



# **ENTERTAINMENT COMPLEX OVERVIEW**



Markham  
Fairgrounds

HOME OF THE MARKHAM FAIR

# **ABOUT THE MARKHAM FAIRGROUNDS**

# ABOUT THE MARKHAM FAIRGROUNDS



- THE MARKHAM FAIRGROUNDS CONSISTS OF OVER 40 HECTARES (104 ACRES) OF LAND ON THE NORTH EAST CORNER OF McCOWAN ROAD AND ELGIN MILLS ROAD
- OWNED AND OPERATED BY THE MARKHAM AND EAST YORK AGRICULTURAL SOCIETY, A NOT FOR PROFIT CORPORATION AND THE OPERATOR OF THE ANNUAL MARKHAM FAIR
- THE SOCIETY WAS INCORPORATED IN 1844 AND HAS PRESENTED THE FAIR ANNUALLY SINCE ITS INCORPORATION
- THE FAIR'S AVERAGE ATTENDANCE EXCEEDS 70,000 VISITORS OVER THE DAYS OF THE EVENT
- THE FAIRGROUNDS HAS PARKING FOR OVER 8,000 VEHICLES. WITH ARRANGEMENTS IN PLACE WITH NEARBY LAND OWNERS TO EXPAND PARKING IF NECESSARY
- THE SOCIETY HAS AN ONGOING WORKING RELATIONSHIP WITH THE CITY OF MARKHAM, MARKHAM BYLAW & FIRE, YORK REGION HEALTH AND YORK REGIONAL POLICE

# **BUSINESS PLAN OUTLINE**

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- **LARGEST OUTDOOR PRODUCTION STAGE IN CANADA**
- **SCALABLE PRODUCTION SPACE WITH MULTIPLE CONFIGURATIONS TO ACCOMMODATE DIFFERENT SIZED EVENTS**
- **NOT FOR PROFIT AND CHARITABLE RATES TO FACILITATE COMMUNITY USE**
- **FIRST CLASS FACILITIES TO ATTRACT TOURING SHOWS**
- **INCREASED TOURISM TO THE CITY OF MARKHAM**
- **SOUND SYSTEM MONITORING SYSTEM PLACED IN THE COMMUNITY TO MONITOR NOISE SPILL**
- **OPPORTUNITIES FOR THE CITY OF MARKHAM TO USE THE FACILITIES**

# **SITE PLAN**





# SITE PLAN



- **TRAFFIC MITIGATION PLAN DESIGN AND REVIEW WITH YORK REGIONAL POLICE**
- **INSTALLATION OF HWY 404 ATTRACTION SIGN AT MAJOR MACKENZIE DRIVE**
- **YORK REGION ATTRACTION SIGNS ON MAJOR ROUTES**
- **EVENTS TYPICALLY ON NON-PEAK HOURS**
- **MULTIPLE ENTRANCE/EXITS ON THE FAIRGROUNDS**
- **PAID DUTY POLICE OFFICERS FOR LARGER EVENTS TO ASSIST WITH TRAFFIC FLOW**

# **FAIRGROUNDS USES**



# FAIRGROUND USES



- **MULTICULTURAL EVENTS, RELIGIOUS SERVICES AND COMMUNITY GATHERINGS**
- **FOOD TRUCK FESTIVALS**
- **CONCERTS**
- **WAREHOUSE SALES**
- **TRADESHOWS**
- **LARGE INDOOR AND OUTDOOR GATHERINGS**
- **FILM/TELEVISION PRODUCTION**
- **YORK REGIONAL POLICE AND MARKHAM FIRE TRAINING**
- **CANADIAN ARMED FORCES TRAINING**
- **ANNUAL MARKHAM FAIR**



**MFG  
ENTERTAINMENT  
GROUP**

# MFG ENTERTAINMENT GROUP



**MFG ENTERTAINMENT GROUP IS AN EVENT MANAGEMENT COMPANY OVERSEEING SEVERAL DIFFERENT EVENT SPACES IN THE GTA. OUR TEAM OF EXPERIENCED PROFESSIONALS WORK WITH THE INDUSTRY'S BEST SERVICE AND EVENT PROVIDERS. WE OFFER LEADING EDGE PROFESSIONALS AND PRODUCTIONS WITH UNMATCHED CLIENT CARE.**

**MFG  
ENTERTAINMENT  
COMPLEX**



# **MFG ENTERTAINMENT COMPLEX**



**THIS VERSATILE YEAR-ROUND COMPLEX WILL PLAY HOST TO A WIDE VARIETY OF INDOOR AND OUTDOOR EVENTS SPECIALIZING IN CORPORATE FUNCTIONS, CONSUMER SHOWS, LIVE MUSIC CONCERTS, DRIVE-INS, FESTIVALS, RELIGIOUS CEREMONIES, CULTURAL EVENTS AND GRADUATIONS.**

**WHO ARE WE ?**

# WHO ARE WE ?



## MANUEL DACOSTA

**MANUEL IS THE CEO OF MDC MEDIA AND INNOV8 TORONTO WHO HAS BUILT AN UNMATCHED PORTFOLIO OF BUSINESSES IN PROPERTY MANAGEMENT, MEDIA ENTERPRISES, RESTAURANTS AND TORONTO'S NIGHTLIFE INCLUDING THE AXIS CLUB - FORMERLY KNOWN AS THE MOD CLUB THEATRE - AND REVIVAL EVENT VENUE.**

# WHO ARE WE ?



## CARLOS COSTA

**PRESIDENT OF ACS PRODUCTIONS SOUND AND LIGHTING SINCE 1996, ACS HAS BECOME A LEADER IN SUPPLYING PREMIUM SOUND, LIGHTING, VIDEO AND INSTALLATION SOLUTIONS TO THEIR DIVERSE CLIENT LIST. FROM LIVE EVENTS WITH TOURING ARTISTS LIKE DRAKE AND SHANIA TWAIN TO CORPORATE CLIENTELE SUCH AS CORUS ENTERTAINMENT, LOBLAWS, L'OREAL, SAMSUNG, RBC AND SCOTIABANK. THROUGH THEIR CONTINUED GROWTH, S4 ENTERTAINMENT, ALPHA ENTERTAINMENT, BAND WORLD MOBILE STAGES, BACKLINE PLUS, COLL AUDIO AND FRONTIER SOUND & LIGHT HAVE ALL BECOME ACQUISITIONS UNDER THE ACS UMBRELLA OF COMPANIES.**

# WHO ARE WE ?



## ORIN BRISTOL

**OVER THE LAST TWENTY-FIVE YEARS, DIRECTOR OF VENUE OPERATIONS, ORIN HAS BEEN PART OF THE DEVELOPMENT AND OPERATION OF SOME OF TORONT'S MOST ICONIC EVENT SPACES SUCH AS LIMELIGHT, SYSTEM SOUNDBAR AND CIRCA. HAVING SERVED AS DIRECTOR OF VENUE OPERATIONS AT INK ENTERTAINMENT FOR TWELVE YEARS, HE OVERSAW THE MANAGEMENT OF SEVERAL DIVERSE VENUES INCLUDING THE GVERNMENT, KOOLHAUS, DRAGONFLY, THIS IS LONDON, REBEL AND CABANA POOL BAR. IN 2016 ORIN OVERSAW THE DEPLOYMENT AND OPERATION OF THE MLSE TRUE NORTH HUB FOR THE NBA ALLSTAR WEEKEND.**

# WHO ARE WE ?



## MARK RADU

**HAVING SPENT TWENTY YEARS TOURING THE GLOBE WITH SOME OF THE WORLD'S BIGGEST ARTIST'S, MARK HAS SPENT THE LAST TWELVE YEARS DESIGNING AND COMMISSIONING SOUND SYSTEMS FOR SOME OF THE MOST PROMINENT VENUES IN THE WORLD OF LIVE ENTERTAINMENT AND SPORTS. A SELECT FEW OF HIS ACCOMPLISHMENTS INCLUDE:**

**MGM PARK THEATRE — LAS VEGAS, NEVADA**

**RADY SHELL — SAN DIEGO SYMPHONY — SAN DIEGO, CALIFORNIA**

**THE COLOSSEUM AT CAESARS PALACE — LAS VEGAS, NEVADA**

**TOTTENHAM HOTSPUR STADIUM — LONDON ENGLAND**

**MASSEY HALL — TORONTO, ONTARIO**

**T-MOBILE ARENA — LAS VEGAS, NEVADA**

**NATIONAL ARTS CENTRE — OTTAWA, ONTARIO**

**FALLSVIEW CASINO — NIAGARA FALLS, ONTARIO**

# WHO ARE WE ?



## PETER LIMA

**SPECIALIZING IN MASS NOTIFICATION AND EMERGENCY SERVICES, PETER HAS DESIGNED AND IMPLEMENTED PAGING, PUBLIC ADDRESS AND VIDEO SYSTEMS IN SOME OF THE MOST MISSION CRITICAL ENVIRONMENTS THROUGHOUT NORTH AMERICA AND EUROPE.**

**COPPS COLISEUM – HAMILTON, ONTARIO  
DARLINGTON NUCLEAR PLANT, DARLINGTON, ONTARIO  
CAESARS CASINO – WINDSOR, ONTARIO  
CALGARY AIRPORT – CALGARY, ONTARIO  
MASSEY HALL – TORONTO, ONTARIO  
VANCOUVER AIRPORT – VANCOUVER, BC  
NATIONAL ARTS CENTRE – OTTAWA, ONTARIO  
GOVERNMENT HOUSE – MOSCOW, RUSSIA**





**WORLD CLASS  
OUTDOOR ENTERTAINMENT COMPLEX  
IN THE CITY OF**



**MFG**  
**COMPLEX**

# **THE VISION**

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- **MARKHAM EVENTS ARE CURRENTLY LIMITED BY CAPACITY AND LACK OF OUTDOOR VENUES**



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- **MAKE MARKHAM A DESTINATION THROUGH HELPING TO ENCOURAGE TOURISM**
- **INCREASE PUBLIC VISITS AND SUPPORTING LOCAL BUSINESSES, HOTELS AND RESTAURANTS**
- **MARKHAM EVENTS ARE CURRENTLY LIMITED BY CAPACITY AND LACK OF OUTDOOR VENUES**
- **MFG COMPLEX BRINGS THE LOGISTICS REQUIRED TO BOOK, PLAN, PRODUCE AND EXECUTE LARGE SCALE EVENTS**

# THE VISION

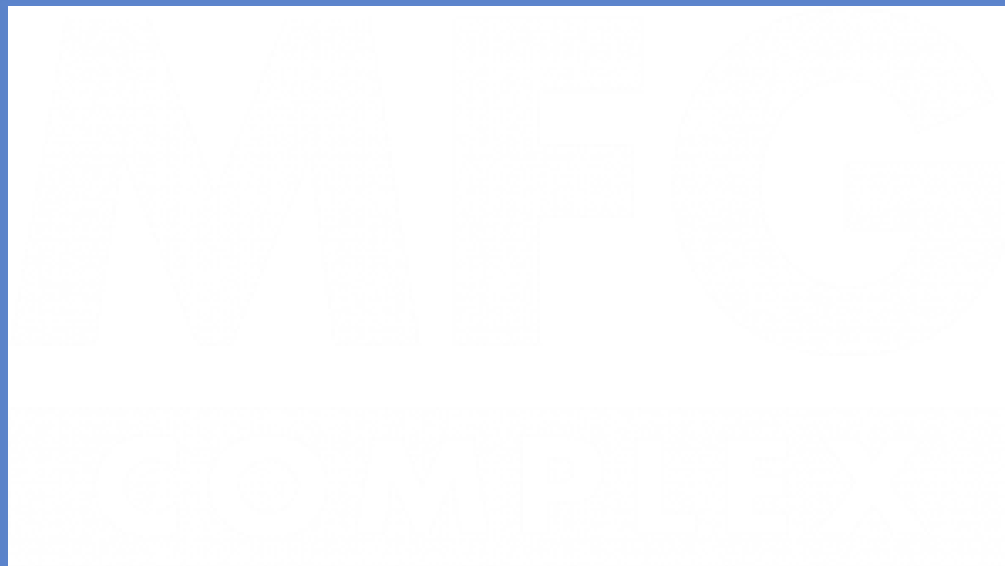


- IN ADDITION TO CONCERTS, WE HAVE AN OPPORTUNITY TO TURN MARKHAM INTO ONE OF THE GO TO DESTINATIONS FOR FOOD FESTIVALS, FAMILY FOCUSED EVENTS, NIGHT MARKETS, CHARITY FUNDRAISERS, FESTIVAL OF LIGHTS AND WINTER CARNIVALS.

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- MANY OF THESE TYPES OF EVENTS CURRENTLY TAKE PLACE IN DOWNTOWN TORONTO OR CANADA'S WONDERLAND. WE BELIEVE THAT MFG COMPLEX WILL HELP BRING MARKHAM TO THE FOREFRONT IN THE CONVERSATION FOR EVENT ORGANIZERS**



# **NOISE POLLUTION CONTROL & SPL MONITORING**

# **1) SYSTEM DEPLOYMENT**

- 1) SYSTEM DEPLOYMENT**
- 2) SYSTEM DESIGN**

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- 2) SYSTEM DESIGN**
- 3) SPL THEORY**



- 1) SYSTEM DEPLOYMENT**
- 2) SYSTEM DESIGN**
- 3) SPL THEORY**
- 4) REMOTE SPL MONITORING**

# 1) SYSTEM DEPLOYMENT



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## TYPICAL OUTDOOR STAGES



# 1) SYSTEM DEPLOYMENT



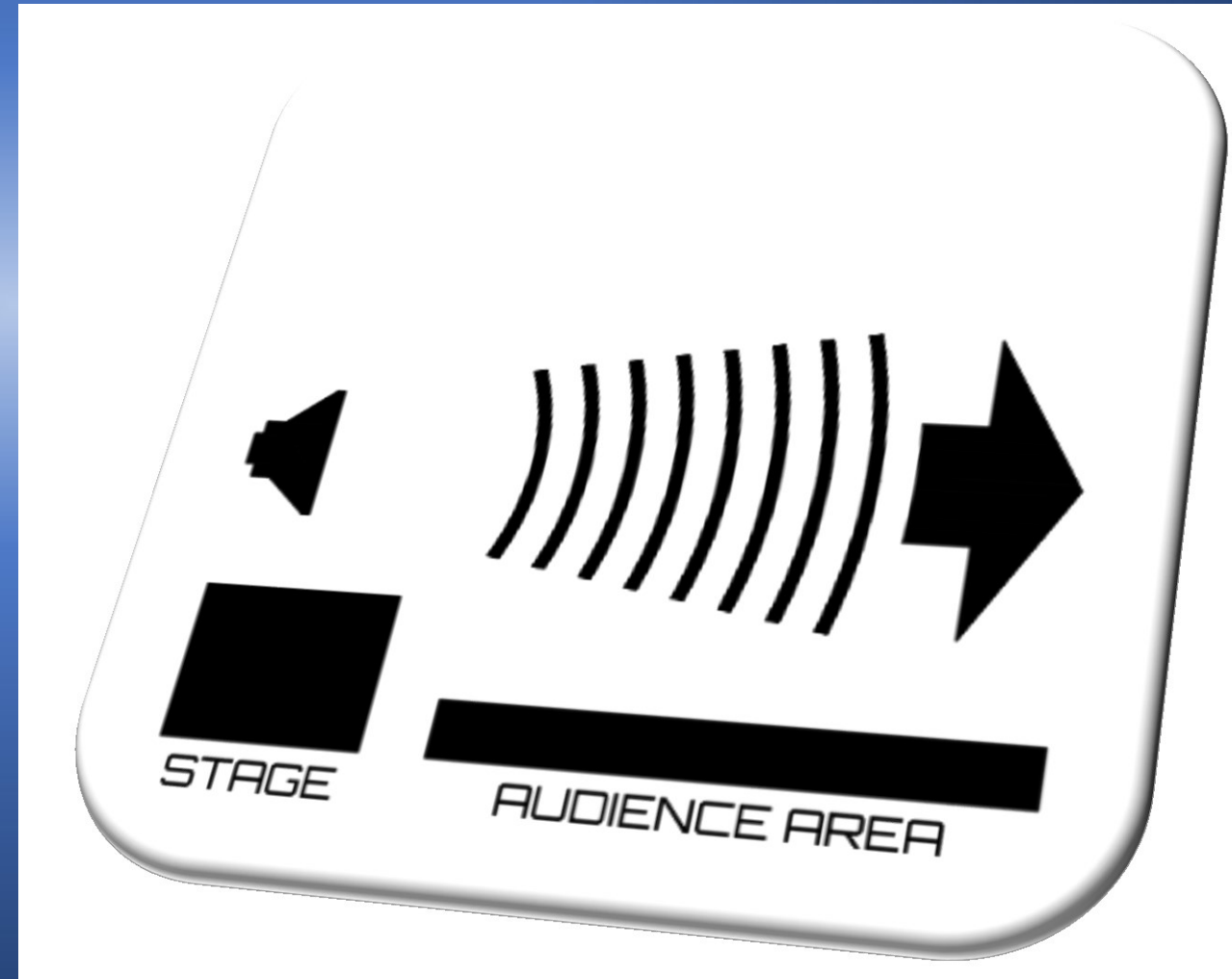
## TYPICAL OUTDOOR STAGES

- MINIMAL TRIM HEIGHT

# 1) SYSTEM DEPLOYMENT

## TYPICAL OUTDOOR STAGES

- MINIMAL TRIM HEIGHT
- RESULTANT OUTWARD FOCUS OF ENERGY

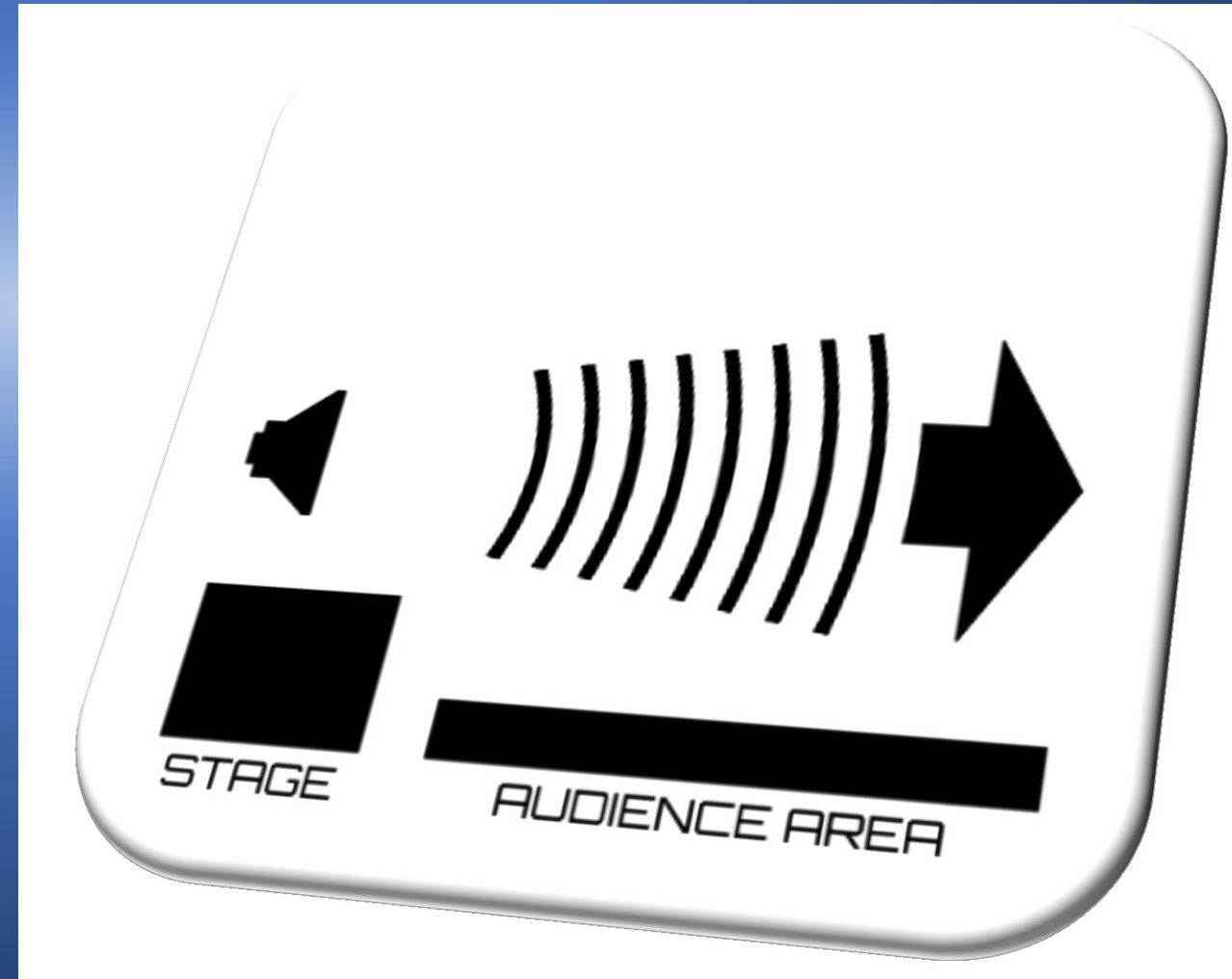


# 1) SYSTEM DEPLOYMENT



## TYPICAL OUTDOOR STAGES

- MINIMAL TRIM HEIGHT
- RESULTANT OUTWARD FOCUS OF ENERGY
- UNWANTED ENERGY INTO THE ENVIRONMENT



# 1) SYSTEM DEPLOYMENT

**MARKHAM FAIRGROUND COMPLEX**



# 1) SYSTEM DEPLOYMENT

## MARKHAM FAIRGROUND COMPLEX

- EXTENDED TRIM HEIGHT

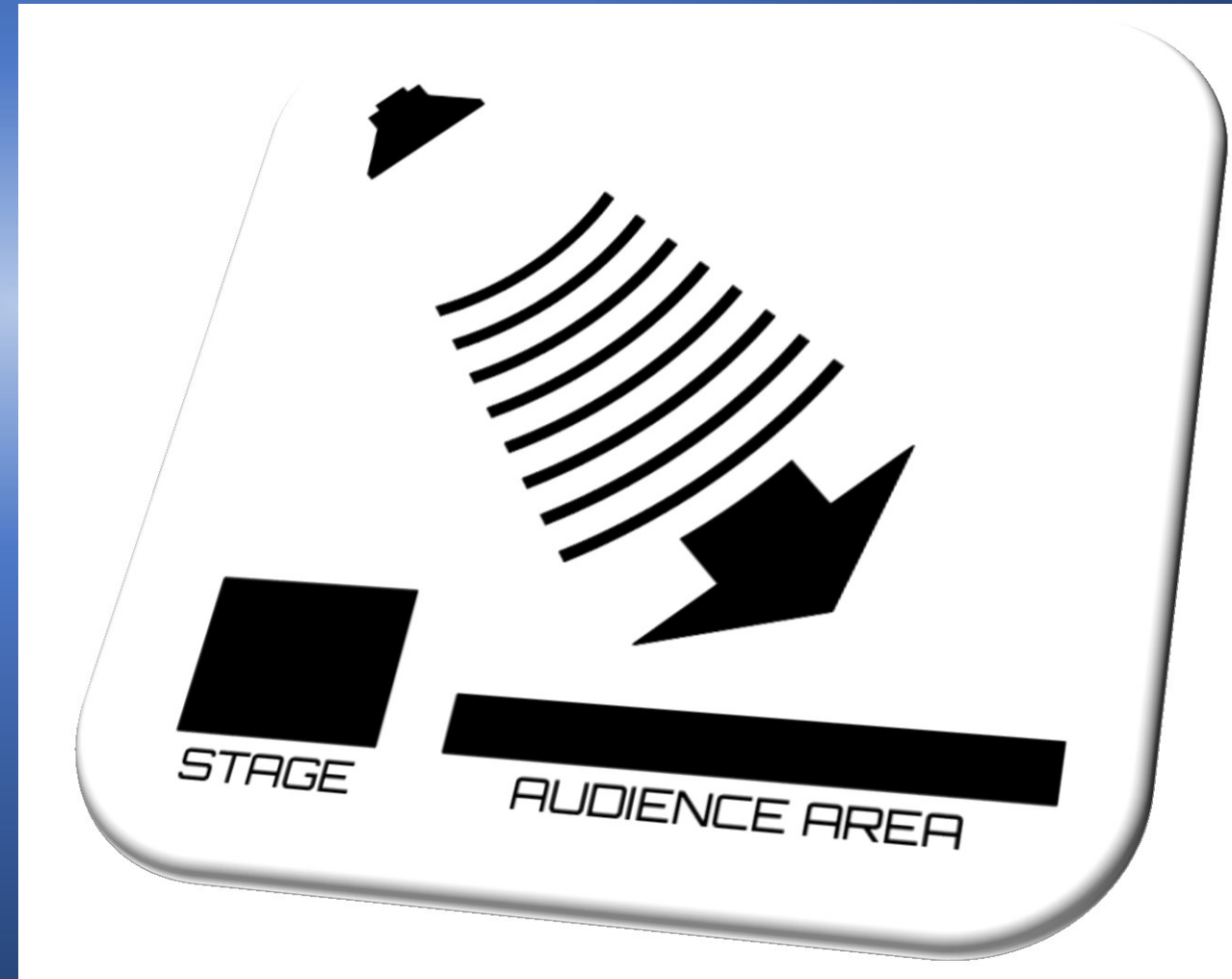




# 1) SYSTEM DEPLOYMENT

## MARKHAM FAIRGROUND COMPLEX

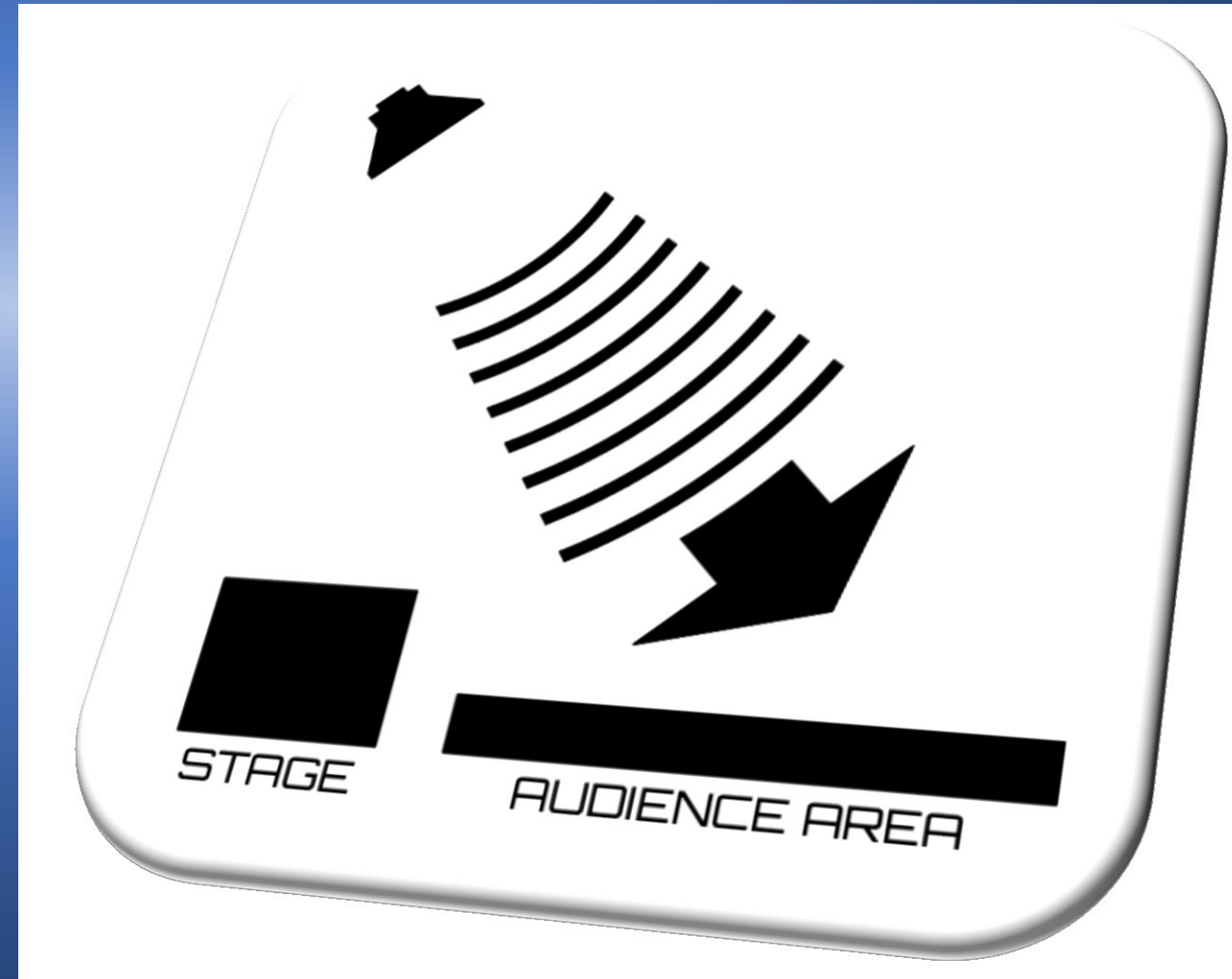
- EXTENDED TRIM HEIGHT
- RESULTANT DOWNWARD ENERGY FOCUS



# 1) SYSTEM DEPLOYMENT

## MARKHAM FAIRGROUND COMPLEX

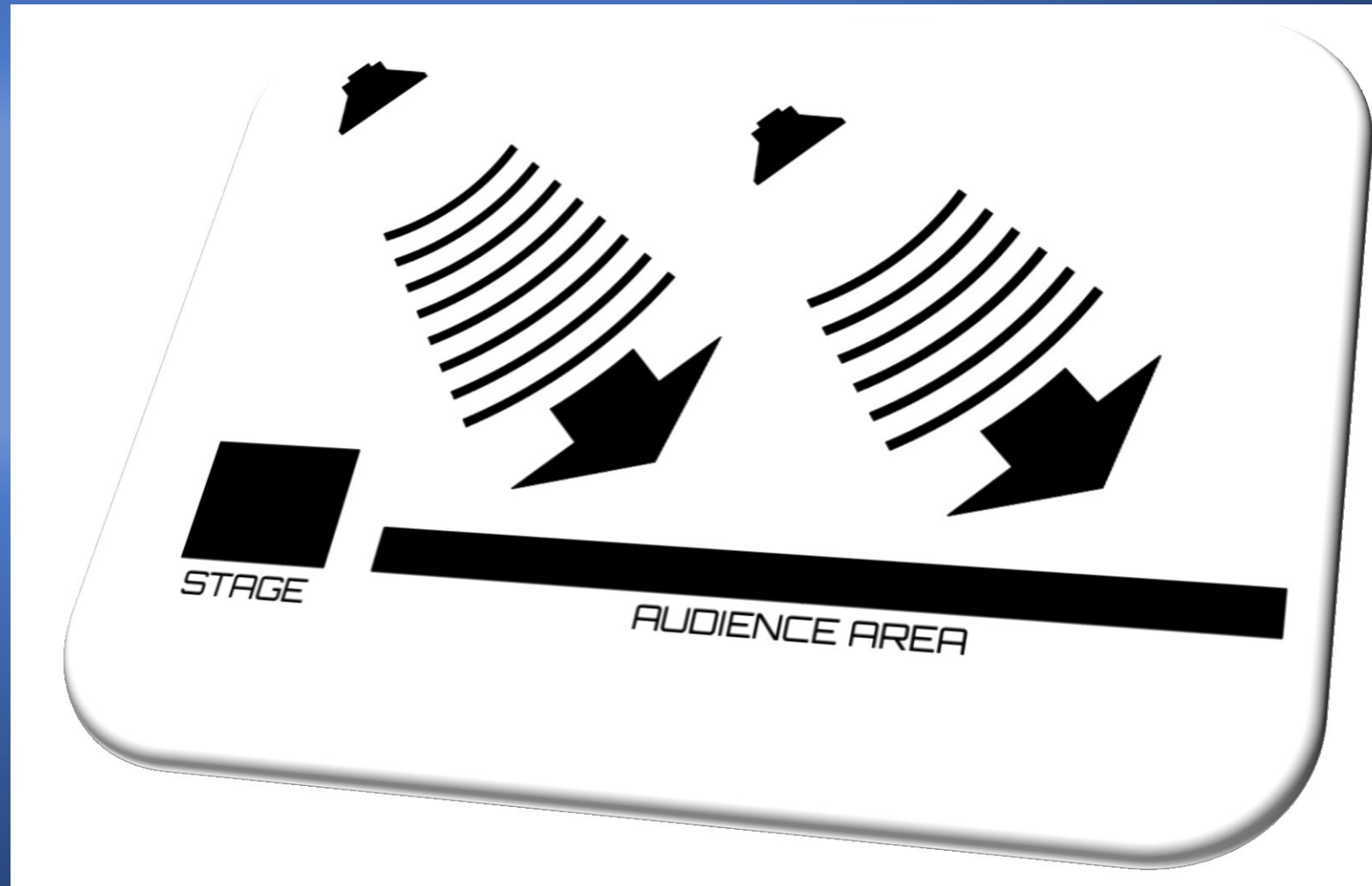
- EXTENDED TRIM HEIGHT
- RESULTANT DOWNWARD ENERGY FOCUS
- ENERGY FOCUSED ON AUDIENCE AREA



# 1) SYSTEM DEPLOYMENT

## MARKHAM FAIRGROUND COMPLEX

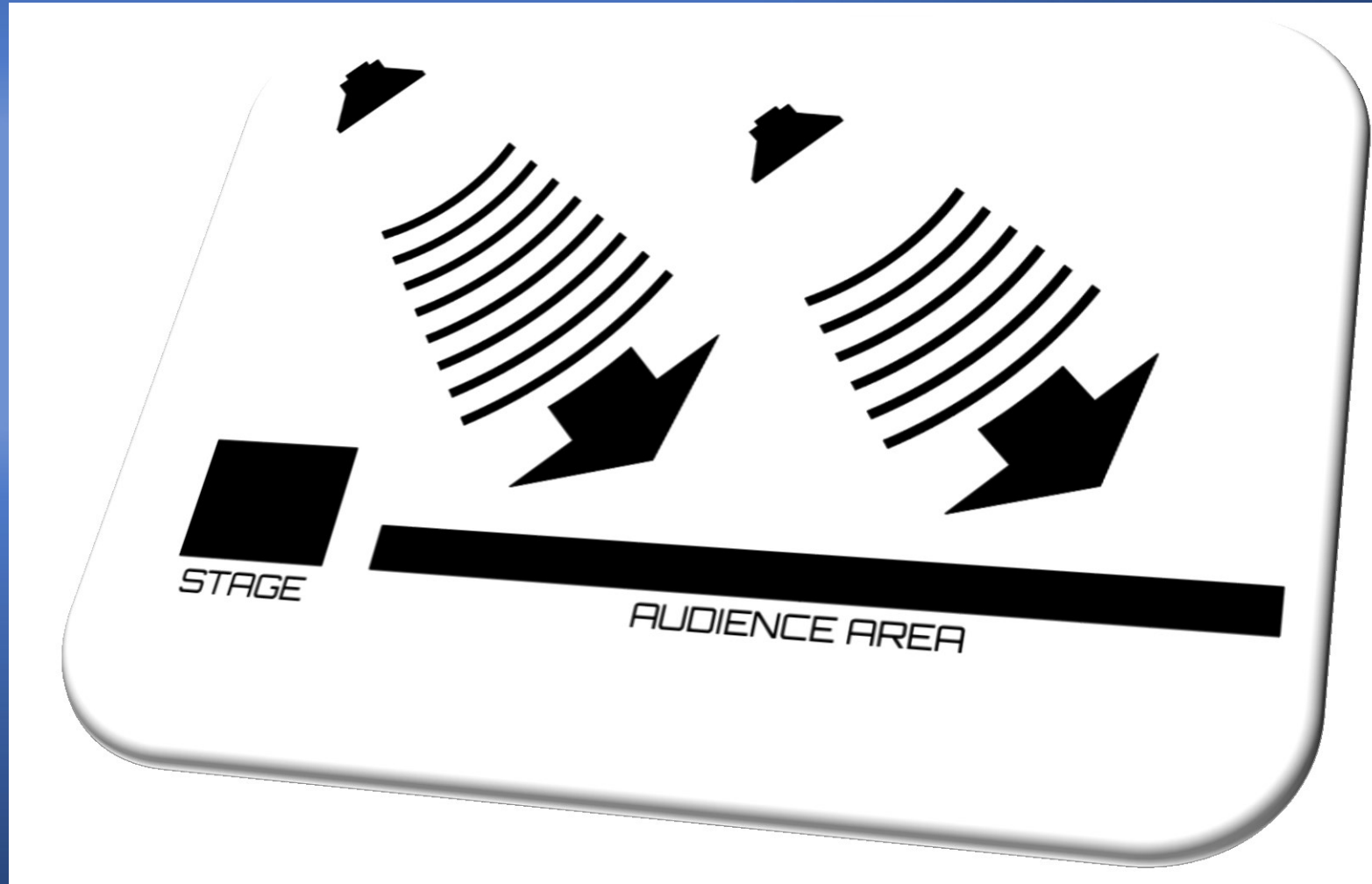
- EXTENDED TRIM HEIGHT
- RESULTANT DOWNWARD ENERGY FOCUS
- ENERGY FOCUSED ON AUDIENCE AREA
- ADDITIONAL DELAY TOWER SPEAKERS



# 1) SYSTEM DEPLOYMENT

## MARKHAM FAIRGROUND COMPLEX

- EXTENDED TRIM HEIGHT
- RESULTANT DOWNWARD ENERGY FOCUS
- ENERGY FOCUSED ON AUDIENCE AREA
- ADDITIONAL DELAY TOWER SPEAKERS
- LESS VOLUME FROM MAIN SPEAKERS

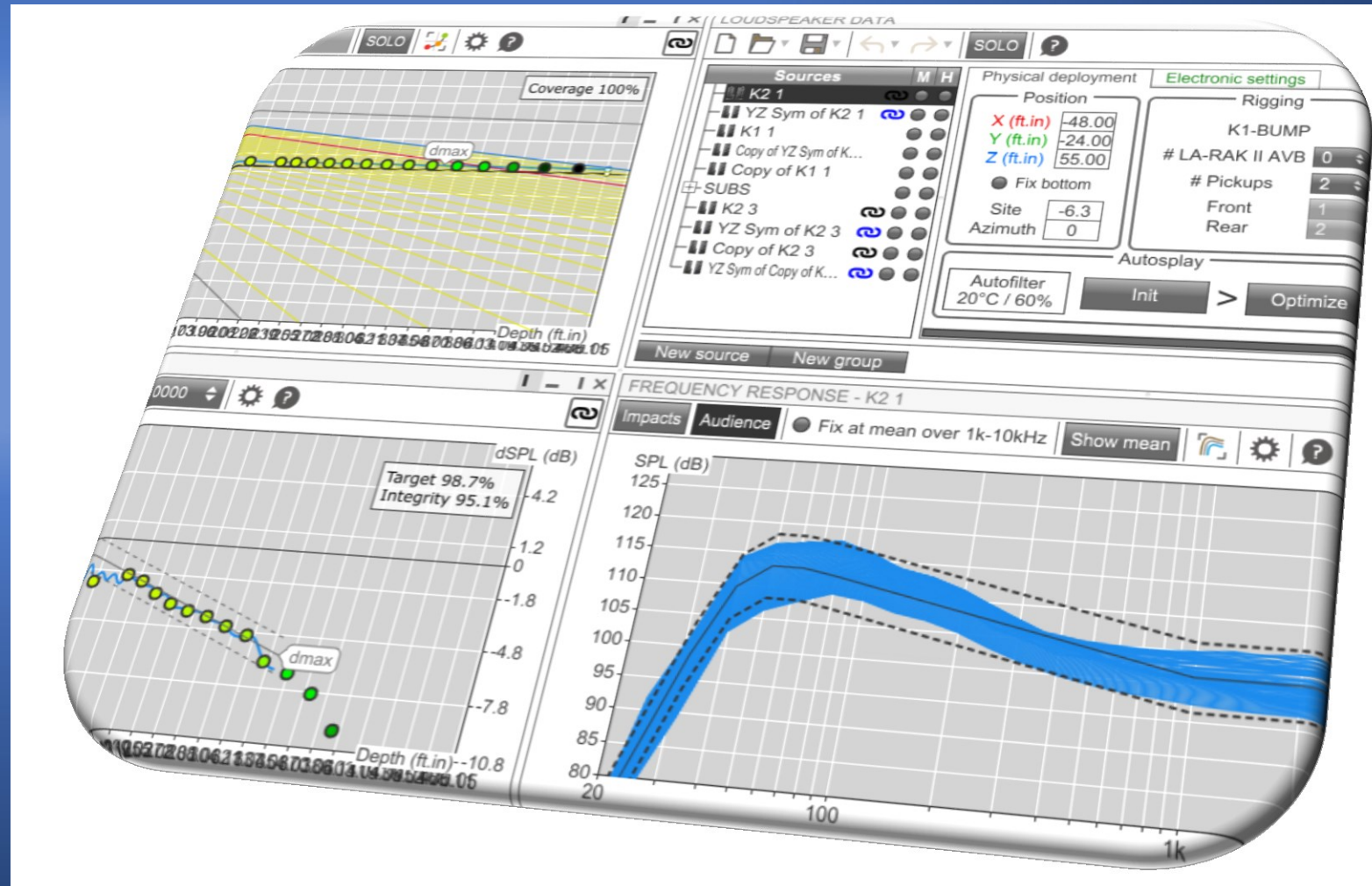


## 2) SYSTEM DESIGN



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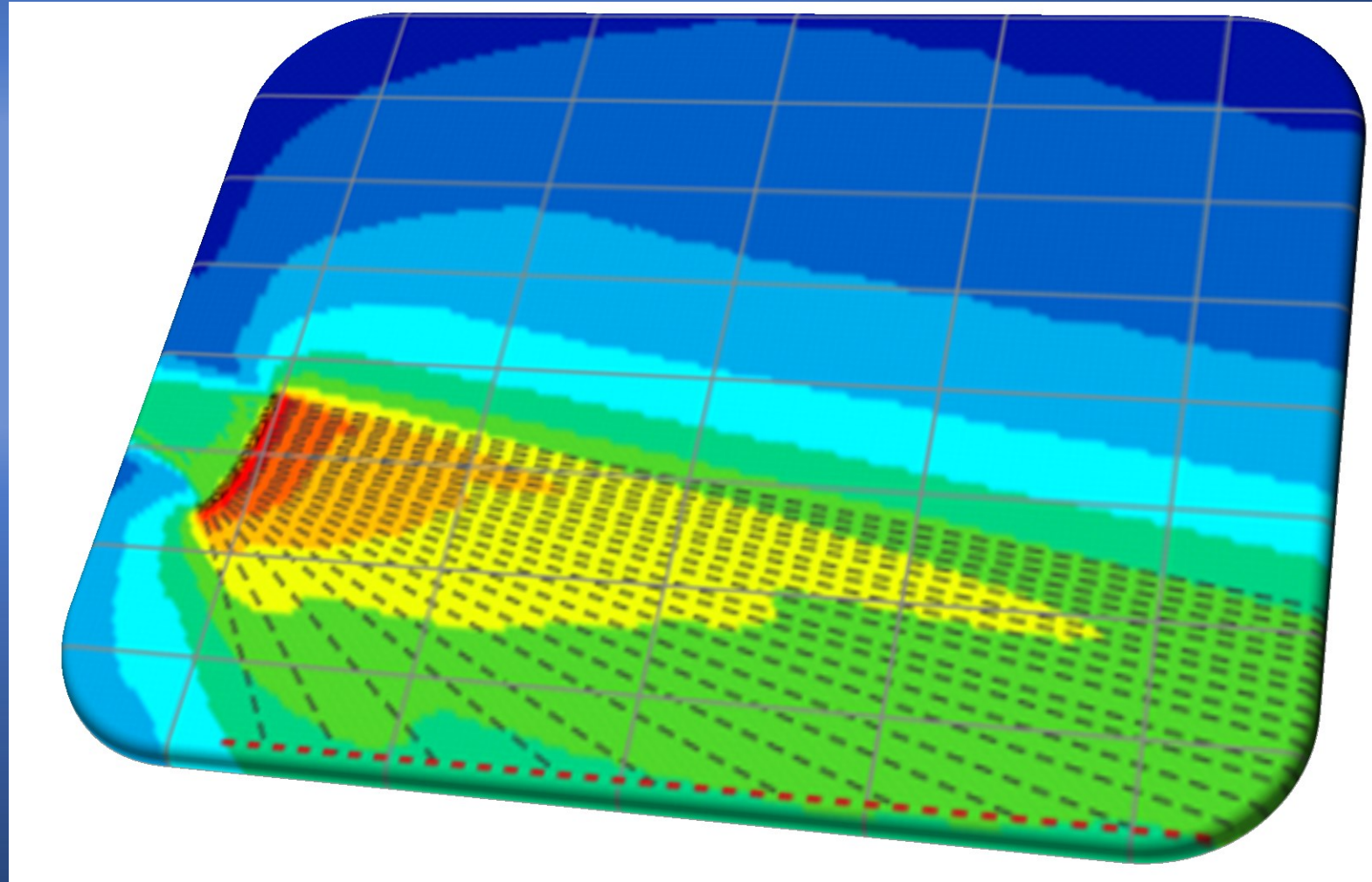
## COMPUTER MODELING



# 2) SYSTEM DESIGN

## COMPUTER MODELING

- PREDICTIBILITY

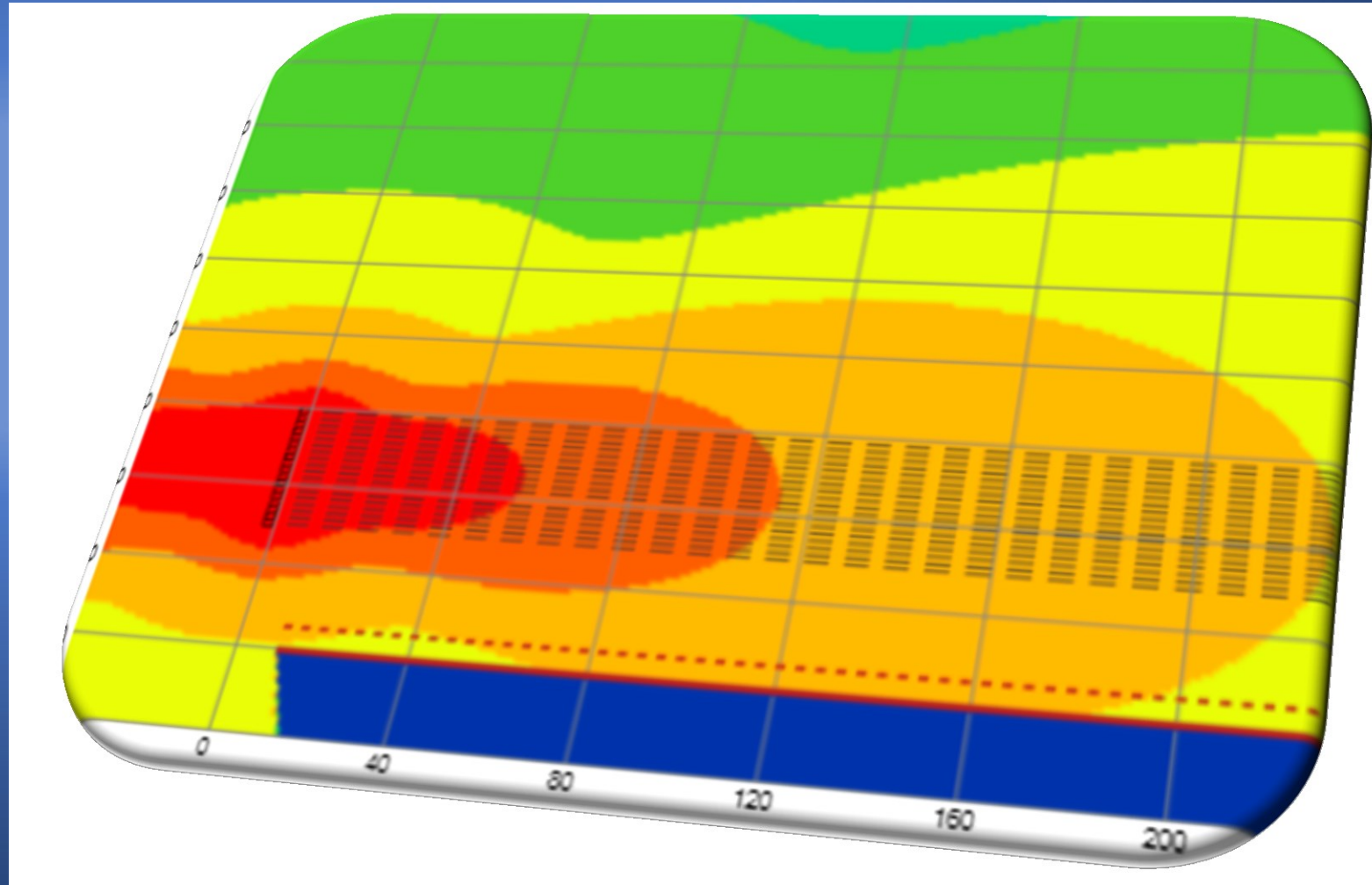




# 2) SYSTEM DESIGN

## COMPUTER MODELING

- PREDICTIBILITY
- DIRECTIONALITY

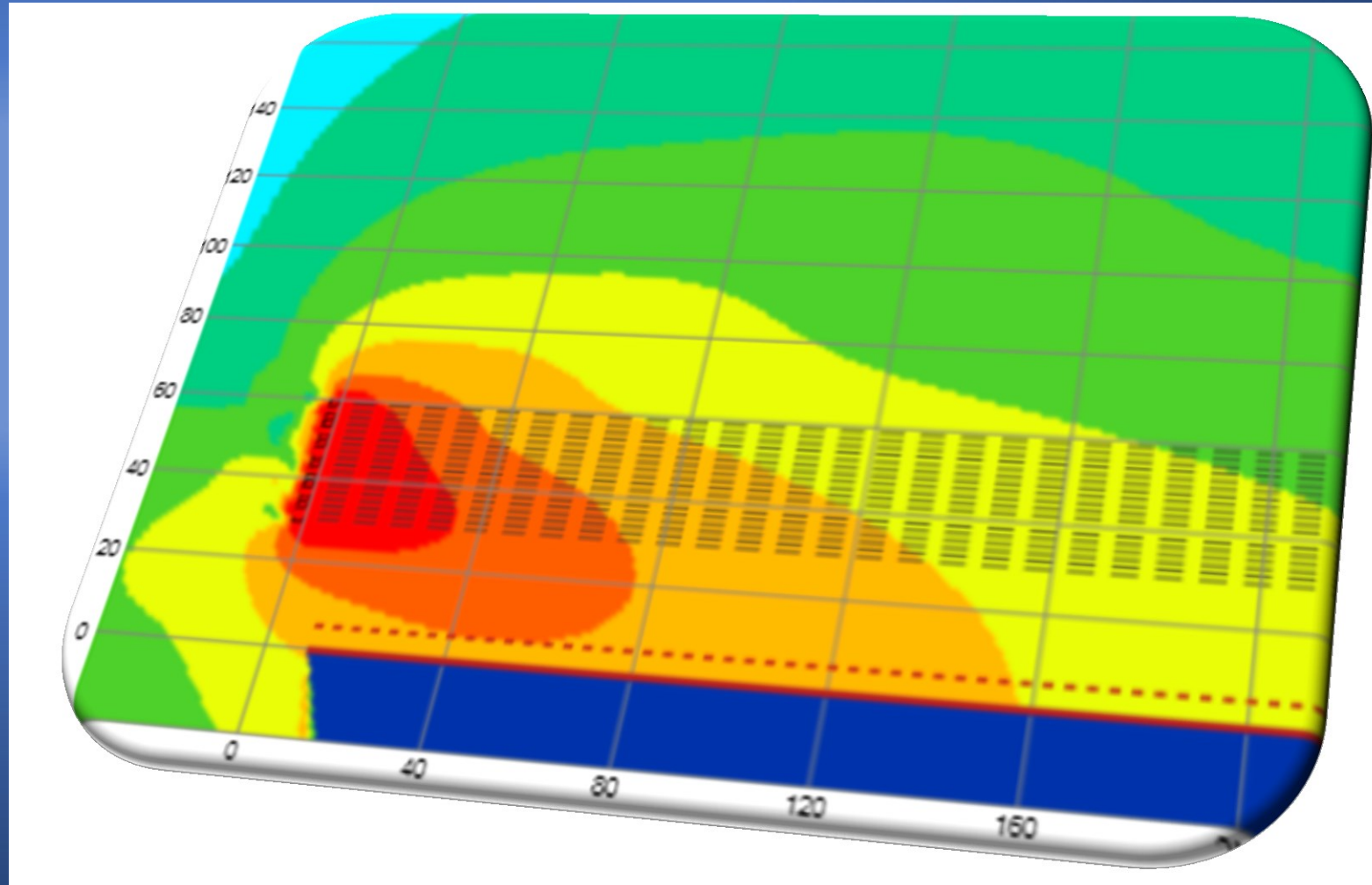




# 2) SYSTEM DESIGN

## COMPUTER MODELING

- PREDICTIBILITY
- DIRECTIONALITY
- DIGITALLY STEERED SOUND

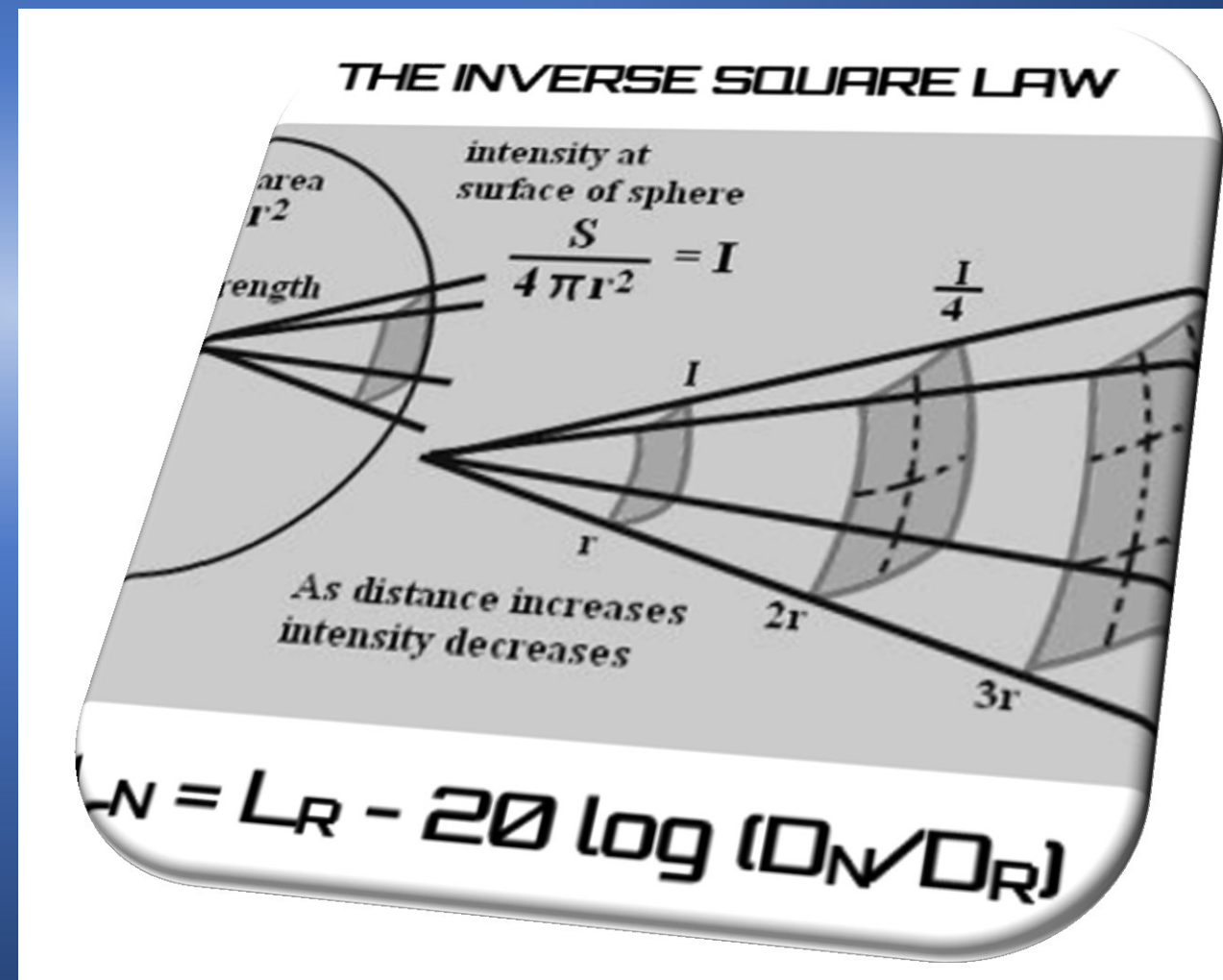


# 3) SPL THEORY



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## INVERSE SQUARE LAW



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- SPL DROPS IN HALF – OR 6 dB - EVERY DOUBLING OF DISTANCE



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## INVERSE SQUARE LAW

- SPL DROPS IN HALF – OR 6 dB - EVERY DOUBLING OF DISTANCE
- MEASURED SPL AT KNOWN DISTANCE TO CALCULATE AT A GIVEN DISTANCE



# 3) SPL THEORY



## INVERSE SQUARE LAW

- SPL DROPS IN HALF – OR 6 dB - EVERY DOUBLING OF DISTANCE
- MEASURED SPL AT KNOWN DISTANCE TO CALCULATE AT A GIVEN DISTANCE
- MAINTAIN SPL AT A GIVEN DISTANCE BY MONITORING AT A KNOWN DISTANCE



## 4) REMOTE SPL MONITORING



# **4) REMOTE SPL MONITORING**



## **WORKING WITH THE COMMUNITY**

**THE INTEGRATION OF MFG COMPLEX INTO THE FABRIC OF THE MARKHAM COMMUNITY IS A LONG TERM PROCESS. INEVITABLY, THE LOCAL COMMUNITY WILL DETERMINE THE SUCCESS OF MFG COMPLEX. MFG ENTERTAINMENT GROUP HAS SPECIFICALLY FOCUSED EFFORTS ON CONTROLLING AND MONITORING NOISE LEVELS OUTSIDE THE BOUNDRIES OF THE COMPLEX ITSELF.**

**MFG COMPLEX IS A MULTI-MILLION DOLLAR INVESTMENT INTO THE COMMUNITY. ENSURING ALL COMMUNITY BY-LAWS ARE STRICTLY ADHERED TO IS KEY TO PROTECTING THAT INVESTMENT.**



# 4) REMOTE SPL MONITORING

## CALIBRATED MICROPHONE SYSTEM



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## CALIBRATED MICROPHONE SYSTEM

- KNOWN REFERENCE MICROPHONE AT FOH MIX POSITION



# 4) REMOTE SPL MONITORING

## CALIBRATED MICROPHONE SYSTEM

- KNOWN REFERENCE MICROPHONE AT FOH MIX POSITION
- INSTALL MICROPHONES AT OFF-SITE LOCATIONS



# 4) REMOTE SPL MONITORING

## CALIBRATED MICROPHONE SYSTEM

- KNOWN REFERENCE MICROPHONE AT FOH MIX POSITION
- INSTALL MICROPHONES AT OFF-SITE LOCATIONS
- REAL TIME SPL MEASUREMENTS



# 4) REMOTE SPL MONITORING

## CALIBRATED MICROPHONE SYSTEM

- KNOWN REFERENCE MICROPHONE AT FOH MIX POSITION
- INSTALLED MICROPHONES AT OFF-SITE LOCATIONS
- REAL TIME SPL MEASUREMENTS
- SPL DATA LOGGING

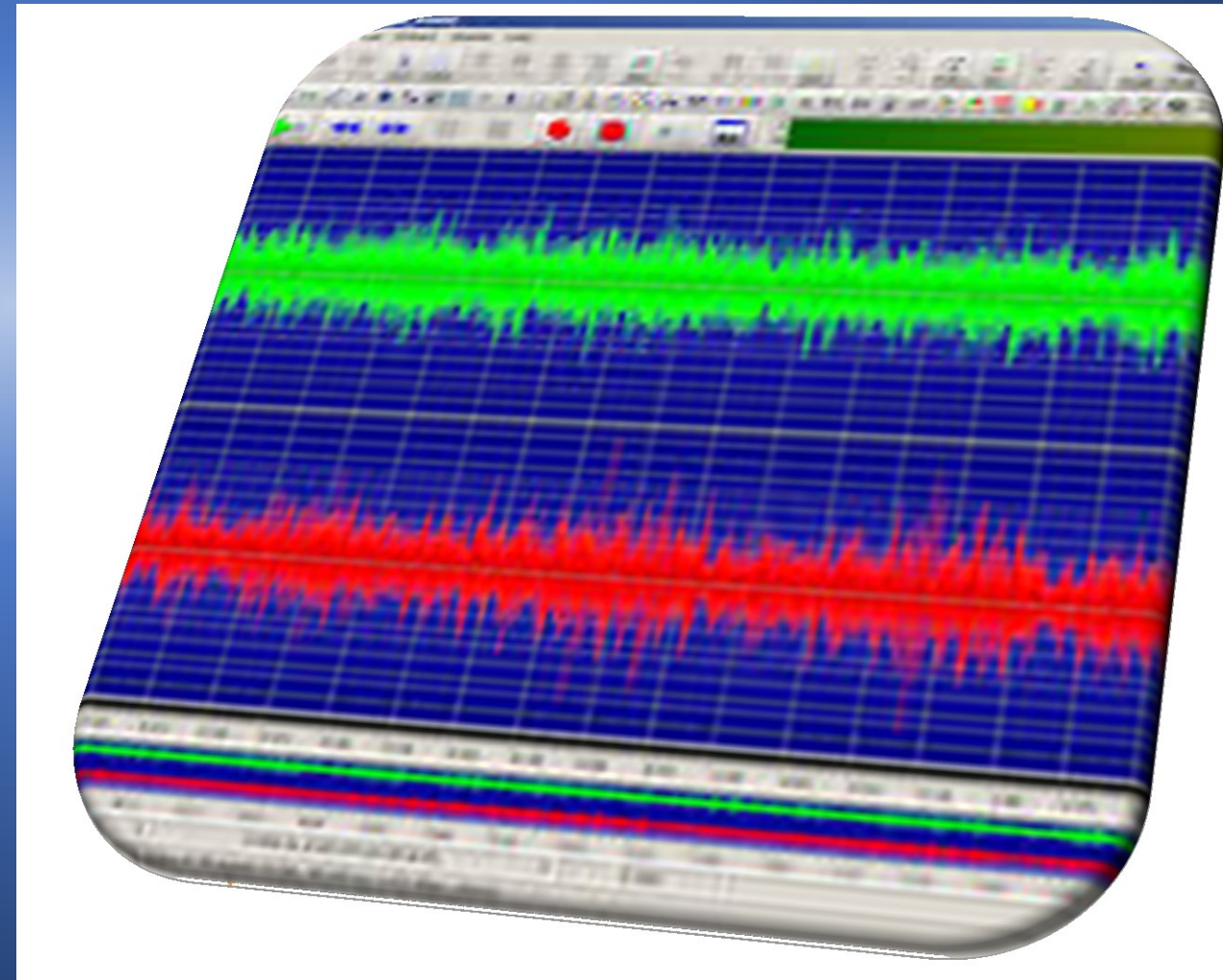




# 4) REMOTE SPL MONITORING

## CALIBRATED MICROPHONE SYSTEM

- KNOWN REFERENCE MICROPHONE AT FOH MIX POSITION
- INSTALLED MICROPHONES AT OFF-SITE LOCATIONS
- REAL TIME SPL MEASUREMENTS
- SPL DATA LOGGING
- OFF SITE AUDIO RECORDING TO AUGMENT DATA



# 4) REMOTE SPL MONITORING

## CALIBRATED MICROPHONE SYSTEM

- SAME DEPLOYMENT INTEGRATED INTO THE NEW RADY SHELL SYSTEM DESIGN IN SAN DIEGO





# 4) REMOTE SPL MONITORING

## CALIBRATED MICROPHONE SYSTEM

- SAME DEPLOYMENT INTEGRATED INTO THE NEW RADY SHELL SYSTEM DESIGN IN SAN DIEGO
- MUCH MORE OF AN URBAN ENVIRONMENT





