

forward-thinking
 smart responsive
 creative connected
 progressive transformation
 green intensification
 opportunity **urban**
 innovative modern

Newmarket, the smart choice for your business

Transformation. Bold changes. The new urbanism. However you choose to describe it, Newmarket is growing to be great and is poised for a new era of growth. Guided by a new Official Plan and economic development strategy, Newmarket knows where it's going and the destination is a vibrant, thriving, beautiful urban community.

It's a town ripe with opportunity for the creative class, where the health and knowledge sectors continue to lead the creation of new jobs in the community, and where rapid transit makes Newmarket even more accessible to Toronto and the surrounding area.

When seeking a prosperous location for your business, Newmarket is the smart choice. When thinking about new markets, think Newmarket.

Newmarket fast facts

Population: 84,000

Labour force: 42,000

Live-work ratio: 44 per cent

Location: Northern York Region, Ontario, Canada (30 minutes north of Toronto)

Defining characteristics: urban, green, progressive, innovative and inclusive.

Community features: state-of-art recreation centres, fully interconnected trail system, expanding rapid transit system with connections into Toronto, affordable housing, competitive tax rates, big city amenities, small town charm.



There's something special about Newmarket.

And you just feel it when you arrive. It could be the environmental spirit of the town, the quality of life that's second to none, or Newmarket's big city amenities paired with small town charm.

This very livable community is now on the cusp of something very exciting – a new era of growth that's about to emphasize the 'new' in Newmarket. In short, Newmarket is transforming into a truly urban centre where the buildings are bold and beautiful, jobs are plentiful and pedestrians are the priority.

It's the new Newmarket and it's growing to be great.

Learn more at www.newmarket.ca



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When seeking a new market for your business, think Newmarket.



09/10

INVEST IN NEWMARKET

Vertical development is reshaping Newmarket

Newmarket's future growth will be focused on four adjoining urban corridors as the town's population swells to nearly 100,000 residents by 2026. Moving forward, vertical development will start to reshape the Town's urban corridors. These include: the Yonge Street Regional Centre, the Yonge-Davis Provincial Urban Growth Centre, the Regional Healthcare Centre and the Historic Downtown Centre.

As Newmarket evolves into an urban centre, vertical development and intensification will replace box stores as the preferred type of buildings, particularly on Yonge Street and Davis Drive. Soon, condominiums and office buildings will spring up in these areas, casting a decidedly urban look on the town.

And just how will vertical development reshape the appearance of Newmarket in those four areas? Think open air boulevard cafés, street-level shops, inviting outdoor parks and plazas, and convenient access to rapid public transit.



Newmarket focuses on urban professionals

At the beginning of their career or rapidly climbing the corporate ladder, urban professionals offer their employers and their communities something indispensable: intellectual capital, fresh ideas and economic energy. Varying in age from early 20s to mid 40s, these young professionals are driving the creative city movement – a movement focused on jobs, prosperity and the knowledge-based economy.

The town's economic development strategy targets the **knowledge sector** as a gateway to attracting young professionals to Newmarket – a sector that is already leading the creation of new employment in the town.

Newmarket's economic development strategy also emphasizes the importance of the **health care** sector to the town's economic future, and highlights three additional targeted sectors as key areas of focus for Newmarket's economic development. They include: Newmarket as a **regional centre, advanced manufacturing** and **arts and culture**.

Newmarket fast facts

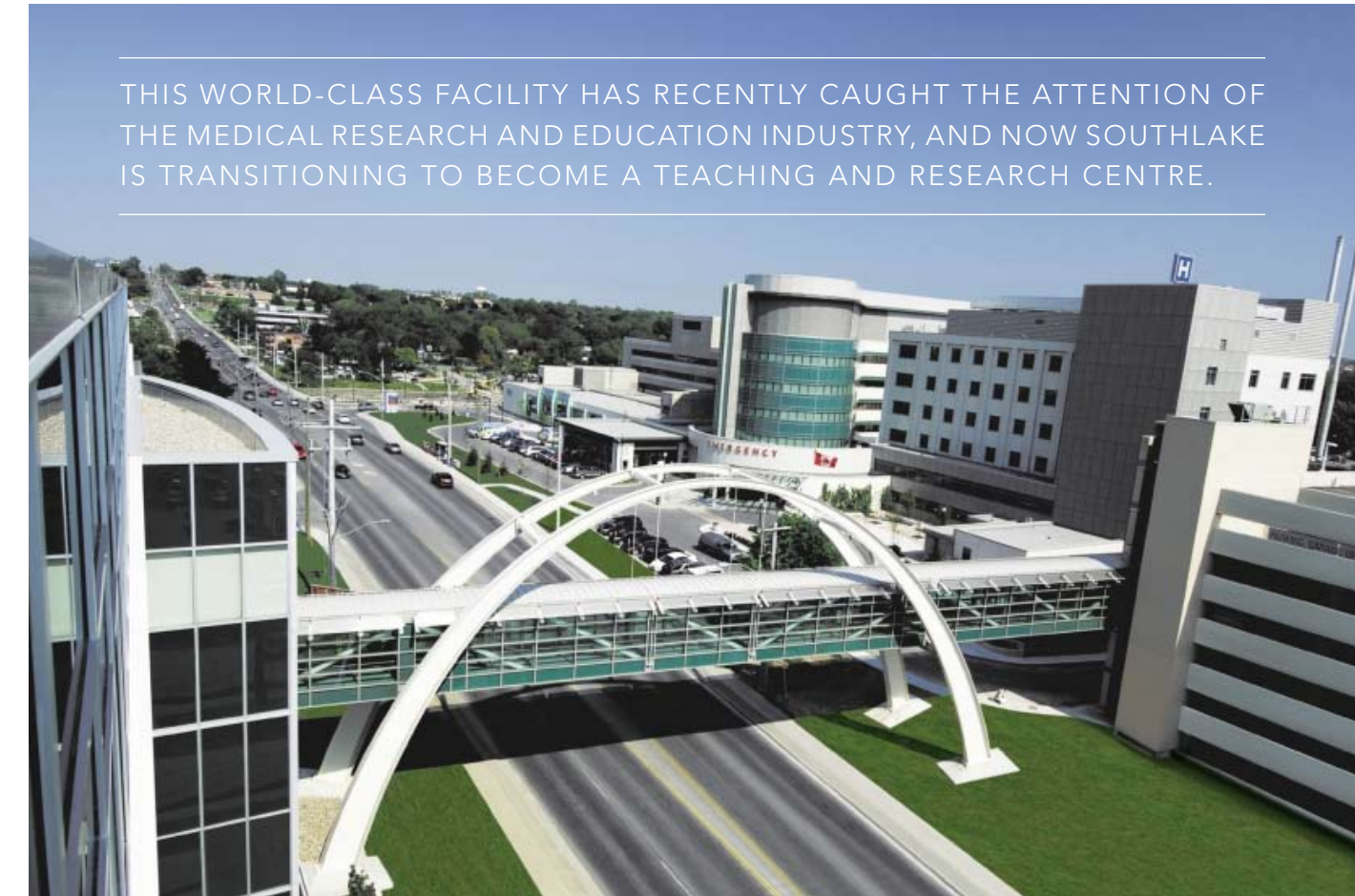
Provincial Urban Growth Centre.

Regional administrative centre of York Region with a new Regional Services Centre now approved for Newmarket.

An eco-friendly town, Newmarket is an ideal community for green industries.

Affordable business location and a desirable manufacturing location.

Newmarket's fastest growing employment sectors from 1998 to 2008:
 - Business services (188%)
 - Health & social assistance (94%)



THIS WORLD-CLASS FACILITY HAS RECENTLY CAUGHT THE ATTENTION OF THE MEDICAL RESEARCH AND EDUCATION INDUSTRY, AND NOW SOUTHLAKE IS TRANSITIONING TO BECOME A TEACHING AND RESEARCH CENTRE.

Rapid transit helps to make Newmarket redevelopment ready

A new bus rapid transit service called VivaNext will enhance the look and functionality of Yonge Street and Davis Drive.

With vertical development and intensification earmarked for these areas, VivaNext will give Newmarket's expanding residential and business community a convenient, reliable, fast alternative to driving.

The new bus rapid transit (BRT) rapidways will also improve connections between the urban municipalities in the region, and directly connect to the subway system in Toronto. In Newmarket, VivaNext infrastructure construction is scheduled for completion in 2012.



Rapid Transit bus lanes offer significant development opportunities through intensification. (Image courtesy of York Region Transit Corporation)



Image courtesy of York Region Rapid Transit Corporation.

Health care drives the creation of new jobs in Newmarket

The Town's economic development strategy emphasizes the importance of the health care sector in Newmarket's economic future. With its ongoing expansion as a major regional health care centre, Southlake, already the town's largest employer with a staff of approximately 3,000 (including doctors), is continuing to drive the creation of new jobs and private sector spin-off opportunities in Newmarket.

To guarantee health care excellence now and in the future, this world-class facility which has recently caught the attention of the medical research and education communities is now transitioning to become a teaching and research centre. The first step in this exciting journey occurred in March 2009 with the signing of an Academic Affiliation Agreement with the University of Toronto's Faculty of Medicine. This partnership will result in medical residents being trained within the Academic Family Health Team at Southlake.

Through its newly created Research Institute, Southlake has developed a partnership with York University to bring innovative and ground-breaking research projects to the hospital. Currently, Southlake is also actively pursuing university and college partners to develop a health science campus in the Newmarket area. This campus is expected to stimulate the local economy by creating an additional 1,500 local jobs.

Southlake fast facts

Southlake is one of the most vibrant and modern healthcare facilities in Canada.

An academic environment at Southlake is already positively impacting Newmarket's economy.

The Cardiac Care Program will soon become the third busiest cardiac program in Ontario.

The Stronach Regional Cancer Centre at Southlake has the capacity to accommodate 100,000 patient visits by 2012.

Southlake 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.

