



Town of Newmarket  
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## **Carnival Licence Application for Joe Persechini Charity Midway**

### **Staff Report to Council**

Report Number: 2026-19

Department(s): Legislative Services

Author(s): Nathan Irvine, Supervisor of Licensing & Permits,  
Emily Ratcliffe, Licensing Officer

Meeting Date: April 13, 2026

### **Recommendations**

1. That the report entitled Carnival Licence Application for Joe Persechini Charity Midway dated April 13<sup>th</sup>, 2026, be received; and,
2. That Council approve or deny 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 decision on a Carnival Licence Application for Campbell Amusements to host the Joe Persechini Charity Midway Carnival from May 4<sup>th</sup> – May 10<sup>th</sup>, 2026, at Upper Canada Mall, located at 17600 Yonge Street.

### **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.

## 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 4<sup>th</sup>-May 10<sup>th</sup>, 2026, at Upper Canada Mall. The proposed Carnival will be in the southwest parking lot area of the mall (**see Attachment 1**). The Carnival rides and vendors will be set up and erected from May 4<sup>th</sup>-May 6<sup>th</sup>, with the Carnival being operational from May 7<sup>th</sup> -May 10<sup>th</sup>. Hours of operation for the Carnival are being proposed as follows:

- May 4<sup>th</sup>-6<sup>th</sup> 8am-5pm (Setup)
- May 7<sup>th</sup> 4pm-6pm (Easter Seals Only), 6pm-10pm (Operational – Open to public)
- May 8<sup>th</sup> 4pm-10pm (Operational)
- May 9<sup>th</sup> 12pm-10pm (Operational)
- May 10<sup>th</sup> 11am-5pm (Operational)
- May 10<sup>th</sup> 5pm-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 in 2025, made the decision to return to Upper Canada Mall 17600 Yonge St.

The Carnival applicant has assured that all rides will be positioned away from the nearest residences in the Southwest parking lot of Upper Canada Mall and has committed to controlling and minimizing the overall volume of the Carnival activities.

No noise complaints were reported through the Town's Customer Service Department regarding the Carnival in 2025. While over the years, numerous parking complaints were raised by residents due to overcrowding lots at Town recreational facilities; however, with the event relocating to the mall, these parking concerns are eliminated.

Should Council approve the Carnival licence, the Town's Licensing Division will carry out regular patrols to ensure compliance with the Town's Noise By-law and promptly address any concern raised by residents.

## Consultation

The Town's Customer Service Department were consulted in the process of reviewing this application.

## Conclusion

Town Staff have reviewed the application and confirmed that all required documents have been submitted. Should Council approve this application, the Town's Licensing

Division will work closely with the applicant to finalize key details and ensure compliance with all applicable Town By-laws.

Licensing Officers will be present and available throughout the Carnival's operating hours to address any community concerns and to proactively monitor noise levels.

## **Council Priority Association**

This report aligns with the following Council Priority: Community and Economic Vibrancy

## **Human Resource Considerations**

None

## **Budget Impact**

The 2026 fee for a Carnival Licence is \$322.42

## **Attachments**

**Attachment 1** – Upper Canada Mall Map

## **Approval for Submission**

John Comeau, Manager, Regulatory Services

Lisa Lyons, Director, Legislative Services

Esther Armchuk, LL.B, Commissioner, Corporate Services

## **Report Contact**

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