



Newmarket



A FUTURE FILLED WITH PROMISE, PROSPERITY AND POSSIBILITY

TOWN OF NEWMARKET **Community Report**

2009|10



Newmarket's Olympic Torch Celebration

NEWMARKET
ONE OF THE BEST PLACES
TO LIVE IN CANADA

According to *MoneySense Magazine's* recently released "Best Places to Live" survey, Newmarket is one of Canada's most desirable residential communities. Ranking 15th out of 179 Canadian cities and towns, Newmarket topped the list as the best place to live in York Region based on climate, prosperity, access to healthcare, home affordability, low crime rates and lifestyle.

What's **big** about Newmarket? | we're **small**

Similar to the story of *Goldilocks and the Three Bears*, there is a feeling when you arrive in Newmarket that everything is just right. Not too big, not too small – a delicate balance of big city conveniences and small town charm.

Big enough to offer top-quality services and amenities at your fingertips. Small enough to know your neighbours' names and feel like part of a community that is making a difference.

Ranked within the top 15 places to live in Canada by *MoneySense Magazine*, Newmarket is a complete community where quality of life comes first.

A close-knit community of just over 84,000 residents and growing, Newmarket offers a true sense of place. Whether strolling through Fairy Lake Park or shopping at the Upper Canada Mall, Newmarket is the perfect blend of culture, shopping, parks, trails, restaurants, recreation, history, heritage and entertainment.

Welcome to Newmarket...it's juuuuust right.



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Message from | the Mayor

Welcome to the Town of Newmarket's 2009/10 Community Report. I am very pleased to present this report on behalf of Newmarket Council. I would like to sincerely thank our hard-working Council and staff for our numerous successes over the past 18 months.

As you flip through this report, you will not only learn about the Town's significant achievements and accomplishments from January 2009 to June 2010, you will also discover the bright and promising future of our community. A future filled with growth, prosperity and possibility.

We are turning the corner on a new era of growth. While major developments and improvements begin to take shape, our objective is to create the right balance between our past and our future. What this means is that growth will be concentrated in designated areas along Yonge Street and Davis Drive, while neighbourhoods and green spaces continue to be protected and preserved.

Throughout this report you will learn about a number of exciting initiatives like the vivaNext rapid transit system, the Community Urban Space Project and the Old Town Hall renovations that will begin to transform Newmarket. These are the visible changes of our town – the bricks and the mortar. But there is a difference between building a town and building a community.

It is what lies beneath the surface and what takes place in the spaces that we have created that really captures the essence of a community. What we also have to look forward to is culture, creativity, connection and collaboration; more homegrown jobs; a safer, greener community; increased healthcare and endless opportunities for future generations.

So, how are we going to get there? How will we become the vibrant, thriving urban Newmarket of tomorrow while continuing to honour our history and heritage? To put it most simply, we will use new bricks with the same strong foundation.



Tony Van Bynen, Mayor



Our objective is to create the right balance between our past and our future.



Town of Newmarket Council and staff working together to leave a lasting legacy.

Message from | the **CAO**

“Tomorrow belongs to the people who prepare for it today.” ~ African proverb

As this community continues to grow and change, the Town of Newmarket will continue to respond to the needs of the community through the consistent delivery of high-quality programs and services. We are dedicated to continuously improving our ways of doing business and to achieving the strategic direction and priorities of our Council.

The many accomplishments that we have achieved over the past 18 months would not have been possible without teamwork. We have a vision for the future of Newmarket, which you will learn about as you turn the pages of this report. Over the past year-and-a-half, we have come closer to realizing that vision through co-operation, consolidation and collaboration.

Both internally and externally, the Town has taken a number of proactive steps to streamline our processes and to ensure the sustainable and successful future of Newmarket.

By partnering with our neighbours in northern York Region on a variety of initiatives, the N6 (Aurora, East Gwillimbury, Georgina, King, Newmarket and Whitchurch-Stouffville) is leading the way in municipal collaboration. This unique approach has allowed us to share information and resources, save money and continue to create opportunities and endless possibilities.

We are now turning the corner on the construction of our new Operations Centre which is scheduled for completion in summer 2010. This award-winning facility will consolidate two existing facilities and substantially improve efficiencies.

By building facilities like the Magna Centre and the new Operations Centre, we are preparing for Newmarket's future and providing the means necessary to service the community as the population grows to approximately 98,000 by 2026.

Explore the pages of this report to learn more about our recent progress. These successes have been built on partnerships with the community and our neighbouring municipalities, working together towards a better quality of life. Newmarket Council and staff continue to work together to leave a lasting legacy for this extraordinary community.

Bob Shelton, Chief Administrative Officer

There's a reason | why I love this **Town**

WHEN ASKED, NEWMARKET RESIDENTS WEIGHED IN ON WHAT THEY LOVE MOST ABOUT LIVING IN NEWMARKET AND WHAT THEY ARE MOST LOOKING FORWARD TO IN THE TOWN'S FUTURE.

What is your favourite thing about living in Newmarket?

"It is still a town where people are friendly; we have all the services we need and it is a lovely place to grow up."

– **Christiane Durocher**, NEWMARKET RESIDENT

"Newmarket residents have so many great services and facilities right at their fingertips. Newmarket is large enough to have great restaurants, shopping and parks but small enough that everything is easy to access whether driving, walking or using public transit."

– **Julie Grellette**, NEWMARKET RESIDENT

"Still has that small town feel with all the conveniences of a big city."

– **Kendra Smith**, NEWMARKET RESIDENT

"In the beginning it was the proximity to Toronto and then after living here a while the place seems to grow on you and I came to appreciate the Town for what it is. There are lots of great opportunities for young people."

– **Woody Wurts**, NEWMARKET RESIDENT

"The availability of stores, the public transportation and the picturesque look to Main Street and Fairy Lake."

– **Merle Knox**, NEWMARKET RESIDENT

"I have lived in other places and no where has felt quite like home the way Newmarket does. I think people in Newmarket have of a sense of community. There are many events that happen throughout the year that encourage people to come together like the Festival of Lights, Canada Day festivities and the Santa Claus Parade, just to name a few. All of these things go to show how Newmarket is a wonderful place to live and the reason I am happy to say it's home."

– **Shelley Prince**, NEWMARKET RESIDENT



Tom Taylor Trail



Main Street Newmarket

What are you most looking forward to in Newmarket's future?

"The revitalization of Old Town Hall into an arts and culture centre."

– **Robin Burnett**, NEWMARKET RESIDENT, WARD 5

"The revitalization of the downtown core and revamping of Davis Drive. I think it will really help Newmarket in the future."

– **Shaun Watkins**, NEWMARKET RESIDENT & BUSINESS OWNER

"The plans for Davis Drive because they will make Newmarket more welcoming to travellers; also the plans for the new downtown park – it will be great for our kids."

– **Mag Stewart**, NEWMARKET RESIDENT

"How this town will grow. I foresee a larger town in size and amenities, while still having those unique small town qualities. I think our heritage will remain preserved, while we grow into a modern municipal hub. It can only go up from here, and that is exciting!"

– **Jamie Boyle**, NEWMARKET RESIDENT AND TOWN STAFF MEMBER

"The linking of the trail system, improving public transit and increasing the number of bicycle lanes."

– **Dave Lembeke**, LAKE SIMCOE REGION CONSERVATION AUTHORITY EMPLOYEE

"The Community Urban Space Project development, so that the Farmer's Market will have a new and permanent location. The Farmer's Market is a great part of Newmarket's culture because it allows residents to buy fresh produce directly from the farmers while supporting their local farming culture."

– **David Cooper**, PRESIDENT OF THE NEWMARKET FARMER'S MARKET

Key accomplishments | and Successes

JANUARY 2009 – JUNE 2010

THE TOWN OF NEWMARKET IS A COMMUNITY THAT STRIVES TO BE WELL BEYOND THE ORDINARY. NEWMARKET'S COMMITMENT TO LEADERSHIP, EXCELLENCE AND WELLNESS IN EVERY SENSE OF THE WORD IS EVIDENT THROUGH THE COMMUNITY'S NUMEROUS ACHIEVEMENTS OVER THE PAST 18 MONTHS. THE FOLLOWING PAGES OFFER A SNAPSHOT OF NEWMARKET'S RECENT ACCOMPLISHMENTS AND SUCCESSES.

The Town of Newmarket is a Moraine Hero

In 2009, the Town of Newmarket demonstrated its unwavering commitment to the Oak Ridges Moraine by winning an Ontario Municipal Board hearing between the Town and a developer to build on a portion of the Oak Ridges Moraine. The case was regarding a request to develop 448 homes in the Bathurst Street and Mulock Drive area of Newmarket. These lands were designated as environmentally-protected lands in an amendment to the Town's 1996 Official Plan. The decision to rule in favour of the Town, ensures that the Oak Ridges Moraine remains intact and it sets a precedent for other municipalities that are also dedicated to preserving green space.

In 2009, Newmarket was also selected as a Moraine Hero Award recipient under the Municipal Leadership category at the Moraine for Life Community Well-being Symposium. This award was for demonstrating outstanding leadership in protecting and preserving the Oak Ridges Moraine and for proactive approaches to addressing and improving moraine-related issues.

Newmarket staff wins award for energy conservation efforts

In 2009, Town of Newmarket staff members, Scott Bond and Harry Vanwensem were presented with the Don Harrison Energy Champion Award from the Ontario Recreation Facilities Association (ORFA). This award recognizes individuals who have completed a project resulting in reduced energy consumption or improved energy management education or research. Newmarket staff won the award based on their leadership of energy-saving initiatives at recreational facilities and their commitment to energy management education. This award once again demonstrates Newmarket's commitment to being an environmentally-progressive community.

Newmarket gets fired up for Olympic flame

On December 18, 2009, Newmarket was one of only 200 Celebration Communities across Canada to host the Olympic flame on its 106-day journey across the nation. The Vancouver 2010 Olympic Torch Relay route was the longest domestic Torch Relay in Olympic history, stretching over 45,000 kilometres throughout Canada. Homegrown hero and Newmarket resident, Clare Kowaltschuk, carried the torch with pride into Newmarket's celebration at the Magna Centre where she was greeted by more than 7,000 red and white-clad residents and visitors. Hundreds more lined the streets in celebration of the community, the spirit of the Olympic Games and the unity of a nation.

Clare Kowaltschuk, carried the torch with pride into Newmarket's Olympic celebration at the Magna Centre.



*Torchbearer Clare Kowaltschuk
at Newmarket's Olympic Torch
Celebration, December 18, 2009*



Newmarket builds first ever Environmental Park

Located in the Northwest quadrant of town, surrounded by 200 acres of protected woodlands is Newmarket's first ever fully sustainable Environmental Park. This park was completed in 2009 with the objective of engaging residents and raising awareness of the many leading-edge environmental practices throughout Newmarket. The Environmental Park includes the beginning of a new six-kilometre trail system. Other environmental features include: playground equipment that replicates natural patterns in the forest, solar-powered lighting, permeable pavement, a pavilion and amphitheatre that back onto the forest, low maintenance grass and the collection of all water run-off from the park site. This one-of-a-kind park exemplifies Newmarket's commitment, leadership and the continued environmental transformation of the community.



Artistic renderings of the interior (above) and exterior (right) of Newmarket's environmentally-friendly Operations Centre.

NEWMARKET'S AWARD-WINNING OPERATIONS CENTRE

will be one of the first municipal Operations Centres in Canada to be built to LEED Silver standards. Some of the environmental features include: a green roof, geothermal heating and cooling, solar hot water heating, storm water collection for irrigation and the allowance for a future wind turbine.

Newmarket's Operations Centre is Award-winning

In 2009, construction began on a 75,000 square-foot, environmentally-friendly Operations Centre that will consolidate a number of municipal services, substantially improve efficiencies and provide the capacity that will be necessary to service the Town's growing population. With contributions from the Federation of Canadian Municipalities' (FCM), the Town of Newmarket's Operations Centre is being built to a Leadership in Energy and

Environmental Design (LEED) Silver standard and will meet the Canada Green Building Council's energy efficiency targets. Even before its completion, the new state-of-the-art Operations Centre has already received the 2009 Award of Excellence from *Canadian Architect* magazine and a nomination for the 2010 Canadian Institute of Steel Construction Ontario Region Steel Design Awards.





Central York Fire Services permanently consolidates

In 2009, the Towns of Newmarket and Aurora permanently consolidated Central York Fire Services (CYFS), the joint fire department that proudly serves and protects both towns. In January 2002, Newmarket and Aurora Councils merged their fire departments to create CYFS with the intention of improving the protection provided to the two communities. Permanent consolidation was one of the significant recommendations that resulted from an extensive review of the CYFS Master Fire Plan in 2008. Permanently merging the two fire departments will allow the department to operate more efficiently and create long-term plans. The creation of CYFS has allowed for access to additional resources, increased staff and has proven to be the perfect example of how municipalities can work together to form safer communities.



Library goes from books to bytes

In 2009, the Newmarket Public Library, in partnership with the Town of Newmarket, Newmarket Chamber of Commerce and Tourism Information Centre and Southlake Regional Health Centre received over \$2 million from the Community Adjustment Fund (CAF) for a Shared Digital Infrastructure (SDI) project aimed to boost Newmarket's economy. This project will allow the Newmarket Public Library to move from the bookshelf stage to the digital age by digitizing paper-based information and implementing a variety of new technologies. The SDI initiative created more than 34 local, full-time jobs, while subsequently improving the technology infrastructure at the Town, Library, Hospital and the Chamber of Commerce.

Surf's up at the Town of Newmarket

In November 2009, the Town of Newmarket officially launched its new website. The site was designed to bring Newmarket forward, providing its citizens with a fresh new look and easy-to-access information. The Town's updated website was part of Newmarket's re-branding exercise which began in 2008. Through extensive research and feedback sessions, a new, stylish and more user-friendly website was created. The website hosts a variety of easy-to-navigate services for residents and visitors. Some of the new features include a community calendar function, which has up-to-date information on upcoming events, clearly defined menu items and roll-over drop-down menus for easy navigation. Residents can also sign up for Town programs and activities, subscribe to breaking news through a Real Simple Syndication (RSS) live feed system and find answers to frequently asked questions.





Newmarket sets the stage for arts and culture

In 2009, the Town of Newmarket launched its first ever Cultural Master Plan, which will shape the future of arts and culture in Newmarket over the next 10 years. After a year of conducting informative interviews with cultural leaders, surveying the public and having discussions with Town staff, the Town formulated the 10-year Cultural Master Plan, with the objective of uniting the cultural community. Highlights of the plan include establishing community gardens, creating a public art program, renovating and enhancing the Old Town Hall and forming an Arts and Culture Council. The Cultural Master Plan will broaden Newmarket's cultural spectrum, create stronger relationships between the Town and cultural groups and further enhance the high quality of life that Newmarket residents enjoy.



Newmarket sees another high energy drop for Earth Hour

During Earth Hour 2010, Newmarket residents and businesses contributed to a 13.77% reduction in electricity consumption, one of the highest reductions in the Greater Toronto Area (GTA) for the third year in a row, and more than triple the 4% provincial average.

In 2009, residents and businesses across the Town of Newmarket turned off their lights during Earth Hour and helped the municipality reduce its electricity consumption by 14.35% —the second highest reduction in the GTA.





Tom Taylor Trail extends south of Mulock Drive

In 2009, Newmarket in collaboration with York Region and Canada Building Materials (CBM) of Newmarket completed a new pedestrian and cycling underpass that runs beneath Mulock Drive, adjacent to the Town's Municipal Offices. This was one of the few remaining pieces of the puzzle in Newmarket's extensive trail system. The underpass links Newmarket's southern neighbourhoods directly to Fairy Lake Park in the centre of Newmarket via the Tom Taylor Trail. York Region and the Town of Newmarket will continue to work together through the Municipal Partnership Program to extend the trail system further south and connect with the Nokiidaa Trail coming north from the Town of Aurora.

Photo: The Tom Taylor Trail is an integral part of Newmarket's Trail system which stretches more than 15 kilometres throughout the community.



Newmarket receives over \$7 million in funding to revitalize downtown

In 2009, the Town of Newmarket received more than \$7 million from the Building Canada Fund for two major projects that will rejuvenate, renew and reinvent the downtown core. Newmarket's historic Old Town Hall will undergo renaissance renovations to restore this landmark. This year, construction will begin on the Community Urban Space Project (CUSP), a progressive urban park area that will

transform downtown Newmarket. CUSP will create a place for friends and families to gather while linking Newmarket's extensive trail system to the downtown core. Both of these projects will contribute to enhancing and revitalizing the downtown area and ensure that this area remains a cultural hub and a favourite meeting place for residents and visitors.



Artistic rendering of the Community Urban Space Project and downtown revitalization (facing west towards Main Street from Timothy Street)

Newmarket wins prestigious sustainability award

On May 29, 2010, Newmarket was awarded the CH2MHill Sustainability Award by the Federation of Canadian Municipalities (FMC). This award recognizes innovation and excellence in the building category. Newmarket received this award for its 34-lot EcoLogic subdivision in partnership with Rodeo Fine Homes. This is the first subdivision in Canada to have each home built to Leadership in Energy and Environmental Design (LEED) Platinum standards. Some of the advanced green features include rainwater collection to flush toilets and irrigate gardens, super insulation levels, high efficiency appliances and lighting, ultra-low-flow fixtures, sustainable harvested wood, and solar panels for space and hot water heating. This project has received Platinum certification from the United States Green Building Council and the Canada Green Building Council. This development has also been internationally recognized and accepted as the benchmark for the design, construction and operation of high performance green buildings.

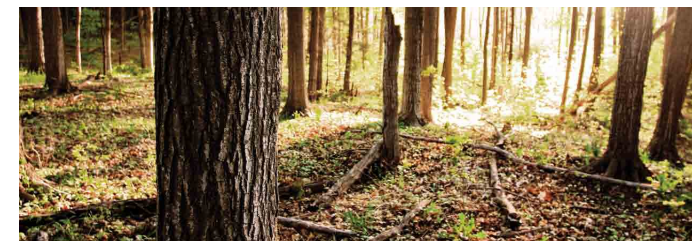


Photo courtesy of Matthew C.X. Langford

Newmarket sets the gold standard in green procurement

In 2009, Newmarket announced a purchasing agreement to upgrade its environmental standards for the purchase of desktop and laptop computers to the highest criteria of the Electronic Product Environmental Assessment Tool (EPEAT). As part of the agreement, the Town purchased 35 Gold EPEAT-rated desktop computers, 11 Silver EPEAT-rated notebooks, and 45 Silver EPEAT-rated monitors. This environmentally-preferred equipment, proven to reduce harmful substances and decrease energy usage, is state-of-the-art and will help the municipality lessen its ecological footprint while saving the Town significant energy costs. According to EPEAT's Electronics Environmental Benefits Calculator, this initial purchase will produce enough energy savings for the Town to power two households in a year, have the equivalent of removing four passenger cars' greenhouse gas emissions in a year and have significant cost savings.

Growing | in the **Right Direction**

“We are all familiar with the saying you are what you eat, perhaps it’s time to add a new saying – you are where you live.”

~ Healthy communities, Ontario Professional Planners Institute (fall 2007)

Remember how much fun it used to be to play Monopoly? An entire community complete with dogs, cars, houses, hotels, taxes, utility costs and free parking would come together in a matter of hours.

Although it can sometimes be a game of chance, developing a sustainable, liveable and complete community takes a lot more foresight and planning than simply placing a few houses on Boardwalk, passing GO and collecting \$200.

Planning for the future is an integral part of the success of any community. Over the past couple of years the Town of Newmarket has finalized a number of major plans that will lay the foundation for the promising future of the community.

In 2008, the Town’s new **Official Plan** was updated and approved by York Region. Much of the direction going forward will be guided by the Official Plan which provides the framework for managing growth, preserving nature and directing land use. This will act as the roadmap, as Newmarket continues to grow and flourish and the population increases to a projected 98,000 by 2026.

2009 also saw the creation of two very important documents – the Economic Development Strategy and the Cultural Master Plan that will set the stage for the community’s social infrastructure over the next 10 – 15 years.

The **Economic Development Strategy** provides the blueprint for the future expansion of business and job opportunities in the Town. With the knowledge sector as the basis underlying future growth, Newmarket will seek opportunities that further the health sector, advanced manufacturing and the Town’s role as the regional centre to continue to create homegrown jobs and attract urban professionals to Newmarket.

Recognizing that arts and culture are a fundamental part of creating a vibrant and sustainable community, in 2009, Newmarket launched its first **Cultural Master Plan**. The Cultural Master Plan will lead the way in making Newmarket a more creative community that embraces place making, cultural celebration and the arts.

With the revitalization of the Old Town Hall and a number of exciting initiatives outlined in the Cultural Master Plan, Newmarket is already taking the first steps towards the cultural renaissance that will take place in the coming years.

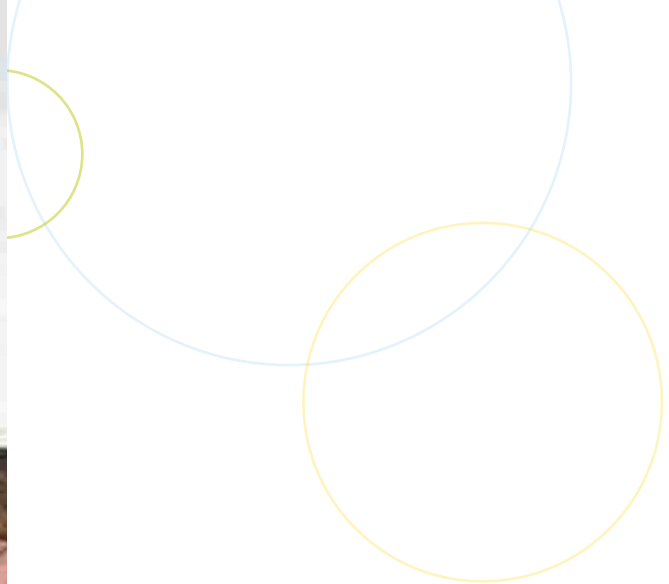
“If you fail to plan, plan to fail.” Although it may be cliché, this old saying rings true. It may not be as easy as passing GO and collecting \$200, but Newmarket’s strategic planning will ensure a successful future lies ahead filled with arts and culture, green space, job opportunities and some “Free Parking”.





With the revitalization of the Old Town Hall and a number of exciting initiatives outlined in the Cultural Master Plan, Newmarket is already taking the first steps towards the cultural renaissance that will take place in the coming years.

Newmarket's Market Square in front of historic Old Town Hall



The cat is out of the bag...it is no secret that Newmarket is changing. One needs only to drive down Davis Drive or stroll by the Community Centre along the Tom Taylor Trail to see the major transformations that are already beginning to reshape this Town. These projects are part of a bigger plan to *renew* Newmarket.

Renewing Newmarket is about protecting and enhancing the natural and cultural heritage of the community, while continuing to manage growth and plan for the future. It is about taking a town that is already extraordinary and making it even better.

As Newmarket says goodbye to the old Community Centre arena which has served the community well for almost 100 years, the Town is also welcoming a number of new services and landmarks that will continue to improve and enhance the quality of life that Newmarket residents have come to appreciate.

In 2009, Newmarket received more than \$7 million in funding from the Building Canada Fund for significant renovations to the historic Old Town Hall and the creation of an innovative urban park area that will revitalize downtown Newmarket.

Originally constructed in 1883, the **Old Town Hall** has been a staple for arts and culture in the community for over a century and will soon be restored to its former glory. The funding will allow for various improvements and additions to the Old Town Hall including substantial renovations to the second floor theatre area and conversion of the building to meet accessibility standards. The renaissance renovations will ensure that the Old Town Hall remains a jewel in the community and becomes the cultural hub for professional and amateur theatre, music, dance and other cultural activities.

Known as the **Community Urban Space Project (CUSP)**, this new progressive park area will create a place for friends and families to gather. This park will provide an important missing link to connect the entire trail system from north to south. It will bring people together from all areas to celebrate community events and experience everything downtown has to offer. Located near Fairy Lake Park, adjacent to Main Street, CUSP's features will include an outdoor skating rink, an interactive water feature and a performance area for a wide array of community events and activities. Pre-construction of this landmark began in spring 2010 and is scheduled for completion in spring 2011.

Also in spring 2010, Yonge Street and Davis Drive began to transform as a new rapid transit system emerges. The **vivaNext bus rapid transit system** will enhance the functionality of Yonge Street and Davis Drive, while alleviating decades of traffic congestion in these areas. VivaNext will provide Newmarket's expanding residential and business community with a fast, convenient and reliable alternative to driving.

The newly refreshed and renovated Old Town Hall, Community Urban Space Project and vivaNext are just a sample of some of the major projects that will renew Newmarket in the coming years.

Renewing Newmarket is about honouring the community's rich history and heritage and the characteristics that truly make Newmarket feel like home. The objective is to create the right balance between past, present and future; to be true to the character of the community while recreating, reimagining and reinventing the Newmarket of tomorrow so that Newmarket remains an inviting, vibrant, thriving, and welcoming place to live for future generations.



Artistic renderings of Newmarket's Community Urban Space Project (CUSP)

It is about taking a town that is already extraordinary and making it even better.

THE COMMUNITY URBAN SPACE PROJECT

will bring people together from all areas to celebrate community and experience everything downtown has to offer.





8

12

13

9

7

3

5

10

6

2

1

11

BATHURST ST.

DAVIS DR. W

MAIN ST.





PROSPECT ST.

YONGE ST.

BAYVIEW AVE.

MULOCK DR.

Legend

-  Urban Centre
-  Natural Heritage System
-  Roads
-  Trail System

TOWN OF
NEWMARKET

DAVIS DR.

LESLIE ST.

HWY. 404



4



TOWN OF WHITCHURCH-STOUFFVILLE

RENEWING NEWMARKET | Imagine the possibilities

This map represents a number of planned projects and initiatives as well as conceptual visions of the type of development that is possible for Newmarket in the coming years.

- 1 Community Urban Space Project (CUSP)**
This innovative urban park will provide the missing link in Newmarket's trail system. CUSP will transform downtown Newmarket by providing an outdoor skating rink, performance area and interactive water feature.
- 2 Old Town Hall**
Newmarket's Old Town Hall, originally constructed in 1883, will be revitalized and will once again be the cultural hub of the community.
- 3 VivaNext Concept**
Through the introduction of dedicated bus lanes, the vivaNext rapid transit system will enhance the look and functionality of Yonge St. and Davis Dr., while providing the community with a fast, convenient and reliable alternative to driving.
- 4 Operations Centre**
Newmarket's new Operations Centre will consolidate a number of existing Town facilities. This facility will provide the means necessary to service Newmarket's growing community.
- 5 Southlake Regional Health Centre**
This nationally-renowned hospital is the centre-piece of the Regional Healthcare Urban Centre – the area of highest concentration of employment in Newmarket - and is one of the focal points of the Town's Economic Development Strategy.
- 6 Yonge St. & Davis Dr. Concept (Facing South)**
This area will see significant growth and intensification in the coming years. Newmarket will strive to meet the target of 200 people and jobs per hectare for this area as established by the Places to Grow Provincial Growth Plan.
- 7 Davis Dr. Concept (Facing West towards Yonge St.)**
Similar to the Provincial Urban Growth Centre, Davis Drive will experience mixed-use intensification alongside the dedicated Viva bus lanes.
- 8 Yonge St. Concept (Facing South towards Bonshaw Ave.)**
An example of the many different character areas that are expected to develop across the urban centres in Newmarket. These areas will include a variety of entertainment and cultural hubs alongside residential and workplace districts.
- 9 Yonge St. Concept (Facing North of Davis Dr.)**
Key to the successful development of Yonge Street and Davis Drive is a high degree of streetscaping and pedestrian-friendly development, including public art and landscaped common areas such as plazas, outdoor spaces, and areas for rest and relaxation in the urban environment.
- 10 Upper Canada Mall Concept**
Already home to many of Canada's top retailers, the Upper Canada Mall has the potential to transform from a traditional suburban mall to an innovative indoor/outdoor shopping experience.
- 11 Yonge St. & Eagle St. Concept**
At the southern limit of the Provincially-designated urban growth centre, development in this area is expected to include a new Regional Central Services Centre, a Provincial Offences Court building, offices, and residential apartment buildings.
- 12 Trail System**
Newmarket's extensive trail system links 630 acres of parkland, waterways and community focal points, stretching from the Town's southern boundary shared with Aurora, to the northern boundary shared with East Gwillimbury.
- 13 Environmental Park**
The Environmental Park is a tribute to the environmental spirit of the community. Surrounded by 200 acres of protected woodlands, the parks innovative features will engage residents and encourage continuous education on Newmarket's many leading environmental practices.

Protecting and enhancing the natural and cultural heritage while continuing to manage growth and plan for the future.

Town ten | living in **Newmarket**

THE TOWN OF NEWMARKET HAS TAKEN A NUMBER OF PROACTIVE AND INNOVATIVE STEPS TO BUILD A BALANCED, THRIVING AND LIVEABLE COMMUNITY. NEWMARKET RESIDENTS KNOW THAT NEWMARKET IS SIMPLY THE BEST AND THIS WAS RECENTLY CONFIRMED BY *MONEYSENSE MAGAZINE'S* "BEST PLACES TO LIVE" NATIONAL SURVEY. NEWMARKET RANKED 15TH OUT OF 179 CANADIAN CITIES AND TOWN'S ACROSS THE COUNTRY, TOPPING THE LIST AS THE BEST PLACE TO LIVE IN YORK REGION.

Here are 10 reasons why Newmarket is the 15th best place to live in Canada, eh:

- 1 A safe place to call home** – According to the MoneySense survey, Newmarket's low crime rate positioned Newmarket as the sixth safest community in the country.
- 2 A 'green' community** – Over fifteen kilometres of trails and almost 1000 acres of parks and open spaces and community facilities can be found throughout Town.
- 3 "A little bit country, a little bit rock and roll"** – Located just 30 minutes north of the City of Toronto, Newmarket offers all of the services and amenities of a big city with all the charm and character of a small town.
- 4 A place where "it is easy being green"** – Newmarket has a deep-rooted commitment to the environment including numerous environmental policies and bylaws and the first subdivision in Canada to be Leadership in Energy and Environmental Design (LEED) Platinum certified.
- 5 A premiere healthcare facility** - Home to Southlake Regional Healthcare Centre, this vibrant and modern facility is recognized regionally, provincially, and in some cases nationally for its expertise in cardiac care, cancer treatment, thoracic and cataract surgery, adolescent eating disorders, paediatrics and perinatal care and arthritis treatment.
- 6 A below average tax rate** - According to a 2009 study by BMA Consulting, Newmarket has the lowest per capita municipal tax levy in York Region and was below average compared to 82 municipalities across Ontario.
- 7 A place for fun and recreation** - Newmarket provides over 6,500 recreation and drop-in programs annually and offers almost 30,000 square feet of cultural spaces available for community use. Numerous Town facilities, including Newmarket Theatre, Youth Centre, Senior's Centre, Elman Campbell Museum and more, offer a wide variety of activities, events and entertainment for residents and visitors of all ages.
- 8 A service-oriented community** - Newmarket is dedicated to maintaining top-quality services and programs for its residents. The municipal services offered by the Town include: fire services, local water distribution and collection, library services, parks construction and maintenance, recreation facilities and programming, tax collection, local community planning, bylaw enforcement, zoning and building inspection and taxi, lottery and marriage licensing.
- 9 A small Town with a big heart** - With numerous service clubs and charitable organizations in Newmarket, each year the Town hosts hundreds of festivals and community events. Many of these are held in collaboration with community groups and thousands of resident volunteers working together to make Newmarket even better.
- 10 A bright and promising future** - The Town has a number of major plans and initiatives underway including the Official Plan, Economic Development Strategy, Cultural Master Plan, vivaNext rapid transit system, the Community Urban Space Project and so much more to ensure Newmarket remains one of the best places to live in Canada.



Downtown Newmarket

Message from | the Treasurer

2009 was a unique year for many reasons...

It saw the Town passing two budgets in one year. On April 27, the 2009 operating and capital budgets were approved by Council. Council adopted the budgets for 2010 on December 14, 2009 – this was the first time in the Town’s history that a budget was approved prior to the start of the calendar year.

Over the past couple of years, the Town has taken a very progressive approach to demystifying the budget both internally and externally and making it a more user-friendly and understandable process for staff and residents. This includes an expanded budget communications plan and significant improvements to the way we do budgets.

In order to more accurately track and access the Town’s assets, the budget statements now include tangible capital assets with a net book value of \$418 million. These assets are recorded at their historical cost, however, their actual replacement value would be

at least double that amount. This was a huge project that entailed inventorying assets that had never been tracked before and developing costing methodologies in the absence of sufficient documentation.

I am proud to say that staff achieved this feat without the use of external assistance. This has resulted in cost savings for the Town and the retention of valuable knowledge.

Looking forward, the Town has many tools in place to ensure financial sustainability. Annual contributions to the Asset Replacement Fund of \$12 million (16% of the operating budget), a current Development Charges Bylaw (2009), underutilized debt capacity (only 16% funded from taxes), a Service Pricing Policy, and the initiation of long-term budgeting and business planning set a strong foundation for the future.



Mike Mayes, Treasurer and Director of Financial Services



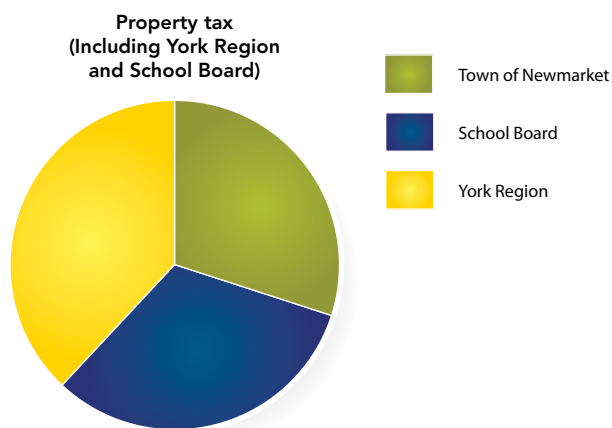
Mike Mayes
DIRECTOR OF
FINANCIAL SERVICES

2009 | Financial highlights

The Town of Newmarket is committed to creating a stable financial foundation for the community. The following financial highlights provide an overview of Newmarket's 2009 budget and address the two most frequently asked questions surrounding the budget process. Newmarket's complete financial statements, audited by Grant Thornton, are available online at www.newmarket.ca or by contacting the Finance department at 905-895-5193.

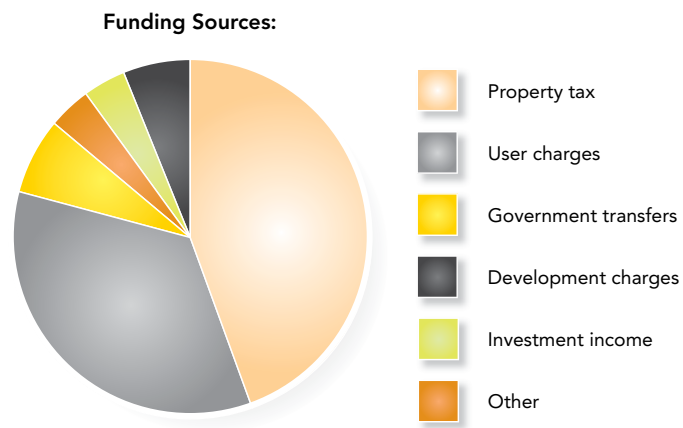
Where Does the Money Come From?

The Town of Newmarket's primary funding source is property tax which is divided between the Town, York Region and the School Board. Other funding sources include user charges from various recreation programs and licensing fees, funding from other levels of government, development charges and investment income.



Property Tax	%	\$
Town of Newmarket	30%	\$38,334,424
School Board	32%	\$41,169,747
York Region	38%	\$48,907,186
TOTAL	100%	\$128,411,357

The Town of Newmarket is responsible for collecting property taxes on behalf of York Region and the School Board.



Funding Sources	%	\$
Property tax	45%	\$38,998,225
User charges	35%	\$29,600,465
Government transfers	7%	\$5,825,473
Development charges	4%	\$3,259,043
Investment income	4%	\$3,380,151
Other	5%	\$4,550,769
TOTAL	100%	\$85,614,126

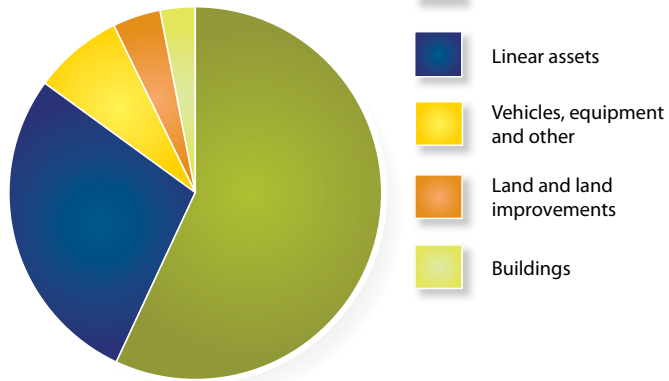
FINANCIAL FACTS (2009)

- According to a 2009 survey conducted by BMA Consulting, Newmarket has the lowest per capita municipal tax levy in York Region and was below average compared to 82 municipalities across Ontario.
- \$10.5 million in approved government transfers/grants were carried forward from the 2009 budget to be used in 2010.
- \$10.6 million in development charges is currently available to fund future growth expenditures.
- Investment income includes \$3.1 million from Newmarket Hydro Holdings Inc.

Where Does the Money Go?

Town funding supports a wide variety of municipal services. This includes everything from fire and library services to parks, trails, water supply and community events. This also includes investing in tangible capital assets which are now reflected in the Town's financial statements. Tangible capital assets include land, buildings, vehicles and equipment, roads, bridges, sidewalks, sewers, waterworks and trails.

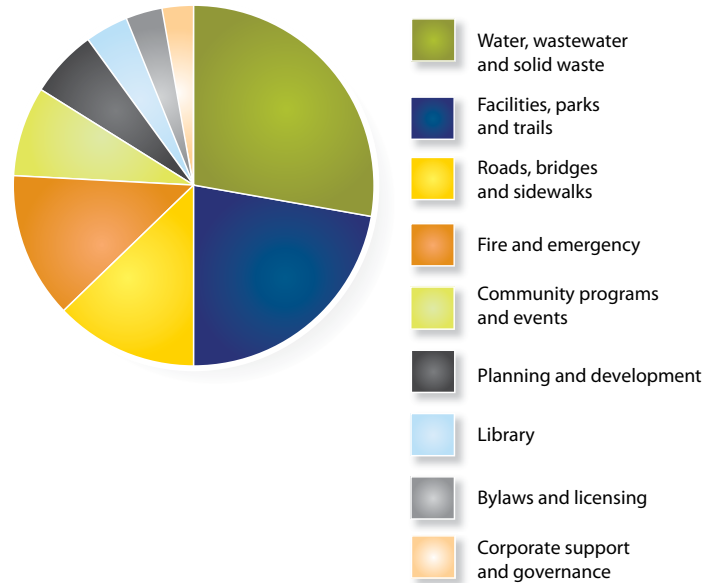
2009 Investment in Tangible Capital Assets (TCA)



2009 Investment in TCA	%	\$
Assets under construction	57%	\$15,468,566
Linear assets	28%	\$7,651,541
Vehicles, equipment and other	8%	\$2,292,284
Land and land improvements	4%	\$1,152,384
Buildings	3%	\$719,366
TOTAL	100%	\$27,284,141

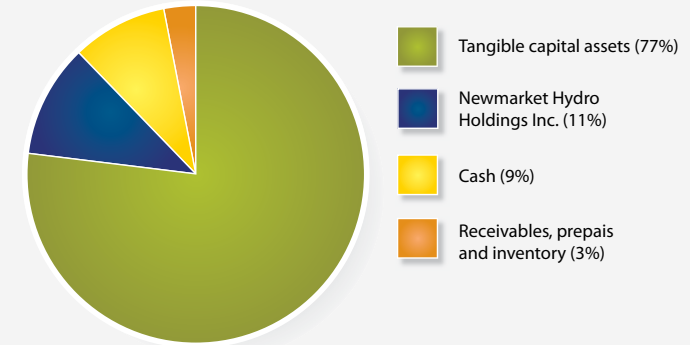
· Linear assets include roads, bridges, sidewalks, sewers, waterworks and trails.
 · Assets under construction include \$13 million for the new Operations Centre.

Operating Expenses



Operating Expenses	%	\$
Water, wastewater and solid waste	28%	\$23,269,614
Facilities, parks and trails	22%	\$17,830,902
Roads, bridges and sidewalks	13%	\$11,018,584
Fire & emergency	13%	\$10,404,855
Community programs and events	8%	\$6,645,767
Planning and development	6%	\$5,203,294
Library	4%	\$3,404,597
Bylaws and licensing	3%	\$2,122,311
Corporate support and governance	3%	\$2,226,699
TOTAL	100%	\$82,126,623

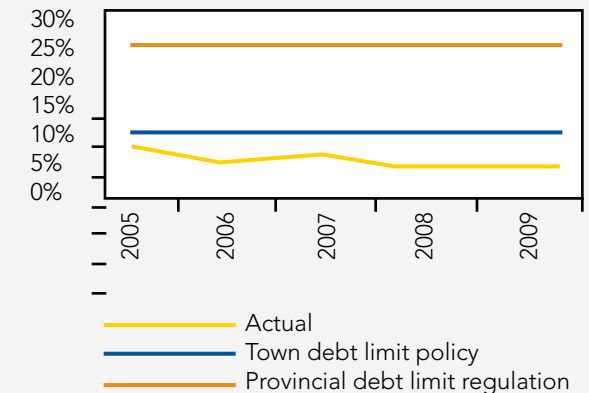
What We Own



- The Town owns 93% of Newmarket Tay Hydro
- The total value of Newmarket's assets is \$546,431,331

What We Owe

Debt servicing as a percentage of Town revenues



- Only 16% of debenture financing comes from taxes
- A \$12.4 million debenture was incurred for the new operations centre which will open in 2010

If you thought you | **knew Newmarket**

YOU MAY NEED TO **THINK AGAIN.**



Newmarket's Past: Yonge Street, Early 1900's

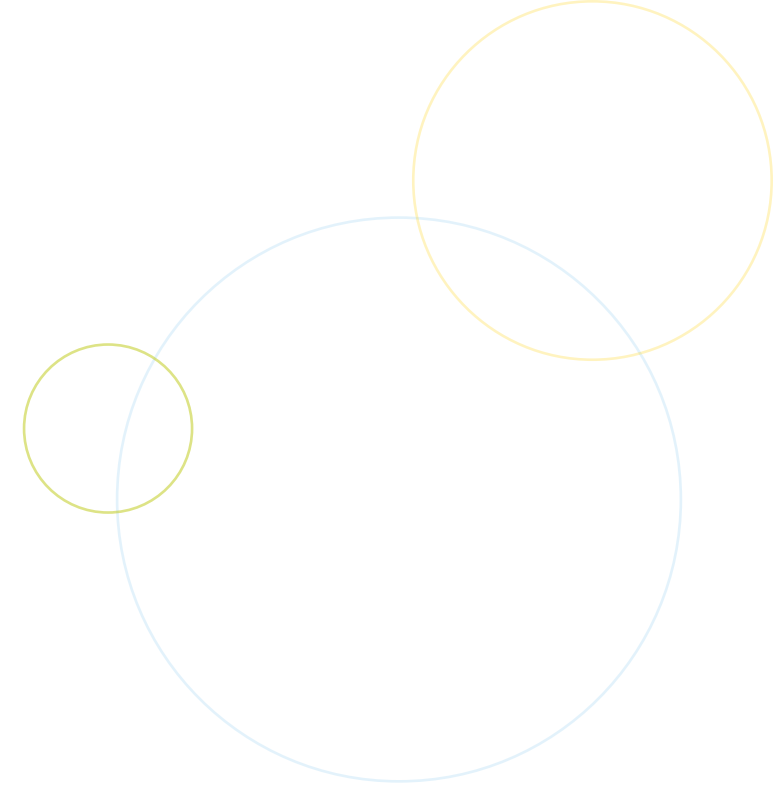


Newmarket's Future: Artistic rendering of Yonge Street, more than 100 years later, post 2030

As you flipped through the pages of this report, you learned about a balanced community complete with lush trails, big city amenities and small town character. You learned about our numerous accomplishments over the past year-and-a-half and all of the good things that are ahead for this one-of-a-kind community. The pages of this report have given you a glimpse of what Newmarket is all about, but there is no way we could fully capture on paper everything that this extraordinary community is and will be.

For those of you that live here, you know what we mean.
For those of you that don't, you will need to visit us and see for yourself exactly what you're missing.

For more information on the Town of Newmarket, please visit www.newmarket.ca, e-mail info@newmarket.ca or call 905-895-5193.



A night photograph of a park. In the foreground, a calm body of water reflects the scene above. The middle ground is dominated by several large, leafless trees with intricate branch structures. To the right, a series of streetlights on tall poles illuminates a grassy area, with their light reflecting on the water. The background shows more trees and distant lights under a dark, overcast sky.

Visit us and see for yourself exactly what you're missing.

*Fairy Lake at Night
Photo courtesy of Newmarket resident*



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