



Partnering for Success



OBIAA Conference, Collingwood

April 2, 2025

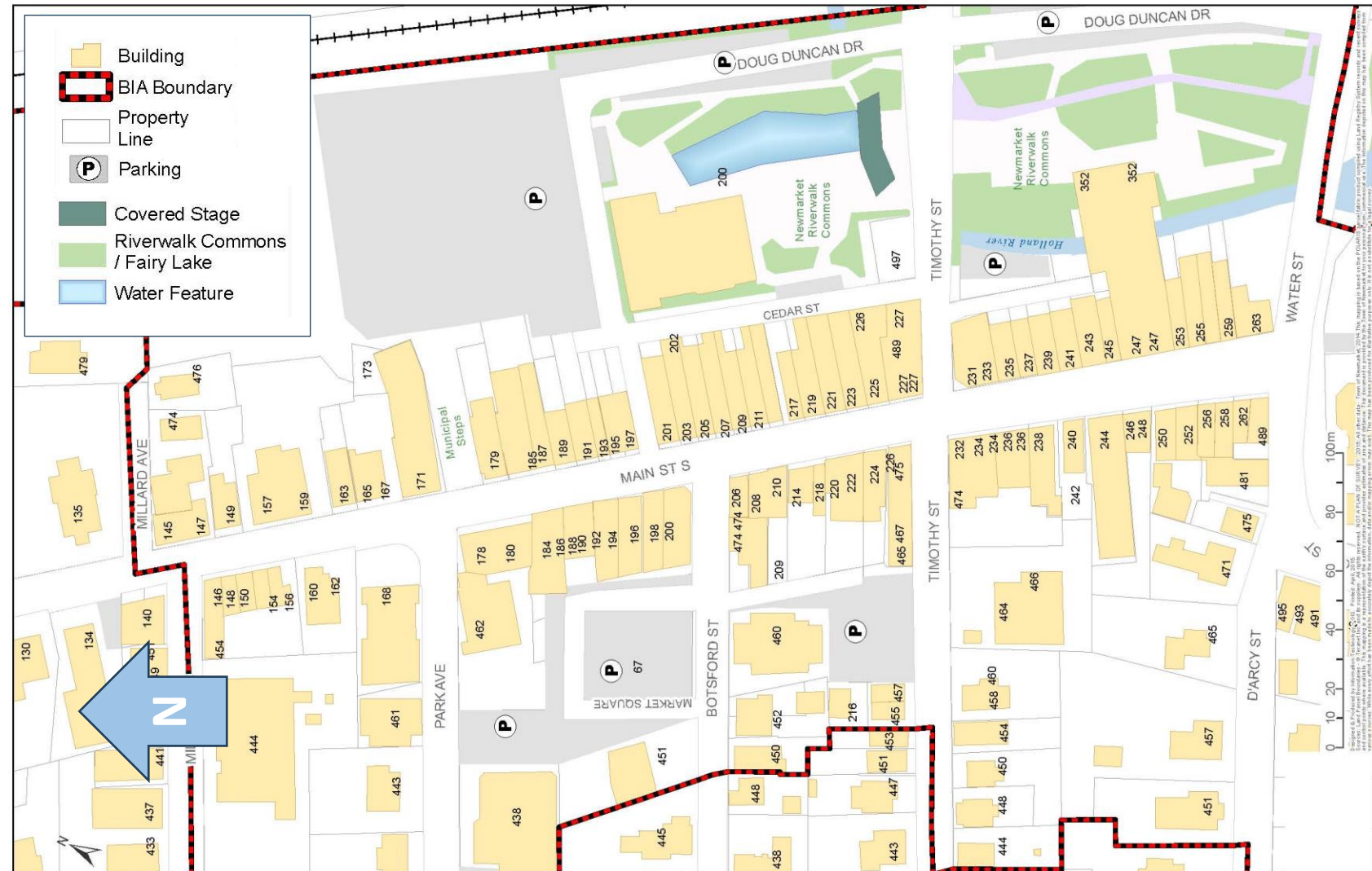
The Downtown Newmarket BIA

- BIA established 2006
- 90+ businesses
 - Retail 24%
 - Food and Beverage 31%
 - Service 29%
 - Health and Beauty 17%
- Food & beverage has increased over past 20 years
- Commercial assessment growth(2014 to 2022):
 - BIA 64 %
 - Townwide 38 %



The Downtown Newmarket BIA

- 1.9 km²
- Main St. at centre
- Riverwalk Commons Urban Park to East
- Century home residential to West
- Passive park to South
- Similar mix to North



Our Recipe for Success



Capital Investment +

Programs +

Events

Capital Investment



Riverwalk Commons



Old Town Hall



Additional Parking

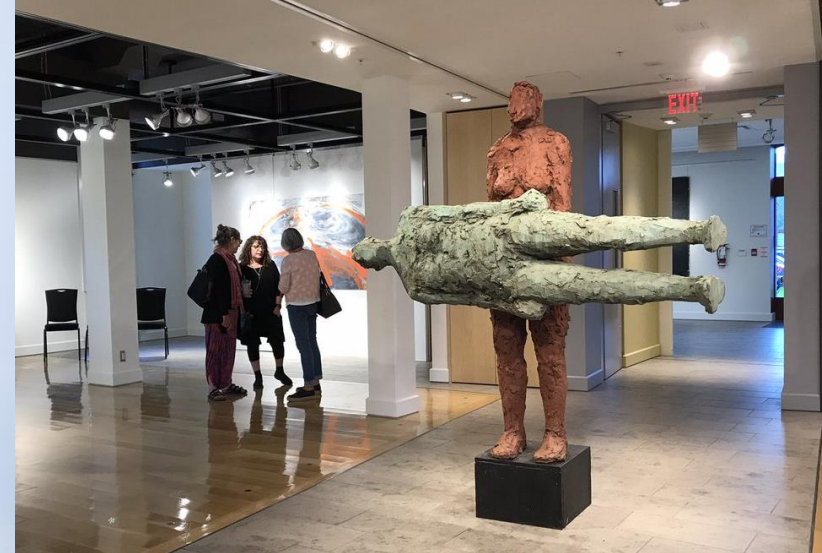
Riverwalk Commons

- Eight-acre urban park
- Water/skating feature (Mercedes Benz)
- Outdoor stage
- Community Centre (Lions Club)
- Completely reimaged the space in 2011
- \$7.1 million cost of construction



Old Town Hall

- Originally built in 1883
- Completely renovated in 2016 with contemporary addition and includes:
 - Theatre
 - Art Gallery
 - Commercial kitchen for event catering
- \$10.3 million cost of renovation

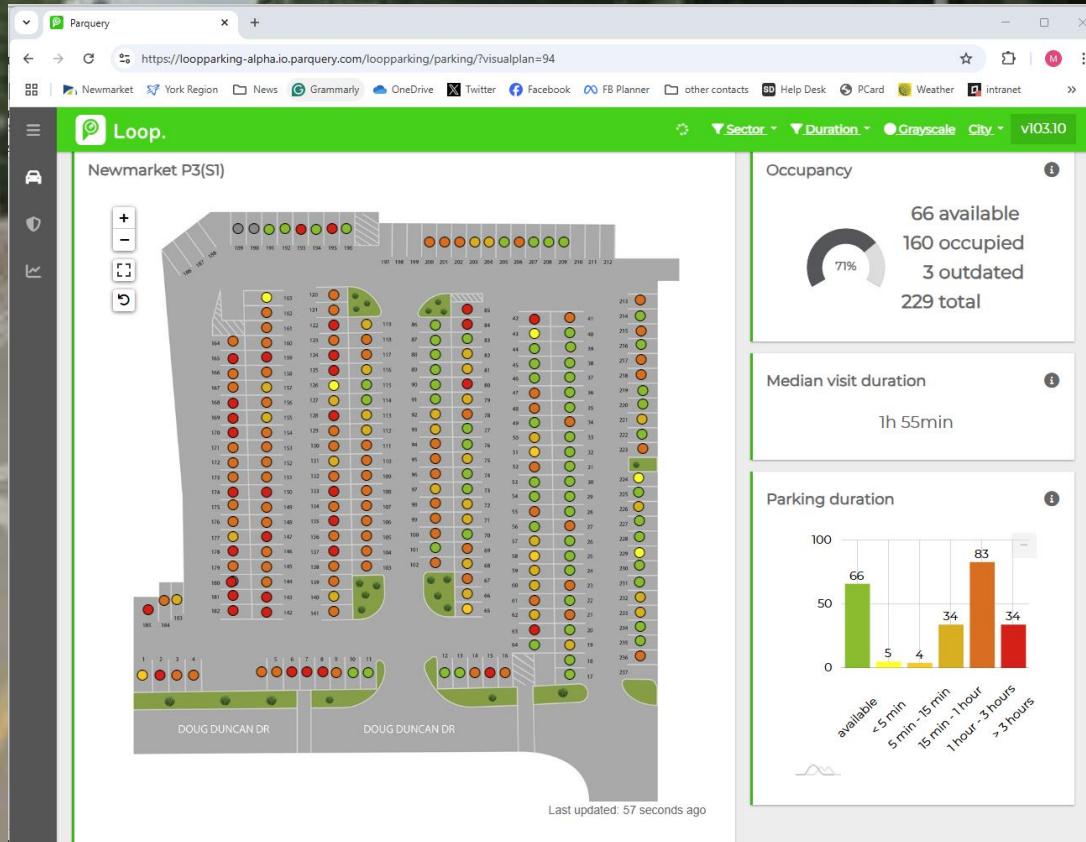


Parking Improvements

- Currently 741 parking spots in Downtown
- 200 to be added in 2025
- Built a new tennis Centre in the process
- Will be 950+ total parking spots downtown



Finding Parking



AI automated parking monitoring

Enhanced Wayfinding signage

Programs



Financial

- Grants and loans
- Choose Local Incentives
- Film production permit fees



Placemaking

- Flowers/planters/lights
- Patio program
- Busk 'til dusk



BUY MORE
GET MORE!

Get more money in your pocket.



♥ \$\$\$ ♥
BUY A PRE-PAID
CASH CARD

AND

GET A
25%
BONUS!

Grants and Loans



\$10.7m
collective investment
(2009 – 2019)
\$2m grants
4:1 multiplier

Types of grants/loans available:

- Project Feasibility Study
- Façade Improvement & Restoration
- Interior Renovation & Improvement
- Business Signage
- Redevelopment & Rehabilitation Tax Incentive
- Development Charges Rebate/Credit
- Planning & Building Fees Rebate/Credit
- Parkland Dedication Exemption

Choose Local

BUY MORE GET MORE!

Get more money in your pocket.

♥ \$\$\$ ♥
**BUY A PRE-PAID
CASH CARD**

AND

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Use it at participating local
Newmarket businesses below!



choose
LOCAL



#CHOOSENEWMARKET

WIN A
\$500 LOCAL
SHOPPING SPREE

Enter in 3 easy steps:

Events

- 
- Thursday Night Music Series
 - Ice Lounge on Main
 - Farmers' Market
 - Artisan's Festival
 - York Pride Festival
 - Craft Beer Festival
 - Night Market
 - Canada Day
 - NGA Studio Tour
 - Halloween
 - Candlelight Parade
 - Frozen Fridays
 - Winter Wonderland
 - Mayor's Levee

Sponsorship/Naming Rights

Riverwalk

Mercedes Benz water/skate feature

Lions Club Community Hall

OTH

Serpa Automotive Gallery

Pfaff Automotive Auditorium

Roadhouse & Rose (the Ghost)

Events

TD Music Series

Mercedes Benz Ice Lounge on Main

Tim Hortons Canada Day

Mercedes Benz Splash of Culture

Roadhouse & Rose Ghost Tour

Riverwalk Wealth Pumpkin Parade

Telmax Kids Halloween

What Does Success Look Like?



Questions?

