

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

### **Declarations of Interest**

### **Approval of Minutes**

1. Newmarket Downtown Development Committee Minutes of February 26, 2016. p. 1

### **Items**

2. Financial Incentives Program Grant Application 2014-14 - Façade Improvement and Restoration Program - 30-32 Main Street.

NDDC previously supported this applicant under the Project Feasibility, Planning and Building Fees Rebate/Credit and Interior Renovation No-Interest Loan Program. The owner is now seeking support under the Façade Improvement and Restoration Grant Program to complete necessary exterior work, primarily windows, doors and siding.

3. Financial Incentives Program Grant Application 2016-01 - Façade Improvement and Restoration Program - 235 Main Street South.

The owners of 235 Main Street (former Still in Style) have now received their Heritage Permit from the Town for proposed exterior work to the building and have submitted appropriate quotes for work to be completed.

4. Community Grant Application - Newmarket Jazz+ Festival. p. 6

Although the growth of the Newmarket Jazz festival has necessitated a move to the Ray Twinney Recreation Complex, organizers still hope to maintain a smaller presence at Riverwalk Commons and on Main Street. They are seeking a Community Grant to offset costs with this satellite program of events.

### **New Business**

### **Adjournment**

The meeting of the Newmarket Downtown Development Committee was held on Friday, February 26, 2016 in the Community Centre - 200 Doug Duncan Drive, Hall # 4, Newmarket.

Members Present: Jackie Playter, Chair  
Barbara Leibel  
Olga Paiva (10:02 to 10:38 a.m.)  
Steve Whitfield  
Councillor Sponga (10:48 to 11:15 a.m.)

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

The meeting was called to order at 10:02 a.m.

Jackie Playter in the Chair.

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

None.

### **Declarations of Interest**

Olga Paiva advised that due to ongoing litigation, she would not be participating in any discussion or voting pertaining to Item 4 of the agenda, due to a conflict of interest regarding the use of the lane easement as outlined in the statement of claim issued to neighbouring properties, Lake Simcoe Region Conservation Authority and the Town of Newmarket in April, 2014.

The Chair advised that the order of the agenda would be amended to accommodate the declaration matter and the Community Grant Application by the Newmarket Group of Artists would be considered before the Project Feasibility Study Program Application for the property known as 235 Main Street South.

### **Approval of Minutes**

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

Moved by: Barbara Leibel  
 Seconded by: Steve Whitfield

THAT the Newmarket Downtown Development Committee Minutes of January 29, 2016 be approved.

**Carried**

## **Items**

2. Financial Incentives Program Grant Application 2014-14 – Interior Renovation and Improvement Program, 30-32 Main Street.

The Economic Development Officer provided a verbal update with respect to the application and advised that the Newmarket Downtown Development Committee previously supported the applicant under the Project Feasibility and Planning and Building Fees Rebate/Credit Programs. Two quotations have recently been submitted for interior renovations and the applicant is seeking financial support to offset his costs.

Moved by: Steve Whitfield  
 Seconded by: Barbara Leibel

a) THAT Financial Incentives Program Grant Application 2014-14 – Interior Renovation and Improvement Program No-Interest Loan Application for the property known as 30-32 Main Street South in the amount of \$100,000.00 be approved;

i) AND THAT Mehdi Jafari Berenji, 30-32 Main Street South, Newmarket, ON L3Y 3Y4 be notified of this action.

**Carried**

3. Financial Incentives Program Grant Application 2015-08 – Façade Improvement and Restoration Program, 205 Main Street South.

The Economic Development Officer provided a verbal update and advised that the owners have completed significant improvements to the interior of the building and have removed the metal cladding from the façade's top level.

He further advised that excessive façade restoration costs have forced the owner to focus on the lower level improvements at this time and leave the upper level improvements to a later date, with the façade remaining a painted white surface until 2017. He also informed those present that the current façade improvement costs exceed \$50,000.00 and the owner is seeking the maximum allowable amount.

Moved by: Olga Paiva  
Seconded by: Barbara Leibel

a) THAT Financial Incentives Program Grant Application 2015-08 – Façade Improvement and Restoration Program for the property known as 205 Main Street South in the amount of \$20,000.00 be approved;

i) AND THAT 2399973 Ontario Limited, 153 Grenadier Road, Toronto, ON M6R 1R5 be notified of this action.

**Carried**

4. Newmarket Downtown Development Committee – Community Grant Application – Newmarket Group of Artists.

The Economic Development Officer provided a verbal update regarding the Community Grant Application for the Newmarket Group of Artists. He advised that the group has 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 community grant contribution to purchase a limited number of new banners to complement existing banners (which are being re-used), replace damaged ones, and promote new artists joining the event this year.

Moved by: Barbara Leibel  
Seconded by: Olga Paiva

a) THAT Newmarket Downtown Development Committee – Community Grant Application – Newmarket Group of Artists in the amount of \$800.00 be approved;

i) AND THAT the Newmarket Group of Artists, c/o Julie Cochrane, 379 Botsford Street, Newmarket, ON L3Y 1S7 be notified of this action.

**Carried**

Olga Paiva left the meeting at 10:38 a.m.

5. Financial Incentives Program Grant Application 2016-01 – Project Feasibility Study Program (Additional) – 235 Main Street South.

The Economic Development Officer provided a verbal update and advised that the owners of 235 Main Street (formerly Still in Style) have incurred additional professional costs related to façade improvement elevation plans submitted to the Town of Newmarket for approval. The owners are requesting a “top-up” to previously approved support under the Project Feasibility Study Program.

The plans will be forwarded to the Lower Main Street Heritage Conservation District Committee for consideration and approval. It is anticipated a request for Newmarket Downtown Development Committee funding under the Façade Improvement Program will be forthcoming once these plans are endorsed.

The Economic Development Officer further noted that the rear elevation includes the addition of a deck structure to allow restaurant patrons an opportunity to enjoy an outside dining experience with a view of Riverwalk Commons.

Moved by: Barbara Leibel

Seconded by: Councillor Sponga

a) THAT Financial Incentives Program Grant Application 2016-01 – Project Feasibility Study Program (Additional) for the property known as 235 Main Street South in the amount of \$1750.00 be approved;

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

**Carried**

## **New Business**

a) Councillor Sponga advised that parking issues remain on Main Street and landlords are marketing their units as having limitless parking availability. Discussion ensued regarding the general status of Main Street parking issues.

## **Adjournment**

Moved by: Councillor Sponga  
Seconded by: Steve Whitfield

THAT the meeting adjourn.

**Carried**

There being no further business, the meeting adjourned at 11:15 a.m.

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Date

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Jackie Playter, Chair

# **COMMUNITY GRANTS PROGRAM APPLICATION INFORMATION**

NAME OF ORGANIZATION: ARTS MUSIC FESTIVALS YORK REGION o/a Newmarket jazz+ Festival

INCORPORATION NUMBER:

IF AFFILIATED WITH A LARGER ORGANIZATION, PLEASE PROVIDE NAME AND CONTACT:

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MAILING ADDRESS:

CONTACT NAME: Sher St. Kitts

- Festival Line 905 841 6893

EMAIL ADDRESS:

WEBSITE: [www.newmarketjazzfestival.com](http://www.newmarketjazzfestival.com)

PLEASE ATTACH A LIST OF EXECUTIVE OF ORGANIZATION (if applicable): DAVID ROBINSON, KHIZAR MIR, TOM MASTORAKOS, DEB THOMPSON, ELAINE ROSS AND GEORGE ST. KITTS

GRANT CATEGORY APPLYING FOR:

NDDS Grant Program

Is this a new program? ☐ **yes** ☐ no Programme – **Newmarket jazz+ Downtown 2016**

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)

Main Street BIA membership; Restaurants on Main Street and businesses around Riverwalk Commons; Amounts tbd

AMOUNT REQUESTED: \$ 2,500

REQUEST REPRESENTS 20 % OF TOTAL COST OF THE PROJECT

Town of Newmarket Community Grants Program – Revised January 2015

**PROJECT INFORMATION:**

- What is the name of your project?

***Newmarket jazz+ Downtown.. a mixed music experience***

**What is the purpose of your grant request?** NJF is relocating main events to Ray Twinney this year due to weather/safety and growth issues at Riverwalk. We wish to maintain relationships with community partners forged in Downtown Newmarket and to develop a FREE aspect to the festival over time.

**Describe the event – time, place, and participants.** Riverwalk Commons Friday Night – July 29<sup>th</sup> showcase local talent from 6 – 9pm on the Riverwalk Stage; also to inform patrons of our move to the Ray Twinney Centre and to maintain presence at Riverwalk during our development stage. Stage featuring live entertainment on Main Street or near Main Street on Saturday July 30<sup>th</sup> from noon – 5pm to honour the stores and services on Heritage Main Street and maintain festival presence there.

- If your program is not new, in what way is your project an enhancement to your present program, and how will it increase participation? This is a new FREE aspect to the NJF in collaboration with Town and BIA.

If applying for the NDDS Grant program, how will the project attract and encourage visitors to downtown Newmarket? By providing FREE music/entertainment.

- What do you hope to achieve as a result of your project? The beginning of a new aspect to the Newmarket jazz+ Festival – a free component that can develop into a 3 day event over time with support of sponsors, town and local businesses.

- How many Town of Newmarket residents will actively participate? 30 plus

If applying for the NDDS Grant Program, provide specific anticipated economic impact of your event? tbd

- How many people will be non-participants, spectators? 1000-2000
- 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. These will be determined from local talents many of whom have been featured at the jazz festival in past years. A complete list with bios will be provided once we have these in place. Staging – Riverwalk Stage with sound equipment (back-line) and lighting; Mobile Stage owned by Town to be used on Main Street.

- Please describe any partnerships that will be formed with other groups and or businesses in Newmarket as a result of this project. Main Street BIA, Local Businesses.... List to follow

Town of Newmarket Community Grants Program – Revised January 2015



**PROJECT BENEFITS:**

Is this a one-time only request? ☐ yes ☐ no (If no, please explain) We will need assistance to create this FREE aspect to the festival over the next few years until we have sufficient sponsors to take it over.

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

**ATTACHMENTS THAT MUST BE INCLUDED WITH 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 the program guidelines. I/We hereby agree to provide the Town of Newmarket Council or NDDS with a post-project report upon successful completion of the project.

*"Sher St. Kitts"*

March 10, 2016

Sher St. Kitts – GM – Official Signing Officer

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 all grant applications to: Martha Garcia, Business Support Coordinator Recreation & Culture Department Town of Newmarket 395 Mulock Drive Newmarket, ON L3Y 4X7

APPLICATIONS WILL BE CODED FOR INTERNAL TRACKING PURPOSES AND FORWARDED TO EITHER THE DIRECTOR OF RECREATION AND CULTURE or THE EXECUTIVE DIRECTOR OF THE NDDS (DEPENDING ON GRANT PROGRAM APPLIED FOR)

- Budget for specific project or activity – Draft Proposal

### **Newmarket jazz+ Downtown 2016**

#### **Friday Night at Riverwalk Commons 6 – 9pm**

Backline Equipment Rental & Lighting*	\$1000	
Stage/Venue – Town Providing	00	
Entertainment 6-9pm – Four Bands	\$2500	
Stage Management Crew	\$1000	
Management incl:Set Up/Tear Down	\$1000	
Promotions	\$1000	Total \$7,000

#### **Saturday on Main Street noon-5pm**

Use same Backline Equipment as Above*	\$ 250 (extra day)	
Stage/Venue – Town Providing	00	
Entertainment noon-5 – Four Bands	\$2500	
Stage Management Crew	\$1000	
Management	\$1000	
Promotions – included above		Total \$4,700 Grand \$11,750

**Project schedule indicating timelines**

**Newmarket jazz+ Downtown 2016**

**Friday Night at Riverwalk Commons**

**Live Music from 6 – 9pm on the Riverwalk Stage**

**Four – TBD for 45 minute sets with stage change breaks in between**

**Set up from 4pm (Stage, Equipment, Sound & Lights)**

**Tear Down 9-10pm**

**Saturday noon – 5pm on Main Street**

**Live Music on Town Mobile Stage**

**Four-Six Bands to play 45 – 55 minute sets with stage change breaks in between**

**Set Up from 10am (Stage, Equipment, Sound & Lights as required)**

**Tear Down 5-7pm**

## **A Marketing Plan – Long Term Vision**

### **Free Installations to be added to NJF Development**

**Newmarket jazz+ Downtown will be the first in a series of satellite jazz plus festival installations popping up around Newmarket in the next few years as we develop the Ray Twinney Recreation Complex concert series.**

**The Newmarket jazz+ Downtown installation will be marketed alongside the Newmarket jazz+ Festival.**

**In future we hope to assist in the development of the Newmarket jazz+ Festival Up-Town i.e. Restaurants on Yonge Street ...**

**We will market this aggressively on Social Media, on our website, posters/postcards, print and through our over 50 community partners.**

**Official Plan to follow.**

**Sher St. Kitts**