



Report to: Development Services Committee

Meeting Date: June 13, 2023

SUBJECT: Celebrate Markham – Thursday Nights at the Bandstand 2023
PREPARED BY: Chris Rickett, Director, Economic Growth, Culture & Entrepreneurship x 6590

RECOMMENDATION:

1. THAT the report titled, “Celebrate Markham – Thursday Nights at the Band 2023” be received;
2. THAT Council approve \$20,000 in funding for the Unionville Business Improvement Area to deliver Thursday Nights at the Bandstand in 2023; and,
3. THAT Staff be authorized and directed to do all things necessary to give effect to this resolution.

PURPOSE:

To recommend an additional Celebrate Markham Grant award to the Unionville Business Improvement Area to support the delivery of Thursday Nights at the Bandstand in 2023.

BACKGROUND:

On May 17, 2023 Council heard a deputation from residents in regards to the cancellation of Thursday Nights at the Bandstand in Unionville with a request that the City work with the community to consider supporting the event’s return in 2023.

Thursday Nights at the Bandstand has historically been a community-led and volunteer-driven event that the City has supported through the Celebrate Markham Grant program. Annually, the event typically received \$10,000 in funding and in 2022 it received \$30,000 in City funding.

In 2023, Thursday Nights at the Bandstand did not apply for funding from Celebrate Markham and had made the decision to discontinue the event. In response to interest in the community and the delegation, the organizers engaged the City to explore the potential of reviving support for the event.

OPTIONS/ DISCUSSION:

Annually, the Celebrate Markham Grant program distributes \$256,000 towards community events and festivals. While this funding envelope has already been allocated for the 2023-24 funding cycle, there is a reserve of \$84,275 in funding that was carried forward to the 2024-25 funding cycle that could be utilized to support Thursday Nights at the Bandstand in 2023.

After discussions with the organizers and the Unionville Business Improvement Area, they have agreed to work together to deliver six performances during the summer of 2023 at the Unionville Bandstand.

In order to support the return of the event, the Unionville Business Improvement Area has formally requested funding support in the amount of \$20,000 towards the music series in 2023.

The funding request is aligned with what was approved for similar community festivals in 2023, including the Markham Main Street Music Festival, Taste of Asia, the Unionville Festival and the TD Markham Jazz Festival.

Similar to these other large events, staff will also support the delivery of the event by helping coordinate approvals and requirements from the City's various departments and external partners, such as York Regional Police.

Next Steps

Upon approval of the staff report, staff will begin working the organizers to support the delivery of the event in 2023.

FINANCIAL CONSIDERATIONS

A total available funding envelope of \$84,275 is available in the Celebrate Markham reserve and can be accessed to support this funding request.

HUMAN RESOURCES CONSIDERATIONS

Not applicable.

ALIGNMENT WITH STRATEGIC PRIORITIES:

This initiative aligns with the strategic focus for community engagement to promote meaningful involvement and participation of residents, businesses and organizations that result in improved citizen engagement.

BUSINESS UNITS CONSULTED AND AFFECTED:

Financial Services, Economic Growth, Culture and Entrepreneurship, Recreation, Human Resources Departments and Destination Markham Corporation.

RECOMMENDED BY:

Chris Rickett
Director, Economic Growth,
Culture & Entrepreneurship

Arvin Prasad
Commissioner,
Development Services