



Town of Newmarket Agenda

Main Street District Business Improvement Area Board of Management

Date: Wednesday, May 1, 2024
Time: 8:30 AM
Location: Streamed live from the Municipal Offices
395 Mulock Drive
Newmarket, ON L3Y 4X7

Pages

1. Notice

Members of the public may view this meeting through the live stream available at newmarket.ca/meetings, or attend in person at the Council Chambers at 395 Mulock Drive.

2. Additions and Corrections to the Agenda

3. Conflict of Interest Declarations

4. Presentations & Recognitions

4.1 Ice Lounge on Main Post-event Analysis

Note: Dave Lowes, Business Development Specialist will provide a presentation on this matter.

1. That the presentation provided by Dave Lowes, Business Development Specialist regarding Ice Lounge on Main Post-event Analysis be received.

5. Deputations

5.1 Social Media

Note: Stefania Pede, CEO, Cocoa40 Inc. and Elliott Neuman, will provide a deputation on this matter.

1. That the deputation provided by Stefania Pede, Chief

Executive Officer, Cocoa40 Inc. and Elliott Neuman regarding Social Media be received.

5.2 NWMRKTproud 2

Note: Joanne Sweers and Rebecca Gardiner will provide a deputation on this matter.

1. That the deputation provided by Joanne Sweers and Rebecca Gardiner regarding NWMRKTproud be received.

5.3 2024 York Pride Festival 4

Note: Jennifer McLachlan, Director, Emergency Management and Sponsorship, York Pride will provide a deputation via ZOOM on this matter. The presentation material can be found here.

1. That the deputation provided by Jennifer McLachlan, Director, Emergency Management and Sponsorship, York Pride regarding the 2024 York Pride Festival be received.

6. Approval of Minutes

6.1 Main Street District Business Improvement Area Board of Management Meeting Minutes of April 3, 2024 24

1. That the Main Street District Business Improvement Area Board of Management Meeting Minutes of April 3, 2024 be approved.

7. Items

7.1 Business Improvement Area Park and Walk Campaign

Note: Dave Lowes, Business Development Specialist will speak to this matter.

1. That the verbal update provided by Dave Lowes, Business Development Specialist regarding Business Improvement Area Park and Walk Campaign be received.

7.2 Sub-Committee Reports

7.2.1 Marketing

7.2.2 Working Group

7.2.3 Events

7.3 Parking Update

7.4 Financial Update

7.5 Staff Update

7.5.1 Financial Incentive Program Staff Working Group Update

8. New Business

9. Closed Session (if required)

10. Adjournment



NWMRKTproud is a fundraising initiative designed to foster community spirit by raising money to support The Newmarket Food Pantry and also to draw awareness to what a great town Newmarket is to live and work in.

This grass roots campaign created by friends, Rebecca Gardiner and Joanne Sweers, raised over \$27,000 in 2023 between toque and T-shirt sales. This year, the focus is on June 3rd with the launch of the NWMRKTproud Pride 2024 T-shirt campaign at Market Brewery. Our goal is to meet or exceed last year's total in the month of June, culminating with the Pride Festival. Life has become more challenging for those most vulnerable in our community and this campaign will go a long way to help support the efforts of our great food pantry in combating food insecurity.

T-shirts will be available to everyone making a \$20 donation. Sponsors will have their company name and logo printed either on the back of the shirts or on the shirt sleeve and will be included in our signage as well as in all print and social media.

Corporate sponsorship is \$250/\$500

These sponsorships will go a long way to reach our goal of \$30,000. We are looking to cover the material and printing cost of the T-shirts so that the maximum donation goes back to The Food Pantry. Your company name and logo will be placed on the back of the T-shirt.

We will be promoting these NWMRKTproud T-shirts at the Farmer's Market for several weekends prior to the Pride Parade weekend, we have an event planned on June 3rd at Market Brewery and will have a presence at The Pride Festival and Parade on June 15th. We are also looking at the possibility of partnering with local businesses to provide an in-house discount on products and services by wearing their NWMRKTproud toques or T's.

How can you participate?

- * Corporate Sponsorship - \$250 or \$500
- * Provide gift certificate or product basket for silent auction table at Market Brewery on June 3rd
- * Promote the campaign at your place of business through posters, social media, provide a discount to individuals wearing NWMRKTproud toques or T's
- * Purchase T-shirts for yourself and your staff
- * All of the above

Joanne Sweers	Rebecca Gardiner
289-221-4282	289-231-1600

NWMRKTproud

YORK PRIDE. CA

Parade / Vendor Package

York Pride 2024

**Improve your
experience with**

Safety info, maps, arrival and
departure details, parking, etc.

always shine bright on pride day!



CONTENT

About us	04
York Pride boiler plate	

Safety first!	05
It starts with you	

Parade check-in zones	06-08
Access points for parade groups	

Parade / vendor Parking	09
Free Parking all day long	

Parade group arrival, staging, destaging	10-13
Study the facts and become a parade know-it-all	

Parade terms & conditions	14
Please review these rules	

Vendor arrival	15
Road map for entry of festival grounds	

Pride on Riverwalk vendor info	16-17
Instructions and answers to FAQs	

Pride on Riverwalk site map	18
A glimpse of the event site - your spot will be marked onsite	

The picture says it all	19
Why we do what we do	

WHATS THE BUZZ? **WHO WE ARE**



York Pride, a cornerstone of Ontario's regional pride scene since its inception in 2001, beckons guests to the vibrant heart of Newmarket, a mere 30-minute journey from Toronto. Powered by a dynamic team of community volunteers, York Pride is more than an event—it's a beacon of inclusivity and belonging. Rooted in the belief that diversity fuels human connection, we stand united to celebrate inclusion, safety, and love. Through thoughtfully curated annual programming, York Pride fosters a culture of respect, openness, and understanding, inviting all to join us in embracing the rich tapestry of our community.

Follow our socials

@yorkprideca or visit: yorkpride.ca

#yorkpride #pride2024 #loveyr

HEY YOUUUU!

WE ALL HAVE A ROLE TO PLAY – UNDERSTAND YOURS.

Every group must understand its responsibilities as participants to ensure a fun and safe Pride experience. This ensures everyone is aligned and equipped to mitigate risks effectively. Please thoroughly review this document.

Respect our volunteers:

- Listen and follow directions from volunteers.
- Be patient and kind.

Arrivals & departures:

- Arrive on time as scheduled.
- Vendors stay until the designated departure time.
- Follow traffic management plans.

Location / permits:

- Bring the group's parade or vendor permit for check-in.
- Follow instructions for load-in.
- Display permits as instructed.

Do:

- Review parade terms and conditions. (<https://yorkpride.ca/paradepolicy>)
- Bring permits, water, and sunscreen/coat.
- Maintain energy and smiles for the guests and cameras.
- Tag @yorkprideca in social media posts.
- Use correct event names.

Don't:

- Bring unregistered vehicles to the staging area.
- Avoid protests and stay safe. (IGNORE)
- Use correct event names on social media.

PARADE PARTICIPANTS

CHECK-IN TIMES

Large vehicles (trucks, trailers, buses, etc)

PERMIT CODE: HV

Heavy vehicles (HV)

Arrive: 1 PM

Enter parade route traveling south on Main St to Davis Dr and cross the intersection moving southbound directly in the parade staging zone (HV PERMITS ONLY). Use hazard lights and leave them on until you are directed to your parade spot, once you are fully parked you may turn them off. Please drive forward to the check-in spot. This will help to reduce east/west bound traffic impact on Davis Dr.



NO LEFT OR RIGHT TURNS
ONTO MAIN ST FROM DAVIS DR

Small vehicles

PERMIT CODE: SV

Small vehicles (SV)

Arrive: 1 PM

Enter parade route VIA Superior St and Davis Dr making a right turn directly in the parade staging zone. Please drive forward to the check-in spot. This will help to reduce east/west bound traffic impact on Davis

Dr. **Drivers must stay around their vehicles, should they need to be moved.** Use hazard lights and leave them on until you are directed to your parade spot, once you are fully parked you may turn them off.



Marchers

PERMIT CODE: M

Marchers (M)

Arrive: 2 PM

The person responsible for the group is to check in at the tent at Mercato on Main. Located at 47 Main St, Newmarket, ON L3Y 3Y3.

Your group is to arrive at your designated permit spot. It is the responsibility of the person in charge of your group to share the correct information to their marchers. Marchers are to meet at the spot given to your group.



PARADE PARK & GO

Southlake Hospital has generously donated free parking all day. Parade participants, vendors and invited guests of groups are to park here.



GROUP ARRIVAL



Park at Parade Park & Go

56 Charles St Newmarket, ON L3Y 1S7 (**free parking all weekend**)



Walk to Main St & Ontario St

Only the person responsible for your group is to check-in



Meet at your permit spot

The person responsible for your group is to remain at your marching spot to welcome additional members of their group and direct them to the correct spot.



Stay in your space, until directed to move!

By 2:45 PM all groups should have all marchers able and ready to start to merge. Washroom breaks, walking around and food should be finished by now. Groups that are not in their designated spaces will receive only one warning, next warning will be an automatic penalty for participation next year.



Merge and march!

- Please follow the directions of our safety marshals.
- Maintain 28' gap of the group in-front
- 3 KM speed for walkers/vehicles on the route.
- Always smile for the camera!
- Be safe and have fun!

PARADE STAGING

Your Staging Area

Space has been reserved for your contingent based on the number of vehicles and estimated number of participants that you provided when you registered. If you believe that insufficient space has been reserved for your vehicle(s) and/or participants, please contact us immediately.

Parade load-in closes at 2:30 PM

Parade load-in will close at 2:30 PM. After this time, marchers and vehicles will no longer be allowed in the the staging areas. Please arrive on time.

PARADE ROUTE

Parade speed limit 3 km max

Maintain this speed at all times and please ensure 28' of space from the group in front (roughly two vehicle lengths).

Sampling

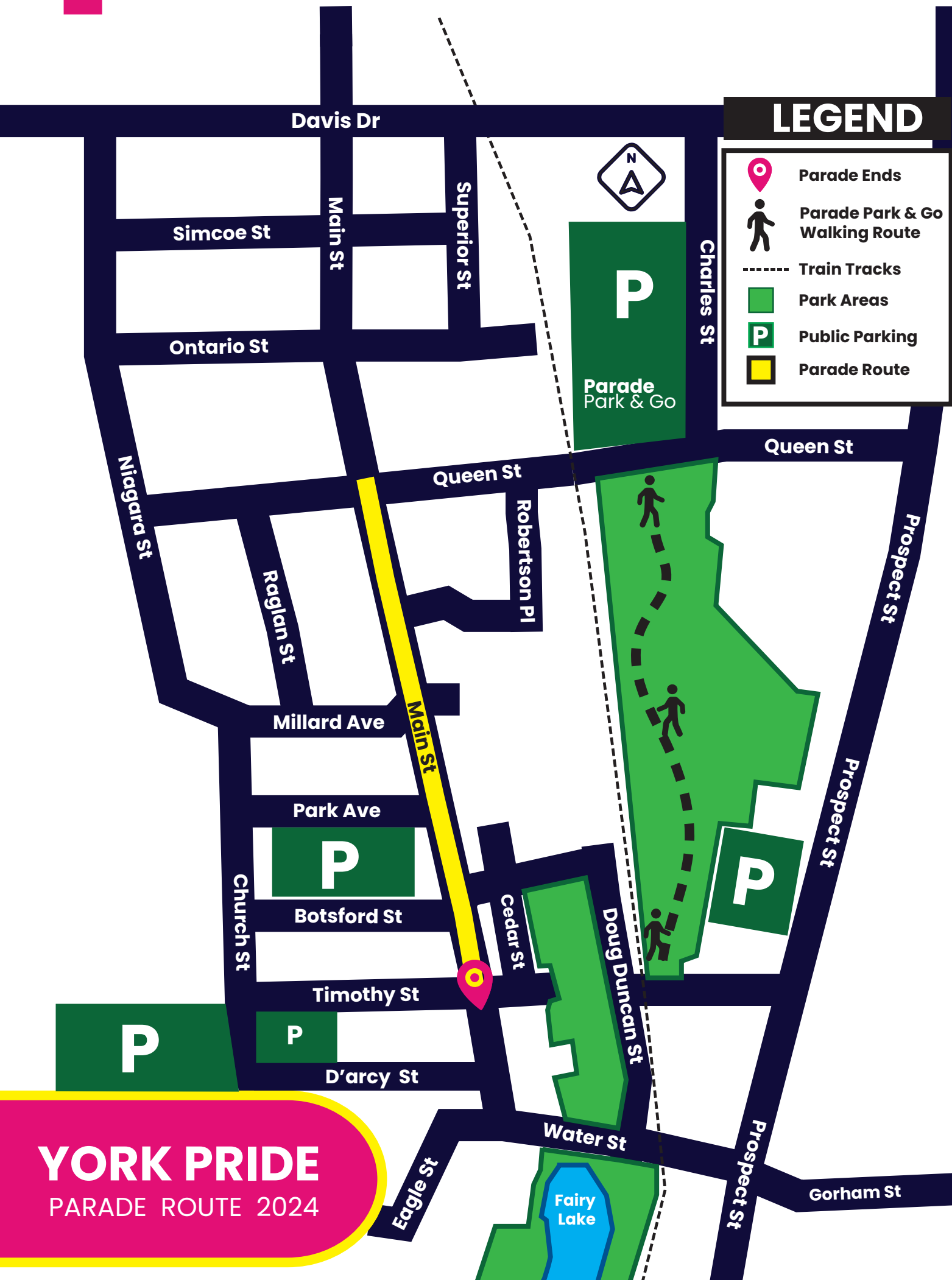
You are not allowed to throw items into the crowd ever. Non-food items can be handed out, please hand out items nicely. (avoid nuts, citrus, fish products)

Group size

You are allowed up to 100 people in your group. Any number over this will require you to contact support@yorkpride.ca

Pride flag etiquette

The proper way to display the pride flag is red at the TOP and purple at the BOTTOM, displaying it wrong can be seen as disrespectful. Please do not tape flags to vehicles, keep them in your hand, on a pole, etc



PARADE

DESTAGING ZONE (VEHICLES ONLY)

MARCHERS WILL TURN LEFT AT TIMOTHY



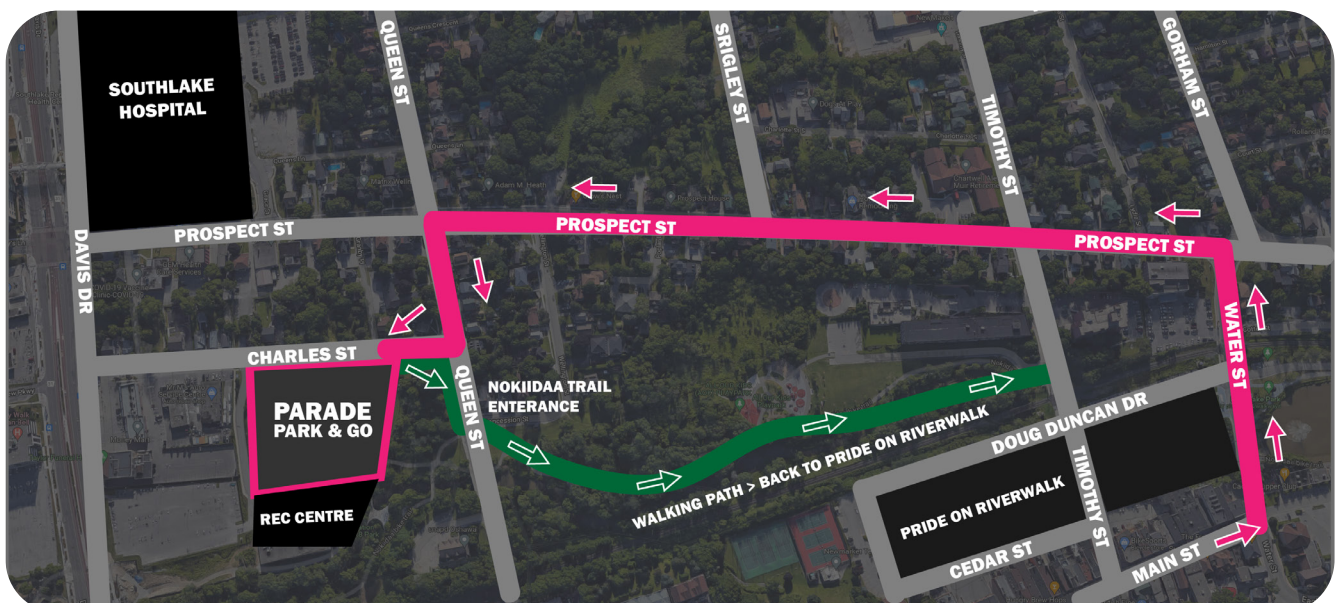
After the parade finishes at Main St and Timothy St, marchers will turn left onto Timothy St, heading east towards Pride on Riverwalk. Vehicles continue southbound on Main St towards Water St, following signs for Parade Park & Go and police guidance.

Vehicles dropping off riders can briefly stop on the right-hand side of Main St after Timothy St. Vehicles not stopping should pass and turn left at the traffic lights onto Water St, then left onto Prospect St, and left again at Queen St. Turn right onto Charles St, then left into Parade Park & Go.

Drive slowly, follow signals from volunteers, watch for marchers crossing, and obey directions from police or volunteers when merging into regular traffic at the bottom of Main St.

Traffic Plan!

please follow parade park & go signage



PARADE TERMS AND CONDITIONS

Visit...
yorkpride.ca/paradepolicy



VENDOR
ARRIVALS (BOTH DAYS)

	FRIDAY		SATURDAY	
	LOAD IN	LOAD OUT	LOAD IN	LOAD OUT
Food & Beverage	12 PM	10 PM	N/A	10 PM
Commercial Enterprise	2 PM	10 PM	7 AM	10 PM
Young Entrepreneur/ Small Businesses	3 PM	10 PM	8 AM	10 PM
Community Fair	4:45 PM	9 PM	9 AM	5 PM

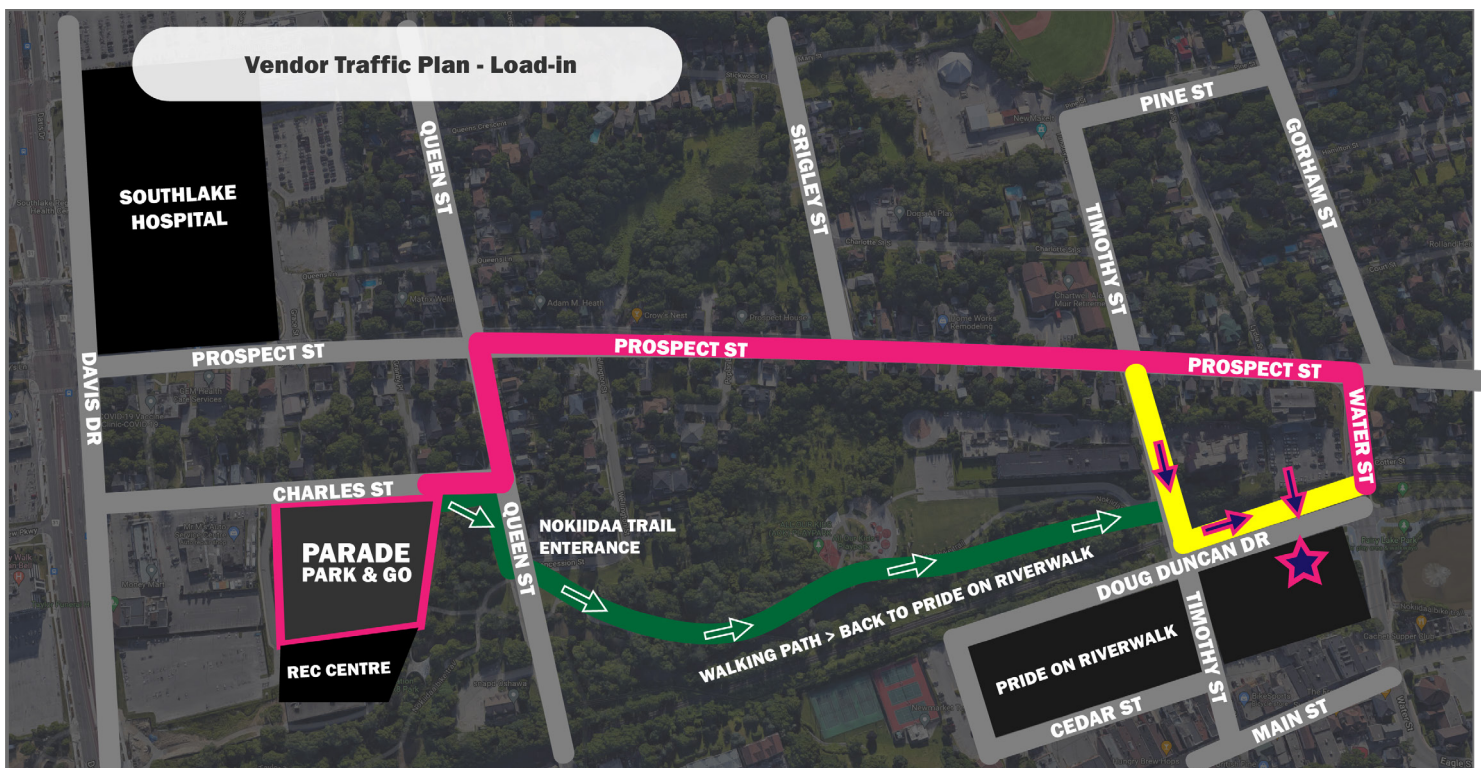
These times could be subject to change, notice will be given



PRIDE ON RIVERWALK

200 DOUG DUNCAN DRIVE, NEMARKET

Enter festival grounds from Prospect St and Timothy St (yellow line). Go west on Timothy St, then turn left on Doug Duncan Dr. Look for the check-in spot to drop off items and park temporarily for booth setup. You'll be directed to your booth space. Off-loading parking is limited to 15 minutes.



PRIDE ON RIVERWALK IMPORTANT INFO

- You must bring your own tent, table, and chairs
- There is no access to power unless, you're a young entrepreneur, small business, commercial enterprise, sponsor, etc.
- Please stay within your 10x10 space, no signs or a-frames can block the sidewalk at any time
- Please ensure you have weights for your tent for each of the four corners (weighting fee will be charged to your group should you not have weights, no staking is allowed due to irrigation system)



- Groups must be setup and ready to engage with guests at event start time
- All groups must follow strike times outlined in this document. Groups that leave before then may be rejected during their registration process in 2025. Please respect the schedule and plan accordingly.
- We work hard to keep crowds, packing up early regardless of crowds, implies the event is over to guests arriving
- Take lots of pictures and videos and tag @yorkprideca

Got more questions?

support@yorkpride.ca

PRIDE ON RIVERWALK MAP



PRIDE ON RIVERWALK 2024 DRAFT

MAP NOT TO SCALE

LEGEND

ZONE 1 COMMUNITY FAIR (CFZ1)

ZONE 2 INTERACTIVE (IZ2)

ZONE 3 STREET MARKET (SMZ3)

ZONE 4 BACKSTAGE (BSZ4)

ZONE 5 ENTERTAINMENT (EZ5)

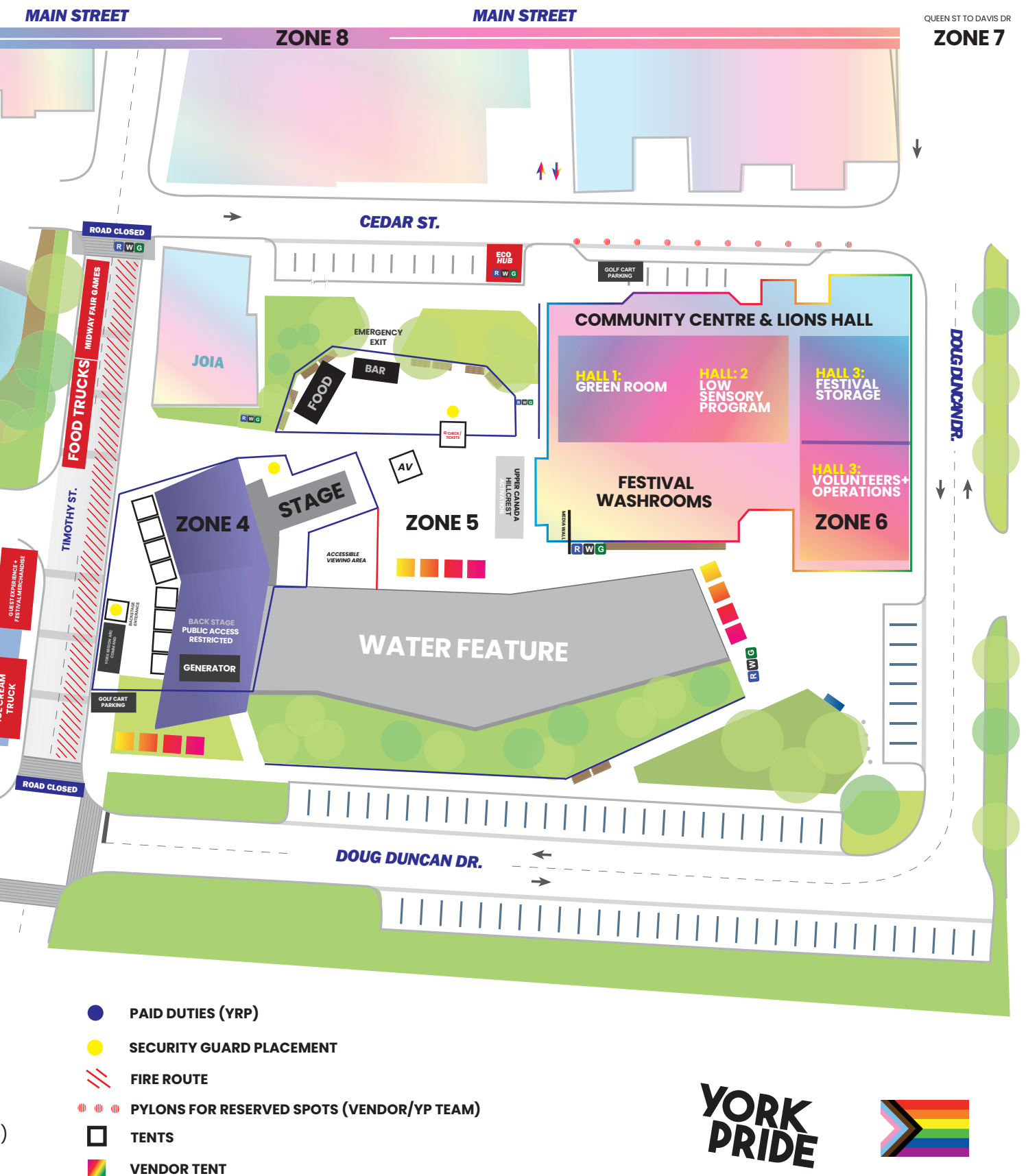
ZONE 6 OPERATIONS (OPSZ6)

ZONE 7 PARADE STAGING (PSZ7)

ZONE 8 PARADE ROUTE (PRZ2)

ZONE 9 PARADE DESTAGING (PDZ9)

ZONE 10 PARADE PARK & GO (PGZ10)





THE PICTURE SAYS IT ALL!

Step into a meaningful moment caught on camera at the festival; these are crafted through the creative and talented people like yourselves who inspire and delight our guests, their families, and friends. Experience the magic of genuine human connection as we celebrate the two-day festival.

Don't forget to create unforgettable experiences that touch hearts and minds, drawing people closer and breaking down barriers. Through these meaningful connections, we aim to reach new audiences and foster a community where discrimination has no place.

Go above and beyond to connect!

Thank you

Without you, our festival would not be as awesome as it is. Keep up the great work everyone!

Making York Region the ultimate destination
for 2SLGBTQ+ experiences





Town of Newmarket

Minutes

Main Street District Business Improvement Area Board of Management

Date: Wednesday, April 3, 2024
 Time: 8:30 AM
 Location: Streamed live from the Municipal Offices
 395 Mulock Drive
 Newmarket, ON L3Y 4X7

Members Present: Tom Hempen, Chair
 Allan Cockburn
 Ken Sparks
 Sheila Stewart
 Norm Pereira
 Councillor Kwapis

Members Absent: Avi Wulfand, Vice Chair
 Dominic Pede
 Patricia Carmichael
 Grant Buckley

Staff Present: C. Kallio, Economic Development Officer
 E. Thomas-Hopkins, Legislative Coordinator
 D. Lowes, Business Development Specialist

The meeting was called to order at 8:34 AM. Tom Hempen in the Chair.

1. Notice

Tom Hempen advised that members of the public were encouraged to attend an Advisory Committee or Board Meeting by viewing the live stream available at

newmarket.ca/meetings, or attending in person at the Council Chambers at 395 Mulock Drive.

2. Additions and Corrections to the Agenda

None.

3. Conflict of Interest Declarations

None.

4. Presentations & Recognitions

None.

5. Deputations

None.

6. Approval of Minutes

6.1 Main Street District Business Improvement Area Board of Management Meeting Minutes of March 6, 2024

Moved by: Norm Pereira

Seconded by: Councillor Kwapis

1. That the Main Street District Business Improvement Area Board of Management Meeting Minutes of March 6, 2024 be approved.

Carried

7. Items

7.1 Sub-Committee Reports

7.1.1 Marketing

Tom Hempen provided an update on marketing regarding the recent Easter event including the budget approved by the Board for marketing, recognition done through social media and sponsorships, as well as event attendance.

7.1.2 Working Group

Tom Hempen provided an update on the working group and that the group will meet to discuss marketing of the BIA.

7.1.3 Events

Sheila Stewart provided an update on the Easter event on Main Street including event attendance, painting events, and community feedback.

Councillor Kwapis queried members regarding what made the event successful and if such tactics can be implemented for future events.

7.2 Parking Update

Councillor Kwapis provided the parking update including timelines for the demolition of the tennis courts and additional Church Street parking.

Members queried regarding completion timelines of the modular parking structure.

The Economic Development Officer discussed parking for summer events and the Town's coordination work for summer events and parking.

7.3 Financial Update

None.

7.4 Staff Update

7.4.1 Financial Incentive Program Staff Working Group Update

The Economic Development Officer provided a verbal update to the Financial Incentive Program regarding inquiries and interest received last month.

8. New Business

8.1 Canada Day Planning

Ken Sparks provided an update that Canada Day event planning is underway including vendor application availability, a walkthrough with Town staff, and further discussions with Town staff regarding planned programming.

9. Closed Session (if required)

The Board did not resolve into Closed Session.

10. Adjournment

Moved by: Norm Pereira

Seconded by: Ken Sparks

1. That the meeting be adjourned at 8:52 AM.

Carried

Tom Hempen, Chair

Date