

LETTER OF REQUEST

March 10, 2006

Ms. Sheila Birrell – Clerk's Department
Town of Markham
101 Town Centre Blvd.
Markham, ON L3R 9W3

VIA FAX: 905-479-7771

Ms. Birrell,

On July 7-9, 2006, the Markham Rotary Club Foundation is hosting the 4th Annual Ribfest and Music Festival at the Markham Fairgrounds.

As expected, this event has become a widely anticipated tradition in the Markham area. This year we will be presenting major Canadian music headliners; hosting the Ontario Speedball Championships and we have increased our numbers of Ribbers, vendors and exhibitors in order to better entertain and accommodate our Patrons. Most importantly, we have a commitment to profile the Markham Stouffville Hospital as the exclusive benefactor of this event

In the past, the Town of Markham has generously provided numerous elements including but not limited to picnic tables, fencing, tents, banner placements and it has worked to help promote our festivities on the Town internal and external websites. It is our request to the Members of Council to continue to approve the provision of these much appreciated resources again this year.

Most importantly, we ask for the Council's weighted consideration of a \$10,000 grant. These funds will principally be directed toward the Ribfest and Festival's advertising and promotions budget in order to ensure that we draw our patrons not only from the Town but also from all corners of the GTA. Last year, over 8,000 people attended the event within the span of 24 hours. This year we need to double the attendance to reach our financial goals. We have attached a budget for your perusal, to this effect.

As in the past, we also formally request for your approval, the exemption of two By-Laws. The first is the Regional and Municipal By-Laws that regulate the number of signs that can be placed throughout Markham. The committee knows that in order to better direct guests to the Ribfest & Festival, more signage is needed than what was previously granted. We are writing to ask that the Town of Markham waive the By-Law limiting the number of signs placed throughout the Municipality from June 26 to July 9, 2006. We undertake to reasonable distribute the signage and to gather it most expeditiously after the event.

RECEIVED

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**TOWN OF MARKHAM
CLERKS DEPT.**

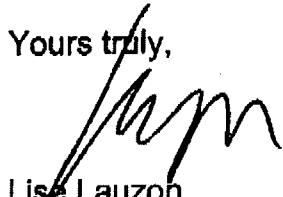
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In 2004& 2005, the Noise By-Law was also waived to accommodate our exciting entertainment line up and we are requesting that the same consideration be given for this year. We are asking that music be permitted to be played on both Friday and Saturday night until 2330h.

Should our request require further discussion and should it go before Council, we ask that the Clerk's Department notify me directly so that we can have appropriate representation at the meeting.

Your earliest consideration of these matters would be greatly appreciated.

Yours truly,



Lise Lauzon

Chair

Markham Ribfest & Music Festival

Bus: 416-229-0493

Cell: 647-294-3501

lauzonl@roynat.com

Markham Rotary Club Foundation

MARKHAM RIBFEST & MUSIC FESTIVAL

Historical financial results - 2006 Budget

	2003 Actual	2004 Actual	2005 Actual	2006 Budget
REVENUES				
Corporate Sponsors/Promotions	26,845	9,031	21,227	25,000
Ticket Sales:				84,150
Grants (1)	5,000	30,000	5,000	10,000
Sub-total:	<u>31,845</u>	<u>39,031</u>	<u>26,227</u>	<u>119,150</u>
Beer	18,092	38,906	22,932	63,000
Coolers			3,945	2,700
Pop & Water			5,528	7,500
Ribbers	9,500	9,500	9,000	15,400
Food Vendors:	7,625	15,740	4,700	8,500
Exhibitors			9,830	10,000
Crafters			3,220	6,250
Misc: programs, ice & misc incon	990	2,140	3,279	3,000
Donations for MSH			13,800	20,000
Total:	<u>68,052</u>	<u>105,317</u>	<u>102,461</u>	<u>255,500</u>
EXPENSES				
Headliner costs				45,000
SOCAN				2,525
Advertising	21,654	23,954	17,697	20,000
Entertainment & Equipment	12,318	23,343	20,555	25,000
Security	8,240	3,741	7,431	20,000
Beer/coolers	7,081	16,137	9,453	35,000
Pop/Water				3,000
Volunteers	5,609	5,288	3,771	7,000
Fairgrounds	4,981	5,350	5,350	6,000
Equipment Rental	4,548	5,784	3,827	6,000
Electrical /Hydro	3,777	3,611	4,818	6,000
Signage				5,000
Miscellaneous	3,517	2,197	1,120	3,000
Operations	3,290	4,036	4,002	10,000
Website	3,224	2,872	187	2,000
Insurance/Licencing	1,751	1,597	1,007	2,000
Total:	<u>79,990</u>	<u>97,910</u>	<u>79,218</u>	<u>197,525</u>
NET INCOME/(LOSS) (2)	<u>-11,938</u>	<u>7,407</u>	<u>23,243</u>	<u>57,976</u>
MSH Donation			13,800	20,000

(1) 2003 - Tourism, 2004 - Trillium, 2005 Town of Markham

(2) 2003 - Loss absorbed by Club

2004 - Net Income donated to Pathways

2005 & onward: Net Income to be apportioned between Charity of choice
and next year reserve fund

Attendance: 5000 15000 10000