

# MARKETPLACE

## NOTICE BOARD

## PUBLIC NOTICE

### PUBLIC NOTICE PROPOSAL TO OPEN A NEW BINGO HALL

A proposal has been submitted to the Municipality of Newmarket, to open a new bingo hall at:

17775 Leslie St.  
Newmarket, Ontario  
L3Y 3E3

This proposal has been submitted by Market Brewing Company. Copies of the proposal are available at the municipal office.

Written comments on the proposal may be submitted not later than November 5th 2021 and forward to the municipality office and to the Commission:

Municipality of Newmarket  
395 Mulock Drive  
P.O. Box 328 Station Main,  
Newmarket, Ontario  
L3Y 4X7

Alcohol and Gaming Commission of Ontario  
90 Shepard Avenue East, Suite 200  
Toronto, Ontario  
M2N 0A4

Written comments submitted on the proposal may be provided to the applicant.

## MERCHANDISE

## HOME

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Mr. John Taylor  
Mayor of Newmarket, Municipal Office  
395 Mulock Drive  
**NEWMARKET**, Ontario  
L3Y 4X7

18<sup>th</sup> October 2021

Dear *Mayor Taylor*,

**SUBJECT: NEW BINGO HALL APPLICATION - NEWMARKET**

This letter is in reference to the notice that was placed in the local newspaper on 23<sup>rd</sup> September 2021 regarding the new bingo hall application in Newmarket.

As President of Bingo World Gaming Centre, we wish to express *our strong opposition* to this application. Our Centre has been providing a platform for our fifty [50] charitable groups to raise funds for the amazing community projects within the Town of Newmarket that benefit our local citizens.

Over the course of the past year and half, we, like most *commercial businesses*, have been following the COVID-19 restrictions directed by the provincial government, which have limited our ability to host our charities and guests. This has resulted in our inability to generate revenue for our charities due to the mandated closures.

We are concerned by approving this application it will cause *increased competition* in a highly regulated environment. This could *significantly impact* the objective in which we are undertaking, to maximize contributions to align charities who are scheduled and approved by the Town.

The Bingo World Gaming Centre has had a *long track record of delivering* a regulated platform for our aligned fifty charity groups. We have invested financially in the venue to provide a relaxing and welcoming environment for our guests. We provide opportunities for full time employment for Newmarket residents who undertake staff training programmes around *PlaySmart* (Responsible Gaming), which is becoming so critical.

As we emerge from this pandemic and all the commercial/business challenges around that process, we would request *this application does not go forward*.

We are aware that our Charity Association is of like mind. They have been reviewing the potential of seeking additional charity groups to join our Centre and receive funds in order that they could have a broader impact in this community.

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In closing, I am more than willing to meet with you personally to discuss the work that we undertake at Bingo World Centre and show you firsthand the immediate and valuable contribution we make to our Town. I would like to invite you to visit us at the Bingo World Centre.

Yours Sincerely,

**On Behalf of Bingo World (Newmarket)**

*Perry Kereakou*

Perry Kereakou  
President

cc:	Ms. Florence DiPassio	- Supervisor, Legislative Services	- Town of Newmarket
	Mr. Geoff Longhurst	- Director (Registrations)	- AGCO
	President	- Bingo Charity Association	- Newmarket
	Members of Council	- Town of Newmarket	



Mayor John Taylor  
395 Mulock Drive  
P.O. Box 328 Station Main, Newmarket, ON L3Y 4X7

September 30, 2021

**Re: Application for C Bingo Hall by Market Brewing Company**

Dear Mayor Taylor,

Our Charitable Gaming Centre Association (CGCA) represents the fifty charities who fundraise at Bingo World and Gaming Newmarket. We are aware of a recent application for a Class C bingo hall by Market Brewing Company and wanted to express our serious concerns.

With a limited bingo player base, we anticipate additional bingo venues will result in reduced player counts and a negative impact to revenues for our valuable charities. This is compounded with the impacts of the pandemic, including centre closures, resulting in significant revenue impacts to our fifty charities these past two years. We are concerned as well on the future of bingo revenues as society and social habits have changed.

Our association, in cooperation with the municipality, will be able to add charities as revenues stabilize and grow in the near future to assist any groups that are associated with this application or who are interested in participating.

Our role is to act in the best interests of all charities in our community and to provide opportunities to increase the impact and funding to communities as revenues allow. Our position is that adding additional operators and /or gaming venues will reduce the overall fundraising impact to the Newmarket community.

Please find attached a list of the local charitable organizations benefitting from their involvement with Bingo World Newmarket. Please note that there are an additional forty-four groups participating at our sister location in Richmond Hill that may be negatively impacted as well.

We have also sent a similar communication to Jeff Longhurst, Director Licensing and Registration at the Alcohol & Gaming Commission of Ontario.

Thank you,

A handwritten signature in black ink that reads "M. A. French".

Margaret A. French  
President

Newmarket Charitable Gaming Association



The Newmarket Charitable Gaming Association proudly partners with the following charities in the Newmarket and surrounding communities:

<b>ADAPT of Ontario</b>	<b>Richmond Hill Canoe Club</b>
<b>Bereaved Families of Ontario</b>	<b>Rose of Sharon Services for Young Mothers</b>
<b>Better Living Health and Community Services</b>	<b>Rotary Club of Newmarket</b>
<b>Blue Door Support Services</b>	<b>Shine Thorough the Rain Foundation</b>
<b>Canadian Spinal Research Organization</b>	<b>Silhouettes of York Rythmic Gymnastics</b>
<b>CAYR Community Connections</b>	<b>Theatre Aurora</b>
<b>Character Community Foundation of York Region</b>	<b>The Optimist Club of Newmarket</b>
<b>CNIB – Ontario Division - Newmarket</b>	<b>Udora/Leaskdale Lions Club</b>
<b>Community Living Central York</b>	<b>Women's Centre of York Region</b>
<b>Cornerstone to Recovery</b>	<b>Women's Support Network of York Region</b>
<b>Epilepsy York Region</b>	<b>Yellow Brick House</b>
<b>Food Bank of York Region</b>	<b>York Harmony Chorus</b>
<b>Georgina Minor Hockey</b>	<b>York North Family Resource Program</b>
<b>Girls Inc</b>	<b>York Region Food Network</b>
<b>Hospice Georgina</b>	<b>York Simcoe Express Hockey Association</b>
<b>Inn From the Cold</b>	<b>York Artistic Swimming Club</b>
<b>Jericho Youth Services</b>	
<b>John Howard Society York Region</b>	
<b>Knights of Columbus Aurora</b>	
<b>Knights of Columbus Bradford</b>	
<b>Lake Simcoe Minor Softball Association</b>	
<b>Literacy Council York Simcoe</b>	
<b>Mount Albert and District Lions</b>	
<b>Navy League of Canada - Newmarket Branch</b>	
<b>Newmarket Food Pantry</b>	
<b>Newmarket Lions Club</b>	
<b>Newmarket Minor Hockey</b>	
<b>Newmarket Stingrays Swim Club</b>	
<b>North Newmarket Lions Club</b>	
<b>Optimist Club of Keswick</b>	
<b>Order of the Eastern Star</b>	
<b>Pulsars Gymnastics Club</b>	
<b>Routes Connecting Communities</b>	
<b>Shenderey Gymnastics Institute</b>	

Jeff Longhurst  
Director Licensing and Registration  
Alcohol & Gaming Commission of Ontario  
90 Sheppard Ave E, Toronto, ON M2N 0A4

September 30, 2021

**Re: Application for C Bingo Hall by Market Brewing Company**

Dear Jeff,

I am writing on behalf of the fifty charities who fundraise at Bingo World and Gaming Newmarket and the forty-four charities at Bingo World and Gaming Richmond Hill. There is serious concern about the recent application for a C bingo hall by Market Brewing Company.

If this application is approved with bingo up to three times a week, our experience in other markets is that even infrequent bingo sessions can impact bingo sessions and revenues for charities in nearby cGaming sites or fulltime bingo halls.

The Newmarket and Richmond Hill cGaming sites have a history of generating strong revenues for the participating charities and as the impacts of COVID begin to recede, there is an opportunity to engage new charities and non-profits from the Newmarket /Richmond Hill communities.

OCGA is working across the province to offer new charities and non-profits the opportunity to raise funds through cGaming as the recovery occurs and as revenues grow. As a general principle, where there are cGaming opportunities, OCGA would prefer to grow charity participation in those sites rather than have new competition added in marketplaces.

Thank-you for considering our perspective and please don't hesitate to call me.

Best regards,



Lynn Cassidy, Executive Director

Cc. Mayor John Taylor, Town of Newmarket



## **List of Charities Supporting the opening of the hall:**

Inn From The Cold  
Martha Berry  
510 Penrose St, Newmarket, ON, L3Y1A2  
905-895-8889 x221

Newmarket Food Pantry  
Adrian Bain  
1251 Gorham St, Newmarket, ON, L3Y8Y6  
905-717-2649

Rose of Sharon Services for Young Mothers  
Karen Wagner  
361 Eagle st, Newmarket, ON, L3Y1K5  
905-716-3953

PKD Foundation of Canada (York Region Chapter)  
Jeffrey Robertson  
3-1750 the Queensway, Suite 158, Etobicoke, ON, M9C5H5  
416-523-5960

Ontario SPCA Provincial Education & Animal Centre  
Cam Lund  
16586 Woodbine Ave, Stouffville, ON, L4A2W3  
905-898-7122 x370

Please see attached letters of support from Rose of Shanon, PKD Foundation, Ontario SPCA, and Hockey For Grace.



May 21, 2021

Alcohol and Gaming Commission of Ontario

Re: Community support of Market Brewing Company bingo application

To Whom it may concern,

We are lending our community support to Market Brewing Company's bingo application and request an urgent review and approval of their request. Market Brewing Company is a tremendous supporter of local charities. Bill Gianopoulos and the team at Market Brewing are a hardworking, innovative small business that in spite of the numerous hardships caused by the pandemic lockdowns, have remained committed to supporting community charities during these unprecedented times.

For 36 years, Rose of Sharon has provided free supportive programs and educational services in York Region annually to 300 prenatal/parenting teens while they build greater stability in the lives of their young children. Programs empower young mothers to embrace their strengths, build parenting skills, increase child development knowledge and develop their capacity to overcome barriers.

COVID-19 has been financially devastating for Canadian charities including ours. Canadian donors have drastically reduced the amount that they are giving to support non-profit services, in fact a recent giving report by CanadaHelps states that Canadians have cut back their annual giving similar to levels seen in 2016 and the average donation by individuals has dropped significantly with no sign of positive change. Rose of Sharon experienced an annual deficit over the past year due to funding reductions directly related to the pandemic and we anticipate similar reductions in funding levels for this year as the pandemic continues.

Understandably, it has been very difficult to find businesses that are willing and/or have the capacity to fundraise for charities during the pandemic. Market Brewing Company, however has remained a committed community partner. Over the past year, they publicly promoted our charity, generously held a benefit concert (implementing approved COVID-19 safety protocols) on our behalf and have begun planning future fundraising activities.

There is an urgency to have their application considered and approved as it is their intention to offer monthly fundraising events in support of community charities. For local charities like ours who are struggling, this additional financial support will have an immediate impact on our ability to support vulnerable young families. Rose of Sharon has been invited to participate and we are very much looking forward to when we will have the opportunity to partner with the Market Brewing Company on future fundraising events.

Sincerely,

Deanne Kukulewich, Executive Director  
Rose of Sharon Services for Young Mothers  
C: 905-716-4629 | T: 905-853-5514 ext. 225  
E: [dkukulewich@roseofsharon.com](mailto:dkukulewich@roseofsharon.com)





# PKD FOUNDATION OF CANADA

PKD Foundation of Canada  
3 – 1750 The Queensway, Suite 158  
Etobicoke ON, M9C 5H5

Alcohol Gaming Commission of Ontario  
90 Sheppard Avenue East #200  
North York ON M2N 0A4

To whom it may concern,

I am writing to you today in support of Newmarket's Market Brewing Company and their application for a lottery license to host charity BINGO nights on their premise.

As a resident of Newmarket, I have seen firsthand Market Brewing Company's commitment to ensuring the safety of their staff and patrons during the various stages of this pandemic. Their unwavering dedication to following local and provincial guidelines has been exemplary. Furthermore, during the early stages of Covid-19, Market Brewing Company pivoted their business model to include the production of hand sanitizer, something the Town and local hospital were both running desperately low on at the time.

Much like the hospitality industry, the non-profit sector has been devastated by the events of the past 15+ months. We here at the PKD Foundation of Canada, a national grassroots charitable organization in support of the polycystic kidney disease community, were forced to cancel three major fundraising campaigns last year due to restrictions set by the province. We too did our best to pivot during these trying times, but we certainly felt the negative effects of decreased donor giving.

With active Covid cases on the decline and vaccination numbers on the rise, our Foundation has been reassessing our fundraising strategy to determine which events can safely return, and which events will need to be held off until 2022. This is why I think it would be a marvelous idea for Market Brewing Company to be permitted to host their charity BINGO nights, while of course following all health and safety measures still in effect. It is my understanding the plan is to start hosting this event with patrons on their socially-distanced patio and large hill area. Patrons would be required to wear a mask when getting drinks, and there will be hand sanitizing stations at all entrances / exits and at the bar area.

By granting Market Brewing Company a license to hold these events, you will also be making a major impact on the charities of choice and the community members they serve.

Thank you for your consideration on this matter.

Best regards,

**Jeff Robertson**  
Executive Director  
PKD Foundation of Canada  
t 647 874 2020 | c 416 523 5960



May 25, 2021

Market Brewing Company  
4 – 17775 Leslie Street  
Newmarket, ON  
L3Y 3E3

Hi Bill;

Thank you for choosing the Ontario SPCA and Humane Society to partner with Market Brewing Company as part of your fundraising and outreach initiatives. We are excited to work with you as one of the charities of choice as you grow your business and support our local community.

We are certainly urgently awaiting the approval of this bingo initiative as it will make a big difference to many local animals in need. During this pandemic, we have aided numerous families with pet supplies and medical assistance so that they could keep their beloved furry friends and we hope to continue to do so.

Having your support and being able to start this bingo initiative in a timely manner will allow us to help even more.

Thanks again for partnering with us and please let us know if there is anything we can do to aid in getting this up and running.

Much appreciated,

Cam Lund  
Manager, Community Development  
The Ontario SPCA and Humane Society





To whom it may concern,

We feel so fortunate that Market Brewing has offered to host Bingo Charity games to help local charities and has included Hockey for Grace in support of Emily's House. Hockey for Grace has been unable to hold our event for the past two years at a loss of over \$50,000 that would normally be raised for Emily's House, a children's hospice, where our daughter spent 5 days before passing away at just 8 days old. A quick approval for Market Brewing to be able to host these Charity Bingo's as soon as they are able to is a huge asset to our community and the charities that like small businesses are suffering such hardships through this pandemic. We appreciate your help in getting them up and running as quickly as possible.

Sincerely,

*Amy & Chris Manning*

Grace's Parents

[www.hockeyforgrace.com](http://www.hockeyforgrace.com)

@hockeyforgrace



All Net Proceeds Raised For

**emily's house**  
a special place for kids  
a project of Philip Aziz Centre