

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:

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 Website: 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 27th and 28th. 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 27th 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 28th 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 4th 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.

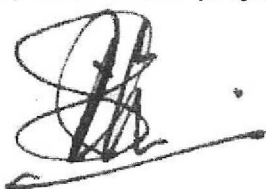
Will there be a charge to participants? ☐ Yes ☒ No (If yes, how much?)

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

9th 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
Total Revenue		68,925.00

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
Total Expenses	68,925.00

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
NEWMARKET, ONTARIO
L3X 2N6

Cell: (416) 525-7929

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

821 NORWICK ROAD
NEWMARKET, ONTARIO
L3X 1K8

Cell: (416) 991-5523

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