



Town of Newmarket  
395 Mulock Drive P.O. Box 328,  
Newmarket, Ontario, L3Y 4X7

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## **Carnival Licence Application for Joe Persechini Charity Midway Staff Report to Council**

Report Number: 2024-21

Department(s): Legislative Services

Author(s): Nathan Irvine, Acting Supervisor, Licensing

Meeting Date: April 8, 2024

### **Recommendations**

1. That the report entitled Carnival Licence Application for Joe Persechini Charity Midway dated April 8, 2024 be received; and,
2. That Council approve the Carnival Licence for Joe Persechini Charity Midway; and,
3. That Staff be authorized and directed to do all things necessary to give effect to this resolution.

### **Purpose**

The purpose of this report is to obtain Council approval on a Carnival Licence Application for Campbell Amusements to host the Joe Persechini Charity Midway Carnival from May 6th – May 12th, 2024, at the Ray Twinney Recreation Complex.

### **Background**

The Town of Newmarket's [Carnival By-law 2009-78](#) regulates the operation of Carnivals within the Town of Newmarket and requires that any person seeking to operate a Carnival within Town obtain a licence. Section 2.1 of the By-law requires any Carnival be authorized by Council prior to the issuance of a Carnival Licence.



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## Discussion

The Town's Licensing Division is in receipt of a Carnival Licence Application for Campbell Amusement to host the Joe Persechini Charity Midway from May 6<sup>th</sup>-May 12<sup>th</sup>, 2024, at the Ray Twinney Recreation Complex. The proposed Carnival will be in the south parking lot area (see **Attachment 1**). The Carnival rides and vendors will be set up and erected from May 6<sup>th</sup>-May 8<sup>th</sup>, with the Carnival being operational from May 9<sup>th</sup> - May 12<sup>th</sup>. Hours of operation for the Carnival are being proposed as follows:

- May 6<sup>th</sup>-8<sup>th</sup> 9am-6pm (Setup)
- May 9<sup>th</sup>-11<sup>th</sup> 1pm-10pm (Operational)
- May 12<sup>th</sup> 1pm-6pm (Operational)
- May 12<sup>th</sup> 6pm-10pm (Teardown)

The charitable organization that will be sponsoring this event is the Easter Seals Society of Ontario. Proceeds from the event will go to the Easter Seals Society of Ontario and Southlake Regional Health Centre.

This applicant has a history of operating licensed Carnivals in the Town of Newmarket, and most recently has operated licensed Carnivals at the Magna Centre in 2018, 2019, 2022, and 2023.

In 2024, the venue for the Carnival has been relocated from the Magna Centre to the Ray Twinney Complex. The Recreation Department cited parking conflicts with scheduled programs at the Magna Centre as the rationale for this change.

Relocating the Carnival from the Magna Centre to the Ray Twinney Complex has prompted the potential of noise concerns for residents near the Ray Twinney Complex. As part of the Carnival application process, the Mayor, Deputy Mayor, and Ward 7 Councillor were provided with the applicant's noise mitigation plan, and feedback was provided.

The Carnival applicant's noise mitigation plan has assured that all rides will be positioned away from the nearest residences in the south parking lot of the Ray Twinney Complex and has committed to controlling and minimizing the overall volume of the Carnival activities.

A positive highlight regarding the effectiveness of the Carnival's noise mitigation measures is evident from past events held at the Magna Centre. No noise complaints were registered by residents adjacent to the Magna Centre via the Town's Customer



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Service Department for the Carnivals held in 2018, 2019, 2022, or 2023. While numerous parking complaints were lodged by residents, some expressed the sentiment that the Magna Centre was not an ideal location for the Carnival.

The Town's Licensing Division will conduct regular patrols of the Carnival to ensure compliance throughout the event. Upon Council approval of the Carnival Licence Application, Staff will notify residents within a 200-meter radius of the event to ensure residents that disturbances will be effectively managed.

## **Conclusion**

Town Staff have reviewed the application and support a recommendation to approve this Licence. Should Council approve this application, the Town's Licensing Division will work closely with the applicant to finalize key details and ensure compliance with applicable Town by-laws. The Town's Licensing Officers will be present and available throughout the Carnival's operating hours to address any concerns that are raised by the community, and to proactively monitor the parking situation.

Following the approval of a business licence, the applicant will be referred to the Recreation and Culture Department to finalize an Outdoor Special Events Permit.

## **Business Plan and Strategic Plan Linkages**

This report aligns with the Town of Newmarket's vision of being Well Beyond the Ordinary.

## **Consultation**

The Town's Recreation and Culture Department, Customer Service Department, Mayor, Deputy Mayor, and Ward 7 Councillor were consulted in the process of reviewing this application.

## **Human Resource Considerations**

None

## **Budget Impact**

The 2024 fee for a Carnival Licence is \$306.59.



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## **Attachments**

**Attachment 1** – Ray Twinney Complex Map

## **Approval**

John Comeau, Acting Manager, Regulatory Services

Lisa Lyons, Director, Legislative Services

Esther Armchuk, Commissioner, Corporate Services

## **Contact**

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