

## **Additions**

## **Declarations**

## **Approval of Minutes**

1. Newmarket Downtown Development Subcommittee Minutes of March 27, 2015. p. 1

## **Items**

2. Financial Incentives Program Application 2014-17 – Interior Renovation and Improvement Program, 352 Doug Duncan Drive, Unit 2

### **Project Summary:**

Ground Burger Bar was previously supported through the Project Feasibility, Building permit rebate and Business sign programs. A final request is for assistance to offset interior renovation costs in preparation for opening.

3. Financial Incentives Program Application 2014-14 – Planning and Building Fees Rebate/Credit Program, 32 Main Street South

### **Project Summary:**

This applicant received previous support under the Project Feasibility Study Program. This request is to seek assistance for building permit fees.

4. Financial Incentives Program Application 2015-02 – Planning and Building Fees Rebate/Credit Program, Façade Improvement and Restoration Program, and Interior Renovation and Improvement Program, 189 Main Street South p. 4

### **Project Summary:**

Wyse Meter Solutions received very strong support from both the Heritage Conservation District Advisory Committee and NDDS for its proposed comprehensive restoration of 189 Main Street South. The applicant is now seeking support for grants under the first two programs above and for an interest free loan under the Interior Renovation and Improvement Program.

5. Community Grant Application – Caribbean and South Asian Showcase Festival (CASAS) p. 6

**Project Summary:**

CASAS is scheduled to be held on June 27-28, 2015. This coincides with the Newmarket Car Club Classic Car Show on June 27 on Main Street, and both groups will be cross-promoting their respective events in order to increase visitor interest.

**New Business**

**Adjournment**

Friday, March 27, 2015 at 10:00 AM  
Community Centre - 200 Doug Duncan Drive

The meeting of the Newmarket Downtown Development Sub-Committee was held on Friday, March 27, 2015 in Community Centre - 200 Doug Duncan Drive, Newmarket.

Members Present: Jackie Playter  
Barbara Leibel  
Councillor Sponga  
Steve Whitfield

Staff Present: C. Kallio, Economic Development Officer  
C. Wackett, Corporate Project Consultant  
L. Moor, Council/Committee Coordinator

The meeting was called to order at 10:05 a.m.

Jackie Playter in the Chair.

### **Additions**

None.

### **Declarations of Interest**

None.

### **Approval of Minutes**

1. Newmarket Downtown Development Subcommittee Minutes of January 30, 2015.

Moved by: Steve Whitfield  
Seconded by: Councillor Sponga

THAT the Newmarket Downtown Development Subcommittee Minutes of January 30, 2015 be approved.

**Carried**

## Items

### 2. **NEWMARKET DOWNTOWN DEVELOPMENT SUBCOMMITTEE MINUTES MARCH 27, 2015 – ITEM 2 – FINANCIAL INCENTIVES PROGRAM APPLICATION 2014-08 – MULTIPLE – 201 MAIN STREET**

The Economic Development Officer provided a verbal update regarding the details associated with Financial Incentives Program Application 2014-08 for the property known as 201 Main Street. Discussion ensued with respect to the building and owner versus tenant responsibilities for upgrades.

Moved by: Councillor Sponga  
Seconded by: Barbara Leibel

1. THAT the Interior Renovation and Improvement Program Grant Application 2014-08 in the amount of \$15,000 be approved;
2. AND THAT the Planning and Building Fees Rebate/Credit Program Grant Application 2014-08 in the amount of \$150.59 be approved;
3. AND THAT the Business Sign Program Grant Application 2014-08 in the amount of \$2,500.00 be approved;
4. AND THAT the Façade Improvement and Restoration Program Grant Application 2014-08 in the amount of \$20,000.00 be approved;
5. AND THAT Como Coffee Inc., 11 Lewis Honey Drive, Aurora, ON L4G 0J4 be notified of this action.

**Carried**

### 3. **NEWMARKET DOWNTOWN DEVELOPMENT SUBCOMMITTEE MINUTES MARCH 27, 2015 – ITEM 3 – FINANCIAL INCENTIVES PROGRAM APPLICATION 2015-06 – INTERIOR RENOVATION AND IMPROVEMENT PROGRAM 201 MAIN STREET**

The Economic Development Officer provided a verbal update regarding Financial Incentives Program Application 2015-06 for the property known as 201 Main Street. He advised that the owner of the building has agreed to fund a portion of the interior improvements required by the Town of Newmarket being structural support and fire alarm installation. Discussion ensued regarding past funding history and remaining 2015 budget.

Moved by: Councillor Sponga  
Seconded by: Barbara Leibel

1. THAT the Interior Renovation and Improvement Program Grant Application 2015-06 in the amount of \$15,000.00 be denied;
2. AND THAT Zen Trinity Properties Inc., 187 Main Street South, P.O. Box 208, Newmarket, ON L3Y 3Y9 be notified of this action.

**Carried**

## **New Business**

None.

## **Adjournment**

Moved by: Steve Whitfield  
Seconded by: Barbara Leibel

THAT the meeting adjourn.

**Carried**

There being no further business, the meeting adjourned at 10:59 a.m.

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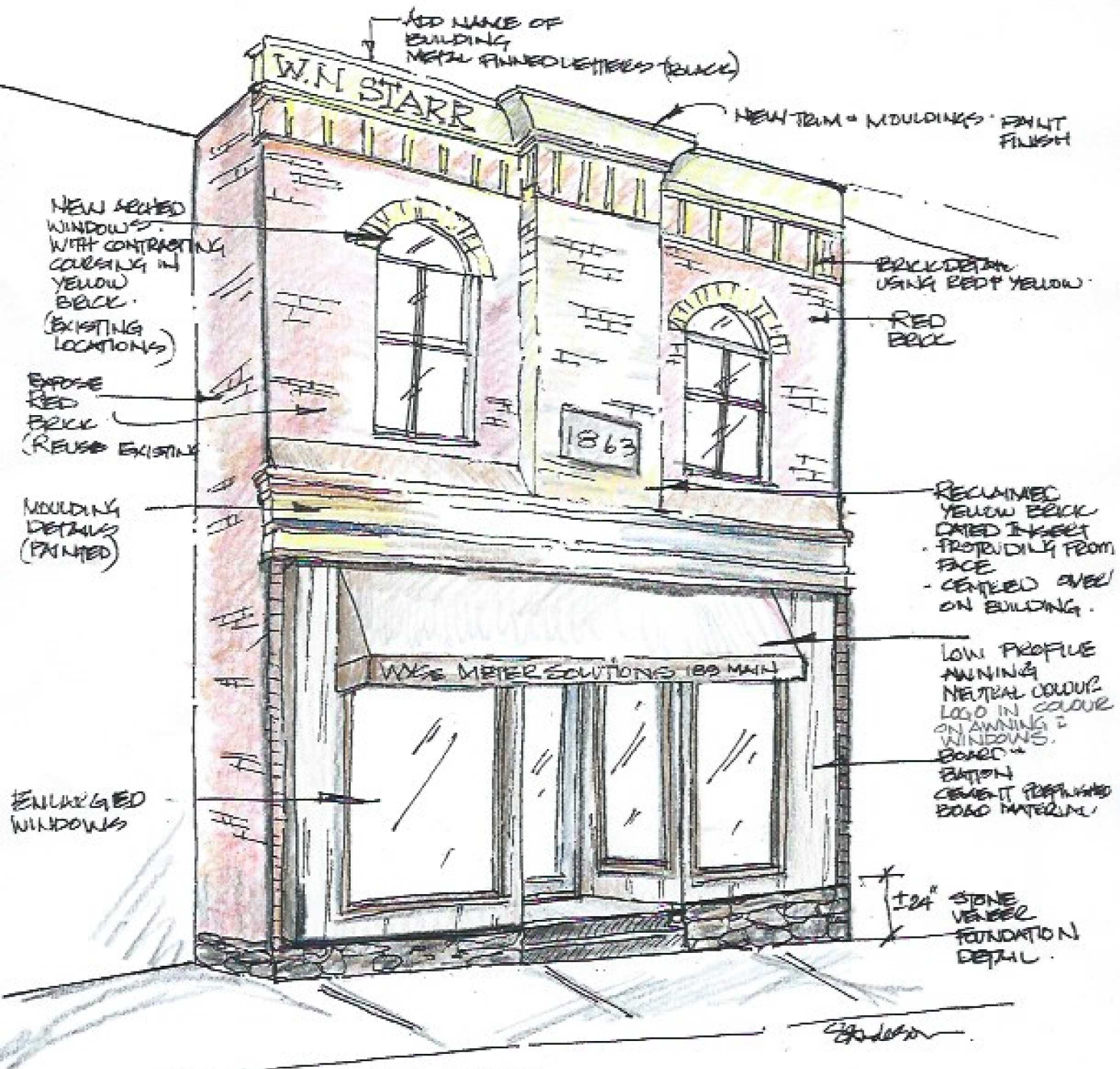
Date

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Jackie Playter, Chair







- 189 MAIN STREET  
NEW MARKET, ONTARIO
- VYSE METER SOLUTIONS -
- JANUARY 2015  
152 YRS OLD.
- CONCEPT SKETCH!
- ANDERSON INTERIOR DESIGN

April 9/15  
Received

**PLEASE COMPLETE IN FULL, SIGN AND SUBMIT APPLICATION**  
**NDDS GRANT PROGRAM – APPLICATION INFORMATION**

**Newmarket**

**Name of organization:** Ranji Singh Foundation  
**Incorporation number (if applicable):** 1818923

**If affiliated with a larger organization, please provide name and contact:**

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**Mailing address:** 817 Norwick Road

**City:** Newmarket **Province:** Ontario **Postal Code:** L3X 1K8  
**Cell:** 416-801-6756 **Business:** 289-803-1670 **Fax:** \_\_\_\_\_

**Email:** [info@ranjisinghfoundation.org](mailto:info@ranjisinghfoundation.org) **Website:** [www.ranjisinghfoundation.org](http://www.ranjisinghfoundation.org)

**Please attach a list of Executive of Organization (if applicable):** attached

Is this a new program? ☐ Yes ☒ No

Are you requesting funds from other sources? ☒ Yes ☐ No

(If yes, please provide the following):

Name(s) of funding organizations	Amount of grant(s) / donation(s):
Celebrate Ontario _____	\$27,000
Ontario Arts Council _____	\$8,000
Central Counties Tourism _____	\$8,000

**Amount requested:** \$1,500 **Request represents:** 2 % **of total cost of the project**

**Project Information:**

What is the name of your project? What is the purpose of your grant request? Describe the event: time, place, and participants. If more space is required, please attach a separate sheet. The festival of the Caribbean & South Asian Showcase (CASAS) takes place at the Riverwalk Commons on June 27<sup>th</sup> and 28<sup>th</sup>. This event is open to the public and admission is free. It will engage local volunteers, vendors, and artists at the amphitheatre. The NDDS grant will augment CASAS marketing spend to attract more visitors, to Main Street Newmarket, from across York Region, the GTA and beyond.

**How will the project attract and encourage visitors to downtown Newmarket?**

CASAS is collaborating with the Newmarket Car Club for cross promotion. NCC is holding a Classic Car Show on Main Street on June 27<sup>th</sup> and CASAS will promote the car show in all marketing. Additionally, NCC and CASAS will shout out each other's event to its visitors.



**What do you hope to achieve as a result of your project?**

The car show will be included in CASAS media releases and interviews thereby helping the car show to a very large audience it would not otherwise access. The car show on its own brings a lot of business to Main Street. We feel confident that the collaboration between NCC and CASAS will deliver noticeably more business to Main Street than previously experienced. Local economic vibrancy is a key objective as depicted in RSF's - that residents live, work, play, celebrate and spend locally. This event will continue to provide new and existing residents the opportunity to network and interact as they share and educate each other on experiences, food, fashion and artistry of the Caribbean and of South Asia.

**How many Town of Newmarket residents will actively participate? Please provide specific anticipated economic impact of your event?**

We feel confident that the collaboration between NCC and CASAS will result in noticeably more business for Main Street merchants than previously experienced. More than 50 volunteer residents of Newmarket will participate. The economic impact is that local cultural artists, and interested residents will continue to network, engage and spend locally (rather than folks driving to the GTA for such socio-cultural engagements). A post event review will be conducted with NCC and the BIA to confirm the impact of the collaboration.

**How many people will be non-participants, spectators?**

6000+

**If applying for a project involving arts and culture please provide a profile of artists, performers and talent and include any production and/or technical information.**

Based on feedback from past guests, there will be returning artists as well as fresh performances that showcase the cultures of the Caribbean and South Asia. Artists' performances are planned to include reggae, calypso, soul, French creole zouk and Bollywood songs, steelpan, table, Bharatnatyam classical, Bollywood South Asian dances, carnival costume dancers, and a children's International musical. 2015 will experience more bands (versus solo) performances such as the Glen Marais Band and George St. Kitts Band.

**Please describe any partnerships that will be formed with other groups and or businesses in Newmarket as a result of this project.**

NCC is a new partner to CASAS. Nin Os Kom Tin is also a new collaboration partner for their Aboriginal Celebration on June 28<sup>th</sup> at Fairy Lake. This event will continue its support of the Newmarket Food Pantry through a callout, in all marketing material, for donation from guests. We plan to continue our collaboration with TD Bank, Xe.com, York Regional Police, Metroland Media, Rogers TV, MyBindi.com, Wasim Jarrah – Realtor, Farmers Market, Main Street businesses, Newmarket Jazz Festival, Rhythmfest, Neighbourhood Network, Southlake Regional Health Centre, Big Brothers Big Sisters of York Region, AIDS Committee of York Region, Cricket Canada. We are actively seeking other collaboration partners.

**Project Benefits:**

Is this a one time only request? ☐ Yes ☒ No (If no, please explain)

2015 will be the 4<sup>th</sup> year for this event at the Riverwalk Commons. CASAS is now comprised of four days - two days festival and two days of cricket. The objective is that CASAS will evolve into a destination event. This cultural asset of Newmarket will be promoted in Tourism outlets and will bring overnight visitors to spend in Newmarket thereby contributing to the economic vitality of our Town. CASAS is promoted in 2015 publications of Festival and Events Ontario and YorkScene tourist guides.

Because this event competes with other well established events in the GTA, many local residents are drawn to those events. As attendance to this free event grows, we shall attract sponsorships and funding thereby improving our sustainability. We are also exploring other fundraising initiatives.

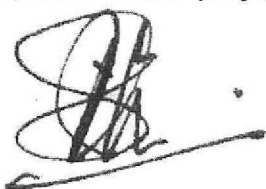
Will there be a charge to participants? ☐ Yes ☒ No (If yes, how much?)

**Attachments that must be included with this application:**

- ☒ Budget for specific project or activity
- ☒ Project schedule indicating timelines
- ☒ Business and Financial Plan for organization/group (if applicable) (*See Strategic Plan*)
- ☒ A Marketing Plan (if applicable) (*See Project Schedule*)

**Signatures:**

Statement by Applicant: On behalf of and with authority of the organization, I certify that the information provided on this application for a grant is true, correct, and complete and that the organization agrees to abide by the program guidelines. I/We hereby agree to provide the NDDS with a post-project report upon successful completion of the project.



\_\_\_\_\_  
Signature of Official Signing Officer

9<sup>th</sup> April, 2015  
Date

The legal authority for the collection of this information is the Municipal Act of Ontario. The Town of Newmarket uses this information for the purpose of carrying out its responsibilities under the Act. If you require clarification about the collection of this information, contact the Town of Newmarket.

Please send grant application to:  
Chair, Newmarket Downtown Development Subcommittee  
c/o Economic Development Officer  
Town of Newmarket  
395 Mulock Dr. P.O. Box 328  
Newmarket, ON L3Y 4X7

### Activity Schedule

Caribbean and South Asian Showcase

## 2015 CASAS FESTIVAL BUDGET

### Revenue

Ontario Arts Council	Confirmed	8,000.00
Celebrate Ontario	Confirmed	27,225.00
Sponsorships	Confirmed	7,500.00
Vendors & Kiosks		2,200.00
Central Counties Tourism		8,000.00
NDDS		1,500.00
Other Revenues		14,500.00
<b>Total Revenue</b>		<b>68,925.00</b>

### Expenses

Venue Rental	3,000.00
Stage Lighting & Associated Rentals	1,525.00
Chairs, Tables, Tent weights & Setup, water barrels Tear Down	2,000.00
Insurance	3,000.00
Copyrights/licensing - Socan etc	800.00
Artists Fees	18,000.00
Mileage	1,000.00
Festival Director, Artistic & Cricket Coordinators	8,000.00
Liquor Licence	100.00
Bar - Supplies, Smart Serve Etc.	10,000.00
Marketing	10,000.00
Workshops & Supplies	500.00
Kids Zone - Bouncy Castle, Face Painting, Kids Activities	1,200.00
Cricket – Medals & Trophies, Family Activities	2,000.00
Police & Security	4,000.00
Volunteer Training	1,800.00
Volunteer Recognition, Food, water, Distinctive Clothing	2,000.00
<b>Total Expenses</b>	<b>68,925.00</b>



## **DIRECTORS: Ranji Singh Foundation**

### **RANJI SINGH - Chair**

817 NORWICK ROAD  
NEWMARKET, ONTARIO  
L3X 1K8

Cell: (416) 801-6756

email: ranji@rogers.com

**Occupation:** Bell Retiree/Realtor

### **KATHY PROUDFOOT**

96 HILLCREST DR  
EAST GWILLIMBURY, ONTARIO  
L9N 1P1

Cell: (905) 252-9052

email: kproudfoot@rogers.com

**Occupation:** Realtor, Director – Southlake  
Regional Health Centre

### **RICK BHIM C.A. –**

#### **Vice-Chair/Treasurer**

583 PELLETIER COURT  
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email: rickbhim@hotmail.com

**Occupation:** Assistant to the President/  
Controller

### **LORRAINE GREEN LAFLEUR**

22 RUTHLEDGE AVENUE  
NEWMARKET, ONTARIO  
L3Y 5T4

Cell: (416) 805-6721

email: lorraine@greenlafleur.com

**Occupation:** CEO – GreenLafleur Homecare,  
Chair – CARP Aurora/Newmarket Chapter

### **EMINA BAJRIC - Secretary**

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NEWMARKET, ONTARIO  
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email: mina.fineline@rogers.com

**Occupation:** Office Manager

### **Dr. NARESH SINGH**

23 CROSSPOINTE AVE.,  
OTTAWA, ON K2G 6N2

Cell: (613) 282-8305

email: nareshsingh11@gmail.com

**Occupation:** Independent Consultant for  
International Development Solutions