

## **Additions & Corrections to the Agenda**

### **Declarations of Interest**

### **Approval of Minutes**

1. Newmarket Downtown Development Committee Minutes of January 29, 2016. p. 1

### **Items**

2. **FINANCIAL INCENTIVES PROGRAM GRANT APPLICATION 2014-14 – INTERIOR RENOVATION AND IMPROVEMENT PROGRAM, 30-32 MAIN STREET**

NDDC previously supported this applicant under the Project Feasibility and Planning and Building Fees Rebate/Credit Programs. Two quotes have now been submitted for interior renovations and the applicant is seeking financial support to offset costs.

3. **FINANCIAL INCENTIVES PROGRAM GRANT APPLICATION 2015-08 – FAÇADE IMPROVEMENT AND RESTORATION PROGRAM, 205 MAIN STREET SOUTH**

The owners have completed significant improvements to the interior of this strategic building and have removed the unsightly metal cladding from the façade's top level. Excessive facade restoration costs have forced them to focus on the lower level improvements at this time and leave upper level improvements to a later date, with it remaining a painted white surface until 2017. Current façade improvement costs exceed \$50,000, and they are seeking the maximum allowed under the grant program. They have been advised they may be eligible for additional contributions under the façade program upon the completion of a 12 month waiting period as per established policy.

4. **FINANCIAL INCENTIVES PROGRAM GRANT APPLICATION 2016-01 – PROJECT FEASIBILITY STUDY PROGRAM (ADDITIONAL), 235 MAIN STREET SOUTH** p. 6

The owners of 235 Main Street (former Still in Style) have incurred additional

professional costs related to façade improvement elevation plans submitted to the Town of Newmarket for approval. They are therefore requesting a “top-up” to previously approved support under the Project Feasibility Study Program. These plans will also be forwarded to the Lower Main Street Heritage Conservation District committee for consideration and approval. It is anticipated a request for NDDC funding under the Façade improvement program will be forthcoming once these plans are endorsed. Of interest, note that the Cedar Street elevation includes the addition of a deck structure to allow restaurant patrons an opportunity to enjoy an outside dining experience and view of Riverwalk Commons.

**5. COMMUNITY GRANT APPLICATION – NEWMARKET GROUP OF ARTISTS** p. 11

The Newmarket Group of Artists have implemented and grown a well-attended annual event, the Newmarket Studio Tour and Art Sale, and have used Art Banners hung on Main Street light standards as a method of promoting the event while adding an interesting visual element to the downtown. They are seeking a small community grant contribution to purchase a limited number of new banners to complement existing banners (which are being reused), replace damaged ones, and promote new artists joining the event this year.

**New Business**

**Adjournment**

The meeting of the Newmarket Downtown Development Committee was held on Friday, January 29, 2016 in the Community Centre – Hall # 4, 200 Doug Duncan Drive, Newmarket.

Members Present: Jackie Playter, Chair  
Barbara Leibel  
Olga Paiva  
Steve Whitfield  
Councillor Sponga

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

The meeting was called to order at 10:00 a.m.

Jackie Playter in the Chair.

### **Additions & Corrections to the Agenda**

The Economic Development Officer advised he has received a grant application by the Newmarket Car Show organizers and would provide more information under the New Business portion of the meeting.

### **Declarations of Interest**

None.

### **Approval of Minutes**

1. Newmarket Downtown Development Committee Minutes of November 27, 2015.

Moved by: Councillor Sponga  
Seconded by: Olga Paiva

THAT the Newmarket Downtown Development Committee Minutes of November 27, 2015 be approved.

**Carried**

## Items

### 2. NDDC Organizational Update.

The Economic Development Officer provided a verbal status update related to the organizational structure of the Newmarket Downtown Development Committee. He advised that a re-allocation of staff resources would place Ms. Cindy Wackett, Corporate Project Consultant, as the staff liaison for some of the Financial Incentive Plan projects. He further advised he would continue in the role with the current applications and new applications will be processed by Ms. Wackett.

### 3. Financial Incentives Program Grant Application 2012-15 - Parking Requirement Program - 497 Timothy Street.

The Economic Development Officer provided a verbal update with respect to the application and advised that construction of the development on the property known as 497 Timothy Street would likely commence in 2016. He advised that as part of the development approval process, the applicant is required to pay cash-in-lieu for a significant number of required parking spaces and the grant application request is to offset some of those costs.

Moved by: Steve Whitfield

Seconded by: Olga Paiva

a) THAT Financial Incentives Program Grant Application 2012-15 – Parking Requirement Program for the property known as 497 Timothy Street in the amount of \$9,000.00 be approved;

i) AND THAT 1805619 Ontario Inc, 16160 Yonge Street, Newmarket, ON L3X 3L8 be notified of this action.

## Carried

### 4. Financial Incentives Program Grant Application 2015-10 - Project Feasibility Study Program, 443 Simcoe Street and Surrounding Properties. (13, 15, 17, 19 Main Street)

The Economic Development Officer provided a verbal update with respect to the proposed re-development of lands known as 443 Simcoe Street along with surrounding properties. He advised that the owners have met with staff to review redevelopment alternatives for this block of properties. An architect has been engaged to prepare concept plans/elevations for an intensification proposal and the proponents are seeking assistance to offset those costs.

Moved by: Barbara Leibel  
Seconded by: Steve Whitfield

a) THAT the Financial Incentives Program Grant Application 2015-10 – Feasibility Study Program for the properties known as 443 Simcoe Street, 13, 15, 17 and 19 Main Street in the amount of \$10,000.00 be approved; subject to a pre-consultation meeting the Town planning staff;

i) AND THAT 2476478 Ontario Inc., 24 Fulwell Crescent, Toronto, ON M6M 5A1 be notified of this action.

### **Carried**

5. Financial Incentives Program Grant Application 2016-01 - Multiple, 235 Main Street South.

The Economic Development Officer provided a verbal update regarding the Financial Incentives Program Grant Application 2016-01 – Multiple for the property known as 235 Main Street South. He advised that the property ownership has changed and the new proprietors are seeking financial assistance to establish a middle eastern themed restaurant. He further advised that the owners are exploring their options associated with front and rear façade works which will require Lower Main Street South Heritage Conservation District Advisory Group approval prior to possible future funding applications.

Moved by: Steve Whitfield  
Seconded by: Barbara Leibel

a) THAT the Project Feasibility Study Program Grant Application 2016-01 – Multiple for the property known as 235 Main Street South in the amount of \$2,500.00 be approved;

i) AND THAT the Interior Renovation and Improvement Program Grant Application in the amount of \$15,000.00 be approved;

ii) AND THAT the Planning and Building Fees Rebate/Credit Program Grant Application in the amount of \$1,173.75 be approved;

iii) AND THAT 2490278 Ontario Inc., 171 Ward Avenue, Sharon, ON L0G 1V0 be notified of this action.

**Carried**

## **New Business**

- a) The Economic Development Officer advised that he has received a grant application request for \$2,000.00 by the organizers of the Newmarket Car Show for an event scheduled in summer, 2016.

Moved by: Councillor Sponga  
Seconded by Olga Paiva

- a) THAT an amount of \$2,000.00 be approved and provided to the organizers of the Car Show for a summer, 2016 event.

**Carried**

- b) Councillor Sponga suggested that with respect to Financial Incentives Program Grant Application 2015-10 - Project Feasibility Study Program, 443 Simcoe Street and Surrounding Properties - (13, 15, 17, 19 Main Street) that the owners attend a future NDDC meeting and provide a presentation of proposed intentions related to the re-development of the block of properties.
- c) Councillor Sponga requested a status update regarding the oversight associated with the window/door installation on the property known as 209 Main Street South (Little Brew Hops). The Economic Development Officer advised that the matter with respect to the window/door installation has been resolved.
- d) The Economic Development Officer provided a status update with respect to the Outdoor Patio Project and advised that the program has now been expanded to include one more application. He further advised that he has set a timeline of March 1, 2016 to inform the successful applicants. Discussion ensued regarding some of the outdoor patio project criteria details.

## **Adjournment**

Moved by: Olga Paiva  
Seconded by: Councillor Sponga

THAT the meeting adjourn.

**Carried**

There being no further business, the meeting adjourned at 11:20 a.m.

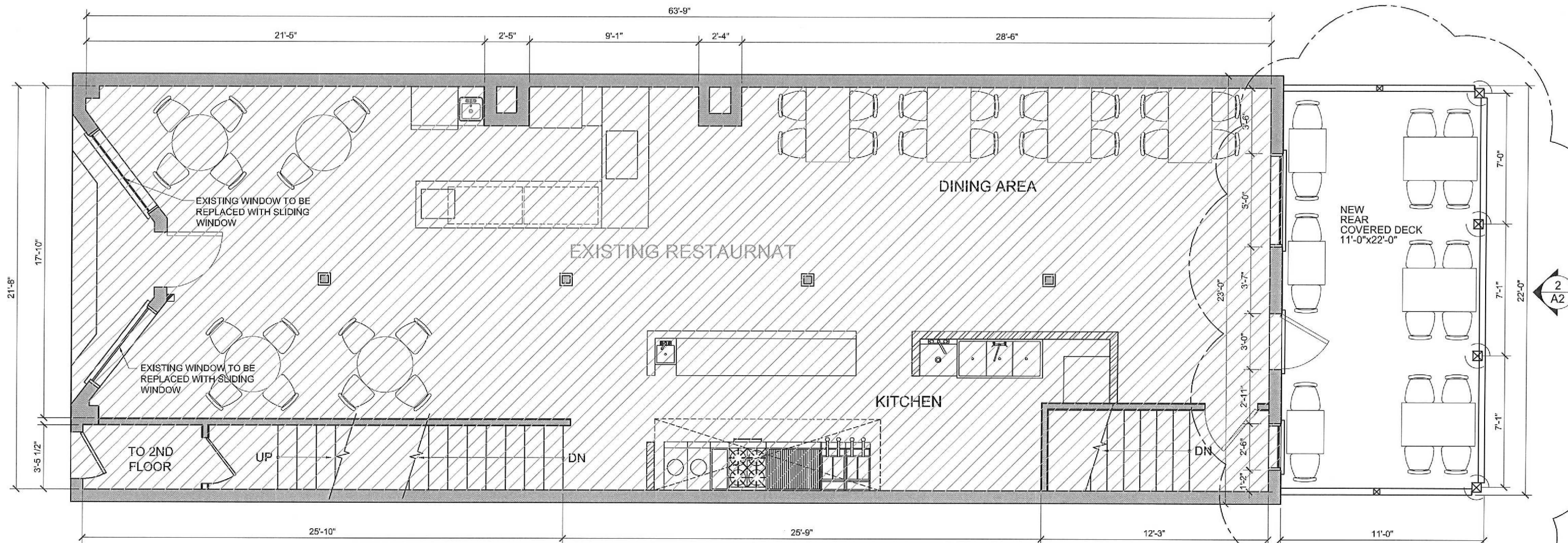
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Date

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Jackie Playter, Chair





#### NOTE

1. ACCURATE DIMENSIONS FOR THE WORK MUST BE OBTAINED FROM ARCHITECTURAL OR INTERIOR DESIGN DRAWINGS OR ACTUAL MEASUREMENT ON SITE.

2. VISIT THE SITE PRIOR TO TENDER AND VERIFY ALL CONDITIONS AND DIMENSIONS, INCLUDING LOCATIONS OF EXISTING CAPPED SERVICES, AND ALLOW FOR ANY REROUTING OF EXISTING AND/OR NEW SERVICES AND EQUIPMENT IN TENDER PRICE. FAILURE TO DO SO SHALL NOT RELIEVE THE CONTRACTOR FROM RESPONSIBILITY.

3. REPORT TO THE ENGINEER ALL AMBIGUITIES, DISCREPANCIES, OMISSIONS, ERRORS, DEPARTURES FROM BUILDING BYLAWS AND/OR FROM GOOD PRACTICE PRIOR TO TENDER CLOSING.

4. PROVIDE ALL WORK IN ACCORDANCE WITH THE REQUIREMENTS OF ALL GOVERNING AUTHORITIES, AND LOCAL BY-LAWS.

5. APPLY FOR OBTAIN AND PAY FOR ALL PERMITS AND INSPECTIONS REQUIRED PRIOR TO COMMENCEMENT OF CONSTRUCTION. INCLUDE ALL PROVINCIAL AND FEDERAL SALES TAXES.

6. MAKE GOOD ALL DAMAGES TO ADJACENT WORK. PROVIDE ALL CUTTING, PATCHING, FLASHING WORK AND CLEAN-UP OF FLOORS, WALLS, CEILINGS, ETC.

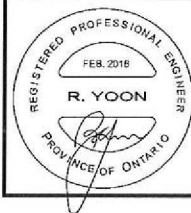
7. PROVIDE PROPER SHOP DRAWINGS OF ALL SPECIFIED PRODUCTS AND SUBMIT FOR APPROVAL TO THE ARCHITECT AND ENGINEER.

8. PROVIDE THE OWNER WITH A WRITTEN WARRANTY, FOR ALL LABOUR, MATERIALS, AND EQUIPMENT IN THIS CONTRACT, FOR A PERIOD OF ONE YEAR COMMENCING AT SUCH TIME AS THE OWNER, OR HIS REPRESENTATIVE DEEMS THE WORK ACCEPTABLE.

### 1 MAIN FLOOR LAYOUT PLAN

A1 SCALE: 3/16"=1'-0"

PROPOSED OUTSIDE PATIO AREA : 242 S/F (22.48M<sup>2</sup>)  
OCCUPANCY LOAD: 18 SEATS



**YOON & ASSOCIATES ENGINEERING**

4 KERN ROAD, SUITE 202, TORONTO, ON M3B 1T1  
TEL. (416)322-9081

ALL DRAWINGS, DETAILS AND SPECIFICATIONS AND REPORT ALL DISCREPANCIES TO DESIGNERS BEFORE PROCEEDING WITH WORK.

ALL DRAWINGS AND SPECIFICATIONS ARE INSTRUMENTS OF SERVICE AND THE PROPERTY OF THE DESIGNER OR ARCHITECT WHICH MUST BE RETURNED AT THE COMPLETION OF THE WORK.

CONTRACTOR MUST VERIFY ALL JOB DIMENSIONS. LATEST APPROVED DRAWINGS TO BE USED FOR CONSTRUCTION ONLY.

DRAWING

MAIN FLOOR LAYOUT PLAN

PROJECT NO.

DRAWING No.

A1

NO.

REVISION

DATE

BY

DATE

10/FEB/2016

SCALE

3/16"=1'-0"

DRAWN

SC

CHK'D

RY

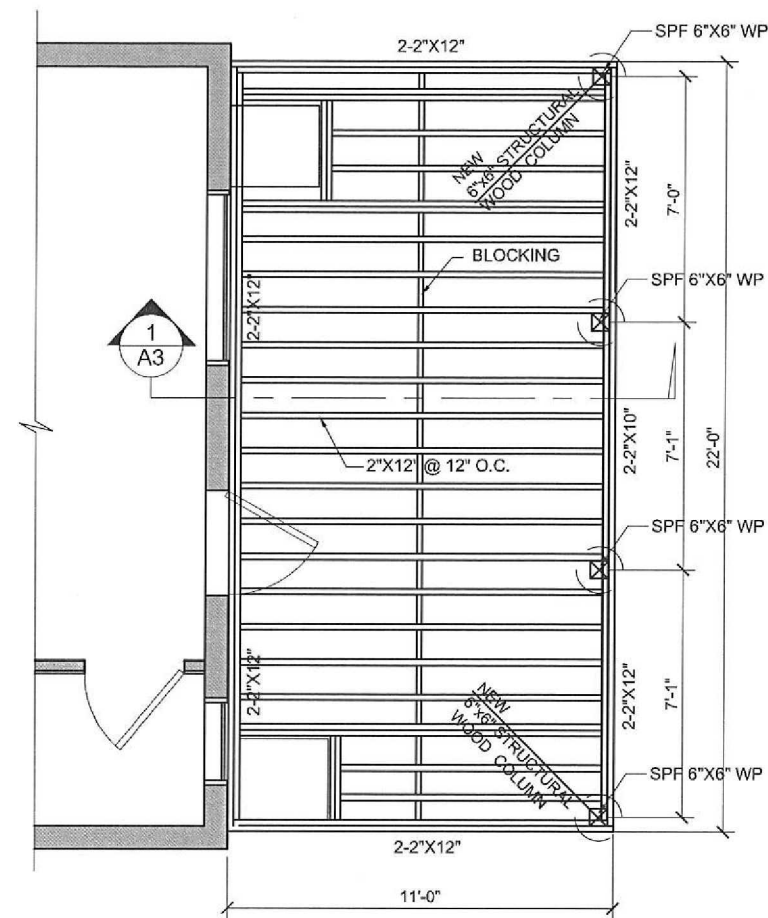
PROJECT

235 Main Street South

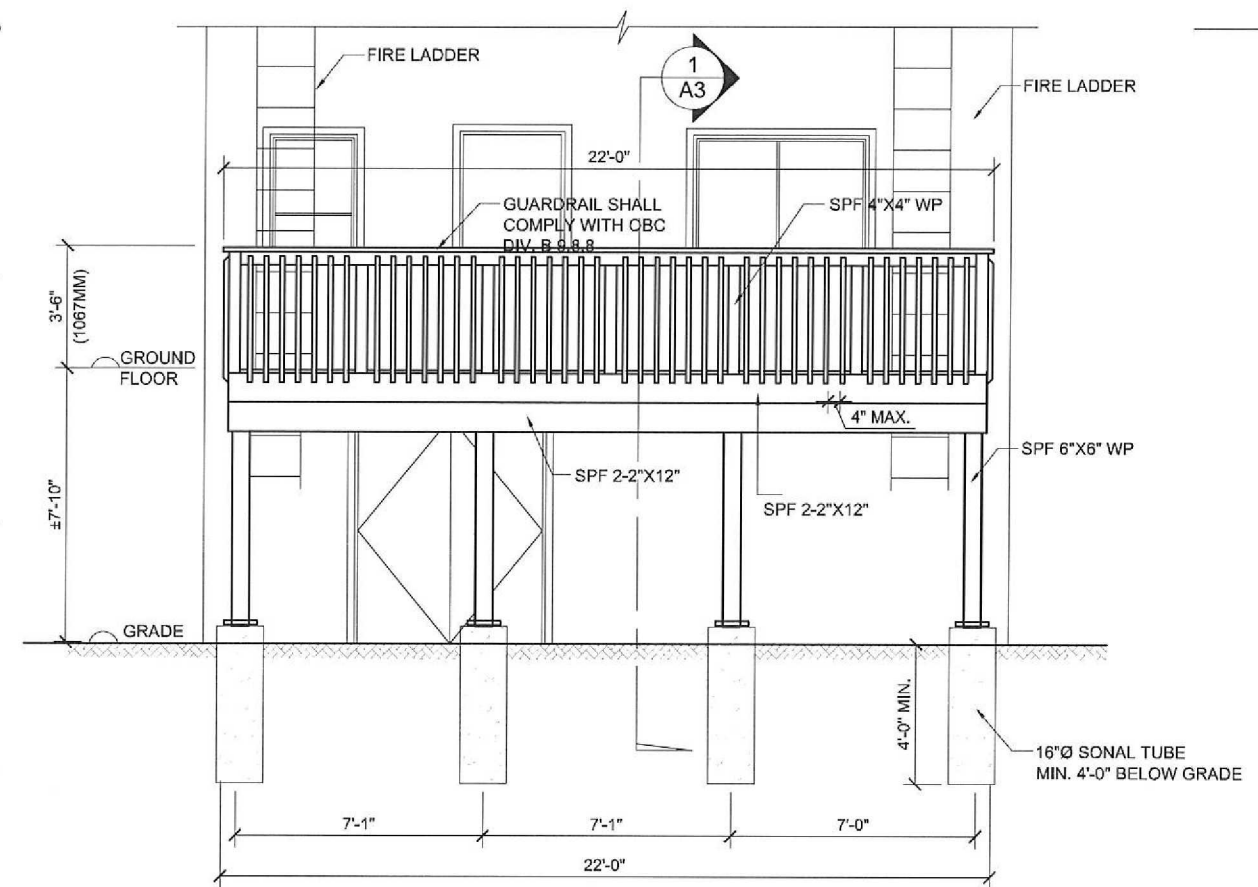
Newmarket, Ontario



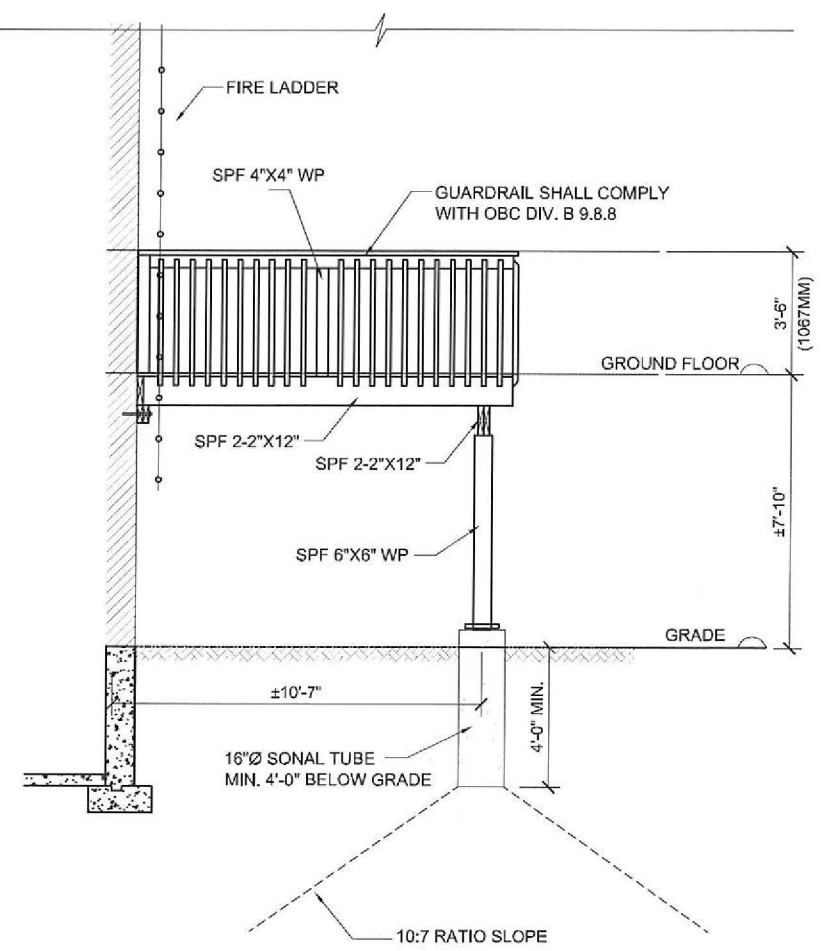




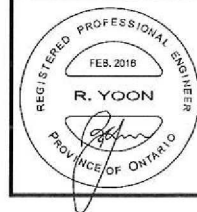
**1**  
**A2** PATIO STRUCTURE PLAN  
SCALE: 3/16"=1'-0"



**2**  
**A2** ELEVATION-1  
SCALE: 3/16"=1'-0"



**3**  
**A2** ELEVATION-2  
SCALE: 3/16"=1'-0"



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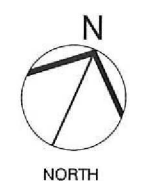
4 KERN ROAD, SUITE 202, TORONTO, ON M3B 1T1  
TEL. (416)322-9081

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DRAWING	
OUTSIDE PATIO PLAN & ELEVATIONS	
PROJECT NO.	DRAWING No.
	<b>A2</b>

				DATE 10/FEB/2016
				SCALE 3/16"=1'-0"
				DRAWN SC
				CHK'D
NO.	REVISION	DATE	BY	RY

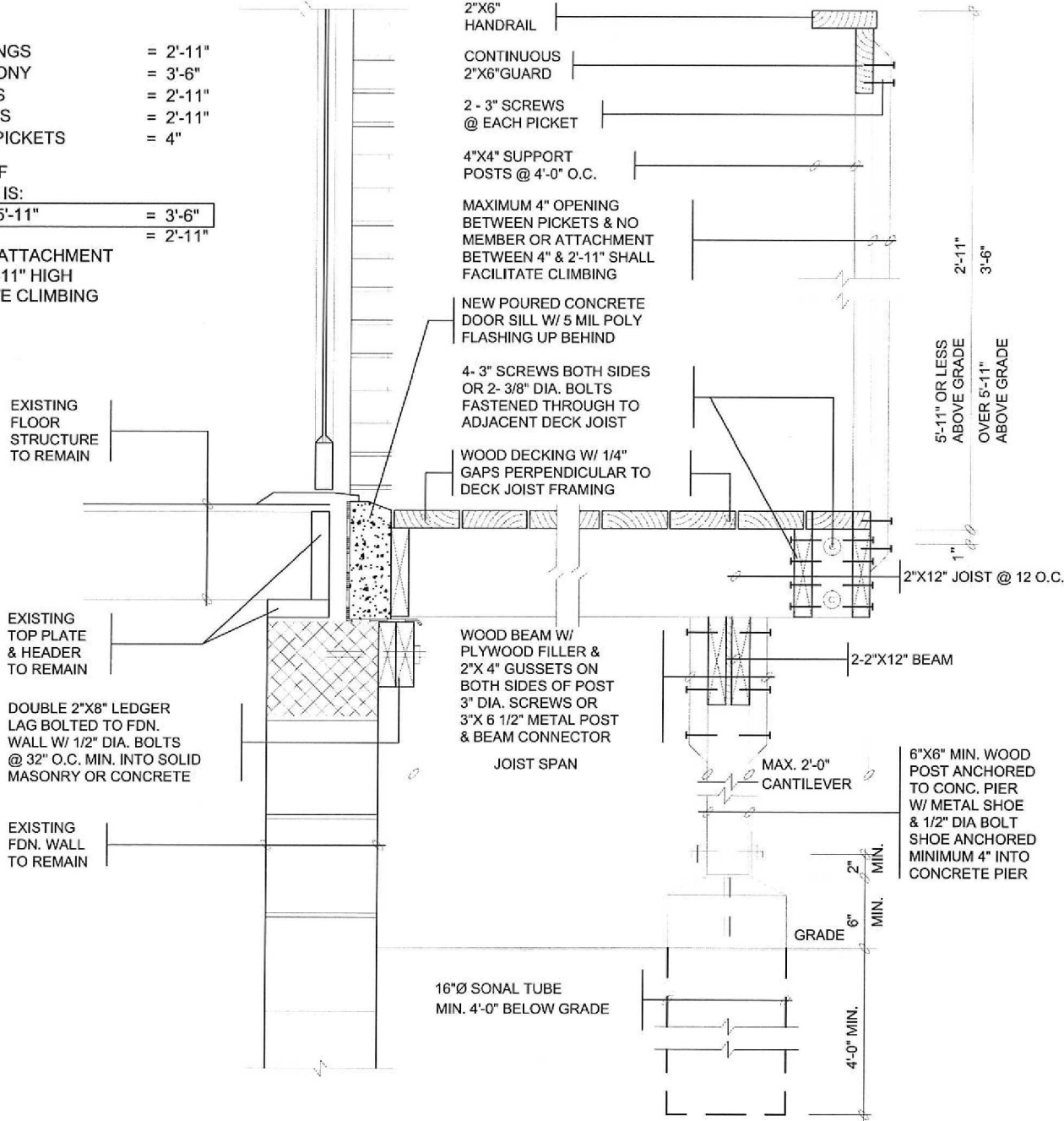
PROJECT  
**235 Main Street South**  
  
Newmarket, Ontario



GUARDS

INTERIOR LANDINGS	= 2'-11"
EXTERIOR BALCONY	= 3'-6"
INTERIOR STAIRS	= 2'-11"
EXTERIOR STAIRS	= 2'-11"
MAX. BETWEEN PICKETS	= 4"

GUARD HEIGHT IF  
DECK TO GRADE IS:  
GREATER THAN 5'-11" = 3'-6"  
5'-11" OR LESS = 2'-11"  
NO MEMBER OR ATTACHMENT  
BETWEEN 4" & 2'-11" HIGH  
SHALL FACILITATE CLIMBING

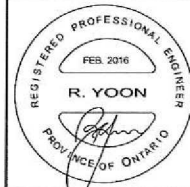


GENERAL NOTES

1. SITE PLAN OR SURVEY IS REQUIRED SHOWING ALL LOT LINES & DIMENSIONS SIZE & LOCATION OF ALL EXISTING BUILDINGS, LOCATION & SIZE OF DECK
2. LUMBER NO. 2 SPF OR BETTER, WOOD POSTS MIN. 4\"X4\" (SOLID). USE CORROSION RESISTANT SPIRAL NAILS OR SCREWS.
3. DECK IS NOT PERMITTED TO BE SUPPORTED ON BRICK VENEER
4. CONCRETE PIERS SHALL BEAR ON UNDISTURBED SOIL. THE BEARING CAPACITY OF THE SOIL SHALL BE DETERMINED PRIOR TO CONSTRUCTION
5. PROVIDE A HANDRAIL 31\"-38\" HIGH ON STAIRS IF MORE THAN THREE RISERS. PROVIDE A GUARD ON BOTH SIDES IN ACCORDANCE W/ THE DETAIL ABOVE WHERE THE STAIR EXCEEDS 6 RISERS.

	JOIST SPAN	PIER SIZE				BEAM SIZE				JOIST SIZE
		PIER SPACING				PIER SPACING				
		4'	6'	8'	10'	4'	6'	8'	10'	
1500 PSF	6'	8"Ø	10"Ø	12"Ø	14"Ø	2/2"X6"	2/2"X6"	2/2"X8"	2/2"X10"	2"X6"
	8'	10"Ø	12"Ø	14"Ø	16"Ø	2/2"X6"	2/2"X8"	2/2"X10"	2/2"X12"	2"X6"
	10'	12"Ø	14"Ø	16"Ø	18"Ø	2/2"X6"	2/2"X8"	2/2"X10"	2/2"X12"	2"X8"
	12'	12"Ø	14"Ø	16"Ø	18"Ø	2/2"X6"	2/2"X8"	2/2"X10"	2/2"X12"	2"X10"
2500 PSF	6'	8"Ø	8"Ø	10"Ø	10"Ø	2/2"X6"	2/2"X6"	2/2"X8"	2/2"X10"	2"X6"
	8'	8"Ø	10"Ø	10"Ø	12"Ø	2/2"X6"	2/2"X8"	2/2"X10"	2/2"X12"	2"X6"
	10'	8"Ø	10"Ø	12"Ø	14"Ø	2/2"X6"	2/2"X8"	2/2"X10"	2/2"X12"	2"X8"
	12'	10"Ø	12"Ø	14"Ø	14"Ø	2/2"X6"	2/2"X8"	2/2"X10"	2/2"X12"	2"X10"
4000 PSF	6'	8"Ø	8"Ø	8"Ø	8"Ø	2/2"X6"	2/2"X6"	2/2"X8"	2/2"X10"	2"X6"
	8'	8"Ø	8"Ø	8"Ø	10"Ø	2/2"X6"	2/2"X8"	2/2"X10"	2/2"X12"	2"X6"
	10'	8"Ø	8"Ø	10"Ø	12"Ø	2/2"X6"	2/2"X8"	2/2"X10"	2/2"X12"	2"X8"
	12'	8"Ø	10"Ø	12"Ø	12"Ø	2/2"X6"	2/2"X8"	2/2"X10"	2/2"X12"	2"X10"

1 CROSS SECTION DETAIL  
A3 SCALE: N.T.S



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DRAWING

CROSS SECTION DETAIL

PROJECT NO.

DRAWING No.

A3

NO.	REVISION	DATE	BY	DATE
				10/FEB/2016
				SCALE
				N.T.S
NO.	REVISION	DATE	BY	DRAWN
				SC
NO.	REVISION	DATE	BY	CHK'D
				RY

PROJECT  
235 Main Street South

Newmarket, Ontario





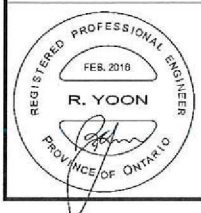
1 EXISTING FACADE ELEVATION  
A4 SCALE: N.T.S



2 EXISTING FACADE ELEVATION  
A4 SCALE: N.T.S



3 EXISTING ELEVATION (REAR)  
A4 SCALE: N.T.S



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DRAWING

EXISTING FACADE ELEVATION

PROJECT NO.

DRAWING No.

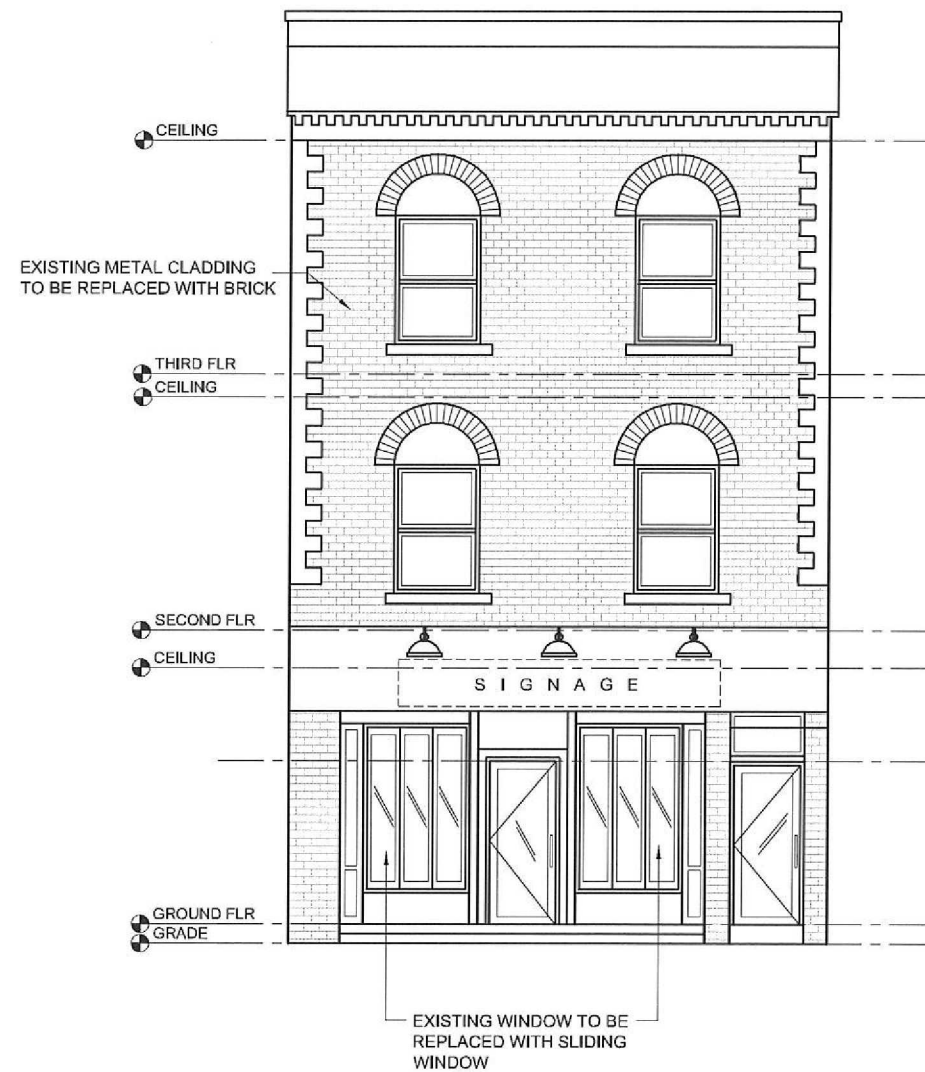
A4

NO.	REVISION	DATE	BY

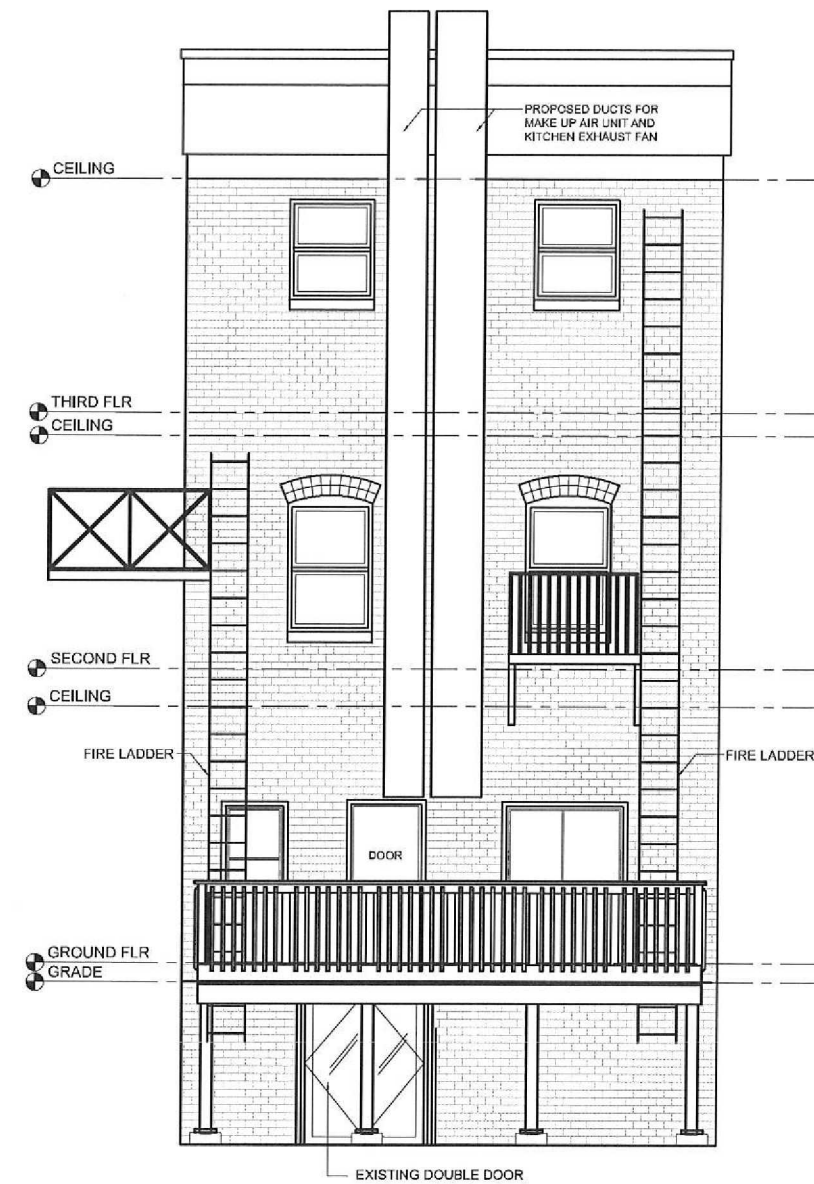
DATE	10/FEB/2016
SCALE	AS SHOWN
DRAWN	SC
CHK'D	RY

PROJECT  
235 Main Street South  
Newmarket, Ontario





1 PROPOSED FRONT FACADE ELEVATION  
A5 SCALE: 1/8" = 1'-0"



2 PROPOSED REAR FACADE ELEVATION  
A5 SCALE: 1/8" = 1'-0"



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DRAWING

PROPOSED FACADE ELEVATION

PROJECT NO.

DRAWING No.

A5

NO.	REVISION	DATE	BY	DATE 18/FEB/2016
				SCALE 1/8" = 1'-0"
				DRAWN SC
				CHK'D RY

PROJECT

235 Main Street South

Newmarket, Ontario



Newmarket Group of Artists

379 Botsford Street  
Newmarket, ON L3Y 1S7  
647-407-0014

## **NDDS Grant Program – Application Information**

**Name of organization:** Newmarket Group of Artists (NGA)

Incorporation number (if applicable): NIL

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

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Mailing address: NGA c/o Julie Cochrane, 379 Botsford Street  
City: Newmarket Province: Ontario Postal Code: L3Y 1S7

Home: 647-407-0014

Email: julie@newmarketgroupofartists.org

Website: newmarketgroupofartists.org

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

**President:** Julie Cochrane

**Vice President:** Jason Wighton

**Treasurer:** Jeff Nye

**Secretary:** Alison Lynch

**Members at large:** Mahtab Abdollahi, Steve Silverman, Robin Burnett,  
David Kempton, Marilyn Church

### **Executive Summary:**

The NGA is in its 8th year. We organize events each year that benefit the Arts and Culture community in Newmarket. This year we are requesting funding from the Newmarket Downtown Development Subcommittee to continue to promote our talented arts community in Newmarket's historic downtown.

**Project:** **Art Banners on Main St**

Amount requested: \$800

Represents 57% of total cost of the project

An outdoor art show of local juried artists and a promotional opportunity for the 8th annual Newmarket Studio Tour and Art Show, taking place Oct 15th and 16th, 2016.



### Project Information:

What is the name of your project? What is the purpose of your grant request? Describe the event: time, place, and participants.

Is this a new program? **NO** (3rd year for banners, 8th for tour)

Are you requesting funds from other sources? **Yes, the Town of Newmarket cover the cost of installing the banners.**

### Newmarket Studio Tour and Art Show — “Tour Preview” Art Banners on Main St.

Growing steadily each year since its inception in 2009, the Newmarket Studio Tour and Art Show (Art Tour) provides artists in Newmarket with an event in which to promote and sell their work. During the 2015 Art Tour over \$35,000 worth of original local art was sold! The Art Tour is located in Newmarket Artists’ Studios, in downtown “host” businesses and in the Community Centre.

In 2015 the Studio Tour and Art Show expanded to include 35 artists and 1 collective after an overwhelming number of talented artists applied. As in 2014, all artists juried into the event were shown within a 1 km radius of the Community Centre. Leading up to the show, the event was advertised with a stunning display of **NDDS supported Art Banners** up both sides of Main Street, which was featured in an article in the Era Banner. The traffic was even higher than in previous years, with the number of visitors estimated at **2,000 visitors** and it greatly increased business in the downtown core. The NGA Art Tour is requesting funding to assist in the promotion of the event by again having another “Tour Preview” on Main Street, hanging banners featuring the artwork of participating tour artists.

Last year we worked with the town to develop hardware that would enable us to hang the banners along both sides Main Street which we will be able to re-use. Some of the banners from returning artists will be reused but we would like to print new banners for the artists who will be new to the tour. This is a great way to beautify our Main Street by bringing art – local art – to the streets of historic Newmarket.

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

The Art Tour has consistently brought people from Barrie, Toronto and beyond to our wonderful, cultural town. By centralizing the Art Tour within a 1km distance of the Community Centre and promoting it as a walkable event, the tour greatly enhances foot traffic in the downtown core. Visitors to Main Street during the ‘Tour Preview’ who view the banners will return to see the tour. And by having Main Street draped with beautiful artwork for the month, downtown businesses will see amplified traffic during that time as visitors are drawn to walk the temporary gallery.


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

The intent of this project is to provide an opportunity for local artists to promote themselves and their art. The secondary objective is to promote the Art Tour and to help feature downtown Newmarket as an Arts and Cultural destination.

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

In 2015 we had a record number of talented applicants. The board voted to increase our juried artists to 35 + 1 collective to allow in as many local artists as possible and over \$35,000 was spent on local art. We would imagine 2016 to be similar. The tour attracts visitors and residents to downtown Newmarket who are able to enjoy the Main Street shops and restaurants. Besides this, the Art Banners also generate beauty, interest and engage our local residents each day.

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

In 2015 we estimate that 2,000 people visited studios on the tour. In 2014, the first year with banners, the Art Tour attracted 1,200 to 1,400 visitors, but previous tours had attracted 300 visitors; we believe the banners and centralization of the tour drove traffic up dramatically. Leading up to the tour the banners will attract new visitors and delight regular visitors alike to downtown Newmarket.

**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.**

As this is a juried event and applications have not yet been received. Below is a list of a few of the local juried artists from 2015 Art Tour.

**Steve Silvermen** fine art Canadian landscape photography

**Jeff Nye** painting

**Jennifer Shigetomi** hand-forged sterling silver jewellery

**Josee Savaria** mixed media paintings

**Carol Teal** pottery

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

We will be approaching downtown business to host some of the artists. In the past we have shown in: RC Design, Haven, Hungry Brew Hops, Invisible City, Covernotes, Unwind, Europa Travel, The Fresh Tea Shop, the Newmarket Public Library and the Community Centre. We would welcome any suggestions from the NDDS on stores/businesses that would be a good fit for the 2016 Art Tour. Other local businesses that have participated as sponsors include Hempen Fine Jewellers, XE Corporation, Roadhouse and Rose, and The Arts Music Store. Newmarket print vendor Upper Canada Signs created the banners last year and will maintain their prices for any additional orders. D&G Graphics printed the brochures this year. These partnerships benefit artists, the NGA and local businesses.





Newmarket Group of Artists

379 Botsford Street  
Newmarket, ON L3Y 1S7  
647-407-0014

**Project Benefits: Is this a one time only request? NO**

We reduced how much we asked for this year because we won't need to print as many banners and we will not have the cost of paying the town to hang the banners. We would still like to be able to offer to subsidize the printing costs of any banners for new artists to keep the project affordable.

**Will there be a charge to participants? YES**

All juried in artists will be offer the opportunity to have a piece of their artwork hung. There will be a \$35 fee per artist to help offset the cost of printing the banners. There is no charge to visitors.

**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)
- A Marketing Plan (if applicable)

**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 they 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 OfficerDate

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



## BUDGET – Pre-Tour Out Door Art Show Banners 2016

Based on New 15 Artist Banners

### Income

Artist Fees	\$ 525.00
NGA	\$ 75.00
NDDS Grant	\$ 800.00
<b>TOTAL</b>	<b>\$ 1,400.00</b>

### Expenses

Printing of New Banners	\$ 1,350.00
Promotion	\$ 50.00
<b>TOTAL</b>	<b>\$ 1,400.00</b>

## PROJECT SCHEDULE

March 30	Book banner placement for Pre-Tour Art Show with Town
April 30	Notification of Juried in Artists
August 3	Artists submission of their banner artwork
August 10 – 21	Printing and Production of Banners
Sept 1	Press Release to Era Banner and SNAP
Sept 1	Hanging of Banners
Sept 1 – Oct 15	Pre-Tour Outdoor art Show

## MARKETING PLAN

- Request Pre-Tour Art Show be included in Calendar of Events on Town page in The Era
- Promote the event on the NGA website and Facebook.
- Email blast to our contact list.
- Request articles in The Era about Outdoor Art Show and feature specific artists
- SNAP – contact them to visit and promote the event.
- Promote the event on Facebook, Twitter and Instagram



Newmarket Group of Artists

379 Botsford Street  
Newmarket, ON L3Y 1S7  
647-407-0014

Newmarket Downtown Development Subcommittee  
395 Mulock Dr. P.O Box 328  
Newmarket, Ontario L3Y 4X7

February 13, 2015

Attention: Chris Kallio, Chair, Economic Development Officer Town of Newmarket

Dear Mr. Kallio,

As President of the Newmarket Group of Artists NGA, I am writing to express our deepest appreciation for your ongoing support and to file our post project report. The NGA has successfully completed its seventh year of offering the Newmarket Studio Tour and Art Sale, a dynamic, local cultural event.

**Success of the project:** Based on our post tour survey we are pleased to report that we had approximately 2,000 visitors from the Newmarket, York Region and the Greater Toronto Area. We increased the number of artists exhibiting in 2015 up to 35 plus a collective from our previous cap of 25 artists due to the overwhelming number of talented applicants. As in 2014, Main Street was the epicentre of the tour and we were able to host any artists without local studios at the Community Centre, Newmarket Public Library and several Main Street businesses, which drew visitors into downtown Newmarket.

We bolstered our promotions through broader postcard distribution within the Era Banner and through the stunning Pre-Tour Banner Display along Main Street. As well, this year we have attracted more participation from a broader range of Corporate Sponsors as we continue to develop ways to support local artists. Covernotes continues to offer ongoing exhibition opportunities for our members. The NGA also organized a show at the Southlake Gallery this year and we continue to offer programs and social events aimed at connecting and strengthening our visual arts community. We are continuing to improve and develop our website. This year we have already completed an online artist directory of our members. This was made possible with the involvement of RC Design and funding from the Newmarket Celebrates the arts Grant.

**Purpose of the Grant:** Promotion of the Newmarket Studio Tour through a Pre-Tour Art Show of Banners on Main Street

**Grant amount:** \$1250.00

The Grant provided by your Association helped subsidize the printing for the Pre-Tour Banner Display along Main Street. This year we were able to have the banners decorate both sides of Main Street to offer a stunning display of local talent, to promote the tour for the month leading up to it, and to amplify traffic for the downtown businesses as visitors were drawn to walk the temporary gallery along Main St.

We believe that the grant we received from the Newmarket Downtown Development Subcommittee was central to the growth and increased visibility of the Newmarket Studio Tour and Art Sale and we thank you again for your support!

Sincerely,

Julie Cochrane  
President, Newmarket Group of Artists  
julie@newmarketgroupofartists.org