



Application # 1182809

Operator - Charitable - 3 or less events per week

Venue Contact Information:

Market Brewing Company

17775 Leslie St.

Newmarket, ON

L3Y 3E3

905.235.9333

<https://www.marketbrewingco.com>

info@marketbrewingco.com

Applicant Contact Information:

Piers Simpkin

General Manager/Owner

416.562.2435

psimpkin@marketbrewingco.com



November 4th 2021

Town of Newmarket
395 Mulock Drive
Newmarket, ON
L3Y 4X7

Good afternoon Mayor Taylor and Town of Newmarket Council,

My name is Piers Simpkin and I am the General Manager of Market Brewing Company, as well as one of the owners of the business. I am writing to you today to formally introduce myself as well as seek support and approval from the Town of Newmarket to open and operate a Class C Charitable Bingo Hall here in Newmarket at Market Brewing Company.

The initial launch of our Thursday Bingo Night quickly became a much needed highlight as well as a safe and positive outing for our local community. Sadly, the pandemic forced a lengthy end to this as the lockdown of gatherings indoors and on patios made it impossible for us to continue this night on a weekly basis. Additionally, when we did have Bingo Nights here we were unaware we were required to have an additional license to operate the profit free evenings. This opened up the initial conversation with the AGCO to learn the different classes of Bingo Halls and operations.

Now, we are incredibly eager to have an opportunity to resume our Bingo Nights to bring our community together once again, to further help small businesses and most importantly to provide additional funds for various local charitable organizations that have been devastated by the pandemic over the last year and a half.

I understand that there are many moving parts with applications like this at the municipality and provincial level. For this reason if anyone has questions or needs more insight into this please do not hesitate to reach out at any time.

Thank you for taking the time to review our application and I look forward to working through this with you.

Sincerely

A handwritten signature in black ink, appearing to read 'P. Simpkin', with a stylized, cursive script.

Piers Simpkin
General Manager



Municipal Zoning & Support



PLANNING AND BUILDING SERVICES

Town of Newmarket

395 Mulock Drive
P.O. Box 328, STN Main
Newmarket, ON L3Y 4X7

www.newmarket.ca
planning@newmarket.ca
T: 905.953.5321
F: 905.953.5140

September 2, 2021

Mr. Piers Simpkin

Re: 17775 Leslie – Unit 4

In response to your inquiry requesting zoning confirmation for the above-noted unit for a non-profit Bingo Hall (Commercial Recreation Centre), please be advised the property is zoned Mixed Employment (EM) Zone by By-law Number 2010-40, as amended:

“Commercial Recreation Centre”, is a permitted use within the EM zone. The definition is provided below:

Commercial Recreation Centre:


Means a commercial establishment in which facilities are provided for recreational athletic activities and may include associated facilities such as a sauna, office space, yoga studio, retail shop and related lounge facilities but shall not include a private club. May also include premises where leisure activities are offered for gain or profit such as a cinema, arts theatre, billiard or pool rooms, bowling alley, or similar activity for the enjoyment of the public but shall not include an adult entertainment parlour or a nightclub.

Above noted information was provided at the time of drafting this response and to the best of our knowledge.

We acknowledge receipt of payment in full for this information.

Yours truly,

Planning Services

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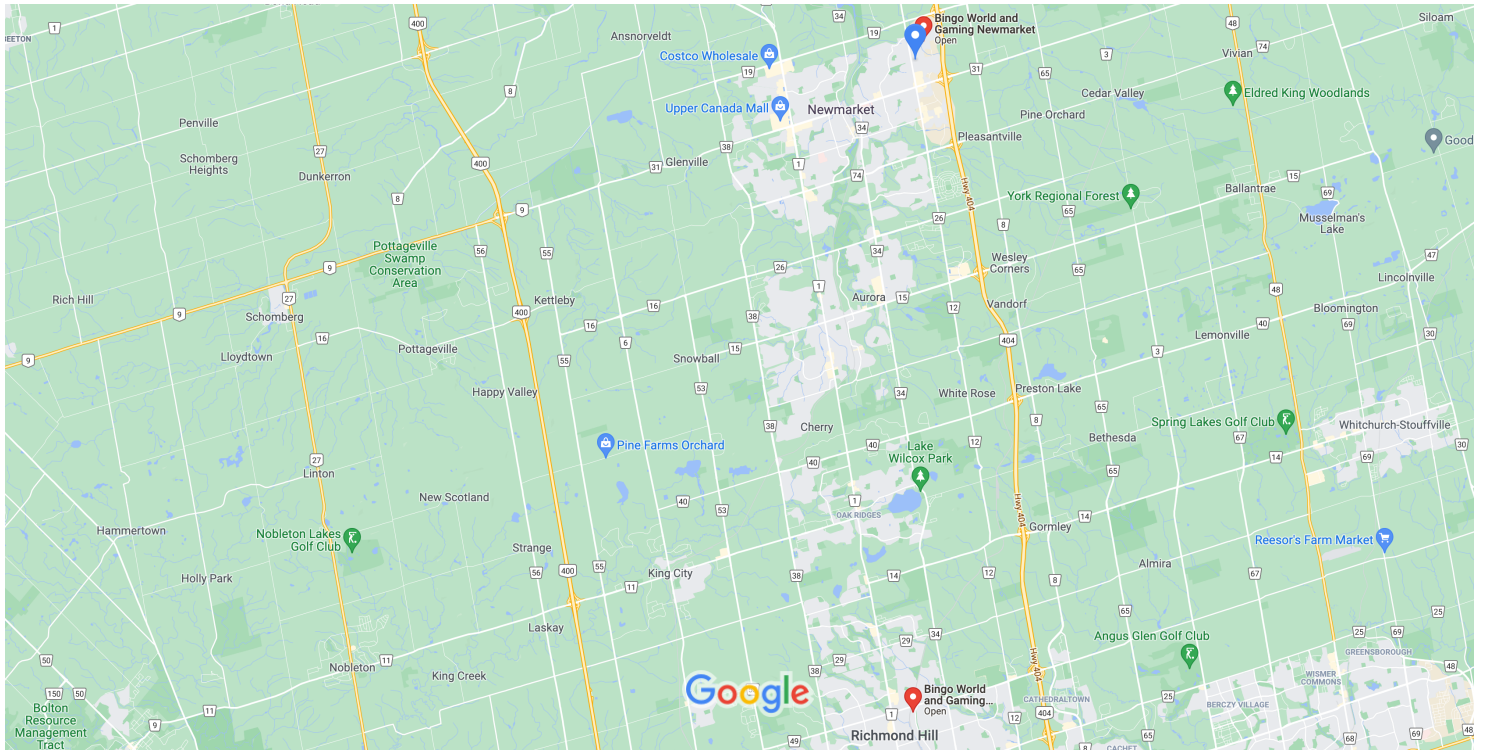


Bingo Halls 30km map surrounding Market Brewing Company:



bingo world

Bingo Halls - within 30km of Market Brewing Company



Map data ©2021 Google 2 km

Bingo World and Gaming Newmarket

4.4 (176)

Bingo hall · 1230 Kerrisdale Blvd
Open until 1:00 a.m. · (905) 836-4861



Website



Directions

Bingo World and Gaming Richmondhill

4.3 (195)

Bingo hall · 350 Newkirk Rd
Open until 2:00 a.m. · (905) 884-7795



Website



Directions

Showing results 1 - 2



Description of Proposed Operations of Bingo Hall:

- Amount of prize board (per session) indicating the fixed and variable games and prize values: \$25 per guest (\$15 into the pot, \$10 towards the charity). With 100 guests it equates to \$1500 split between 5 rounds of play
- Number of bingo sessions proposed: 1 per week
- Paper/Book prices: covered by Market Brewing, books have six squares on each page and 5 pages in each booklet. Booklets are \$25 each.
- Seating capacity: 140
- Realistic estimate of attendance by session: 100
- Realistic estimate of spend per player by session: \$40
- Realistic estimate of profits for charities: \$1000 per week with 4 weeks dedicated to each charity which equals \$4000 for the month
- Realistic estimate of hall operating costs and profits: Costs for the event - \$575 // Bar Profits - \$1000
- Where the customer base will be drawn from: York Region - specifically Newmarket, Aurora, East Gwillimbury, Georgina
- List of ancillary functions: It will be a profitable night for a local food vendor that will be live on-site and rotated weekly including Wickedly Sinful, Laos-C-Chef, 6ft Apart, Gangster Cheese, The Better Vegan and more.



Background of Applicate:

Market Brewing Company currently holds three other licenses under the AGCO; Brewery Manufacturing, On-Site Brewery Retail Store and Liquor Sales. Holding and maintaining these three licenses demonstrates an understanding and experience of the practices and governing that the AGCO overlooks for all alcohol and gaming related matters. Also holding these licenses we understand that there are additional tax filing needs to be made on a monthly basis and will maintain any further needs when operating a Class C Charitable Bingo Hall. The two main personnel that will be running and operating the Bing Hall Events will be Piers Simpkin who will overlook and take care of any direct communication with the AGCO, tax filing requirements as well as ongoing or additional requirements surrounding the licensing. Bill Gianopoulos will be overseeing and responsible for all the day-to-day operations surrounding the Bingo events as he is the company's inside and outside events manager.

Surrounding the monetary prizes being provided throughout the bingo events, we will be working with cash and debit for these events. At the beginning of the event any person 18+ looking to participate in the night's events will pay \$25 at the time of their bingo ticket purchase. We will then separate \$15 for the monetary pool winnings and \$10 will be put aside for the monthly running total donations for the selected non-profit organizations we will be partnering up with. We will be keeping track of all bingo sheets sold through our in-house POS system which is TouchBistro to ensure accurate accounting for Market Brewing Company, the charities as well as event participants. The monetary prizes will be distributed at the end of each round, as we will be running an overall total of five rounds per event. The five rounds will mainly consist of, however not be limited: Round One - Single line (winning - complementary drink) and Two lines (winning - \$20). Round Two - Four-corners (winning - complementary drink) and 'X' (winning - \$40). Round Three - 'H' (winning - 20% of the remaining pot after Rounds One and Two). Round Four - Sputnik (winning - 30% of the remaining pot after Rounds One and Two). Round Five - Full Card (winning - 50% of the remaining pot after Rounds One and Two). All ties (outside of Single line and Four-corners) result in splitting the pot of the specific round.

Market Brewing also understands that with this Class C Charitable Bingo Hall license we are limited to operating no more than 3 bingo events in any seven day period. As we are looking to only operate these nights once a week throughout a seven day period we do not see any concern with this.



Market Brewing Company - Bingo Hall Layout:

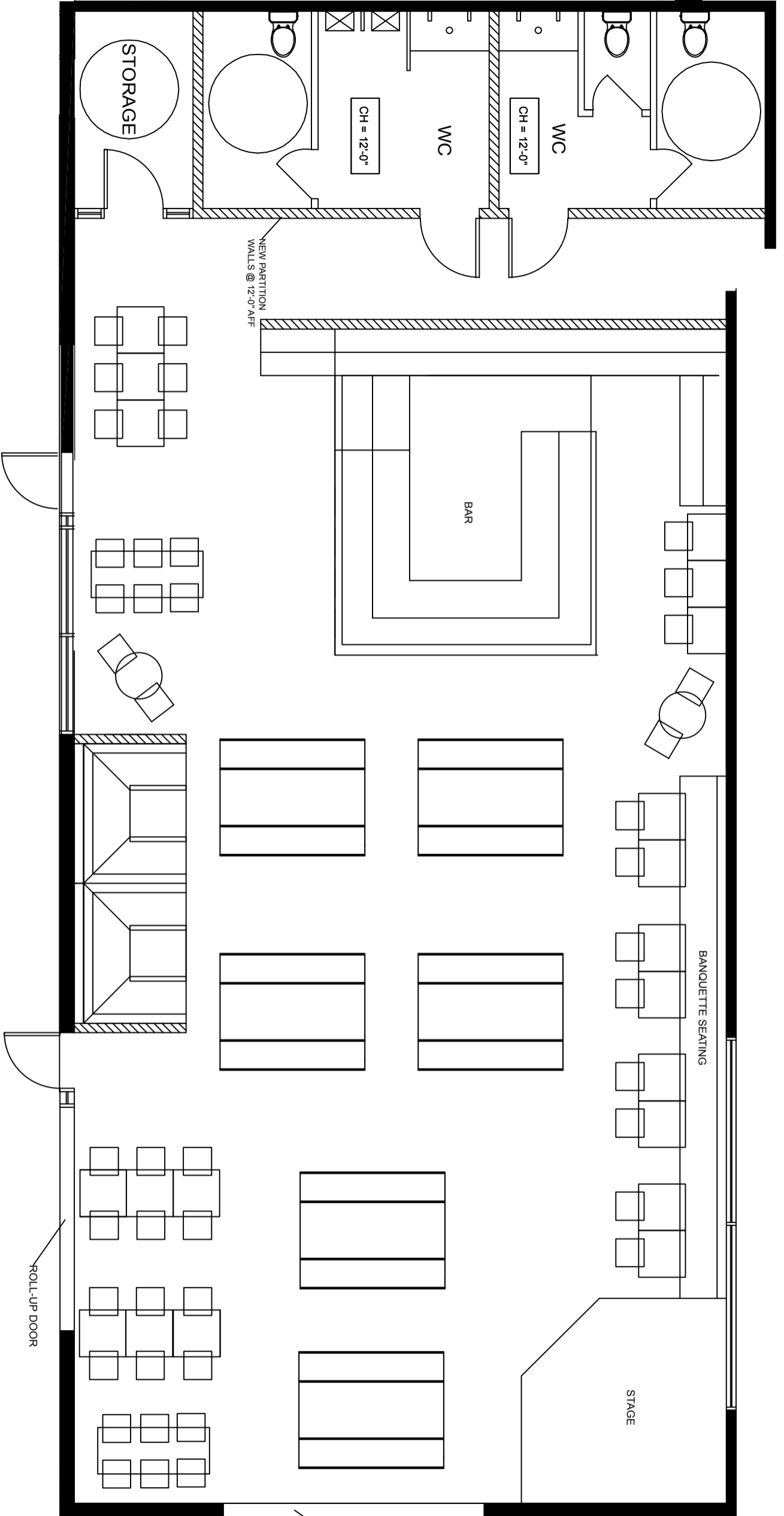
Market Brewing Company is looking to use its exciting taproom room/event space as the facility for our Bingo nights. Looking over the below floor plan you will be able to see the seating layout, fire exit doors, additional large roll-up doors, the washrooms and where typically food trucks park during our other events that we already host at Market Brewing.

This is also our traditional layout for other events like our weekly trivia night, craft community art nights, comedy nights, and live music nights to name a few. For Bingo, the only set-up that is required is for us to set an additional table up on our stage where the Bingo wheel will be situated as numbers are called out from the stage. All drinks (alcoholic and nonalcoholic) are purchased at the bar as well as smaller food items. However, we always encourage guests to try something new from the local/small business food trucks/food vendors that we showcase here on occasions listed above.

We also have a designated smoking area outside as well as handicap parking that is accessible for anyone that requires it. Our expectations for attendance would be about the same as our weekly trivia nights in which there is sufficient parking and lighting for the darker nights.

Throughout the COVID-19 pandemic there have been a number of and still ongoing updates surrounding rules, regulation and requirements to maintain the health and safety of everyone. Market Brewing Company never took this lightly, we always and will continue to go above and beyond to meet anything that is suggested or implemented by all levels of government (Municipal, Provincial, Federal).

(overall floor plan attached below)



STORAGE

CH = 12'-0"

WC

CH = 12'-0"

WC

NEW PARTITION
WALLS @ 12'-0" AFF

BAR

BANQUETTE SEATING

STAGE

FOOD TRUCK

ROLL-UP DOOR

ROLL-UP DOOR



Summary:

Currently being a brewery, taproom and event space means we are not looking to change our business model to become a full time bingo hall nor do we want to compete with the two bingo halls within a 30km radius of our establishment. The customer base and demographic that we have at Market Brewing Company is much different than traditional Class A and B Bingo halls. This primarily is because we create, sell and offer higher end products rather than just offering one specific thing. Our primary source of income for the business is the production and selling of craft beer that is all produced on-site here. Additionally we have our taproom/event space that is interchangeable for any occasion such as other event nights, weddings, family celebrations to name a few. This is another reason why we will never look to expand on to a larger Bingo Hall license. We are truly looking to be able to host our live Bingo night once a week, which is a fun filled evening for our community to gather and provide a new platform for local non-profit organizations to educate attendees about themselves and services.

Throughout the ongoing process of this application we continue to have requests surrounding when we are going to bring Bingo back. This isn't only because of the monetary prizes, however more surrounding the enjoyment people were getting from playing Bingo at one of their favorite local businesses, meeting new people, or running into past friends. Before we put up the first wall here at Market Brewing Company we have always envisioned ourselves as a community hub welcome for all, a leader within the community as an outlet for other small businesses to flourish from and most of all, a safe establishment for people to escape their daily stresses with good times and good company.

To provide further insight into our Market community we have created, whenever the question comes up about running Bingo again we educate these groups or individuals about our current process of obtaining a Class C Charitable Bingo license to be able to bring the night back. When they find out that we'll now be providing additional funds to local non-profit organizations who all have been hit throughout the COVID-19 pandemic, further excitement comes over them to see us once again using our brand, platform and venue to give back once again.

Thank you again for taking the time to review this application and the help we have received throughout the submission process as I know everyone has a lot on their plate and some of these things were new to me and further education was needed. I look forward to continuing to work with everyone throughout this process to ensure we are able to provide our community with another outlet for fundraising, experience new local food businesses and discover a new favorite local craft establishment.

Sincerely,
Piers Simpkin

A handwritten signature in black ink, appearing to read 'P. Simpkin', written in a cursive style.

General Manager/Owner