



**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**

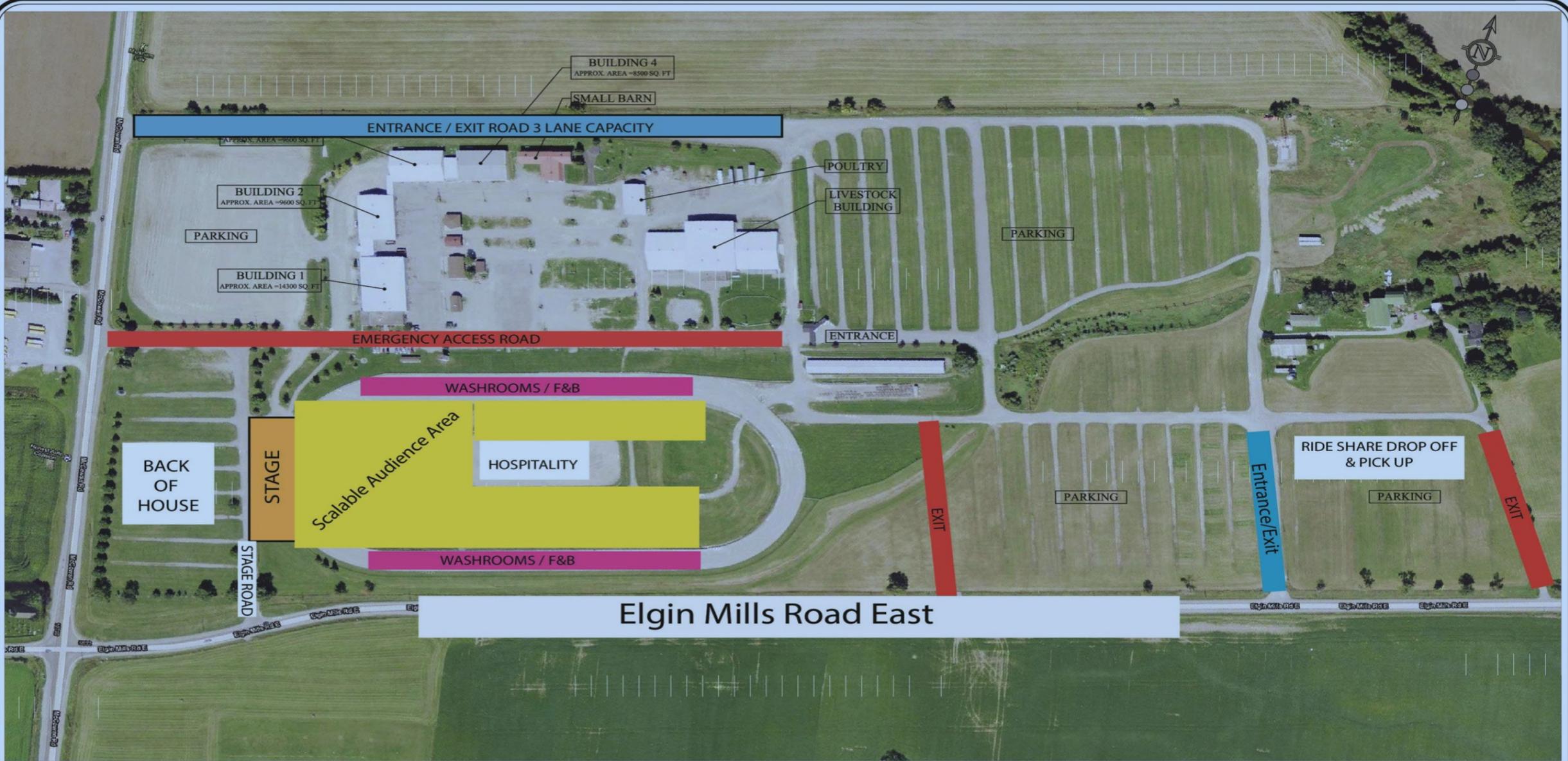
**BUSINESS
PLAN
OUTLINE**

BUSINESS PLAN OUTLINE



- 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



LEGEND:

Road used for entrance and exit

GROUNDS COMPOUND AND EVENT AREA FULLY FENCED

Stage Site Plan

DRAWN BY: D.S./L.K.N.

CHECKED BY: B.A.S.

SCALE: 1 : 1/16

DATE: JANUARY 2010

PROJECT No:

1301

FIGURE No:

SITE-01

SITE PLAN



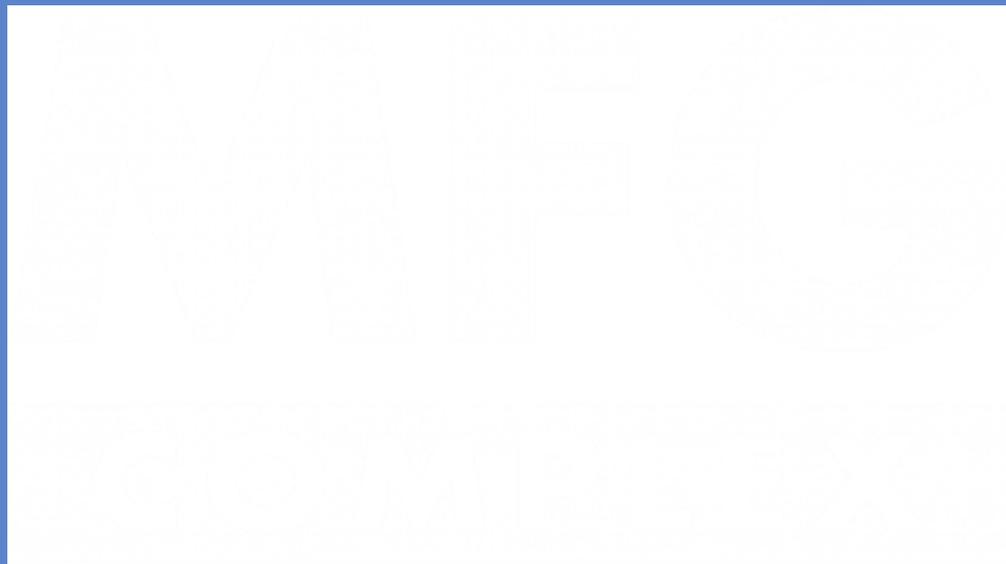
- **TRAFFIC MITIGATION PLAN DESIGN AND REVIEW WITH YORK REGIONAL POLICE**
- **INSTALLATION OF HWY 404 ATTRACTION SIGN AT MAJOR MACKENZIE DRIVE**
- **YORK REGION ATTRACTION SIGNS ON MAJOR ROUTES**
- **EVENTS TYPICALLY ON NON-PEAK HOURS**
- **MULTIPLE ENTRANCE/EXITS ON THE FAIRGROUNDS**
- **PAID DUTY POLICE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

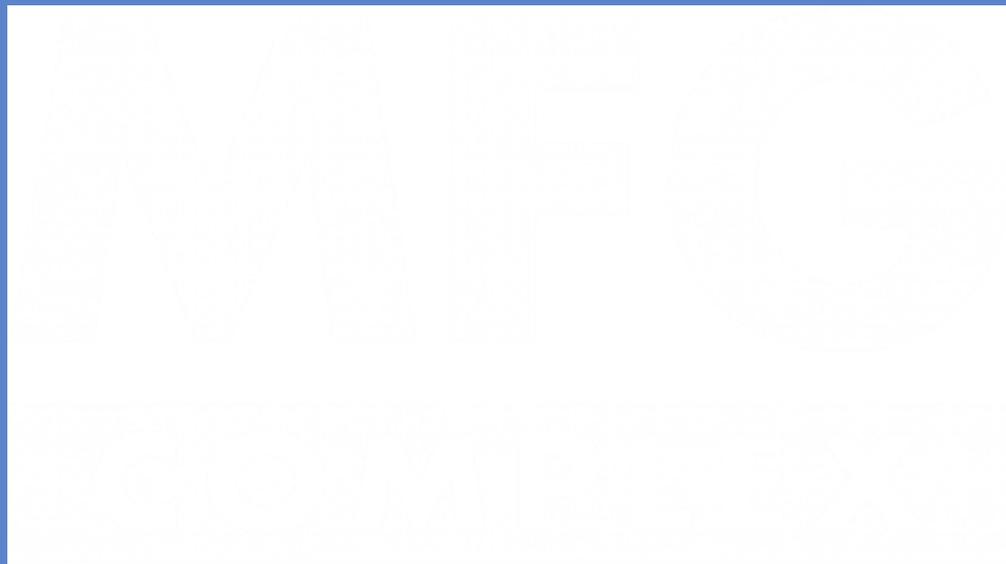
CALGARY AIRPORT – CALGARY, ONTARIO

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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- **EXPANDED PROGRAMMING, CREATING A HOME FOR LIVE CONCERTS, LIVE PERFORMANCES AND CULTURAL EVENTS THAT ADDRESSES THE NEEDS OF THE MARKHAM COMMUNITY**

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- **INCREASE PUBLIC VISITS AND SUPPORTING LOCAL BUSINESSES, HOTELS AND RESTAURANTS**
- **MARKHAM EVENTS ARE CURRENTLY LIMITED BY CAPACITY AND LACK OF OUTDOOR VENUES**

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- **EXPANDED PROGRAMMING, CREATING A HOME FOR LIVE CONCERTS, LIVE PERFORMANCES AND CULTURAL EVENTS THAT ADDRESS THE NEEDS OF THE MARKHAM COMMUNITY**
- **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

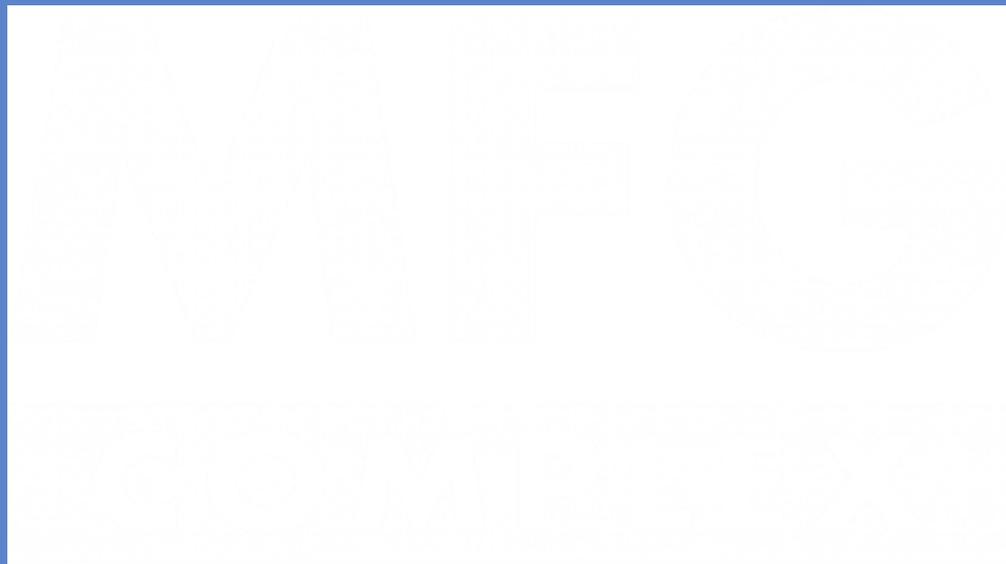


- IN ADDITION TO CONCERTS, WE HAVE AN OPPORTUNITY TO TURN MARKHAM INTO ONE OF THE GO TO DESTINATIONS FOR FOOD FESTIVALS, FAMILY FOCUSED EVENTS, NIGHT MARKETS, CHARITY FUNDRAISERS, FESTIVAL OF LIGHTS AND WINTER CARNIVALS.

THE VISION



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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

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- 2) SYSTEM DESIGN**

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

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- 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

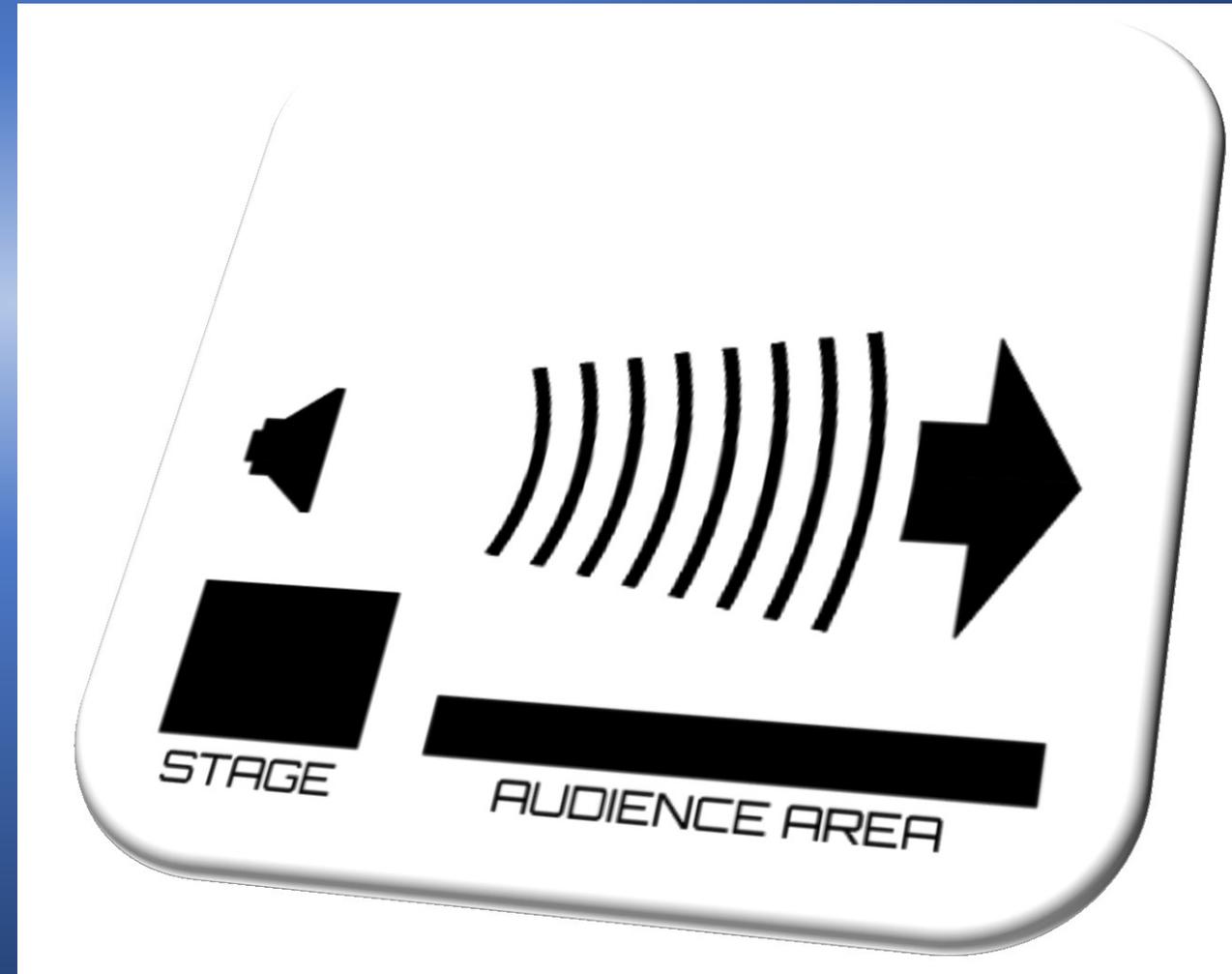
- MINIMAL TRIM HEIGHT



1) SYSTEM DEPLOYMENT

TYPICAL OUTDOOR STAGES

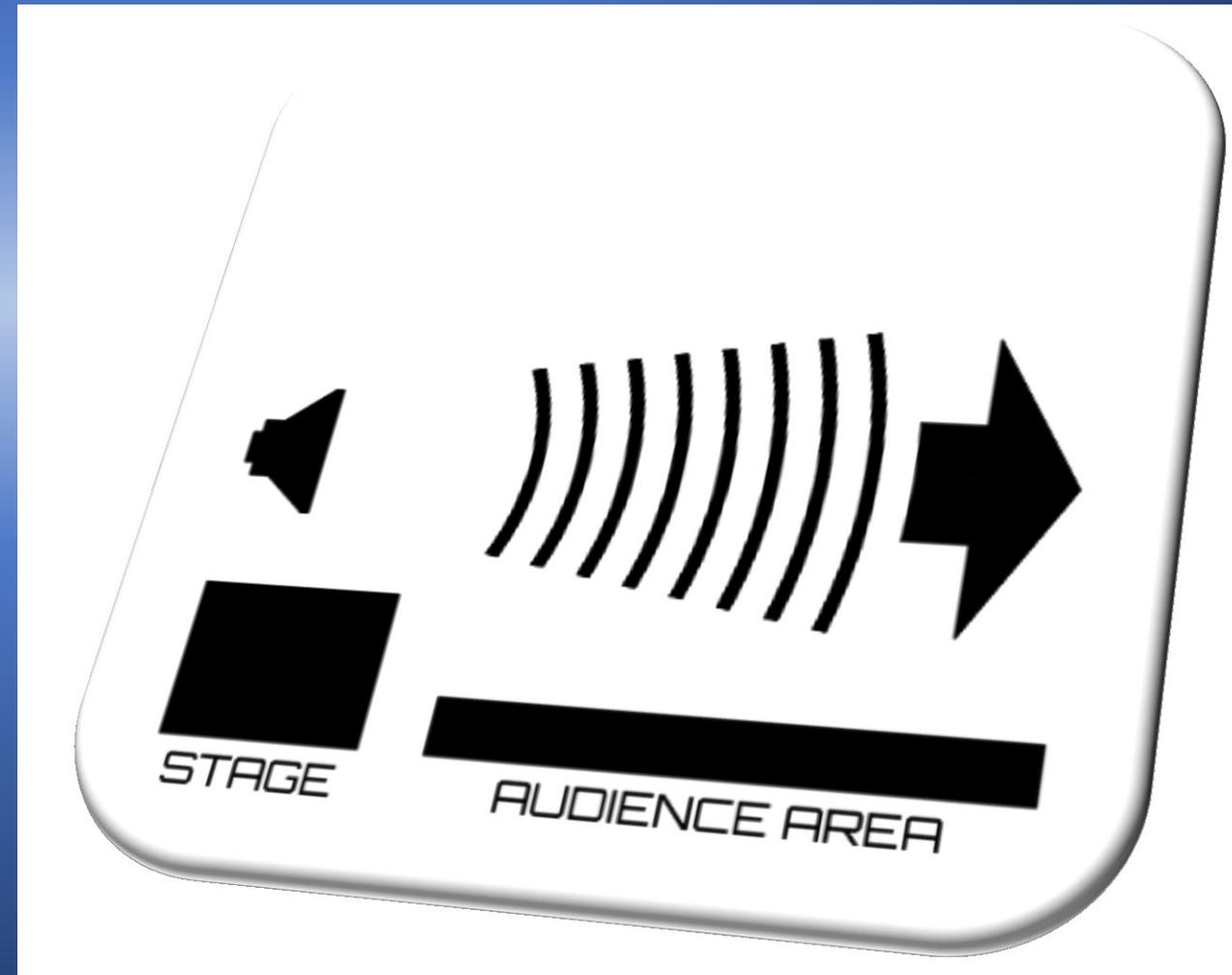
- MINIMAL TRIM HEIGHT
- RESULTANT OUTWARD FOCUS OF ENERGY



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



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MARKHAM FAIRGROUND COMPLEX

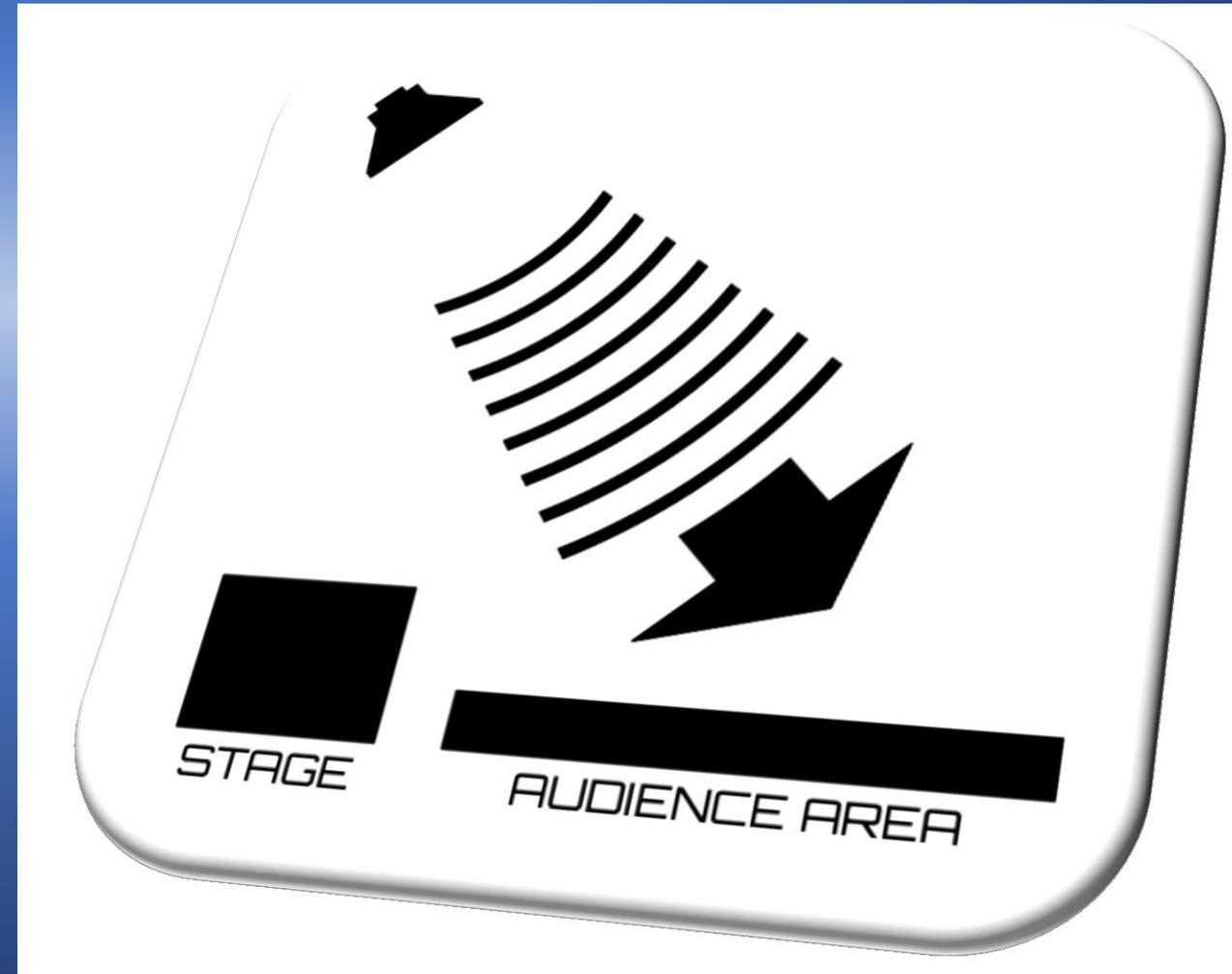
- EXTENDED TRIM HEIGHT



1) SYSTEM DEPLOYMENT

MARKHAM FAIRGROUND COMPLEX

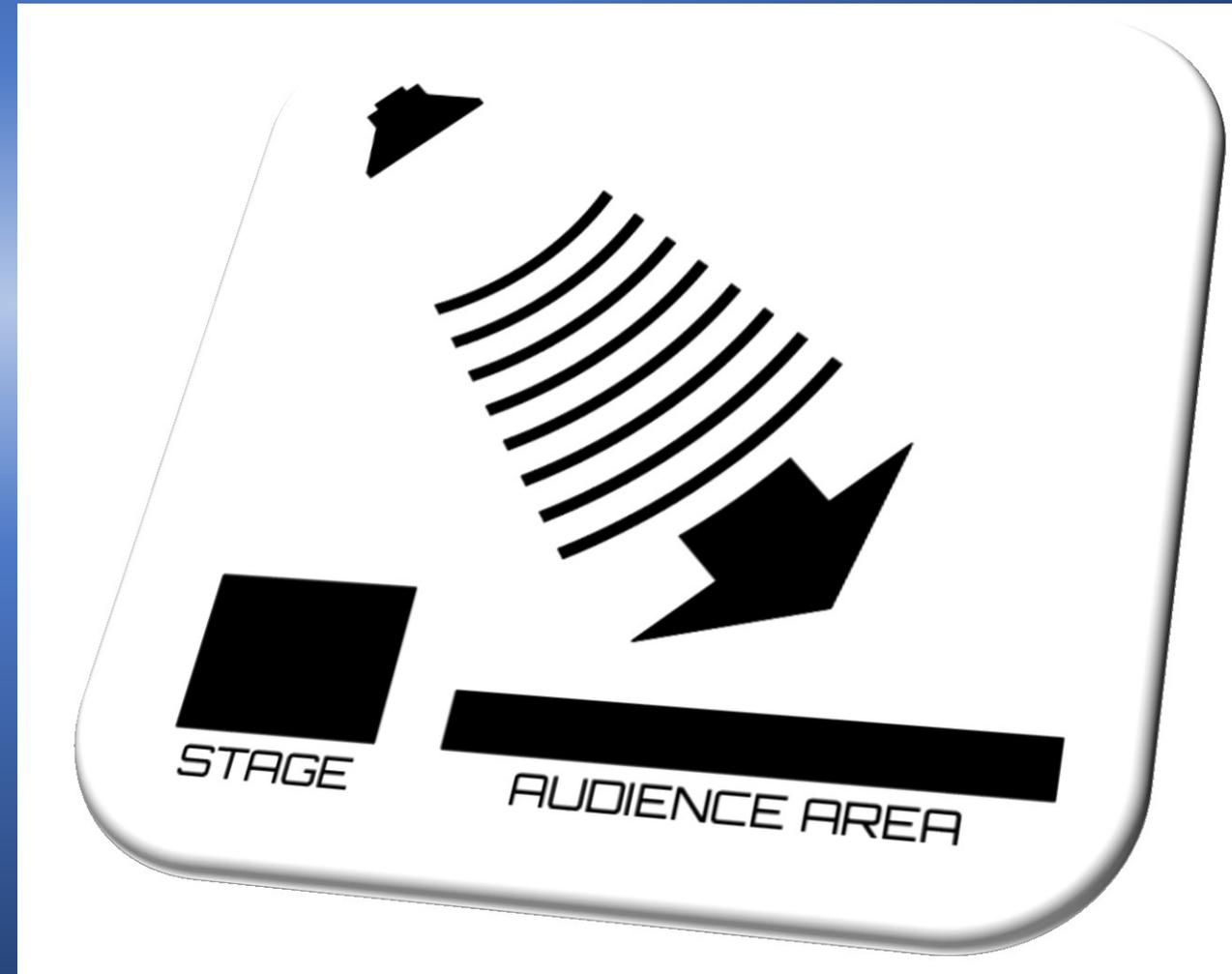
- EXTENDED TRIM HEIGHT
- RESULTANT DOWNWARD ENERGY FOCUS



1) SYSTEM DEPLOYMENT

MARKHAM FAIRGROUND COMPLEX

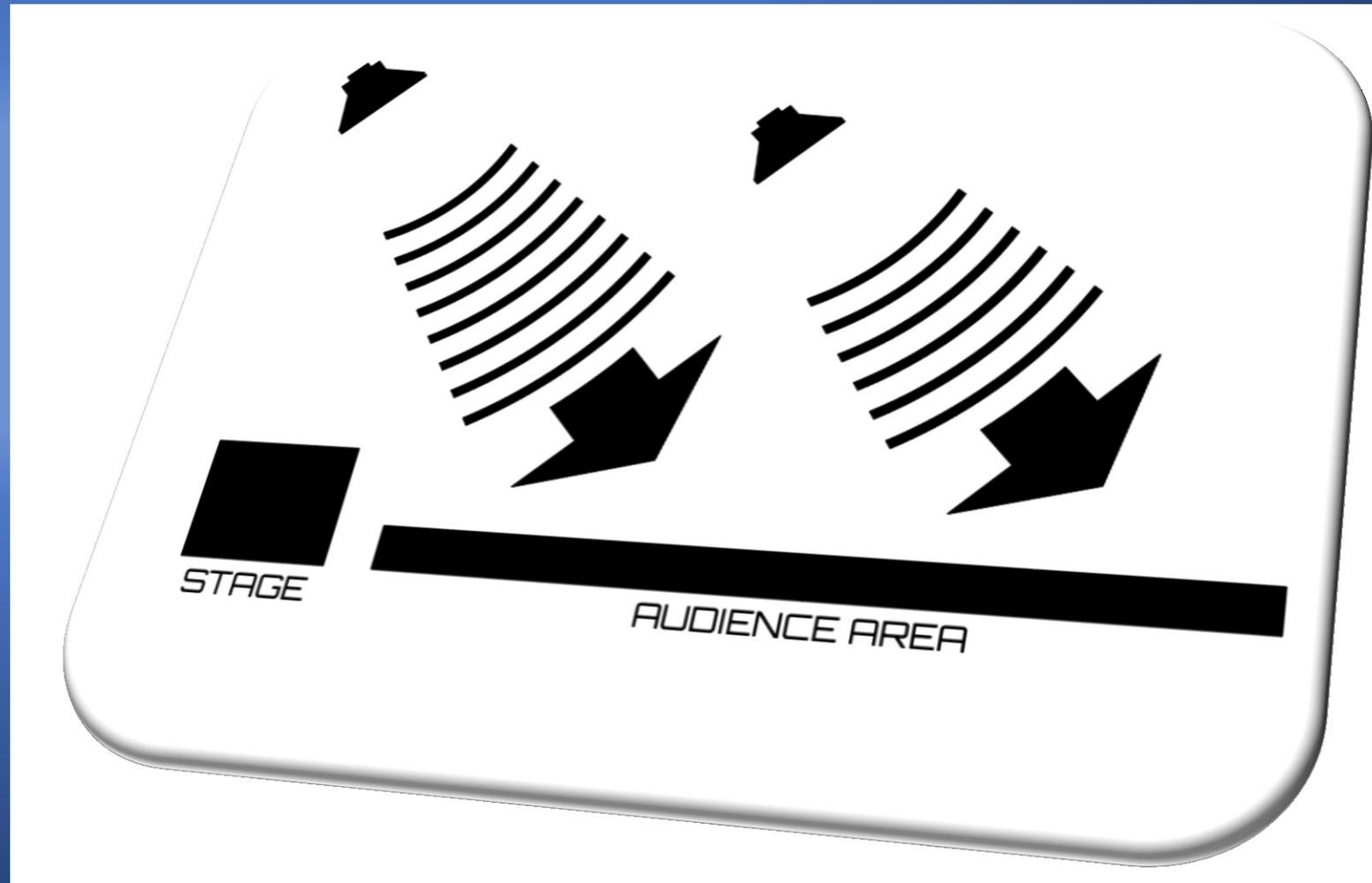
- EXTENDED TRIM HEIGHT
- RESULTANT DOWNWARD ENERGY FOCUS
- ENERGY FOCUSED ON AUDIENCE AREA



1) SYSTEM DEPLOYMENT

MARKHAM FAIRGROUND COMPLEX

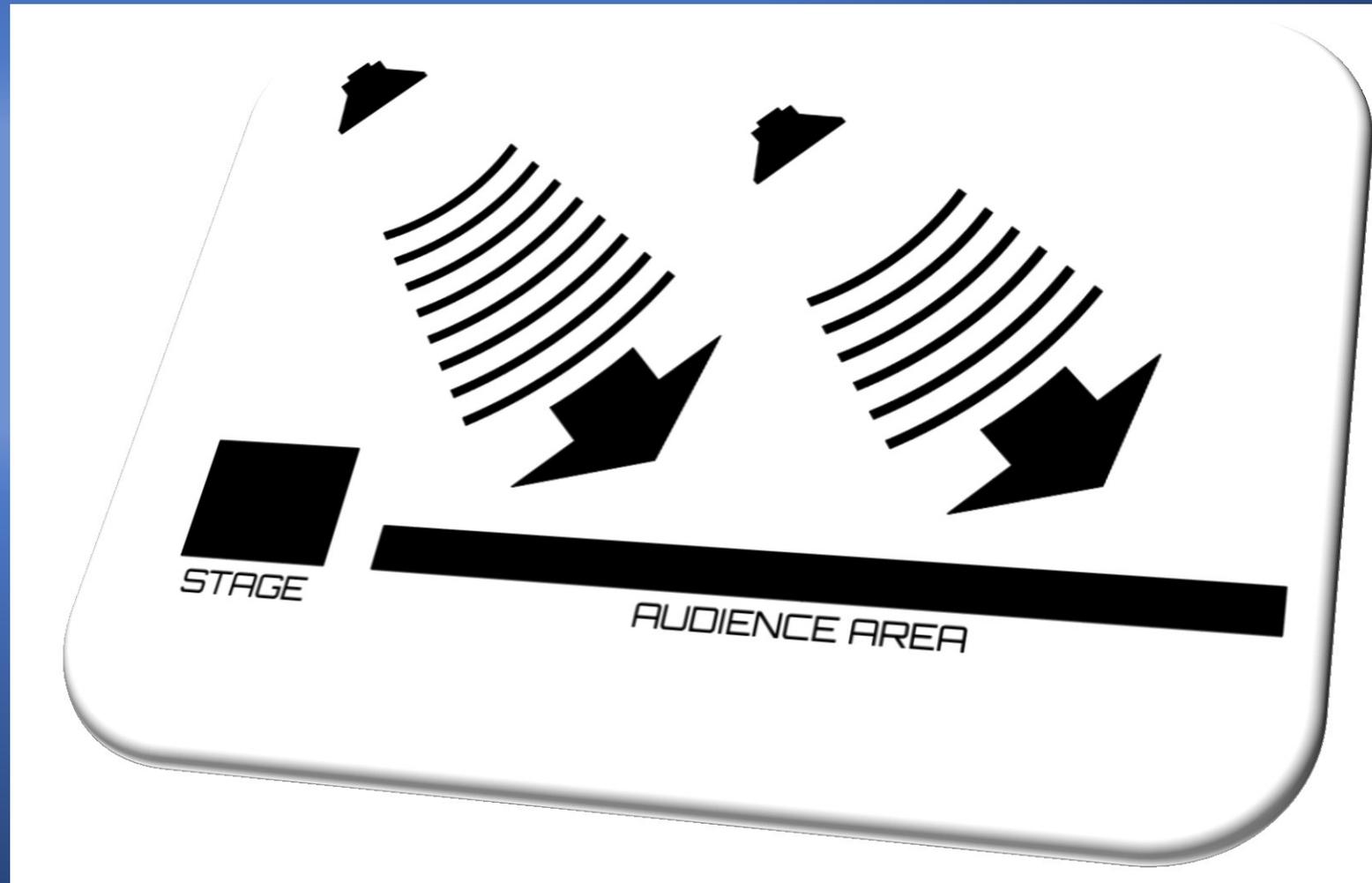
- EXTENDED TRIM HEIGHT
- RESULTANT DOWNWARD ENERGY FOCUS
- ENERGY FOCUSED ON AUDIENCE AREA
- ADDITIONAL DELAY TOWER SPEAKERS



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

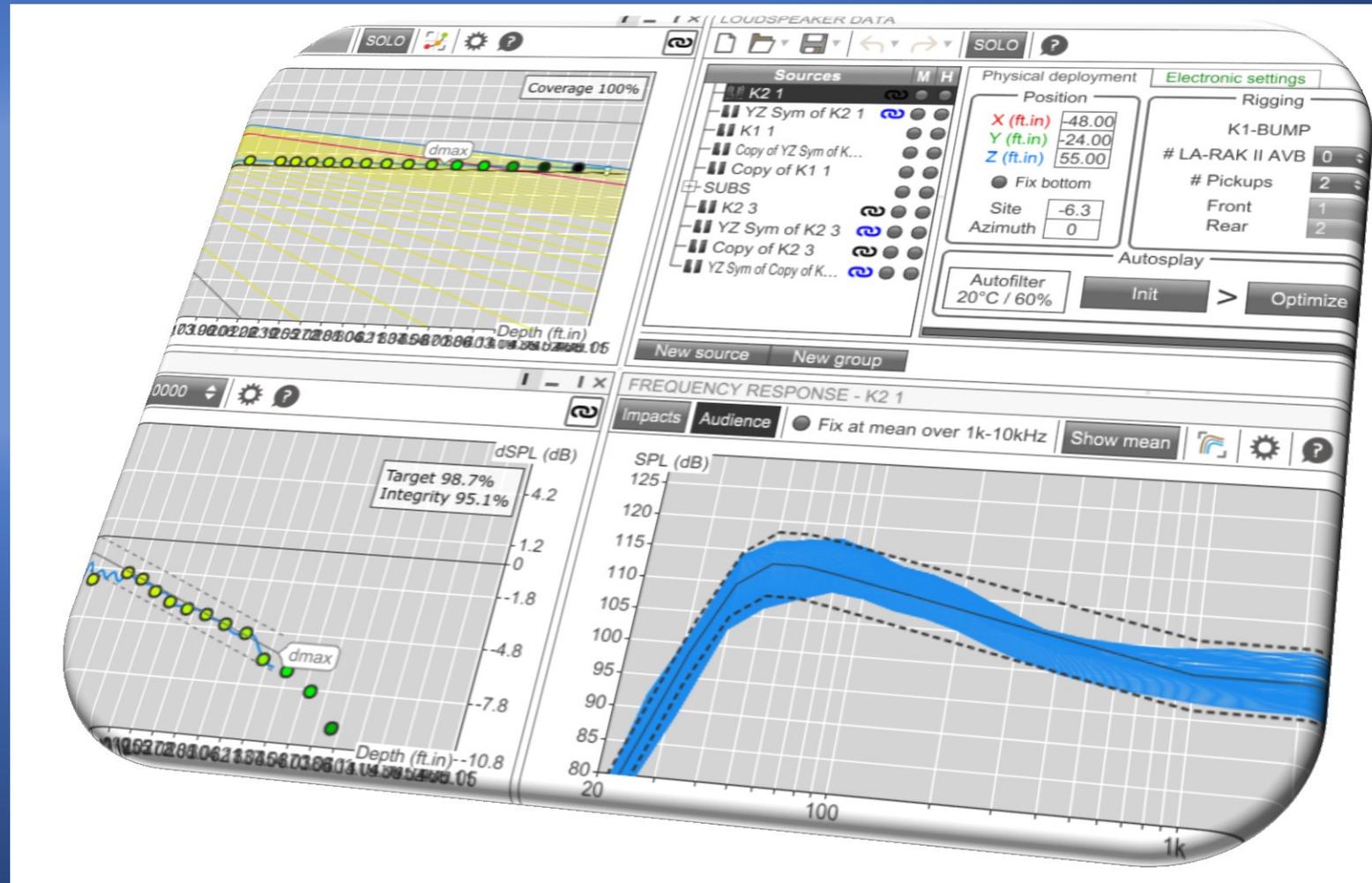


2) SYSTEM DESIGN



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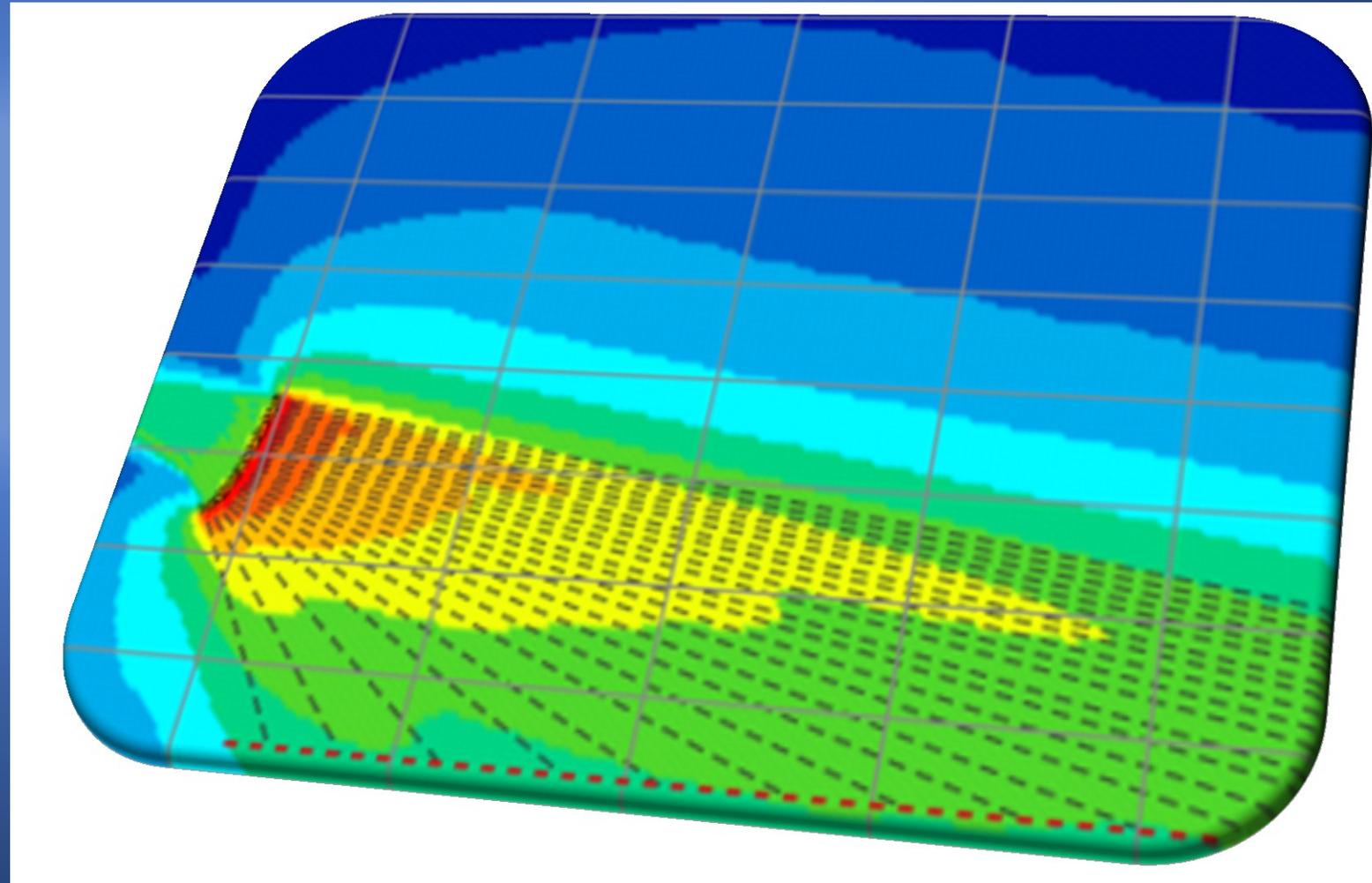
COMPUTER MODELING



2) SYSTEM DESIGN

COMPUTER MODELING

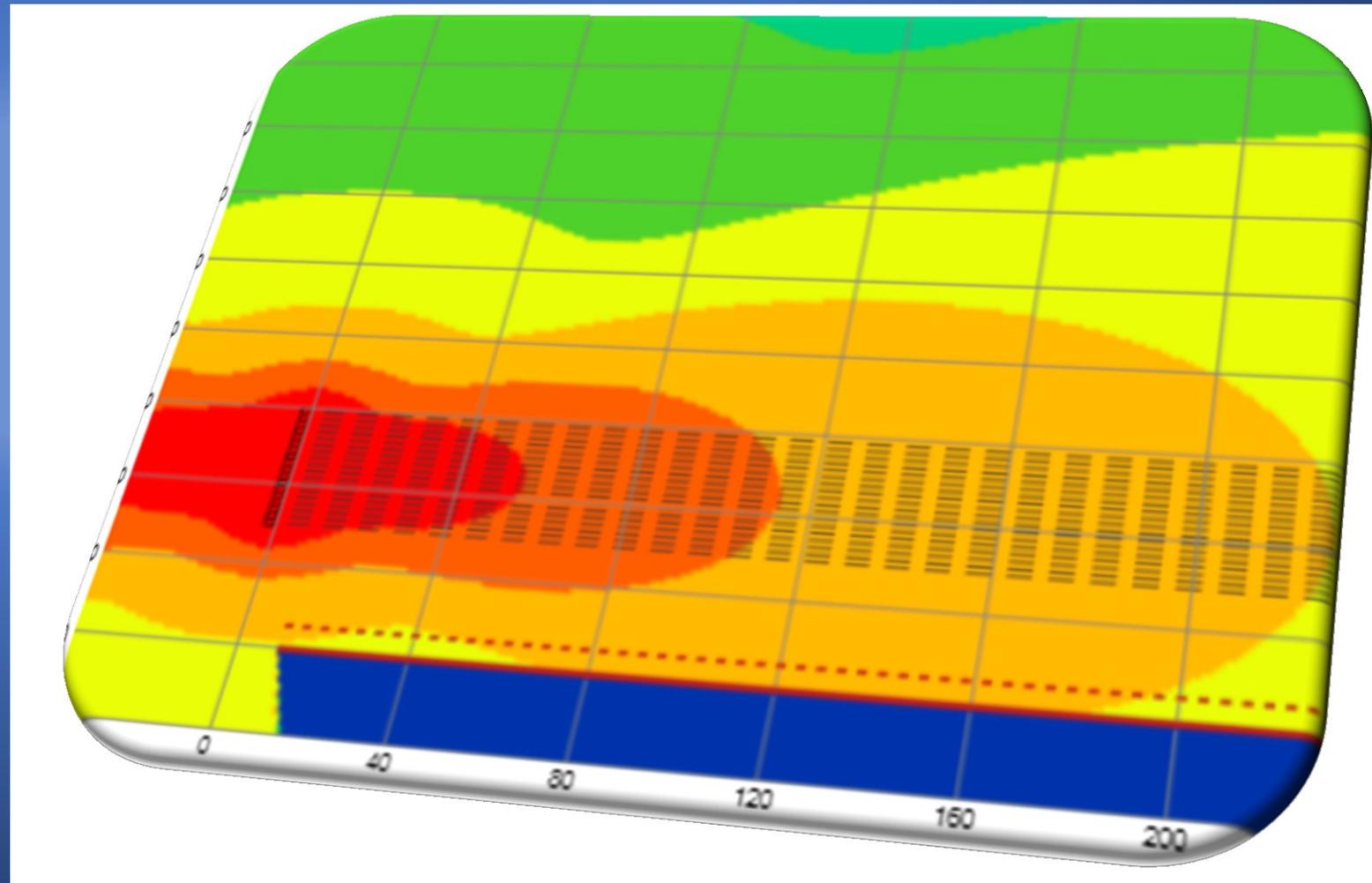
- PREDICTIBILITY



2) SYSTEM DESIGN

COMPUTER MODELING

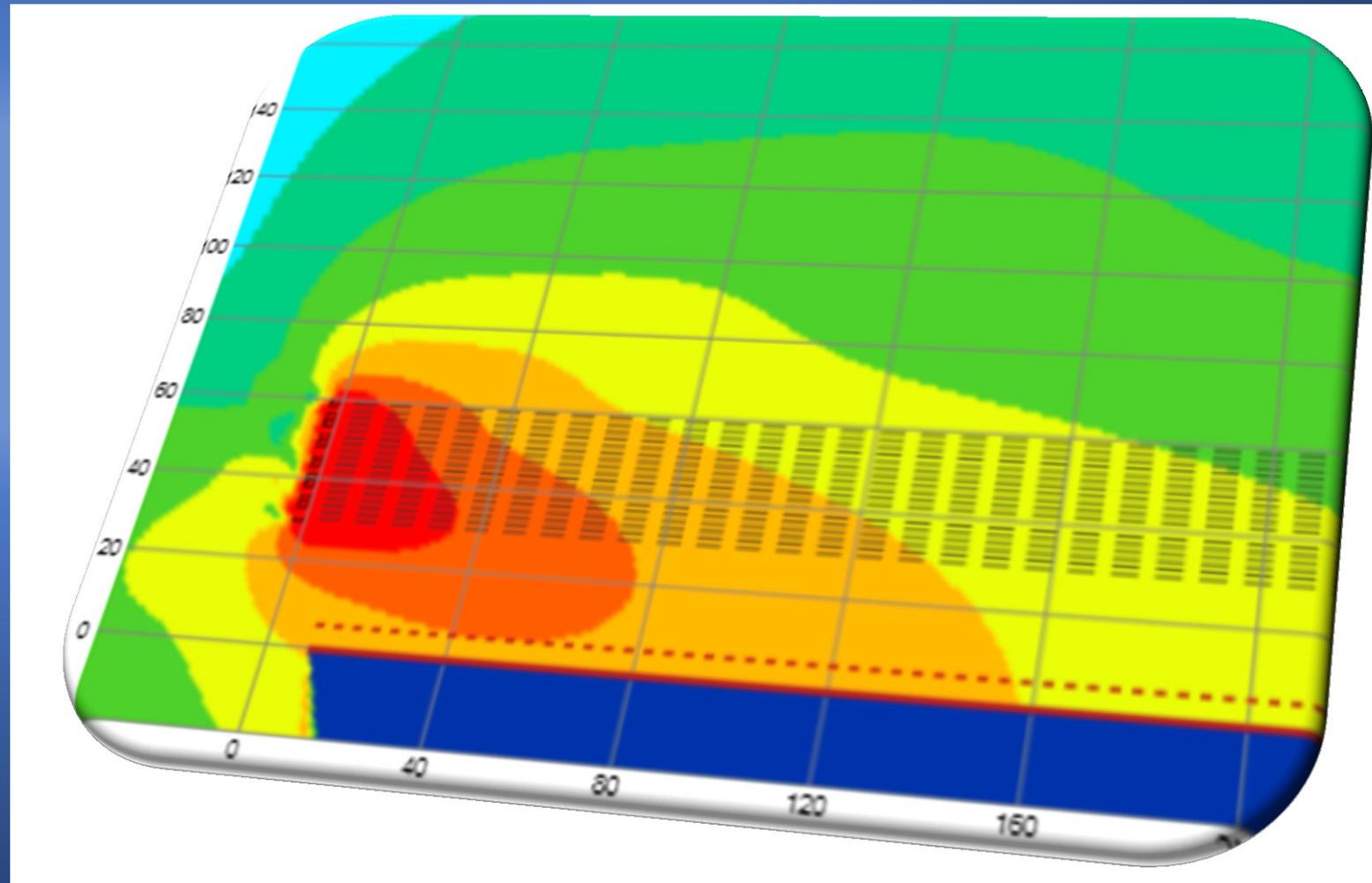
- PREDICTIBILITY
- DIRECTIONALITY



2) SYSTEM DESIGN

COMPUTER MODELING

- PREDICTIBILITY
- DIRECTIONALITY
- DIGITALLY STEERED SOUND

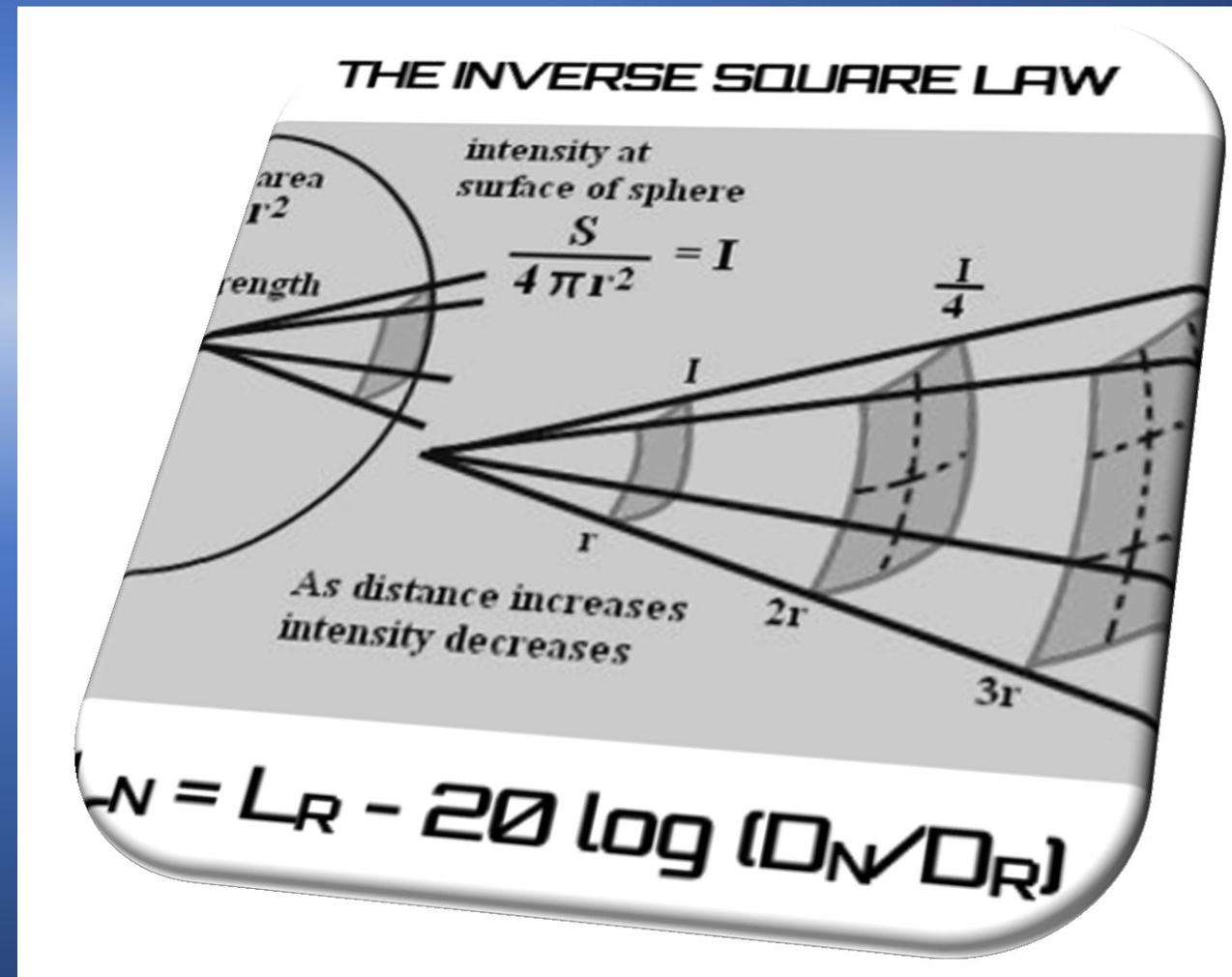


3) SPL THEORY



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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



4) REMOTE SPL MONITORING

CALIBRATED MICROPHONE SYSTEM

- KNOWN REFERENCE MICROPHONE AT FOH MIX POSITION



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



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



4) REMOTE SPL MONITORING

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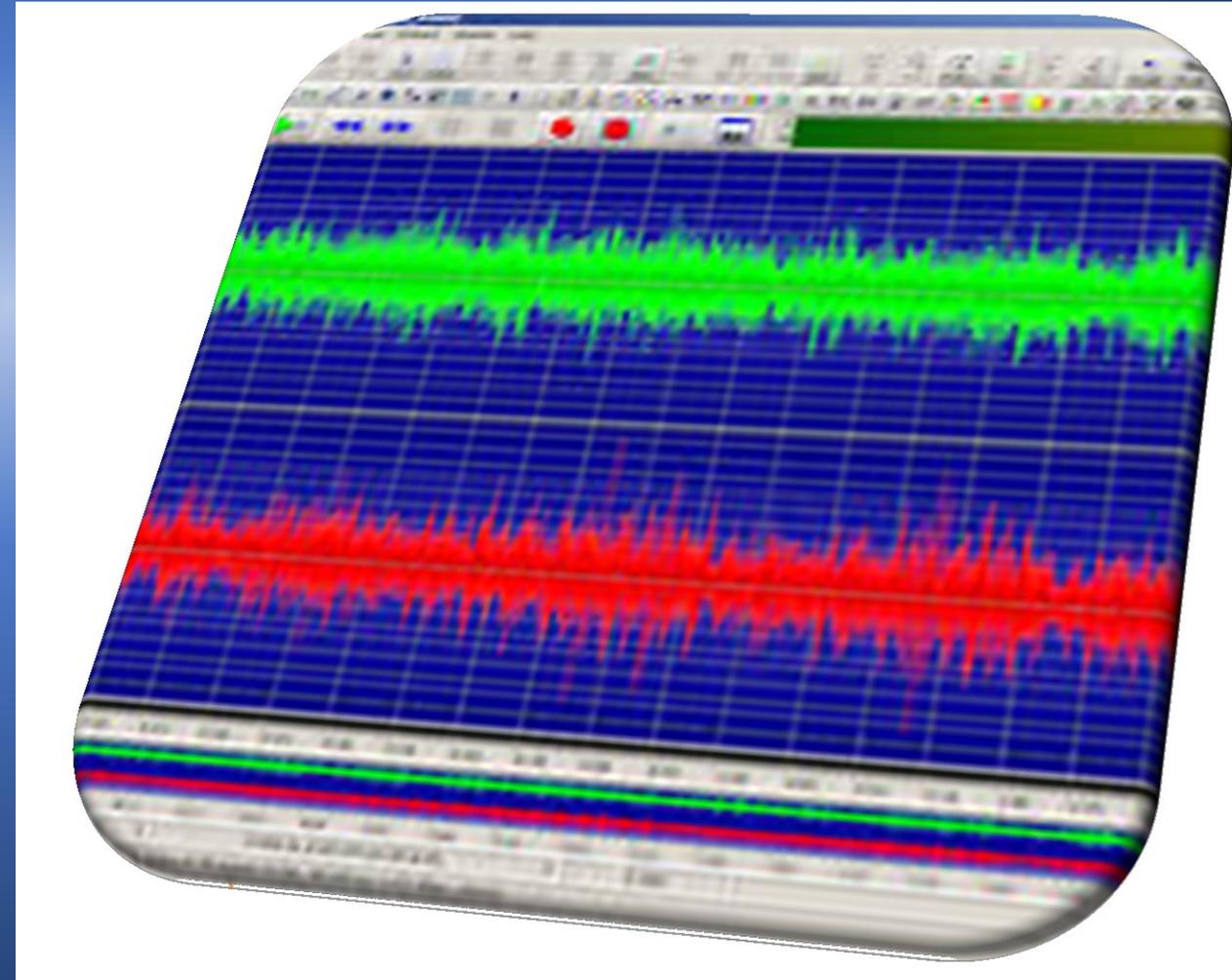
- KNOWN REFERENCE MICROPHONE AT FOH MIX POSITION
- INSTALLED MICROPHONES AT OFF-SITE LOCATIONS
- REAL TIME SPL MEASUREMENTS
- SPL DATA LOGGING



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CALIBRATED MICROPHONE SYSTEM

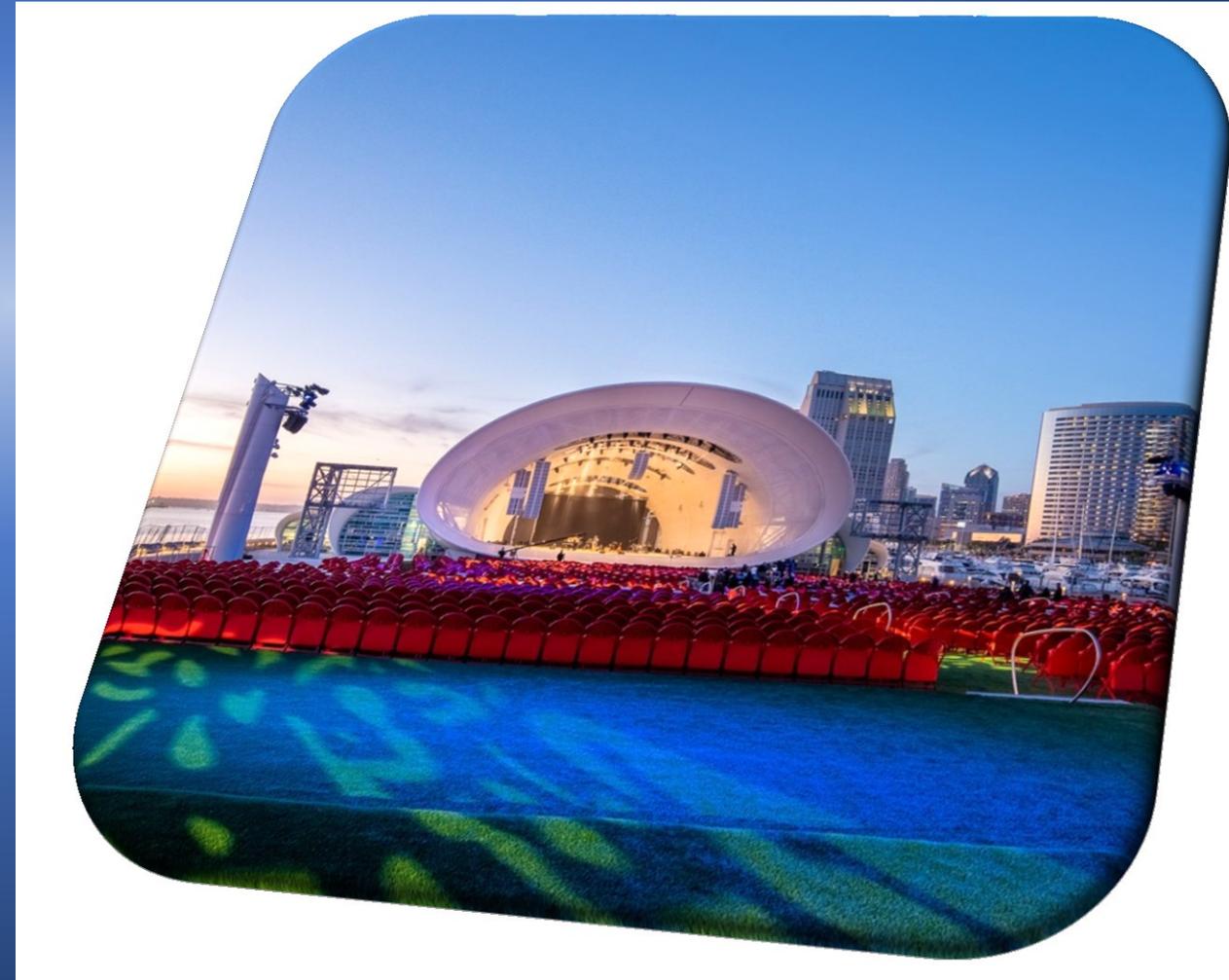
- KNOWN REFERENCE MICROPHONE AT FOH MIX POSITION
- INSTALLED MICROPHONES AT OFF-SITE LOCATIONS
- REAL TIME SPL MEASUREMENTS
- SPL DATA LOGGING
- OFF SITE AUDIO RECORDING TO AUGMENT DATA



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



