

Tourism Advisory Panel Agenda (TAP)

On Monday, September 11, 2023 at 3:00PM In Person

Town Hall Council Chambers (2nd Floor)

1.	Call Meeting to Order
2.	Disclosure of Pecuniary Interest & General Nature Thereof
3.	Approval of Minutes – August 21, 2023
4.	Public Question/Comment (Only Addressing Items on the Agenda)
5.	Disclosure of Additional Items
6.	Delegations - NONE
7.	Presentations by Staff/Others - NONE
8.	Municipal Accommodation Tax – Treasurer, Melanie Kirkby 1. MATTAX statement 2. Funding year-to-date
9.	New Business <ul style="list-style-type: none"> • Tourism Related Costing - Direction to Staff Motion No.2023-184 TAP Applications <ul style="list-style-type: none"> • Competitive Sport Fishing League (CSFL)/Canadian Pro Bass Tour
10.	Correspondence - NONE
11.	Unfinished Business <ul style="list-style-type: none"> • How TAP will allocate their funding and definition of terms • Discuss TAP Application and implement changes
12.	Discussion of Additional Items
13.	Next Meeting – TBD
14.	Adjournment

TOWN OF GANANOQUE
General Ledger Trial Balance



Fiscal Year : 2023
 Account : 1-?-17000-???? To 1-?-17000-????
 Period : 1 To 12

Account Code	CC1	CC2	CC3	Account Name	Balance	Budget Amt - BV
FUND	1					
CLASS	4			REVENUE		
CATEGORY	17000			Municipal Accomodation Tax		
1-4-17000-4000				MAT Levy	-123,024.79	-285,000
Category Total					-123,024.79	-285,000
REVENUE Total					-123,024.79	-285,000
CLASS	5			EXPENDITURE		
CATEGORY	17000			Municipal Accomodation Tax		
1-5-17000-5400				Administration	0.00	15,000
1-5-17000-5431				Tourism Advisory Panel	86,494.82	100,000
1-5-17000-5600				Transfer to TIAP	127,500.00	170,000
Category Total					213,994.82	285,000
EXPENDITURE Total					213,994.82	285,000
OPERATING Total					90,970.03	0
REPORT TOTAL					90,970.03	0

General Ledger Summary

Date : Sep 08, 2023

Time : 12:24 pm



Fiscal Year : 2023
 Account : 1-3-00035-3505 To 1-3-00035-3505
 Period : 1 To 12

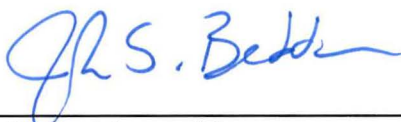
Account Code	CC1	CC2	CC3	Account Name	Opening Balance	Debit	Credit	Balance
FUND	1							
CLASS	3	EQUITY						
CATEGORY	35	Reserves						
1-3-00035-3505				MAT Reserve	-131,986.93	0.00	0.00	-131,986.93
		Category Total			-131,986.93	0.00	0.00	-131,986.93
		EQUITY Total			-131,986.93	0.00	0.00	-131,986.93**
		OPERATING Total			-131,986.93	0.00	0.00	-131,986.93****
		REPORT TOTAL			-131,986.93	0.00	0.00	-131,986.93

Applicant	Description	Panel Decision	Paid to Date	TAP Motion
Gananoque Curling Club		\$ 9,000	\$ 9,000	2023-003
Gananoque Horticultural Society		\$ 185	\$ 185	Council 2023-44
Thousand Islands Boat Museum		\$ 6,292	\$ 6,292	2023-006
The Rotary Club of Gananoque		\$ 2,143	\$ 2,143	Council 2023-043
The Rotary Club of Gananoque		\$ 5,200	\$ 5,200	2023-005
Red Hot Rockabilly		\$ 2,500	\$ 2,500	2023-002
Gananoque Arts Network		\$ 3,640	\$ 3,640	2023-004
Crafts on the River		\$ 5,000	\$ 5,000	2023-007
First Peoples' Performing Arts Festival		\$ 7,000	\$ 7,000	Council 2023-060
The Kingston Prize		\$ 6,000	\$ 6,000	2023-013
1000 Islands Waterfront Festival		\$ 15,000	\$ 14,750	2023-014
Baitfuel Fishing Tour Championship		\$ 10,000		2023-016
Thousand Islands Association		\$ 4,785	\$ 4,785	2023-019
Poker Run		\$ 2,500	\$ 2,500	2023-020
TAP Les Festival Initiative		\$ 10,000		2023-021
Winterpalooza		\$ 5,000	\$ 5,000	Council 2023 Budget
South St Crafts		\$ 2,000	\$ 2,000	2023-028
Downtown BIA Festival of Lights		\$ 10,000	\$ 10,000	2023-027
Products / Events Budget (70%)		\$ 70,000		
Awarded to Date		\$ 106,245	\$ 85,995	
Remaining Funds		-\$ 36,245		
	Funding Approved.	\$	\$ -	
	Funding Approved.			
Marketing Budget (10%)		\$ 10,000		
Awarded to Date		\$ -	\$ -	
Remaining Funds		\$ 10,000		
			\$ -	2022-032
Infrastructure (20%)		\$ 20,000		
Awarded to Date		\$ -	\$ -	
Remaining Funds		\$ 20,000		
Total Annual Budget		\$ 130,000		
Total Awarded to Date		\$ 106,245	\$ 85,995	
Total Remaining Funds		\$ 23,755		

MOTION / RESOLUTION OF COUNCIL

Date: September 5, 2023		Motion No. 2023 – 184
Subject: Tourism Related Costing – Direction to Staff		
Moved by:	Deputy Mayor Leakey	
Seconded by:	Councillor Koiner	
<p>BE IT RESOLVED THAT THE COUNCIL OF THE TOWN OF GANANOQUE DIRECTS STAFF TO REVIEW AND REPORT TO COUNCIL ALL COSTS THAT ARE TOURIST RELATED AND PAID OUT OF PROPERTY TAX REVENUE, INCLUDING THOSE APPROVED VIA COMMUNITY GRANTS AND COUNCIL GRANTS. AS IT IS ANTICIPATED THE 2024 BUDGET WILL HOLD MANY INCREASES IN COSTS BEYOND COUNCIL CONTROL, THIS REPORT WILL BRING BACK TO COUNCIL COST AREAS SUCH AS THE VISITOR CENTRE AND PERHAPS CONSIDERATION FOR A PART TIME EMPLOYEE AS AN EVENT CO ORDINATOR AS WELL AS OTHER TOURIST RELATED COSTS THAT CAN UTILIZE THE MUNICIPAL ACCOMMODATION TAX (MAT) REVENUE, RATHER THAN CONTINUING TO ADD TO THE TAX PAYER'S BURDEN.</p> <p>AND FURTHER STAFF PROVIDE SOME DIRECTION WHERE COMMUNITY GRANTS AND TOURISM ADVISORY PANEL (TAP) FUNDS ARE USED FOR EVENTS TO ATTRACT TOURISM TO TOWN VS EVENTS LARGELY FOR THE BENEFIT OF RESIDENTS LIVING IN THE TOWN.</p>		

Carried: Ayes ✓ Nays
 Defeated:
 Tabled/Postponed:



 John S. Beddows, Mayor

MA s. 246 - When a recorded vote is requested, the Clerk will call for each Councillors vote (Aye or Nay), mark the recorded vote as indicated by the member, and announce whether the motion is carried or defeated. The Mayor will then sign the motion.

RECORDED VOTE:	Aye	Nay
Brown, Colin		
Harper, Matt		
Kirkby, Patrick		
Koiner, Anne-Marie		
Leakey, Vicki		
Osmond, David		
Beddows, John		
TOTALS		

Tourism Advisory Panel – Request for Funding APPLICATION (Tourism Event)

Applicant Information	
Organization	Competitive Sport Fishing League (CSFL)/Canadian Pro Bass Tour
Contact Name	Andrew Pallotta
Title	Owner
Address	215 Loretta Crescent, Stouffville, ON L4A 1H4
Phone #	416-802-2277
Email	andrew@csfl.ca
Event Website	www.csfl.ca
Event Information	
Event Name	1000 Islands Cup
Event Dates	September 16 & 17, 2023
Event Organizer Name	Victoria Pallotta-Aldorasi
Event Organizer Phone #	647-988-4842
Event Organizer Email	victoria@csfl.ca
Funding Amount Requested	\$20,000.00
Brief description of event	The 1000 Islands Cup is a team bass fishing tournament that falls under the Pro Bass Tour’s Cup Series. Each team consists of 2 anglers who will compete for cash prizes. The 1000 Islands Cup is the fourth and final stop of the Cup Series giving teams the opportunity to achieve the Pro Bass Tour Team of the Year in order to advance to the 2023 BASSMASTER Team
Who is your target market/audience	The event will attract competitors from Ontario, Quebec and the US

Estimated # of people your event will attract to Gananoque (from 40+km away)	This event is limited to 75 teams made up of two anglers per team; these teams would come from various areas of Ontario, Quebec including teams from the US. Often teams bring their families as well which will contribute to additional tourist numbers.
How and where will the event be advertised/marketed?	We've used all available traditional, outdoor and social media outlets to promote the CSFL/Pro Bass Tour tournament in Gananoque in advance and will continue during the event. In addition to social media promotions this event we have promoted through radio and print ads. We have also invited writers from Outdoor Canada and Ontario Out of Doors along with local media outlets to come out to the event and write articles surrounding the event, community and anglers.
Has this event been hosted before? If yes, when and where?	The 1000 Islands Cup is an annual event within the Pro Bass Tour Cup Series. The series consists of 4 events: Kawartha Cup, Bronzeback Cup, Quinte Cup and 1000 Islands Cup. The Cup Series was created in 2015. In previous years the event has been held out of Joel Stone Park with last years date Septemeber 17 & 18, 2022

Additional items to be attached to the application:

- List of Board of Directors or Event Organizing Committee including emails and phone numbers
- Full Schedule of Events
- Detailed Event Budget/Financial Plan to include at a minimum the following. Include cash and in-kind contributions. See attached sample.
 - o Income
 - Registration
 - Sponsorship
 - Sales
 - Fundraising
 - Grants
 - o Expenses
 - Product Development
 - Infrastructure
 - Marketing and Advertising



You agree that the information provide in this application is accurate. This is an application for funding and does not guarantee funding approval. Should the TAP and Council approve funding to your event, a funding agreement outlining the details of the funding and any associated recognition will be signed by both the Town of Gananoque and the organization receiving the funding.

Date: May 1, 2023 Title: Owner

Name: Andrew Pallotta Signature: 

Completed application (with all requested attachments) to be submitted to:

Tourism Advisory Panel, Recording Secretary
businesscoordinator@gananoque.ca
613-382-2149 ext. 1125

1000 Islands Cup Gananoque

Schedule of Event

Saturday, September 16

6:00 am	Teams start launching their boats at the designated boat launches
6:30 – 6:55 am	Boats are checked for safety etc. at tournament site
7:00 am	Boats head out on the water to commence competition
8:00 am	Set up of tournament site
3:30 – 5:00 pm	Boats make their way to the check in boat and then make their way to the tournament site for weigh in; weigh in show commences
5:00 – 6:00 pm	Partial tear down of tournament site

Sunday, September 17

6:00 am	Teams start launching their boats at the designated boat launches
6:30 – 6:55 am	Boats are checked for safety etc. at tournament site
7:00 am	Boats head out on the water to commence competition
8:00 am	Set up of tournament site
3:30 – 5:00 pm	Boats make their way to the check in boat and then make their way to the tournament site for weigh in; weigh in show commences
5:00 – 7:00 pm	Partial tear down of tournament site

APPENDIX 1 - GANANOQUE 1000 ISLANDS EVENT BUDGET

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HOST/ORGANIZATION NAME	NAME OF EVENT	EVENT DATE	GRANT FUNDING AMOUNT			CONFIRMED
CSFL	Gananoque 1000 Islands Cup - Joel Stone Park	September 16 & 17, 2023	\$20,000.00			Y/N
REVENUE						CONFIRMED
NAME	DESCRIPTION	INCOME (\$)		HST (13%)	TOTAL	Y/N
Team Participation	Entry Fee - 75 Teams	\$57,000.00		\$7,410.00	\$64,410.00	
	Total Revenue	\$57,000.00		\$7,410.00	\$64,410.00	
PRODUCT DEVELOPMENT						CONFIRMED
NAME	DESCRIPTION	COST (\$)	IN-KIND	HST (13%)	TOTAL	Y/N
Digital Marketing	Facebook, Instagram, Podium, Textedly etc.	\$1,500.00		\$195.00	\$1,695.00	
Print Marketing	Outdoor Canada, Brochures, Branded Tents	\$1,000.00		\$130.00	\$1,130.00	
Trade Shows/Tackle Swaps	Booth Space Rentals, TIBS, Spring Fishing Show etc.	\$4,000.00		\$520.00	\$4,520.00	
	Development Subtotal	\$6,500.00		\$845.00	\$7,345.00	
EXPENSES						CONFIRMED
NAME/INVOICE #	DESCRIPTION	COST (\$)	IN-KIND	HST (13%)	TOTAL	Y/N
Event Prize Payout	90% of Entry Fee	\$50,625.00			\$50,625.00	
Lodging	Accommodation for Staff & Production Rooms	\$2,303.00		\$444.97	\$2,747.97	
Food	Staff & Production Team	\$2,000.00		\$260.00	\$2,260.00	
Fuel	Generators, Boats and Trucks	\$1,500.00		\$195.00	\$1,695.00	
Event Insurance	Liability Insurance	\$1,000.00		\$130.00	\$1,130.00	
Staffing	Event Day Staffing	\$5,800.00			\$5,800.00	
Livestreaming	Broadcasting Event during weigh ins	\$300.00		\$39.00	\$339.00	
Polygraph Test	Polygraphor/travel	\$850.00			\$850.00	
Medals/Trophies	Presentation Cheques and Awards	\$300.00		\$39.00	\$339.00	
	Expenses Subtotal	\$64,678.00		\$1,107.97	\$65,785.97	
	EXPENSES TOTAL	\$64,678.00		\$1,107.97	\$65,785.97	
NET TOTAL (REVENUE-EXPENSES)						
IN KIND REQUESTS/COMMUNITY GRANTS			CONFIRMED			
NAME	DESCRIPTION	TOTAL VALUE (\$)	Y/N			
Public Space Rental	Granting of Joel Stone Park for the Event					
Parking Space	Granting of parking spaces for special events trailer and staff vehicles					
Dockage	Allocated docking for live release boat (day and overnight); section of waterfront for weigh in show					