

**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

**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**