

## **COMMUNITY PROFILE**

### **TOWN OF NEWMARKET, ONTARIO, CANADA**

The Town of Newmarket is located in the center of York Region on the northern edge of the Greater Toronto Area (GTA). York Region is the 6<sup>th</sup> largest municipality in Canada (the third largest in Ontario) and is one of the most ethnically diverse communities in the country with more than 200 distinct ethnic groups. Newmarket is bounded by the Town of Aurora to the south and the Town of East Gwillimbury to the north. The City of Toronto is located 60 km (40 minutes) to the south of Newmarket and is easily accessible as Newmarket is strategically located between Highway 400 to the west and Highway 404 to the east. Newmarket has extensive public transit including GO Transit commuter trains and buses, as well as York Region and VIVA Transit to accommodate the Town's substantial commuting population.

In June 1800, Timothy Rogers, a Quaker from Vermont, explored the area around the Holland River to find a location suitable for a new Quaker settlement. In 1801, Rogers and a group of other Quaker families returned and acquired 8,000 acres around the Holland River. A mill was constructed on the river, damming it to produce a mill pond that is now known as Fairy Lake. The settlement of "Upper Yonge Street" sprouted around the mill. By 1814, the settlement had several residences and a market held in the current downtown location gave rise to the name "Newmarket". Newmarket was formally incorporated as a village in 1857 with a population of 700 and over the years, the Town has developed into a primarily residential area while also having a significant industrial corridor situated along the east side of the Town. In addition Newmarket is also home to the Regional Municipality of York, York Region Police HQ, RCMP Regional Offices, etc.

With over 85,000 residents, Newmarket's population is skilled, educated, and experienced. Over half of the population have a post-secondary degree from a college or university. Eight in ten Newmarket homes are owned, nearly six in ten Newmarket residents are married and more than half of Newmarket homes have children. The population growth rate has surpassed the rates of Ontario and Canada and is projected to grow through 2026 to 98,000 residents.

Some of Newmarket's most noticeable landmarks are the Upper Canada Mall (a major regional shopping venue), Southlake Regional Health Centre, the Main Street Heritage Conservation District, the Fairy Lake Conservation Area as well as many other parks and recreation areas. In 2016, MoneySense Magazine rated Newmarket in the top 25 of 219 communities in Canada and as the 14<sup>th</sup> among best small cities in Canada.

#### **Bordering Communities**

The Town of Aurora is located immediately south of Newmarket with a current population of 55,445 which is projected to grow to 74,900 by 2031. Aurora is very similar to Newmarket in many aspects including that it is located between Highway 400 to the west and Highway 404 to the east. While primarily a residential

community, Aurora (like Newmarket) also has a substantial and growing industrial base.

The Town of East Gwillimbury (EG) is a designated growth community located immediately to the north-east of Newmarket. The Town is comprised of the villages of Holland Landing, Sharon, Queensville and Mount Albert. The population of East Gwillimbury is projected to grow significantly from the current 24,000 to 86,500 by 2031. There are currently seven new home developments in EG spread between the four villages that will accommodate much of the planned population growth. In addition to the planned residential growth, roughly 400 hectares of fully serviced employment lands have been identified. There is also a significant retail centre emerging along the Green Lane southern border of EG. The Town's development of industrial and commercial lands will be focused along the strategic economic corridors of Green Lane and the northern 404 extension.

Further information may be obtained from:

<http://www.newmarket.ca/business/ecodev/locatehere/pages/labour-market.aspx>

[https://en.wikipedia.org/wiki/Newmarket,\\_Ontario](https://en.wikipedia.org/wiki/Newmarket,_Ontario)

<https://www.aurora.ca/Thingstodo/Documents/Aurora%20PR%20Master%20Plan%20-%20FINAL%20Jan%2011%202016.pdf>

[http://www.eastgwillimbury.ca/Business/Information\\_for\\_Businesses/Economic\\_Development\\_Initiatives\\_and\\_Strategies.htm](http://www.eastgwillimbury.ca/Business/Information_for_Businesses/Economic_Development_Initiatives_and_Strategies.htm)

[https://en.wikipedia.org/wiki/East\\_Gwillimbury](https://en.wikipedia.org/wiki/East_Gwillimbury)