

2023

Economic Developers Council of Ontario

Created: Thursday, February 16, 2023

The Town of Newmarket was recognized at the [66th Annual Economic Developers Council of Ontario Conference \(EDCO\)](#) for its Random Acts of Downtown Shopping Campaign (RADS) launched in 2022. Newmarket won the Community Economic Development award for communities under 100,000 in population category. [Newmarket's Random Acts of Downtown Shopping Campaign](#) was launched to balance the community impact and potential disruption to businesses during the [filming of HBO's The Handmaid's Tale](#) in the downtown area. The RADS campaign reinvested \$20,000 in film production revenues back into downtown businesses by randomly giving out cash vouchers that ranged from \$10-\$125 to residents in-person and online so they could spend it at their favourite local downtown businesses. The campaign resulted in \$1.26 spent at local businesses for every dollar distributed and spread joy to Newmarket residents by handing out gift vouchers to people participating in recreational programs, visitors to the farmers market and those out enjoying the trails.

Festivals & Events Ontario: 2023 Municipality of the Year Award

Date: March 9, 2023

Festivals & Events Ontario recognizes Ontario's finest events and festivals through its annual awards program. The Town of Newmarket was awarded the 2023 Municipality of the Year for its Special Events for providing fun activities for the community. This is the first time the Town of Newmarket has won Municipality of the Year for its Special Events. In 2021 the Town received Achievement Awards for Moonlight Movies, Santa Claus Candy Cane Lane and the Newmarket Seniors' Meeting Place 46th Annual Turkey Luncheon.

Lifesaving Society Ontario - Burlington Cup Award

The Burlington Cup is awarded to a municipality with the largest lifesaving program for communities between 50,000 to 100,000 residents. Newmarket was awarded the Burlington Cup based on total points for completion of various lifesaving programs, such as the National Lifeguard Service (NLS) program by Newmarket staff and members of the public. Newmarket has won this award 8 years in a row.