



INFORMATION REPORT
TOWN OF NEWMARKET
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November 7, 2017

JOINT INFORMATION REPORT # 2017- 17

TO: Members of Council

COPY: Bob Shelton, CAO
Members of SLT
Members of OLT

SUBJECT: Town of Newmarket Canada 150 Celebrations Wrap - Up

ORIGIN: Office of the CAO
Community Services
Development & Infrastructure Services
Corporate Services

COMMENTS

In accordance with the Procedure Bylaw, any member of Council may request an Information Report to be placed on a future Committee of the Whole or Council agenda for discussion.

The purpose of this report is to serve as a wrap – up report with respect to Town of Newmarket's Canada 150 Celebrations. This report builds on the initial update that was provided through CAO/Community Services/Development and Infrastructure Services/Corporate Services Joint Information Report # 2017 – 03 dated March 1, 2017 and CAO/Community Services/Development and Infrastructure Services/Corporate Services Joint Information Report # 2017 – 11 dated June 30, 2017.

Please find attached a summary of activities to date as well as anticipated activities to come. Mayor Van Bynen has been an active participant on the Federation of Canadian Municipalities (FCM) Canada 150 Community Leaders Network. In addition, every four weeks the Mayor has met with staff from Corporate Communications and Community Services to track progress of Newmarket's initiatives. In summary, there have been over 40 unique initiatives and events held specifically in recognition of Canada's 150th birthday with all funded within existing approved budgets and resources.

Some specific highlights include:

- Canada 150 Blood Donor Clinic – 143 donations, 99 per cent of the clinic’s target
- Kanata Festival (Canada Day) – 10,000 + Attendees
- Canada 150 Days of Summer Button Campaign – 642 Buttons sold for revenue of \$5,681.70
- Canada 150 webpage visits – 3,000
- 10-Minute Play Festival – 1000 Attendees
- Newmarket Culture Days and Community Painting Event for the Canada 150 Mosaic Mural – 500+ Attendees
- Touch-A-Truck and Community Open House Event - 2,500+ Attendees
- Canada 150 displays and events at the Newmarket Public Library
- World Planning Day
- Official Unveiling of the Canada 150 Mosaic Art Piece
- Official Unveiling of the Vimy Oak Tree Sapling on Remembrance Day
- Canada 150 acknowledgements around Town:
 - Sewer Grates
 - Flowers around Town
 - Indoor ice surfaces
 - Vehicle’s and equipment and more!

BUSINESS PLAN AND STRATEGIC PLAN LINKAGES

Council 2014-2018 Strategic Themes and Priorities Linkages

- Economic Development – Supporting innovative projects and partnerships with various sectors.
- Enhanced Recreation Opportunities - Enhancing our recreational and community facilities.
- Enhanced Recreation Opportunities - Supporting community and neighbourhood projects.
- Community Engagement - Engaging our changing resident demographics.
- Efficiency/ Financial Management – Ensuring effective and efficient services.

Living Well

- Emphasis on active lifestyles and recreational opportunities

Well Balanced

- Events that help shape identity and contribute to community spirit
- Striving for cultural harmony and ethnic diversity

Well- equipped & managed

- Fiscal Responsibility
- Service excellence
- Small town feel with city amenities

Well-respected

- Being well thought of and valued for our judgment and insight
- Being a champion for co-operation and collaboration
- Being tradition based and forward-looking

BUDGET IMPACT

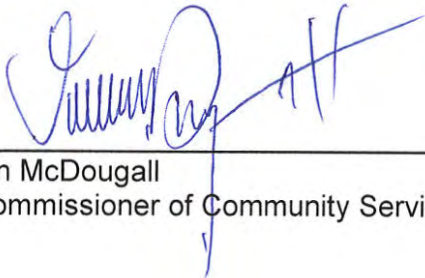
Any Town of Newmarket initiated Canada 150 scope will be funded within grants and the Council adopted 2017 operating budget.

CONTACT

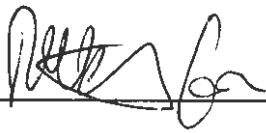
For more information on this report, contact: Ian McDougall, imcdougall@newmarket.ca or Peter Noehammer, pnoehammer@newmarket.ca or Esther Armchuk, earmchuk@newmarket.ca.



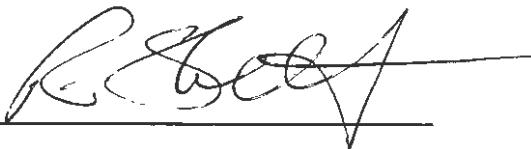
Esther Armchuk
Commissioner of Corporate Services



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Robert N. Shelton
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Canada 150 Initiatives in the Town of Newmarket



CANADA 150

Town of Newmarket: Canada 150 Summary

In acknowledgement of Canada 150, a cross section of staff representing all departments and commissions met and brainstormed ideas on how to incorporate Canada 150 themes into our existing events and new ideas (specifically aiming for 150 ideas in total).

Goal: Make the most of Newmarket Residents' Canada 150 celebrations.

Objective: Instill national and community pride for residents of Newmarket and be part of Canada's 150 celebrations through Newmarket Events, landmarks, history and collaboration with various stakeholders. Canada 150 acknowledgements will be encouraged through participation, celebration and exploration.

Communications Tactics

Marketing and Communication Initiatives through Social Media
Website (newmarket.ca/Canada150 or newmarket.ca/events)

Home / Things To Do / Canada 150 in Newmarket /

CANADA 150 IN NEWMARKET

Canada 150 in Newmarket

The Town of Newmarket wants you to make the most of your Canada 150 with Newmarket by participating in various Canada 150 themed events, programs and initiatives.

How to participate?

Be in the know about all the amazing Canada 150 related acknowledgements in Newmarket and around Canada. For more information on Canada 150 events in Newmarket or the grants the Town received from the Federal Government, please click on the buttons below.

CANADA 150 EVENTS **CANADA 150 GRANTS**

Explore other events happening around our Country using Passport 2017

Get the scoop on everything that's going on. Find out about events and activities that matter to you with the Passport 2017 App. This personalized application combines culture, food, history, sports and travel while awarding virtual badges. Passport 2017 is an excellent resource for discovering, experiencing and celebrating our beautiful country throughout 2017.

Quick Links

- Calendar of events
- Newmarket Theatre
- Recreation schedules
- Register for programs
- Swimming

- Newmarket Community Calendar
- Newmarket Town Page
- Mayor's FCM group
- Print Advertisement

- Media Relations
- Local events calendars (Snap'd, Newmarket Public Library, York Region Calendar, Passport App)
- Internal Newsletter
- Intranet

Canada 150 Initiatives

Public Works department

Canada 150 Decals on Trucks (Completed)

Canada 150 Man holes (Completed)

Red and White flowers around Town (Completed)

Canada 150 logo on ice rink (Completed)

Canadian Flag at Fairy Lake Park (July 1, 2017)

Canada 150 Snow Plow decorations (May 25, 2017) – showcase at Touch-A-Truck and Community Open House

Water Street/Riverwalk Commons lighting art project (Completed)

Canada 150 Snow Plow at the York Region Pride Parade





Touch-A-Truck and Community Open House May 25, 2017

In celebration of Public Works Week (May 21 to 27) and Canada 150, the Town is hosted the Touch-A-Truck and Community Open House. Visitors got up-close and personal with trucks, equipment and vehicles that are used by Public Works professionals every day. There was also a community open house component to the event, which allows the community to learn more about Town Initiatives. Some high

Event Overview:

40+ trucks, equipment and vehicles

2500+ Attendees

Various interactive booths

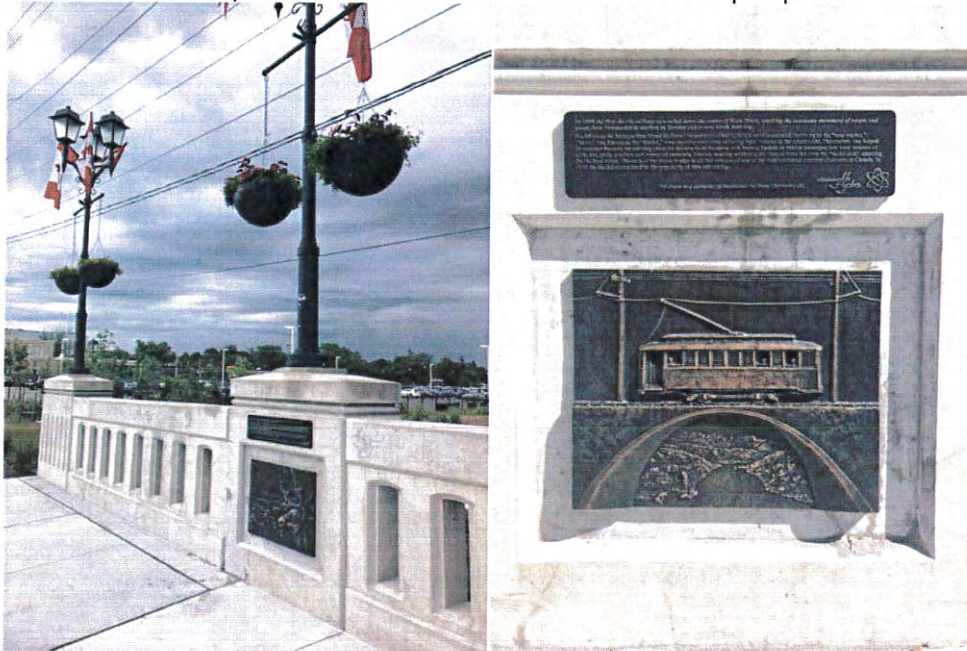
Canada 150 colouring activities

Snow plows with Canadian art on display (in collaboration with Newmarket high schools)

June 27, 2017

Keith Bridge Opening Ceremony

In acknowledgement of the official opening of the Keith Bridge, Newmarket revealed eight public art plaques that reflect the history of transportation in Newmarket from 10,000 years before to the present. A reception was held at the Seniors' Meeting Place to thank all the sponsors for their contributions to the plaques.



Newmarket Public Library Events

- Canadian Film Day – 58 people attended (Complete)
- 150 Canadian Books Display at the Library (Complete)
- High school Map project – 150 best Canadian Authors – display at the Municipal Offices (Complete)
- Canada 150 Green Screen Program at the Library on June 30 (Complete)
- Canada 150 Coding Event – June 6 (Complete)
- Virtual Reality Station with Jennie Cross (June 27) (Complete)
- Canada 150 TD Summer Reading Program at the Library (Complete)



Canada 150 Blood Donor Clinic

The Town of Newmarket, Mayor and Members of Council partnered up with Canadian Blood Services to collect 150 units of blood at the most recent Newmarket Blood Donor Clinic on June 12, 2017 in acknowledgement of Canada 150. Thanks to the community support, we were able to achieve 95 per cent of our target at 143 donations, but 99 per cent of the clinic's target.



150 Days of Summer Campaign

Residents who purchase a Newmarket 150 button (\$10 each) and wear it to Newmarket events will receive extra promotions, and benefits at upcoming Newmarket events such as free Ferris wheel and merry go round rides at Kanata, popcorn upgrades at Moonlight movies etc.

A buy one get one free offer was available in the Look Local Magazine (12 action completions). Anyone that mentioned the ad would be eligible for the offer. This

campaign was used to gauge the viewership of the magazine but also to help sell more buttons.

Local establishments (Cachet, Aubergine, Davids Tea, Hungry Brew Hops, Cobs Bread and Little Brew Hops, also sold the Newmarket 150 Days of Summer Campaign buttons. People who wore their button to these establishments will receive a special promotion.

Update: 642 buttons have been sold for a revenue generation of \$5,681.70.

July 1, 2017

CANADA DAY (KANATA)

Event Overview:

Canada Day drew over 10,000+ community members from both Newmarket and the surrounding area. Taking place in the heart of Newmarket, the Town of Newmarket programmed both Riverwalk Commons (200 Doug Duncan Drive) and Fairy Lake (Water Street) with a wide variety of games, activities, food and drink options, as well as entertainment for all ages.

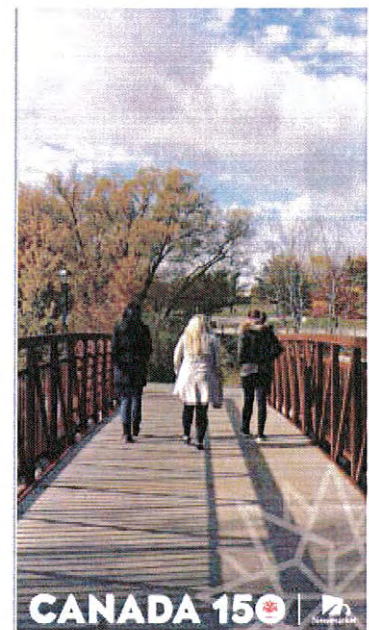
Upon arrival, guests experienced:

- Ferris wheel
- Mary-go-round
- Inflatable obstacle course
- Inflatable jousting ring
- Inflatable jumping castle
- A rock climbing Rockwall
- Face painting
- BMX showcase circuit
- Live Band performance
- A wide variety of different food and treats

This lead up to the traditional grand finale, Canada Day Fireworks at George Richardson Park. There was also a special performance by the Elwins in honour of Canada's 150th Birthday.

Update: Over 10,000K in attendance

Snapchat filter – a photo filter that social media users could use on snapchat if they were in the vicinity of the Kanata Festival.



Riverwalk Commons Area:

132 Uses

463 Impressions

7.3K impressions

28.5 per cent, Use Rate

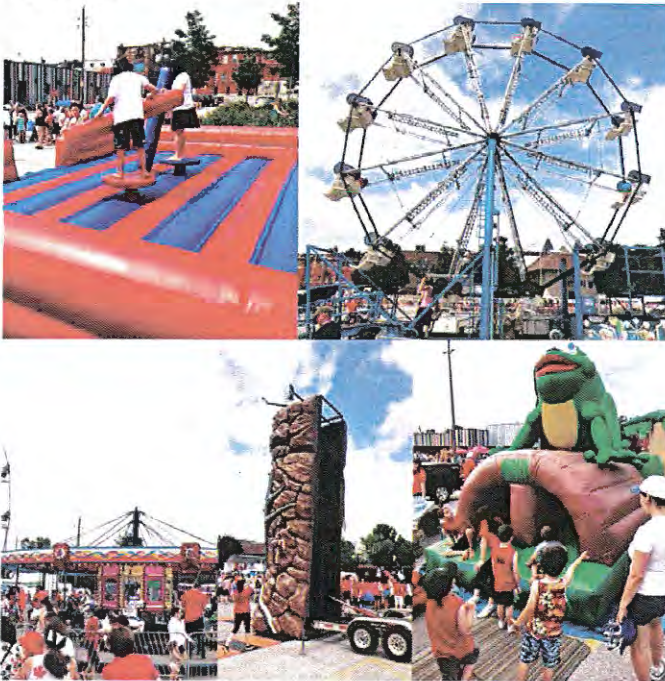
Fireworks Area:

105 Users

267 Swipes (Paid Impressions)

7.1K views (Earned Impressions)

39.3 per cent use rate

Photos:

Various Dates – Each [Thursday and Sunday in July and August](#)

Music in the Park

This event consisted of free Canadian Musical performances at Newmarket's Riverwalk Commons and Fairy Lake Park. This is an opportunity for local entertainers to showcase their talents. *150 Days of Summer Button Campaign available for use at this event.

Update: There were approximately 200 people per event for eight Music in the Park sessions.

July 2017

Elman Campbell Museum

Canada 150 exhibit called Canada 150: Do you remember? – along with an open house in July from 10 a.m. to 4 p.m.

Each Tuesday in July Kids Downtown

This child-oriented entertainment show allows you to bring a lawn chair or a blanket to delight in the evening's entertainment. Those who wear their Canada 150 button to this event will receive extra perks. *150 Days of Summer Button Campaign available for use at this event.

Update: This event attracted approximately 200 people per event

July 21 to 23, 2017

10-Minute Play Festival

A play festival where artists from across Canada find a 'new market' for their stories and a national stage for their regional perspectives.

Update: 991 attendees at the various plays, 168 in attendance for the gala

Moonlight Movies – various dates

150 Days of Summer Button Campaign available for use at this event.

Update: This event attracted approximately 215 people per event, per ward.

August 19

Garlic is Great Festival

Garlic is great festival was a success and featured all things related to garlic at the Newmarket Farmers' Market at Newmarket's Riverwalk Commons.

Update: This event attracted over 3000+ attendees.

September 2017

Fitness Centre

The aim was to promote fitness and engage with residents on how they get their 150 minutes of fitness a week through a variety of videos that still encourage conversations, generate awareness and inspire people within the community to promote their way of achieving 150 minutes of fitness a week. This program is a partnership between *ParticipACTION* and Canada 150.

September 3

Magna Centre's 10th Anniversary Celebration

This event will feature free activities all day such as public swimming, shiny drop-in, and access to the Tim Hortons Gymnasium from 9 a.m. to 5 p.m. There will also be cake and drinks served at 2 p.m.

Update: This event attracted over 75 attendees

September 8**Splash of Culture**

Three performers, Sarah Hagen, Quisha Wint and Michael Massaro performed for Splash of Culture – Music on Water at Newmarket's Riverwalk Commons at approximately 8:15 p.m.

Update: This event attracted over 300 attendees.

September 8 and 9**New'bark'et**

Newmarket's premier dog festival on September 8 at Lions Park (424 D'Arcy Street) and featured dog-diving shows, a 'lure course' activity, pooch plunge (free for those who have a Canada 150 days of Summer button), a kid's zone and vendors for everything dog related. *150 Days of Summer Button Campaign available for use at this event.

Update: This event attracted over 8000+ attendees

September 24**Buskerfestival**

Street performers entertained audiences at multiple staged around Newmarket's Riverwalk Commons, Timothy Street and Old Town Hall from 1 to 4 p.m. *150 Days of Summer Button Campaign available for use at this event.

Update: This event attracted over 4000+ attendees.

September 30**Culture Days**

This event ran from September 30 to October 1 and included displays at the museum, a Newmarket Artists Group Walk around Downtown, a Newmarket Group of Artist Exhibition and family activities at Old Town Hall.

One of the highlights of this event invited the community to help paint tiles for the Town of Newmarket's Mosaic Project in Celebration of Canada 150. Only 150 individual murals around Canada were created from 300 tiles. The finished mural would illustrate Canada's Cultural and geographical diversity. The finished product was unveiled on November 13, 2017

Update: This event attracted 500 attendees.

September 30**Central York Fire Services themed Canada 150 Open House**

Central York Fire Services held their annual Open House in conjunction with Fire Prevention Week. This year's theme was 'Every Second Counts, Plan Two Ways Out'.

Update: This event attracted 1,359 attendees.

November 8**World Planning Day**

In Celebration of World Town Planning Day and Canada 150, Newmarket planning staff provided 150 cups free coffee to commuters at the #Newmarket Go Train Station

as a thank you to residents who continue to support the development of Yonge Street and Davis Drive.

November 11

Vimy Oak Tree Planting event

The Town of Newmarket in collaboration with the Newmarket Veterans' Association will be unveiled a Vimy White Oak sapling at the Remembrance Day Service. The Vimy Oak sapling is a true descendant of the Vimy Ridge acorns sent home to Canada by Lieutenant Leslie H. Miller. The descendants of the Vimy Oaks were grown to mark the 100 anniversary of the Battle of Vimy Ridge in Northern France from April 9 to 12, 1917.

November 13

Official Unveiling of Canada 150 Mosaic Art Piece

The Town of Newmarket, Mayor and Members of Council and residents unveiled Newmarket's Canada 150 Mural at the Municipal Offices. The mural represents a cultural mosaic, a time capsule and a visual portrayal of history. The finished product will be part of a natural mural including all provinces and territories over 80,000 paintings and 150 individual murals. When the murals are united, it will form one gigantic mural mosaic.