



Town of Newmarket  
**AGENDA**

**Newmarket Downtown  
Development Committee**

Friday, June 30, 2017 at 10:00 AM

Cane A&B, 395 Mulock Drive

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**Items**

- 1. Newmarket Downtown Development Committee Meeting Minutes of March 31, 2017**
  
- 2. Financial Incentives Program Grant Application 2017-06**  
Interior Renovation and Improvement Program and Facade Improvement and Restoration Program Grant Applications - 221 Main Street South
  
- 3. Financial Incentives Program Grant Application 2017-05**  
Project Feasibility Study Program - 206 Main Street South
  
- 4. Financial Incentives Program Grant Application 2017-08**  
Project Feasibility Study Program and Interior Renovation and Improvement Program Grant Applications - 241 Main Street South
  
- 5. Financial Incentives Program Grant Application 2017-09**  
Project Feasibility Study Program - 262 Main Street South
  
- 6. Community Grant Application**  
The Very Useful Theatre Company  
Newmarket Festival of One Act Plays - October 5-7, 2017

The meeting of the Newmarket Downtown Development Committee was held on Friday, March 31, 2017 in Hall # 4 of the Community Centre - 200 Doug Duncan Drive, Newmarket.

Members Present: Jackie Playter, Chair (10:09 to 11:40 AM)  
Councillor Kwapis  
Olga Paiva  
Steve Whitfield

Absent: Barbara Leibel

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

Guests: Anne Martin (10:06 to 10:46 AM)  
Karla Wilson (10:06 to 11:10 AM)  
Ted Heald (10:06 to 11:10 AM)  
Kathy Kumpula  
Glenn Wilson  
Joe Sponga (10:32 to 11:01 AM)  
Laura Sterling (10:32 to 11:01 AM)

The meeting was called to order at 10:06 AM.

The Economic Development Officer in the Chair.

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

The Economic Development Officer advised of two additions to the agenda being Financial Incentive Program Applications # 2017-06 for the property known as 221 Main Street South and # 2017-07 for the property known as the Christian Baptist Church.

Moved by: Olga Paiva  
Seconded by: Steve Whitfield

That the additional items as itemized by the Economic Development Officer be included on the agenda.

**Carried**

## **Declarations of Interest**

Olga Paiva advised that due to ongoing litigation, she would not be participating in any discussion or voting pertaining to Item 2 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.

Jackie Playter arrived at 10:09 AM and assumed the Chair.

The Economic Development Officer provided a verbal status update regarding available budget figures and requested that the agenda items be repositioned to incorporate the additional submissions and presentations.

## **Items**

1. Financial Incentives Program Application 2017-06 – Interior Renovation and Improvement Program/Planning and Building Fees Rebate/Credit Program/Project Feasibility Program – 221 Main Street South.

Ms. Anne Martin, owner of the property known as 221 Main Street South addressed those present with a PowerPoint presentation providing details of restoration works to the building after a flood occurred in January, 2016. She requested the opportunity to utilize an interest free loan in the amount of \$100,000.00, Project Feasibility Study costs in the amount of \$2,448.94 and Planning/Building Permit Fees reimbursement of \$450.00, all retroactively.

The Economic Development Officer provided details regarding eligibility requirements associated with applications and interest free loan requirements and read aloud the portion of the Newmarket Downtown Development Committee Terms of Reference indicating the timing of restoration works relative to application submission.

Moved by: Councillor Kwapis  
Seconded by: Steve Whitfield

a) That the request for grants and/or loans for Financial Incentives Program Application 2017-06 – Interior Renovation and Improvement Program, Planning and Building Fees Rebate/Credit Program and Project Feasibility Program for the property known as 221 Main Street South be denied; and,

i) That the applicant be offered the opportunity to re-submit an application for the remaining restoration works for consideration by the Newmarket Downtown Development Committee; and,

ii) That Ms. Anne Martin, 221 Main Street South, Newmarket, ON L3Y 3Y9 be notified of this action.

**Carried**

2. Financial Incentives Program Application 2017-07 – Project Feasibility Study – Christian Baptist Church – 127 to 135 Main Street South.

Mr. Joe Sponga, on behalf of Century 21 Heritage Group addressed those present representing a client interested in the property known as 127 – 135 Main Street South. He advised that the client is seeking possible development opportunities for the building known as the Christian Baptist Church.

Moved by: Councillor Kwapis  
Seconded by: Steve Whitfield

a) That the Financial Incentives Program Application 2017-07 – Project Feasibility Study for the property known as 127 – 135 Main Street South (Christian Baptist Church) be approved up to a maximum of \$10,000.00 subject to the submission of appropriate professional consulting fees quotations; and,

i) That the Feasibility Study assessment details be available publicly and shared as required; and,

ii) That Mr. Joe Sponga, Century 21 Heritage Group, #3 & 7-11160 Yonge Street, Richmond Hill, ON L4S 1H5 be notified of this action.

**Carried**

3. Financial Incentives Program 2017-05 – Façade Improvement and Restoration Program Grant Application, Interior Renovation and Improvement Program Grant Application – Haven Eclectic Modern Style – 206 Main Street South.

Ms. Karla Wilson, tenant of the property known as 206 Main Street South provided a verbal status update regarding the submitted applications and advised that she and the business co-owner are attempting to create an emporium type atmosphere with a limited seating espresso bar in the rear portion of the shop. She further advised that the lower level windows will be replaced with the design previously approved by the Lower Main Street Heritage Conservation District Advisory Group.

Moved by: Councillor Kwapis  
Seconded by: Steve Whitfield

- a) That the Façade Improvement and Restoration Program Gant Application in the amount of \$20,000.00 be approved; and,
- i) That the Interior Renovation and Improvement Program Grant Application in the amount of \$15,000.00 be approved; and,
- ii) That Planning and Building Permit fees in the maximum amount allowable be approved subject to the submission of receipts; and,
- iii) That Haven Eclectic Modern Style, 206 Main Street South, Newmarket, ON L3Y 3Z3 be notified of this action.

**Carried**

## **Approval of Minutes**

4. Newmarket Downtown Development Committee Minutes of February 1, 2017.

Moved by: Steve Whitfield  
Seconded by: Olga Paiva

- a) That the Newmarket Downtown Development Committee Minutes of February 1, 2017 be approved.

**Carried**

## Items

Olga Paiva left the meeting at 11:10 AM.

5. Business Sign Program Grant Application 2016-04 – Snackmrkt, 352 Doug Duncan Drive.

The Economic Development Officer provided a verbal update regarding the Business Sign Program Grant Application for the property known as Snackmrkt located at 352 Doug Duncan Drive.

Moved by: Steve Whitfield  
Seconded by: Councillor Kwapis

a) That the Business Sign Program Grant Application in the amount of \$2,500.00 be approved; and,

i) That Snackmrkt Inc., 299 Court Street, Newmarket, ON L3Y 3S6 be notified of this action.

**Carried**

Olga Paiva returned to the meeting at 11:12 AM.

Olga Paiva took no part in the discussion or voting of the foregoing matter.

6. Financial Incentives Program Application 2017-01 – Interior Renovation and Improvement Grant Application, Façade Improvement and Restoration Program Grant Application, Project Feasibility Study Program Grant Application, Planning and Building Fees Rebate/Credit Program Grant Application – 37 Main Street.

The Economic Development Officer provided a verbal update regarding the applications and advised the new owner plans a complete renovation of the building which involves commercial space on the Main Street frontage and restoration of the exterior.

Moved by: Steve Whitfield  
Seconded by: Councillor Kwapis

a) That the Interior Renovation and Improvement Grant Application in the amount of \$10,000.00 be approved; and,

i) That the Façade Improvement and Restoration Program Grant Application in the amount of \$10,000.00 be approved; and,

ii) That the Project Feasibility Study Program Grant Application in the amount of \$3,250.00 be approved; and,

iii) That the Planning and Building Fees Rebate/Credit Program Grant Application in the amount of \$933.10 be approved; and,

iv) That Mr. Giuseppe Crupi, 5150 Elgin Mills Road East, Markham, ON L6C 1L5 be notified of this action.

**Carried**

7. Financial Incentives Program Application 2017-04 – Façade Improvement and Restoration Grant Program Application – 74 Main Street South.

The Economic Development Officer provided a verbal update regarding Financial Incentives Program Grant Application 2017-04 and advised that the new owner of the Grey Goat Pub is seeking financial assistance with the replacement of twelve windows in the building that will retain the original look and historic character of the windows currently in place.

Moved by: Olga Paiva  
Seconded by: Steve Whitfield

a) That the Façade Improvement and Restoration Program Grant Application in the amount of \$6,272.00 be approved; and,

i) That Habi-J Holdings Ltd., 38 Spruce Avenue, Richmond Hill, ON L4C 6W1 be notified of this action.

**Carried**

8. Community Grant Application – Newmarket Car Club.

The Economic Development Officer provided a verbal update regarding the Community Grant Application for the Newmarket Car Club and advised that the Car Club Members have received endorsement from the Main Street District Business Improvement Area Board of Management to host the annual Main Street event on Sunday, June 11, 2017. The request for funding is to be used toward event marketing.

Moved by: Councillor Kwapis  
Seconded by: Olga Paiva

a) That the Community Grant Application from the Newmarket Car Club in the amount of \$2,000.00 be approved; and,

i) That the Newmarket Car Club, 24 Boothbay Crescent, Newmarket, ON L3Y 1Y5 be notified of this action.

**Carried**

9. Community Grant Application – TD – Newmarket Music Festival 2017.

The Economic Development Officer provided a verbal update regarding the Community Grant Application by the Arts Music Festivals York Region and advised that the Newmarket Jazz+ Festival will be returning to its' original home at Riverwalk Commons from August 25 to 27, 2017. The organizers are seeking a community grant in the amount of \$3,000.00 to support marketing efforts.

Moved by: Councillor Kwapis  
Seconded by: Olga Paiva

a) That the Community Grant Application from Arts Music Festivals York Region, o/a TD – Newmarket Music Festival 2017, in the amount of \$3,000.00 be approved; and,

i) That Arts Festival York Region, 1359 Wellington Street West, King City, ON L7B 1K5 be notified of this action.

**Carried**

## **New Business**

The Economic Development Officer advised that he will be introducing a new staff member in the Economic Development Office who will begin employment with the Town on April 18, 2017.



## Adjournment

Moved by: Olga Paiva  
Seconded by: Steve Whitfield

That the meeting adjourn at 11:40 AM.

**Carried**

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Date

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Jackie Playter, Chair

**STEP TWO:** PLEASE FULLY COMPLETE, SIGN AND SUBMIT APPLICATION

**COMMUNITY GRANTS PROGRAM**

**APPLICATION INFORMATION**

NAME OF ORGANIZATION: Very Useful Theatre Company

INCORPORATION NUMBER (if applicable):     

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

Partnering with "The Rotary Club of Newmarket"

MAILING ADDRESS: 60 Harrison Drive

CITY: Newmarket

POSTAL CODE: L3Y 4P4

HOME PHONE:   

WORK PHONE: 905-836-5464

EMAIL ADDRESS: vutc@rogers.com

WEBSITE: www.vutc.ca

PLEASE ATTACH A LIST OF EXECUTIVE OF ORGANIZATION (if applicable):

**GRANT CATEGORY APPLYING FOR:**

**Community Grants Program**

- Program Development
- Special Events/Facility Use
- Travel

**NDDS Grant Program**

- NDDS Grant Program

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)

Celebration of the Arts \$5,000 (subject to their approval)

**AMOUNT REQUESTED: \$ 3,000**

**REQUEST REPRESENTS 30 % 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 Very Useful Theatre has been planning and organizing the Newmarket Festival of One Act Plays, slated for Oct. 5, 6, and 7, 2017, at the magnificent renovated Old Town Hall in the heart of downtown historic Newmarket for the past six months.*

*The Very Useful Theatre Company is a registered not-for-profit charitable organization, the mandate and vision of which, is to encourage and facilitate the performing arts and to utilize theatrical performances as fund-raising events for local charitable organizations in our community. Being such, we have paired with the Rotary Club of Newmarket in this endeavour.*

*The purpose of the grant request is to cover the \$30 per hour fee the Town of Newmarket charges for town-owned facilities, for rehearsal space for actors, directors and participants in the Newmarket Festival of One Act Plays a portion of which will also be used for promotional materials, such as the program and posters for the Festival and advertising this theatrical event.*

*The three-day event will feature amateur productions and the VUTC has invited high schools to participate to include a youth component in this event, which is planned to become an annual Festival. Thursday, the first evening has been set aside for the High School student productions. Entry fees have been waived to facilitate the opportunity for High Schools and or youth to participate. Friday and Saturday evenings consists of two One Act Plays performed by local and area Community Theatre Companies participating in the Festival. Saturday night will also feature a Gala that will feature the presentation of the awards and cash prizes for the best productions. In honour of one of the VUTC Founders, "Ross Bayley" the trophy for the Best Theatrical Production has been named the 'Ross'. We are also planning on refreshments and snacks for the Gala Presentations on Saturday evening after the last performance. The festival will be adjudicated by a qualified theatre adjudicator.*

*In an effort to make the Festival affordable to everyone in the community and surrounding areas, admission for any of the three evening performances will only be \$10 or \$25 for all three evenings of the Festival. A 'Family Pass' will also be available for either one evening or all three evenings at a reasonable fee.*

*Efforts will be made to recruit sponsors for each evening performances and to also create dinner and theatre packages to include the Main Street BIA in this annual Festival to increase their business and 'traffic' over the course of the weekend in the downtown area. The long-term goal is to create a sustainable annual event featuring local and amateur talent on an annual basis. Our event promotes local theatre and provides the artists an opportunity to perform in front of a live audience. There will be no professionals and outreach efforts have been made specifically to attract youth through the high schools. There will also be many volunteer opportunities in this Festival for youths. We plan to attract business (and traffic) to the downtown core and build on the solid work already completed in the town's Cultural Master Plan.*

*There are currently no similar events happening in Newmarket in October and it our expectation that this event will become an annual event the community can look forward to each year. The Town has invested a great deal of money into the Old Town Hall renovation project and we want to take advantage of this beautiful venue and its long standing history with community theatre and downtown Newmarket.*

- If your program is not new, in what way is your project an enhancement to your present program, and how will it increase participation? If applying for the NDDS Grant program, how will the project attract and encourage visitors to downtown Newmarket?

*The current "Newmarket Festival of One Act Plays is 'new'. However from 1994 to 2001 VUTC produced a one act play festival at Pickering College. We fully expect anywhere from 60 to 100 theatre-goers each night of the festival and as mentioned, we are planning on aligning with Main Street restaurants and businesses to offer theatre dinner packages as part of this Festival. We fully expect to increase traffic on the Main Street during the three days of our One Act Play Festival.*

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

*There are currently no similar events happening in Newmarket in October and it our expectation that this event will become an annual "Thanksgiving weekend" event the community can look forward to each year. The Town has invested a great deal of money in the Old Town Hall renovation and we want to take advantage of the beautiful "Snapd Auditorium" venue that offers a level of comfort and technical excellence few other one-act play venues can match*

*We expect to attract from 180 to 300 theatre patrons and their families to the downtown core for the Thanksgiving Weekend theatre Festival, with significance more 'traffic' in the Main Street Downtown Core, but also increase awareness of the wonderful, rich theatrical talent we have in the Town of Newmarket and to show off the historic value of "Downtown Newmarket"*

*As mentioned, the VUTC is a charitable organization, hosting theatrical events to raise money for charity. You may be aware of our annual 'Charles Dickens' Reading of a Christmas Carol with Music', hosted at New Methodist Church each December, which has benefited not only CHATS, but also the Newmarket Food Pantry. We have partnered with the Rotary Club of Newmarket, who also contribute to charitable causes. All in all, the Newmarket Festival of One Act Plays is a 'win-win' situation for all involved. Net proceeds raised by the VUTC are distributed to local charitable causes. We have a volunteer planning Board and also a volunteer Executive Committee overseeing the whole One Act Play Festival.*

- How many Town of Newmarket residents will actively participate? If applying for the NDDS Grant Program, provide specific anticipated economic impact of your event?

*As mentioned, the Newmarket Festival of One Act Plays will bring anywhere from 180 to 300 people, or more, to the downtown core, plus a wide number of actors, directors, friends and family.*

*It is hard to judge the immediate total economic impact, but Tourism Ontario has stated that attendees at festivals will spend up to \$3 for every dollar paid for tickets in the adjacent community, but it will certainly increase 'traffic' to the downtown area, enhance cultural and performing arts, and as mentioned, we will be pairing with Main St. restaurants to offer dinner-theatre packages and after dinner appetizer-drink packages, encouraging our theatrical patrons to enjoy the downtown before and after the plays. We fully expect the economic impact to be quite 'significant' as this is planning to become an annual Festival*

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

*We are expecting to have anywhere from two to eight people on stage for each performance. With six performances over three nights, plus directors, tech people and the necessary stage hands. We have already listed the spectator numbers as 300 plus*

- 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.

*The actors will mainly come from Newmarket, and the surrounding area. We plan on using the technical people already employed at the Old Town Hall in the SNAPD Auditorium. As touched on, all the actors will be amateur, giving them a chance to perform in front of a 'live audience' - and be adjudicated, with the opportunity to win a 'Ross'. We should mention that over the three nights, it will feature a wide selection of original scripts. The festival has been given an original One Act Play from Norm Foster, to be performed without a royalty fee. Norm Foster is Canada's premier playwright, born in Newmarket so we are expecting great things from this One Act Play Festival.*

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

*As mentioned, we are partnering with the Rotary Club of Newmarket, who are helping to attract sponsorships, sell theatre packages and assist in inviting advertising for our extensive program. To describe the Rotary Club of Newmarket, their vision is: " Our mission is to see the Rotary Club of Newmarket as a place where people from all paths of life come together, unified and empowered with the belief in the ripple effect of 'service above self' to make our communities a better place to live."*

#### **PROJECT BENEFITS:**

Is this a one time only request?    yes    no (If no, please explain)

We may reapply next year with a similar request, depending on the results of our first year. As mentioned, it has been in the planning stages for six months.

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

*A low participation fee of \$100 for each company in the one-act play. We find this very reasonable. We want to attract actors, directors and theatre participants and as a charitable organization, we are not interested in making a huge profit from fees. We set the participation fee to be 'affordable' to cover the costs of the liability insurance for the participants.*

#### **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.

\_\_\_\_\_  
Signature of 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:

Administrative Assistant to the Director of Recreation and Culture  
Recreation & Culture Department  
Town of Newmarket  
395 Mulock Drive  
Newmarket, Ontario 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)*

**TOWN OF NEWMARKET GRANTS PROGRAM POST PROJECT REPORT**

APPLICANT:

AMOUNT RECEIVED:

PURPOSE OF GRANT:

SUCCESS OF THE PROJECT

PLEASE ATTACH A BUDGET REPRESENTING THE ACTUAL REVENUES AND EXPENDITURES

Please send all post-event reports to:

Administrative Assistant to the Director of Recreation and Culture  
Recreation & Culture Department  
Town of Newmarket  
395 Mulock Drive  
Newmarket, Ontario L3Y 4X7

*REPORTS WILL BE FILED AND FORWARDED TO EITHER THE DIRECTOR OF RECREATION AND CULTURE or  
THE TOWN OF NEWMARKET ECONOMIC DEVELOPMENT OFFICER (DEPENDING ON GRANT PROGRAM  
APPROVED)*

## **Project Schedule**

Prior to the event October 5,6 and 7:

- Recruit performers
- Recruit sponsors
- Book and pay for venue
- Promote via website, social media, Main Street BIA and local newspaper
- Sell tickets
- Sell ads in the program
- Book rehearsal space
- Invite donations
- Print promotional program and obtain advertisers
- Hire photographer, videographer and sound/lighting professionals if budget allows

### **Thursday**

Dinner and Theatre packages  
Daytime rehearsal  
High School evening performances

### **Friday**

Dinner and Theatre packages  
Daytime rehearsal  
2 evening performances (minimum 20 minutes and maximum 45 minutes)

### **Saturday**

Daytime rehearsal  
Dinner and Theatre packages  
2 evening performances (minimum 20 minutes and maximum 45 minutes)

### **Awards Gala**

Saturday evening--The award-winning high school \$150 plus Rotary Club trophy and community theatre company, will receive \$200 and the "Ross".

### **After the event follow-up:**

Report and analysis of the event with lessons learned for next year will be prepared. An NDDS Post-project report will be done.



## Committees

John Dowson the President of the Very Useful Theatre Company is Chairman of the Executive Committee of the Newmarket Festival of One-Act Plays and is also ex officio member of the Production Planning Committee meetings. Mr. Dowson is a well-known personality in town, known for his drive and vision. He is a co-founder of the Very Useful Theatre Company, along with the late Ross Bayley.

### Executive Committee Members:

Chair Mr. Dowson, President of the VUTC; Rod Urquhart, Communications; Doris Keppler, Social Media and Webmaster; Greg Kennedy, representative of the Rotary Club of Newmarket and Paul Bath, President of the Rotary Club of Newmarket, also attends the Executive Committee breakfast meetings. From time to time, we are joined in our discussions by Darryl Wolk.

Production Planning committee –

Chair, Jacque Bayley; and members – Barb Jones; Christine Hamley; Joanne Spitzer and member at large, Jackie Playter.

Very Useful Theatre Company  
60 Harrison Drive  
Newmarket, ON  
L3Y 4P4

## Marketing Plan

As a member of our Executive Committee, which oversees the Production Planning Committee of the Very Useful Theatre Company, we have a past Editor of five Metroland newspapers, who is quite fluent in getting our message out.

A very competent Editor and Writer, he will be sending out a number of press releases to area newspapers and magazines. He is also quite well-versed in Social Media and will utilize this resource to its full extend.

Our web designer and web master also runs our social media Facebook, Instagram and our media marketing program.

Target date for posters and promotional postcard handouts is the last week of July in the downtown area.

Also on our Executive Committee, we have a active members of the Rotary Club of Newmarket, who will sell sponsorships for each night of the Festival, to bring in extra revenue through ads for the festival program.

Finally, in August, we will start to sell advertising in our, what will be an extensive program, packed full of information on the One Act Play Festival and who is taking part. We fully expect to raise anywhere from \$4,000 to \$6,000 will this program. Minus printing costs, we should come out ahead some \$3,000.

After the summer, we are planning a major media push to get the message out and get theatre-goers planning to attend this excellent three day Festival of One Act Plays.

As the NDDS can see, our Executive Committee and Production Planning Committee have been meeting since Christmas, planning each little detail of this Newmarket Festival of One Act Plays. It is imperative we receive some money from the NDDS to enable us to offer rehearsal space for all the amateur actors, directors and theatre people to allow this major undertaking in the downtown care to go forward.

Very useful Theatre company & Rotary Club of Newmarket  
One act play festival Budget Oct, 5,6,7 2017

Projected Production costs

Printing programs (300)	\$1,500
Artistic fee (layout program)	\$ 300
Advertising	\$1,000
Postcard promo layout	\$ 100
Postcard promo's printing .25\$ x 1,000	\$ 250
Poster layout	\$ 100
Poster printing .50\$ x 100	\$ 50
Photo copies	\$ 150
Web site, hosting and technical support	\$ 300
Rehearsal space Town of Newmarket @ \$30 per hour X 100 hours =	\$3,000
Snaph Auditorium rental fee Town of Newmarket	\$1,900
Refreshments for Gala	\$ 350
Cash prizes	\$ 300
Trophies	\$ 150
Green room refreshments	\$ 150
On line ticket fees @ \$2 per ticket	<u>\$ 600</u>
Total costs	<b>\$10,200</b>

Projected Production Revenue

Projected attendance 60 per night X \$10 = \$600 X 3 nights	\$1,800
Entrance Fees \$100 X four companies	\$ 400
Advertising in the program	\$2,000
Sponsors for the evening \$600 x 3 nights	\$1,800
Individual donations \$50 x 10	\$ 500
Corporate donations \$100 x 5	<u>\$ 500</u>
Total	\$7,000

Projected Production Expenses	\$10,200
Projected Revenue	<u>\$ 7,000</u>
<b>Deficit</b>	<b>\$ 3,200</b>

*Prepared June 16, 2017*