

Report to: General Committee

Date Report Authored: April 30, 2012

SUBJECT: Adoption of a By-law to Change the Name of The Corporation of the Town of Markham to "The Corporation of the City of Markham"

PREPARED BY: A. Taylor, Chief Administrative Officer

RECOMMENDATION:

1. That the report dated May 7, 2012, titled "Adoption of a By-law to Change the Name of The Corporation of the Town of Markham to "The Corporation of the City of Markham" be received; and;
2. Whereas Markham's motto "Leading While Remembering" will continue to underscore our future direction; and,

Whereas Markham's communities such as Markham Village, Milliken Mills, Thornhill and Unionville will remain integral to Markham's identity, and our rich heritage will continue to reflect who we are and where we have come from regardless of our municipal status; and,

Whereas Markham has its own thriving local economy and has demonstrated leadership in information technology, telecommunications and life sciences with more than 900 high-tech and life-sciences companies and employing more than 31,000 people; and,

Whereas Markham's Green Print, community sustainability plan, positions Markham among other leading world cities who are dedicated to sustainable management of growth - balancing the pillars of economy, social/culture, and environment; and,

Whereas as a Corporation the Markham brand represents innovation and entrepreneurialism in our service delivery approaches – from roads to leisure services to public safety and energy security; and,

Whereas Markham is successfully leveraging the global economy through our international business missions, partnerships, our diverse people and investments in a highly competitive environment among other cities; and,

Whereas Markham has the potential to continue to grow as a tourism destination based on its rich sports, entertainment and cultural venues, and world class retail opportunities; and,

Whereas Markham is the only Town among the 16 largest municipalities in Canada; and, Whereas Markham is: fiscally responsible and financially sound, globally connected, strategically focused, diverse, leads while remembering, and is sustainable; and,

Whereas Markham is a City in every way but name;

NOW THEREFORE BE IT RESOLVED THAT:

Council approve the adoption of City status for Markham; and further,

3. That in accordance with the Municipal Act, staff bring forward a by-law to change the name of “The Corporation of the Town of Markham” to “The Corporation of the City of Markham”; and,
4. That a copy of the name change by-law be sent to the Director of Titles appointed under the Land Titles Act and to the Minister of Municipal Affairs and Housing after its passage; and further,
5. That Staff be authorized and directed to do all things necessary to give effect to this resolution.

PURPOSE:

To seek Council approval for the adoption of a by-law to change the name of “The Corporation of the Town of Markham” to “The Corporation of the City of Markham”.

BACKGROUND:

Markham originated in 1791 when John Graves Simcoe was appointed the first Lieutenant-Governor of Upper Canada. During his term, Simcoe’s actions had a direct impact on Markham. His concerns for improving the military security of the new territory led to the construction of Yonge Street and a system of free land grants. Both greatly influenced the establishment and growth of what became the Township of Markham, named for the Archbishop of York at the time.

After World War II, Markham began to experience suburban growth from Toronto. In 1971, The Regional Municipality of York was established by the Province of Ontario. A large portion of the Township was incorporated into the Town of Markham. During the rest of the twentieth century, the Town of Markham became a magnet for waves of immigrants from around the world.

Since incorporating as a Town in 1971, Markham has grown from 70,000 to more than 310,000 people. It is home to more than 8,000 companies and is acknowledged as a Canadian leader in knowledge-based industry, quality of life and sustainability.

Information Technology, telecommunications and life sciences are the largest technology clusters in the Town of Markham. Recognized as Canada's High-Tech Capital, Markham has more than 900 high-tech and life-sciences companies. The technology clusters in Markham are fast becoming recognized for their innovation (e.g., Markham Convergence Centre) and commercial success. The businesses within these clusters generate employment for more than 31,000 people.

Markham is the most diverse community in Canada and our motto "Leading While Remembering" is a value that embraces all of our residents – our founders and our newcomers. Our successful community building has enabled strong neighbourhoods, engaged people and community leaders, and delivered excellent services and community spaces – centres, libraries and parks. Our corporate reputation as a municipality is one of an innovator and entrepreneur in a fiscally responsible manner. Therefore, both our business sector and community are aligned to continue to be the model community that others look to for innovation, sustainable service delivery, and a high caliber business community, and a high quality of life.

OPTIONS/ DISCUSSION:

In today's networked world, every municipality has to compete with every other municipality for its share of the world's consumers, tourists, business, investment, respect and attention. Cities, not nations, are increasingly the focus of this global competition for funds, investment, talent and recognition.

Places have long felt a need to differentiate themselves from each other, to assert their individuality in pursuit of various economic, political or social objectives. This competitive environment is a reality of our times. How a municipality positions itself and communicates its distinct place largely decides which places succeed and which fail in the race for economic prosperity.

Markham is well positioned to succeed in this competitive environment. It is a City in everything but name.

Building the Markham Brand

People now have the option of doing business anywhere in the world. They can decide what is the best location for them — what place benefits them most. Cities in mature economies are losing jobs to lower-cost competition. They can no longer bank on traditional businesses as a means to keep them prosperous. To combat this, they need to brand themselves as good places to live and work, where a sustainable range of technology, industry, retail and other attractions and services can animate the daily lives of their residents.

The best cities have superior functionality and added value, much like strong brands. This is apparent in their culture, attractions and people. The original qualities they possessed were based on how their geographic location functions for industry, employment and the economy. But their added value (e.g., talent pool, culture, diversity,

quality of life) contributed to their distinctness as a brand. In other words, there is more to the City than just employment, there is an energy that says 'this is a quality place to live and work.'

These cities have a distinctive identity and project a consistent city brand. They are highly distinctive and well-understood by their stakeholders. They know who they are. There is no confusion about the brand or what the City stands for. Also, there is often something about the city that is not available anywhere else. This is a clear message, one that is very specific about what the city brand is and what kinds of added value and attractions the city has. This is not only perceived value, but also real value. These cities succeed as brands, because they are open to change and welcome challenge.

The Best Cities

- Offer attractive employment
- Offer competitive wages
- Provide a variety of housing
- Have good public transportation
- Offer excellent education at all levels
- Offer a high quality of life through a variety of accessible recreation, leisure, social and cultural experiences and services
- Embrace and value diversity

Markham has all of these qualities and adopting City status will build on the following Markham strengths:

1. MARKHAM IS FISCALLY RESPONSIBLE AND FINANCIALLY SOUND

Markham had no municipal tax increase in 2009, 2010 and 2011, and a modest tax increase of 1.5 per cent in 2012, and at the same time managed growth in population and increased services to our residents.

2. MARKHAM IS GLOBALLY CONNECTED

Markham's business community is clearly focused on doing business beyond its municipal boundaries. Committed to investing in international partnerships, Markham continues to broaden economic opportunities – for example, by fostering relationships with India, China and the United States.

3. MARKHAM IS STRATEGICALLY FOCUSED

Council developed *Building Markham's Future Together*, an acclaimed progressive approach, to balance the economic, social, cultural and environmental components of our community. *Markham2020* serves as a blueprint to guide economic development for the next 8 years. As a corporation the Markham brand represents innovation and entrepreneurialism in our service delivery approaches – from roads to leisure services.

4. MARKHAM'S FUTURE IS SUSTAINABLE

Managing growth is a high priority. Council and staff continue to work closely with all levels of government on its *Growth Management and Transportation Strategic Master Plan*. Markham is a leader in municipal service delivery providing high quality municipal services in a sustainable manner. As an example, Markham's recycling program has the highest diversion rate in the country. Our Trees for Tomorrow Campaign has engaged our residents in greening our public and private spaces as part of our community engagement and enhancement of our public realm. Markham's *Green Print* provides a framework for our journey over the next 50 years.

5. MARKHAM IS DIVERSE

Markham is Canada's most diverse community. As such, it represents the broadest range of human experience from all stages of life, abilities and ethno-cultural backgrounds. This unique heritage gives our community a special strength in building our economy on best practices and commercial relationships from around the world. Our diverse community creates many opportunities for cultural exchanges and inclusiveness in working as 'One Markham'. The Canada Day celebration is one example of our collective efforts in celebrating not only Canada Day but Markham's community pride.

6. MARKHAM LEADS WHILE REMEMBERING

Markham is proud of its heritage and seeks to preserve and celebrate it. The adoption of City status will not have any impact on the integrity of individual communities, neighbourhoods, or postal addresses. Our neighbourhoods of, for example: Angus Glen, Box Grove, Markham Village, Milliken Mills, Thornhill, and Unionville are a part of Markham that remain regardless of the name of our municipality. Similar to Mississauga and Toronto (to refer to just two examples of Cities) neighbourhoods like Port Credit, Streetsville, Leaside, and Agincourt continue to be recognized and respected.

The Benefits of Markham Becoming A City

Markham's ascendancy from a rural township to a suburban town was achieved in the 1980s. The past twenty years have seen Markham mature as an urban community with a population and urban fabric more typical of a City than a Town. Today, in terms of population size, Markham ranks as Canada's 16th largest City. It's time for Markham to assert its leadership role in shaping the Greater Toronto Area, one of the world's best urban areas. Adopting City status:

1. Creates a unifying focus for all public, private, and non-profit organizations;

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2. Generates for residents and business owners alike, and by governments at all levels (foreign and domestic), increased respect and recognition by being understood to be a City;
 3. Corrects out-of-date, inaccurate or unbalanced perceptions;
 4. Increases the ability to attract, recruit and retain talented people;
 5. Enhances civic pride and advocacy;
 6. Offers no constraint to promoting and celebrating the unique character of individual neighbourhoods, and historic communities; and,
 7. Creates a stronger brand for Markham to market across Canada and around the World.

Support for Adopting City Status

The Markham community and its strategic partners support and welcome adopting City status, including the Markham Board of Trade, Seneca College, York Technology Alliance, the Richmond Hill Markham Chinese Business Association, the Association of Chinese Canadian Entrepreneurs, Markham's Economic Alliance partners, and Markham residents and businesses polled in municipal surveys.

Legal Framework for Changing Markham's Name

The legal framework for changing the name of a municipality is governed by Section 187 of the Municipal Act. In accordance with this Section, a municipality may change its name, provided the new name is not the same as the name of another municipality. The process for the name change is quite simple - a municipality must pass a By-law to authorize the name change and must then send a copy of the By-law to the Director of Titles appointed under the Land Titles Act and to the Minister of Municipal Affairs and Housing after its passage. While there is no specific requirement for public consultation contained in the Municipal Act, Council policy requires notice to be given via the posting of the Council agenda online.

It is important to note that a change in name does not affect a municipality's upper or lower tier status nor its rights and obligations.

Manageable Costs

The adoption of City status for Markham is not a brand make-over so it does not require the investment of time and budget required for a rebranding. The new identity can be phased in as follows:

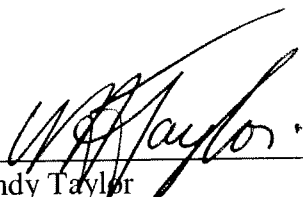
- Formal proceedings and celebration in 2012;

- Change of Corporate seal, letterhead, stationery, parking tickets, infraction notices; and,
- Adoption of new identity over time as assets are renewed (e.g., signage) and new acquisitions - typically over a 3-5 year period.

The costs to replace signs, and printed materials would be within existing budgets since the changes would occur at the time of replacement or lifecycle renewal. The only 2 items that would need to be addressed in the short term are 1) highway signs; and 2) parking tickets and infraction notices. In terms of highway signs, replacement is already accounted for in the existing Departmental budget. Further, the costs are not significant (i.e. likely less than a few thousand dollars) if Markham is able to align to the Ministry of Transportation's sign replacement program which is currently underway. In terms of parking tickets and infraction notices, these too are scheduled to be replaced in 2012 as a result of legislative changes that necessitate minor wording changes to same.

BUSINESS UNITS CONSULTED AND AFFECTED:

The Legal Services Department, the Legislative Services Department, the Communications and Community Relations Department, the Community and Fire Services Commission, and the Economic Development Department have been consulted.

RECOMMENDED BY:

Andy Taylor
Chief Administrative Officer