEREAS there is a complete lack of federal regulations providing VIA and Metrolinx with any degree of priority or guaranteed access to rail rights of way or directing CN Rail to work cooperatively with municipalities;

AND WHEREAS The City of Brantford CALLS UPON the Federal Government to assist other levels of government as they take steps address the need for reliable and accessible public rail transit, timely processing of housing developments and the prompt and equitable enforcement of municipal property standards;

NOW THEREFORE THE COUNCIL OF THE CITY OF BRANTFORD requests that the Federal Government enact the necessary legislative and regulatory provisions:

- i. providing VIA and Metrolinx with priority right of way over freight rail lines, and further;
- ii. directing CN Rail to work positively and cooperatively with municipal and provincial governments in the processing of land development applications, and the prompt and timely enforcement of municipal property standards;

AND THAT a copy of this resolution be forwarded to all Ontario Municipalities; and to the Member of Provincial Parliament Will Bouma, Member of Parliament Larry Brock, Federal Minister of Transport Pablo Rodriguez, Provincial Minister of Transportation Prabmeet Singh Sarkaria, President and CEO at Metrolinx, President and Chief Executive Officer of VIA Rail Canada Inc and President and Chief Executive Officer of CN.

I trust this information is of assistance.

Yours truly,



Chris Gauthier
City Clerk, cgauthier@brantford.ca

cc Ontario Municipalities
Federal Minister of Transport, Pablo Rodriguez
Provincial Minister of Transportation, Prabmeet Singh Sarkaria
President & CEO, Metrolinx

President & CEO, VIA Rail Canada Inc
President & CEO, CN

From: [Clerk General Line](#)
Subject: Regional Council Decision - Innovation Investment Fund Application - Project JumpSTART
Date: February 2, 2024 11:36:21 AM

On January 25, 2024 Regional Council made the following decision:

1. Council approve up to \$1.08 million over three years from the Innovation Investment Fund for Project JumpSTART to increase York Region's innovation capacity.
2. Commissioner of Corporate Services be authorized to execute the funding agreements and any future extensions or amendments that may be required.
3. Regional Clerk circulate this report to the Ministry of Economic Development, Job Creation and Trade, York University, Treefrog Inc. and local municipalities.

The original staff report is available for your information at the following [link](#):

Please contact Jonathan Wheatle, Director, Economic Strategy at 1-877-464-9675 ext.71503 if you have any questions with respect to this matter.

Regards,

Christopher Raynor (he/him) | Regional Clerk, Regional Clerk's Office, Corporate Services Department

The Regional Municipality of York | 17250 Yonge Street | Newmarket, ON L3Y 6Z1
O: 1-877-464-9675 ext. 71300 | christopher.raynor@york.ca | york.ca

Our Mission: **Working together to serve our thriving communities – today and tomorrow**



Report of the Commissioner of Corporate Services and Chief Planner Innovation Investment Fund Application – Project JumpSTART

1. Recommendations

1. Council approve up to \$1.08 million over three years from the Innovation Investment Fund for Project JumpSTART to increase York Region’s innovation capacity.
2. Commissioner of Corporate Services be authorized to execute the funding agreements and any future extensions or amendments that may be required.
3. Regional Clerk circulate this report to the Ministry of Economic Development, Job Creation and Trade, York University, Treefrog Inc. and local municipalities.

2. Purpose

This report recommends Council support the proposed Project JumpSTART initiative by leveraging the York Region Innovation Investment Fund (IIF) to support economic growth.

Key Points:

- The purpose of IIF is to drive innovation in the community and attract investment in transformational initiatives of regional, provincial or national significance
- Project JumpSTART is a joint proposal from York University and Treefrog Inc. requesting \$1,080,600 over three years from the Region to enter into the necessary agreements to expand two programs:
 - [York University’s Entrepreneurial Leadership and Learning Alliance \(ELLA\) program](#) – focused on supporting women entrepreneurs
 - [Treefrog Accelerator Program](#) – delivered jointly by Treefrog Inc. and York University, focused on attracting and supporting Ontario-based and Internationally based entrepreneurs

- Project JumpSTART builds on York University's and Treefrog's already proven and funded models for start-up acceleration and is anticipated to generate 300 jobs over a three-year period
- This initiative meets the criteria of the IIF and fits with the goal of being a catalyst of innovation and building innovation capacity in York Region's northern six municipalities

3. Background

York Region is an enabler and funder of innovation

The [Economic Development Action Plan 2020-2023](#) outlines York Region's role as an enabler and funder of innovation. In [November 2019](#), Council approved the principles for the IIF with the primary purpose of driving innovation in the community. This Fund supports regionally significant projects directly related to innovation and use of new technologies. Since 2019, this fund has received quarterly contributions determined by the budget process.

Applications for the IIF are solicited through meetings with economic development stakeholders and innovation enablers across York Region. Applications can be received for consideration at any time.

Appendix A lists principles for the IIF adopted by York Region Council in 2019.

A joint application to the Innovation Investment Fund was received from York University and Treefrog Inc.

In August 2023, York Region received a joint proposal for funding from the IIF from two established innovation partners: York University and Treefrog Inc. This proposed initiative, Project JumpSTART, will combine elements of York University's women's entrepreneurship program and Treefrog Inc.'s Accelerator Program.

York University's innovation hub, [YSpace](#), offers 14 different programs designed to assist a diverse group of entrepreneurs and startups from ideation to establishing a growing company. YSpace delivers its services at two hubs located in the City of Markham and Town of Georgina. Launched in April 2021, [YSpace Georgina](#) serves entrepreneurs across York Region's northern six municipalities. The hub was developed in partnership with the Towns of Georgina and East Gwillimbury to support local business owners and entrepreneurs in launching and scaling their businesses.

[Entrepreneurial Leadership and Learning Alliance \(ELLA\)](#) is York University's women-focused business accelerator for entrepreneurs offered by YSpace. Tailored programs are delivered to support women entrepreneurs in accelerating business growth by providing access to training, mentorship, peer circles, hands-on workshops, and a community of women business founders and experts.

[Treefrog Inc.](#) is a digital transformation agency located in Newmarket providing services and expertise to assist organizations in transforming their digital landscapes. Treefrog Inc. offers two [Accelerator Programs](#) to provide startups with tools and knowledge to scale their businesses through workshop learning, personalized mentorship matching, pitch skill development, and access to investors. Delivery of Treefrog’s accelerator programs is enabled through its partnership with York University, Town of Newmarket, and the Newmarket Chamber of Commerce.

Appendix B captures an overview of the Project JumpSTART proposal. This initiative will leverage IIF funding to expand two successful innovation and entrepreneurship training programs with a combined focus on supporting and attracting women tech entrepreneurs into northern York Region.

4. Analysis

York University and Treefrog Inc. have delivered tangible outcomes supporting innovation across York Region

York University and Treefrog Inc. have already delivered notable results supporting innovation and entrepreneurship through these programs.

Since 2020, ELLA has supported 350 women entrepreneurs who have collectively generated over \$15.9 million in revenue. This program has established a record of supporting underrepresented entrepreneurs and providing support to women who have not traditionally had access to entrepreneurship support services. 66% of ELLA participants have indicated involvement in these programs is the first time they received support from an entrepreneurship and accelerator program.

In 2021, Treefrog’s accelerator program (originally called Accelerate Newmarket) was launched through a partnership between York University and Treefrog Inc. To date, 300 participants and 187 start-ups have graduated from programs offered through this partnership.

Since its launch in 2021, YSpace Georgina has assisted over 300 residents based in northern York Region, with women accounting for approximately 69% of participants and 81% belonging to a visible minority. This demand for services and the mixture of participants highlights a necessity for local access points for education, mentorship and programming to meet the needs of underrepresented groups in York Region’s northern six municipalities.

Project JumpSTART leverages financial support from several levels of government and takes advantage of existing programs

York University and Treefrog Inc. have successfully developed and delivered multiple education, training and entrepreneurial programs. Project JumpSTART leverages support already received from, or committed by, other levels of government including:

- \$5.1 million (in disbursements of [\\$2.1 million](#) and [\\$3 million](#)) in grant funding under the Federal Government's Women Entrepreneurship Strategy Fund to establish the YSpace [Entrepreneurial Leadership and Learning Alliance \(ELLA\)](#) Accelerator and community
- \$3.6 million from the Province of Ontario's [Skills Development Fund](#) to support development of the Treefrog Accelerator
- \$300,000 from the [Ontario Ministry of Agriculture, Food and Rural Affairs' Rural Economic Development \(RED\) Program](#) to establish the YSpace Georgina hub
- \$475,000 in municipal support from the Towns of Newmarket, Georgina and East Gwillimbury

Project JumpSTART will also capitalize on Treefrog Inc's [Start-up Visa](#) license, which enables entrepreneurs the opportunity to immigrate to Canada to establish their businesses. To support further skill development, York University's Schulich School of Business will offer top-ranked Start-up Visa participants the opportunity to pursue specialized credentials at no cost. This initiative will leverage York University's global footprint as a source for participants, specifically its [campus in Hyderabad, India](#).

Project JumpSTART enables job creation by supporting tech entrepreneurs and helps to grow innovation capacity in northern York Region

Project JumpSTART targets the needs of two specific groups: internationally based tech entrepreneurs and female tech entrepreneurs.

For internationally based tech entrepreneurs, Project JumpSTART will expand [Treefrog Inc's International Startup Visa Program](#), which enables opportunities and enhanced support for entrepreneurs looking to relocate to Canada. This initiative creates opportunities for networking, generating investment, peer support and developing essential skills for doing business in Canada.

Treefrog Inc., in partnership with York University, has facilitated three international cohorts with participants from Sri Lanka, India, United States, United Arab Emirates, Iran, China and other countries. These programs have validated the demand and importance of effective business upscaling programs for entrepreneurs looking to relocate to Canada. It is anticipated Project JumpSTART will provide support to 150 international tech entrepreneurs and generate 210 jobs over three years.

According to [Canada's Women Entrepreneurship Strategy](#), only 17% of Canadian small to medium-sized businesses are owned by women, despite accounting for just over half of the population. For female-identifying tech entrepreneurs, addressing this gap is particularly important as there are systemic barriers in fundraising and other resources that enable the development of future business leaders.

Through this proposed initiative, YSpace will introduce a new membership program designed to better support women tech entrepreneurs. While this specialized support for women

entrepreneurs will have a primary focus on northern York Region it will be accessible to female entrepreneurs from across the Region.

This initiative will enhance capacity for innovation, business development and growth, and local job creation among entrepreneurs who have traditionally faced barriers to success. Participants will be equipped with the tools needed to start and expand businesses. It is projected Project JumpSTART will provide specialized support to 60 female-identifying tech entrepreneurs and generate 90 jobs over three years.

In summary, it is anticipated Project JumpSTART will generate 300 jobs over a three-year period. Of this, 210 jobs will be generated through the support of international tech entrepreneurs and 90 will be developed via the program stream that supports female-identifying tech entrepreneurs.

Project JumpSTART aligns with Vision, Strategic Plan 2023-2027, and the Economic Development Action Plan 2020-2023

[Vision: Strong, Caring, Safe Communities](#) states Economic Vitality is an area of focus for the well-being of our communities. Similarly, [Strategic Plan 2023-2027](#) indicates fostering Economic Prosperity is a key priority and lists the following as a key objective: Attract and retain businesses, grow employment opportunities and attract a skilled workforce.

[Economic Development Action Plan 2020-2023](#) is founded on the pillars of Business, Innovation and Talent. Under the Innovation pillar, business incubators and accelerators are identified as playing an important role in supporting innovative businesses in the Region. Foreign investment attraction is also included as a key action under the Business pillar.

Project JumpSTART aligns with the goals of these strategic plans. It also conforms to the principles of the IIF, which was developed in recognition of the need to invest in innovation-supportive infrastructure and initiatives to support, grow and transform the York Region economy.

5. Financial Considerations

In [February 2019](#), Council approved an annual IIF contribution to support transformational projects of Regional significance. Principles of the fund were established and presented in the EDAP 2020-2023 in [November 2019](#). To date, there have been two commitments from the IIF: [\\$500,000](#) in 2020 for small business COVID-19 relief and up to [\\$1.5 million](#) in 2022 to support expansion of ventureLAB's [Hardware Catalyst Initiative](#).

At the end of 2023, after accounting for planned future draws to meet existing commitments, there will be approximately \$2.1 million available in the IIF, with another \$1.8 million to be added to the fund reserve through 2026. If approved by Council, this request would draw approximately \$1.1 million over three years from 2024 through 2026. Funds available in reserve are sufficient to support this proposal.

6. Local Impact

Public and private sector service delivery to support tech entrepreneurs and economic development activities have a transformative impact on York Region's economy. With program offices in Newmarket and Georgina, Project JumpSTART will offer an opportunity to increase innovation capacity and support entrepreneurship across York Region's northern six municipalities, while enabling creation of 300 new jobs across York Region.

7. Conclusion

Project JumpSTART will contribute to York Region's reputation as a community that recognizes contributions to economic and social prosperity by new Canadians and women entrepreneurs. This proposal aligns with principles of the IIF and staff recommends Council authorize leveraging the fund to support Project JumpSTART. Staff also recommends the Commissioner of Corporate Services be authorized to execute the funding agreements and any future extensions or amendments that may be required.

For more information on this report, please contact Jonathan Wheatle, Director, Economic Strategy at 1-877-464-9675 ext.71503. Accessible formats or communication supports are available upon request.

Recommended by:



Paul Freeman, MCIP, RPP
Chief Planner



Dino Basso
Commissioner of Corporate Services



Approved for Submission: **Erin Mahoney**
Chief Administrative Officer

December 7, 2023
#15842484

Appendix A – Innovation Investment Fund Principles
Appendix B – Project JumpSTART Proposal overview

York Region Innovation Investment Fund Principles

Purpose:

To drive innovation in the community and to attract investment in major transformational projects of regional, provincial or national significance.

Eligible Projects:

- new post-secondary training and research facilities
- new research institutes
- new centres of excellence
- infrastructure projects directly related to development and utilization of new technologies
- other projects as deemed appropriate by Council

Eligible Proponents/Partnerships:

Eligible Proponents/partners include:

- local municipalities in York Region
- universities, colleges, school boards, and hospitals
- research institutes and centres of excellence
- private and non-profit corporations in partnership with any of the above eligible proponents

The Regional Municipality of York may be a lead proponent and seek partners from the above list of eligible partners to advance projects.

Proposals must include at least one partner that is not a private corporation. Proposals with multiple eligible partners are encouraged.

Evaluation Criteria:

Projects will be evaluated using the following criteria:

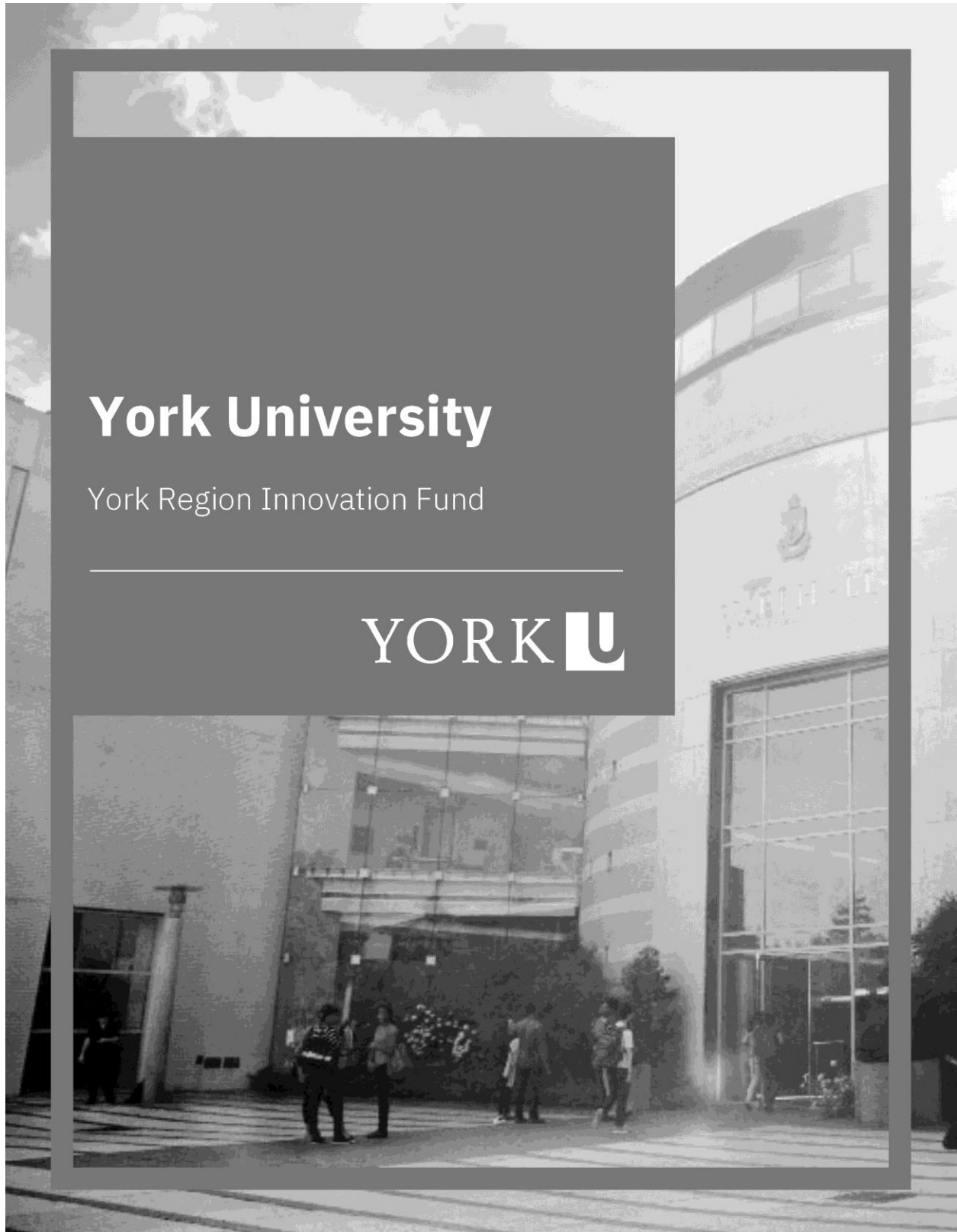
- Regional impacts, including:
 - economic (e.g. amount invested, businesses supported, jobs created)
 - community/social (e.g. supporting local learning and employment, improving quality-of-life in the community and environment)
 - geographic distribution of these impacts
- Support for and involvement of the following key economic clusters in the Region:
 - information and communications technology
 - healthcare and life sciences
 - finance and business services
 - environmental technology
 - agriculture and agri-food
- Partnership development within the Region (e.g. engaging existing Regional partners and attracting new public and/or private investors)
- Significant leveraging of proponent/partner/investment at least matching or commensurate with the Regional investment.
- Preference will be given to larger investments and those that leverage a larger share of investment from parties other than the Region.

Application Process:

All funding applications will be subject to the following four-step application process:

1. Pre-consultation with York Region staff
2. Letter of Intent detailing project, partners and intended outcomes
3. Funding Application – to be reviewed by a panel of York Region staff and external experts
4. Regional Council review of funding applications recommended by the Application Review Panel. Council at its discretion can allocate all, some or none of the requested funding

NOTE: The Manager of Strategic Economic Initiatives is the primary contact for all applications



Executive Summary

York University's Schulich School of Business, in collaboration with YSpace, Treefrog Accelerator, and the Town of Georgina, present Project JumpSTART, an 'international entrepreneurs accelerator' with specialized support for women tech founders, attracting Foreign Direct Investment and supporting women entrepreneurship.

Program Statement: In the Canadian innovation ecosystem, many resources and opportunities are not designed with international or women entrepreneurs in mind. Most grants and resources are not available to international entrepreneurs due to the eligibility criteria and women make up only 16% of Canadian businesses although it is 50% of the population. With York Region being home to one of the fastest growing municipalities in East Gwillimbury, there is an opportunity to position York Region as the place to build and grow your business as an international or women entrepreneurs.

Project JumpSTART: JumpSTART aims to be a leading accelerator program for international and women entrepreneurs situated in the northern six with physical hubs in Newmarket and Georgina. The project uniquely combines Foreign Direct Investment attraction and supporting women in technology to drive economic development opportunities for York Region while positioning it as a leader in supporting international and women entrepreneurs. Below are breakdowns of the program components.

- **Soft-Landing Support:** A program supporting 150 international tech entrepreneurs, fostering network-building, investment opportunities, and essential business skills for Canadian operations.
- **Addressing Gender Gap** A virtual membership program aiding 60 women, featuring content, mentorship, peer-to-peer support, and access to physical hubs.
- **Program Components:** Six-month support offering education, co-working space, mentorship, and access to resources for settlement in York Region.
- **Success Metrics:** Partners have already supported 66 international startups and 300+ women entrepreneurs. Aims to create 300 new jobs over three years.

Budget Requested (Part A & B): \$1,080,600 for 2024-2026.

Next Steps:

When selected, all partners are ready to mobilize on the project as Treefrog and ELLA are actively recruiting for its respective projects. The physical hubs in Newmarket and Georgina are already set up for co-working with educational programming. This funding will create a hyper local focus on York Region and the collective parties will gather to discuss how to better engage the local community as well as position York Region as an ideal destination for their business by working closely with the economic development offices throughout the region.



Project JumpSTART

Application Lead: York University
(Schulich School of Business & YSpace)
Partners: Treefrog and Town of Georgina
Date: August 29th, 2023

Overview: About Our Proposal

York University's Schulich School of Business and YSpace, in partnership with the Treefrog Accelerator and the Town of Georgina, are pleased to submit our joint application (Project JumpSTART) to the York Region Innovation Fund.

Together, we believe we have something powerful to offer - an opportunity to expand our group's unique (and now proven) model for startup acceleration in new and exciting ways that will vastly benefit York Region in the years and decades to follow.

JumpSTART will give York Region its very own 'International Entrepreneurs Accelerator' (including a dedicated cohort designed specifically for International Female Tech Founders) and is built to attract new Foreign Direct Investment. Although the Treefrog Accelerator and YSpace serve all of York Region, their proximity to the northern six municipalities offer an unique advantage to promote the advantages and economic development of the northern six to our participants.

The Treefrog headoffice is located in Newmarket and YSpace Georgina services both the Town of Georgina as well as the Town of East Gwillimbury. These two physical hubs act as a resource centre and connectivity point for entrepreneurs in the northern six to connect through various workshops and networking events. The physical hubs will be central to creating a connected network throughout York Region by anchoring the most northern and the most southern part of the northern six.

JumpSTART will also add to the growing wave of entrepreneurship across the Northern Six; by establishing program offices in both Georgina and Newmarket (providing additional support to local Female Founders as part of our partnership with ELLA and Treefrog).

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The program model is one our group has been perfecting over the past two years, in teaming up to create 'Accelerate Newmarket' (combining the power of York Region's top private innovation accelerator with the academic depth and global brand recognition of York/Schulich and supporting over 300 business founders).

There has been significant investment in this partnership through the Skills Development Fund (SDF) Round one and two. With a well-established and demonstrated foundation, we have garnered rave reviews from participants. This model combines the strengths of the public-private relationship, bringing together deep foundational learning with experiential real-world pathways.

It's a fantastic opportunity to bring both national and global attention to York Region in both of these crucial areas of economic growth and also:

- Leverages the success/brand of York University's YSpace & Entrepreneurial Leadership & Learning Alliance (ELLA) Programs. ELLA has secured over \$5.1 million in funding from the Women Entrepreneurship Strategy Fund to create wrap around support for women-led businesses.
- Lines-up 100% with your Innovation/Tech Focus.
- Capitalizes on the Treefrog Accelerator being awarded its Startup Visa Licence as of June 2022.
- Leverages existing Provincial/Federal funding support (per your program requirements) secured by our consortium partnership.
- Benefits from Schulich's global footprint and deep ties into India's startup/innovation ecosystem (including its campus in India).

Of important note: there is no other program in the wider ecosystem with a combined focus on Foreign Direct Investment Attraction and Women in Technology; making this program /announcement yet another clear differentiator in York Region's growing reputation as an innovation leader and a community that recognizes the crucial contributions of both New Canadians and Women to our economic and social prosperity.

Notice of Road Construction and Traffic Impacts

Transportation improvements prepare York Region to meet the needs of all travellers today and into the future.

DESCRIPTION

- Large hydro poles will be installed on Yonge Street between Davis Drive and Green Lane
- Road closures are necessary due to hydro poles' size, height and weight and to safely accommodate work and travellers

This work is part of utility relocations for road widening. Improvements will accommodate growth and provide the community with more travel options.

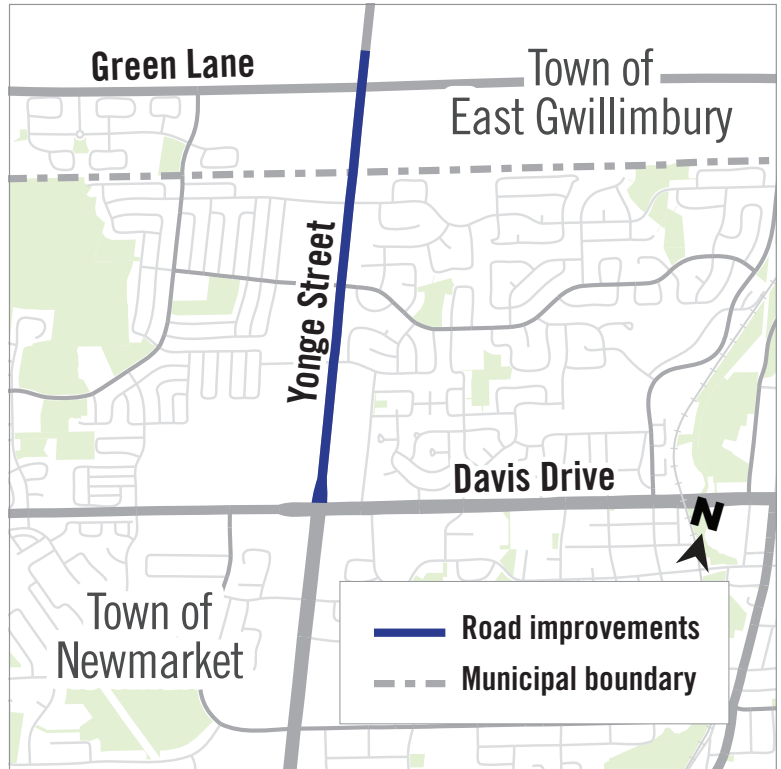
IMPACTS TO TRAVELLERS

- Sections of Yonge Street will be temporarily closed to traffic for periods of 15 minutes or less when hydro poles are being installed
- Travellers will experience reduced lanes when the equipment is positioned to place the poles
- Police will be on site to help direct traffic

DURATION

- Short duration road closures and lane reductions will take place in February and March 2024
- Closures are expected to take less than 15 minutes for each hydro pole and will move along the corridor as work progresses

As with all road construction projects, work may be rescheduled due to weather. York Region will provide advance notice where possible.



Thank you for your patience. We understand road construction creates challenges. York Region makes every effort to minimize disruptions and keep residents informed with regular construction updates.

STAY INFORMED WITH THE LATEST UPDATES BY:

- Visiting york.ca/YongeStreet for project information and updates
- Following [@YorkRegionGovt](https://www.facebook.com/YorkRegionGovt) on Facebook and X using #onYRRoads
- Emailing transportation@york.ca with **Yonge Street Improvements** in your inquiry

Accessible formats of this notice and communication supports are available upon request.

YORK REGION TRANSPORTATION, PUBLIC WORKS

Phone: 1 877 464 9675 ext. 75000

TTY: 1 866-512 6228

Email: transportation@york.ca

After hours emergency: 1 877 464 9675 ext. 75200





January 31, 2024

Sent to: sallidina@findhelp.ca

Dear Salman Allidina,

RE: Proclamation and Lighting Request – February 11, 2024

On behalf of the Town of Newmarket Council I am pleased to recognize February 11, 2024 as 211 Day.

In addition, the Fred A. Lundy Bridge located on Water Street will be illuminated in red on February 12, 2024 from sunset until 11:00 PM.

Thank you for submitting your request and for your contributions to the community.

Yours sincerely,

John Taylor
Mayor



Emily Thomas-Hopkins
Legislative Coordinator
Town of Newmarket
395 Mulock Drive
P.O. Box 328 Station Main
Newmarket, ON L3Y 4X7
Email: ethomashopkins@newmarket.ca
Tel: 905-953-5300 x2210
Fax: 905-953-5100

January 31, 2024

Sent to: sallidina@findhelp.ca

Dear Salman Allidina,

RE: Proclamation and Lighting Request – February 11, 2024 – 211 Day

I am writing to advise that your proclamation and lighting request has been approved in accordance with the Council-approved [Proclamation, Lighting Request and Community Flag Raising Policy](#), and the Town of Newmarket will proclaim February 11, 2024 as 211 Day. Approved proclamations, lighting requests, and community flag raisings will be listed on the Town's website. Approved lighting and community flag raisings will also be communicated to the public through the Town's social media.

In addition, the Fred A. Lundy Bridge located on Water Street will be illuminated in red on February 12, 2024 to recognize 211 Day. Please note that the lighting will occur from sunset until 11:00 PM.

If you have any questions regarding the above, please feel free to contact the undersigned.

Yours sincerely,

A handwritten signature in black ink, appearing to be "ETH", written in a cursive style.

Emily Thomas-Hopkins

Legislative Coordinator



Emily Thomas-Hopkins
Legislative Coordinator
Town of Newmarket
395 Mulock Drive
P.O. Box 328 Station Main
Newmarket, ON L3Y 4X7
Email: ethomashopkins@newmarket.ca
Tel: 905-953-5300 x2210
Fax: 905-953-5100

January 31, 2024

Sent to: insiya@actioncanadashr.org

Dear Insiya Mankani:

RE: Lighting Request – February 13, 2024 – Sexual Health Week

I am writing to advise that your lighting request has been approved in accordance with the Council-approved [Proclamation, Lighting Request and Community Flag Raising Policy](#), and the Fred A. Lundy Bridge located on Water Street will be illuminated in green on February 13, 2024 to recognize Sexual Health Week. Please note that the lighting will occur from sunset until 11:00 PM.

If you have any questions regarding the above, please feel free to contact the undersigned.

Yours sincerely,

A handwritten signature in black ink, appearing to be "ETH", written in a cursive style.

Emily Thomas-Hopkins

Legislative Coordinator



January 31, 2024

Sent to: tudors@girlguides.ca

Dear Stephanie Tudor,

RE: Lighting Request – February 22, 2024 – World Thinking Day

On behalf of the Town of Newmarket Council I am pleased to recognize World Thinking Day by illuminating the Fred. A. Lundy Bridge in blue on February 22, 2024.

Thank you for submitting your request and for your contributions to the community.

Yours sincerely,

John Taylor
Mayor



Emily Thomas-Hopkins
Legislative Coordinator
Town of Newmarket
395 Mulock Drive
P.O. Box 328 Station Main
Newmarket, ON L3Y 4X7
Email: ethomashopkins@newmarket.ca
Tel: 905-953-5300 x2210
Fax: 905-953-5100

January 31, 2024

Sent to: tudors@girlguides.ca

Dear Stephanie Tudor:

RE: Lighting Request – February 22, 2024 – World Thinking Day

I am writing to advise that your lighting request has been approved in accordance with the Council-approved [Proclamation, Lighting Request and Community Flag Raising Policy](#), and the Fred A. Lundy Bridge located on Water Street will be illuminated in blue on February 22, 2024 to recognize World Thinking Day. Please note that the lighting will occur from sunset until 11:00 PM.

If you have any questions regarding the above, please feel free to contact the undersigned.

Yours sincerely,

A handwritten signature in black ink, appearing to be the initials "ETH" followed by a long horizontal stroke.

Emily Thomas-Hopkins

Legislative Coordinator