

Tourism Advisory Panel Agenda (TAP)

On Monday, August 21, 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 – June 19, 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
9.	New Business TAP Applications <ul style="list-style-type: none"> • Downtown BIA • Jazz Age Event • South Alley Holiday Market
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 : 1-4-17000-???? To 1-5-17000-????
 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	-28,066.29	-285,000
Category Total					-28,066.29	-285,000
REVENUE Total					-28,066.29	-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	45,959.82	100,000
1-5-17000-5600				Transfer to TIAP	85,000.00	170,000
Category Total					130,959.82	285,000
EXPENDITURE Total					130,959.82	285,000
OPERATING Total					102,893.53	0
REPORT TOTAL					102,893.53	0

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

Applicant Information	
Organization	Downtown Gananoque BIA
Contact Name	Lynsey Zufelt
Title	BIA Secretary
Address	30 King Street East Gananoque, ON K7G 1E9
Phone #	613-382-2149//1115
Email	THadmin@gananoque.ca
Event Website	https://www.gananoque.ca/explore-gananoque/gananoque-festival-of-lights
Event Information	
Event Name	Gananoque Festival of Lights
Event Dates	November 23, 2023 to January 7, 2024
Event Organizer Name	Town of Gananoque, Downtown Gananoque BIA & 1000 Islands Gananoque Chamber of Commerce
Event Organizer Phone #	613-382-2149//1115
Event Organizer Email	THadmin@gananoque.ca
Funding Amount Requested	\$10,000.00
Brief description of event	Please see attached
Who is your target market/audience	-Visitors from Ottawa, Toronto and Leeds & Grenville County -Town & TLTl Residents -Families, Christmas Shoppers

Estimated # of people your event will attract to Gananoque (from 40+km away)	10,000
How and where will the event be advertised/marketed?	Social Media, Radio, Newspaper, Posters, Events Calendar, Video
Has this event been hosted before? If yes, when and where?	-This is the third year -All over Gananoque

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

THE CORPORATION OF THE TOWN OF



Canadian Gateway to the 1000 Islands

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: 18 August 2023 Title: Downtown Gananoque BIA Secretary

Name: Lynsey Zufelt Signature: *Lynsey Zufelt*

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

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

The Town of Gananoque, along with Community Partners, presents - "The 2022 Gananoque Festival of Lights"

The Town of Gananoque, Downtown Gananoque BIA, and the 1000 Islands Gananoque Chamber of Commerce along with community partners will be hosting the 2023 Gananoque Festival of Lights, featuring a fun-filled schedule of events/programming to take place over the holiday season.

We have created an interactive online events calendar to help keep track of all the special events taking place in December. The events calendar will also include other events planned throughout the holiday season by other businesses and groups, so for more information on each of the events please visit, [Gananoque Festival of Lights - Events Calendar](#)

Tentative Events/Programming

Nov 23rd – December 17th – Winter Lights Competition

November 23rd – Holiday Shopping Event in Downtown BIA

December 1st, 2023 6:00pm - 9:00pm. Tree Lighting Ceremony - Free live music from two bands, free hot chocolate, free cookies, town crier, poet Laurette and media.

December 2, 2023 6:00pm - 9:00pm. - Santa Claus Parade featuring local businesses, artists and musicians. Santa in the park after.

December 3rd - 10am - 12pm - Children event, horse carriage rides, museum event

December 6th - Christmas Decoration Workshop craft, public skating, Christmas market

December 7th - 10th - Shop local event, live music, crafts, movie and Santa in the park.

December 13th - Christmas Decoration Workshop 6:00-9:00pm

December 14th - Ice Show

December 15th - 17th - Movie night, live music, Santa in the park, Santa stories, family Christmas event.

December 21 - 23rd - Santa, Live music, Event in Candy Cane Lane

More events are still to be planned as we are seeking to include new partners this year.

We will be offering all events for free, however we do plan to have an area designated for food bank donations should individuals wish to support this initiative.

Our local Visitor Centre located next to Candy Cane Lane in Town Hall Park will be open to help support us for information with the events as well as for a warm space and access to bathrooms.

1. This event is designed to get people outside and to join us in person for activities. With the wide range of community partners, we will be creating opportunities for people to enjoy Gananoque as a whole, not just one location. We plan to use as many businesses and establishments as possible to get people exploring our town and community.

2. This is our main goal, last year we saw an increase in people eating in our restaurants, buying hot drinks, visiting our historic Town Hall, enjoying our light display and shopping in our Downtown businesses. At one of the events I not only heard a local person say that they loved what we did because it got them back into the stores in our downtown, but I also heard an individual comment that they had come from Ottawa and didn't know Gananoque existed.

3. Last year we were able to get establishments to stay open later than usual to serve the people who had come into Gananoque for some of our events, this increases staff hours and also creates an increase for more staff. Hosting a winter event can be challenging, but our community has done it well, now we are known for this event and have created an anchor event that people come to our community for. More traffic here and more spending increases business success.

4. We received so much press last year because of several social media influencer, we also appeared on Global television, CTV news and in Narcity Ottawa and Narcity Canada articles. We received an increase of over 100 followers in less than 24 hours on Instagram after one post from the influencer.

This initiative is brought to you by the Festival of Lights Event Committee that includes;

The Town of Gananoque
Downtown Gananoque BIA
1000 Islands Gananoque Chamber of Commerce
Thousand Islands Accommodations Partners (TIAP)
Thousand Islands Playhouse
HMG Silver Cinema
Laverne's
Lions Club of Gananoque
Rotary Club of Gananoque
Gananoque Public Library
The Gananoque Skating Club
1000 Islands Visitor Centre
1000 Islands History Museum

Facebook – 742 Followers

Instagram - 688

Festival of Lights Budget - 2022

Item	Budget	Cost Per Unit	HST	Total	Notes	Status
Entertainment	\$3,000.00					
Events/Programming - crafts, workshops, movies, markets	\$3,000.00					
Santa days in the park	\$1,000.00					
Marketing & Promotions	\$5,000.00					
Food and drink (hot chocolate)	\$2,500.00					
Decorations, materials, for the Lights display "Candy Cane Lane" and Downtown BIA	\$7,000.00					
Holiday Shopping Events in Downtown BIA	\$3,500.00					
TOTAL:	\$25,000.00					

Funding Sources	Budget					
Town of Gananoque	\$10,000					
Government of Ontario	\$5,000					
TOTAL:	\$15,000					



August 18, 2023

Re: Support for BIA for Gananoque Festival of Lights

To the Tourism Advisory Panel,

We at the 1000 Islands Gananoque Chamber of Commerce are writing to ask the TAP Committee to support the BIA in their 2023 Gananoque Festival of Lights event, scheduled to take place this winter.

Nestled in the heart of the 1000 Islands, we are eager to see our region re-emerge stronger now and in the coming months with events such as this. Dynamic partnerships coupled with broad and diverse networks are critical outcomes to increasing the resilience of Ontario's tourism and hospitality. The Town of Gananoque and the Township of Leeds & the Thousand Islands offer a wide array of activity, hosting and service for all our visitors and residents.

The 1000 Islands Gananoque Chamber of Commerce has been a collaborative partner with the BIA for many years and look forward to future events.

Sincerely,

Jan murray
Executive Director
1000 Islands Gananoque Chamber of Commerce
10 King St. East Gananoque Ontario K7G 1E6
613 382 7744
1000islandsgananoque@gmail.com

RECEIVED
 JUL 13 2023

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

Applicant Information	
Organization	Jazz Age Events
Contact Name	Douglas Gifford
Title	Chair of Board
Address	159 North St., Gananoque K7G 1L7
Phone #	613-382-8922
Email	douglasgifford@cogeco.ca
Event Website	
Event Information	
Event Name	Autumn Leaves Jazz Festival Gananoque
Event Dates	October 6 to 8 or 13 to 15
Event Organizer Name	Douglas Gifford
Event Organizer Phone #	613-382-8922
Event Organizer Email	douglasgifford@cogeco.ca
Funding Amount Requested	\$10,000
Brief description of event	see attachment
Who is your target market/audience	see attachment

Estimated # of people your event will attract to Gananoque (from 40+km away)	not known
How and where will the event be advertised/marketed?	see attachment
Has this event been hosted before? If yes, when and where?	see attachment

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
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 - Grants
 - o Expenses
 - Product Development
 - Infrastructure
 - Marketing and Advertising

Autumn Leaves Jazz Festival -- Gananoque

DESCRIPTION

This event would be a celebration of early-to-swing jazz music, bringing a variety of jazz groups to Gananoque to provide a weekend of jazz music for listening and dancing and learning about jazz music. It would be held on October 6 to 8 or 13 to 15 in the early fall when the leaves are colourful but the weather makes indoor entertainment attractive.

Friday evening

The festival would set up performances at local restaurants:

Churchill's, Maverick's, Stonewater, Gan Brewing Co., Pistachio's, Riva all feature live entertainment;

Other venues could also host differing events including:

The Firehall Theatre, boat museum;

Saturday afternoon

Saturday afternoon would include jazz dance instruction in the parish hall of St. Andrew's Church to recorded music (introduction to swing dance) and live dance music afterward. There would also be an "all that jazz" session at the library covering jazz history and what makes "jazz" jazz. This would also be a good time for a jazz-flavoured riverboat cruise. The Firehall theatre could repeat their "Jazz Lunch" event of a few years ago (lunch served in the lobby with live jazz).

Saturday Evening

Restaurant gigs would continue. The centrepiece concert/dance would feature a big band (perhaps the Lasalle Causeway Swing Band) in one of our theatres, the legion or Mavericks.

Sunday Morning:

On Sunday morning there would be a "Jazz Mass" at one of the local churches. Some years ago Spencer Evans was featured in a Jazz Mass at Christ Church. It was fun and well-attended.

AUDIENCE

Our target audience would be people who already love to listen to jazz, people who enjoy dancing, and people who want to learn more about jazz. And, of course, people who are looking for a pleasant weekend of music and autumn colours.

MARKETING

We would advertise using Facebook, posters and rack cards locally and form partnerships with the Kingston Jazz Society, the Brockville Classical and Jazz group and JazzWorks in Ottawa to focus our message in those cities. We will also look into advertising in northern New York State.

HISTORY

Jazz festivals are a tried-and-true tourism strategy for communities of all sizes. (A quick internet search on "jazz festival" turned up 30 million results.) Almost every large city in Canada has one as do many smaller towns. That said, there seem to be none being held in early October in Eastern Ontario.

BOARD OF DIRECTORS

Douglas Gifford - chair

douglasgifford@cogeco.ca

613-382-8922

Debbie Donaldson - dance liasson

dancindeb.gmail.com

613-453-4190

Cliff Edwards - advisor

cliff_edwards42@msn.com

343-363-9033

Mark Wilkins - advisor

mark@thecloudthingy.com

613-985-7104

Rob Bradizza - advisor

rbradizza@gmail.com

613-328-8508

SCHEDULE

Friday evening

Restaurant gigs

Saturday afternoon

"Jazz Lunch" at the Firehall Theatre

Jazz dance instruction in the parish hall of St. Andrew's Church

"All that Jazz" session at the library

jazz-flavoured riverboat cruise or Boat Museum concert

Saturday Evening

centrepiece concert/dance

more restaurant gigs

Sunday Morning

Jazz Mass

BUDGET BREAKDOWN

ENTERTAINMENT:

Performers (Groups, Dups, Trios, etc.) \$5,500.00

Sound/Lights (hired or own) \$500.00

TOTAL \$6,000.00

MARKETING:

Community Radio, Print

(Posters, programs, design, printing)

Social media (Facebook, Instagram, etc.) \$2,500.00

OPERATIONS

Talent Coordinator, Contracts, meetings \$1,000.00

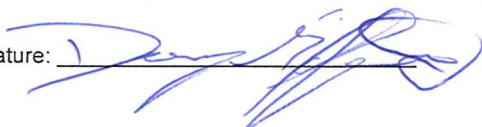
OTHER

Accommodation, Travel, Etc, \$500.00

BUDGET TOTAL \$10,000.00

THE CORPORATION OF THE TOWN OF
 **NANOQUE**
Canadian Gateway to the 1000 Islands

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Date: 2023/07/13 Title: Autumn Leaves Jazz Festival
Name: Douglas Gifford Signature: 

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

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

Revenue

Name	Description	Total
Vendor fees	Registration fees @ \$80	\$2,560

Promotion and Marketing

Name	Description of item	Cost	In Kind	HST	Total
MyFM	40 promotions for Gananoque, Brockville, Napanee	840			840
Postmedia Newspapers	1 week for Brockville, Gananoque, Kingston	2,300		299	2,599
Instagram	30 days social media marketing	237		31	268
Facebook	45 days social media marketing	339		44	383
Total Promotional Expenses		3,716		374	4,090

Other Expenses

Name	Description of item	Cost	In Kind	HST	Total
Lighting	8 additional overhead string light sets	417		54	471
Extension cords	10 additional heavy duty cords for hydro for vendors	800		104	904
Hogans porta potties	Washroom facilities for guests	200		26	226
Pal Insurance broker	2 million liability insurance	375		49	424
Town of Gananoque	Rental of street barricade to block alley	100		13	113
Organizers time	Koty - 50 hours @ \$20/hr; Debbi - 50 hours @ \$20/hr			2,000	2,000
Neighbour setup/tear down	8 houses @ 6 hours each @ \$20/hr			960	960
Santa	3 hours \$20/hr			60	60
Kids Craft hosts	2 people @ 4 hours @ \$20/hr			1,280	1,280

Total Other Expenses		1,892	4,300	246	6,438
Total Expenses		5,609	4,300	620	10,529

Net Total - 7,969

In Kind requests

Name	Description of item	Cost	In Kind	HST	Total
Town of Gananoque	PSA announcement of alley closure for event				-
Gan Chev	Gan Reported advertising for week of event			350	350



Canadian Gateway to the 1000 Islands

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

Applicant Information	
Organization	South Alley Holiday Market
Contact Name	Koty Gorman
Title	Organizer
Address	225 John Street, Gananoque
Phone #	289-929-4233
Email	southalleyholidaymarket@gmail.com
Event Website	Instagram/Facebook: South Alley Holiday Market
Event Information	
Event Name	South Alley Holiday Market
Event Dates	November 18, 2023
Event Organizer Name	Koty Gorman & Debbi Morrison
Event Organizer Phone #	289-929-4233
Event Organizer Email	southalleyholidaymarket@gmail.com
Funding Amount Requested	\$5,609
Brief description of event	The South Alley Holiday Market is an enchanting outdoor maker's market that has become a much-anticipated annual tradition, now in its third year. This delightful night market sees a number of yards along South Alley transformed into a mesmerizing wonderland adorned with thousands of twinkling lights, evoking a magical European Christmas market ambiance.
Who is your target market/audience	Local residents, tourists and visitors, holiday shoppers, families, food enthusiasts, community supporters,

Estimated # of people your event will attract to Gananoque (from 40+km away)	Last year we estimated approximately 2,000 attendees. A post-event survey identified ~25% of our surveyed guests as being from out of town. With more aggressive advertising we are targeting 500 attendees from 40+ km away
How and where will the event be advertised/marketed?	This year we will be combining social media, radio, and newspaper advertising for the Napanee, Kingston, Brockville and surrounding areas
Has this event been hosted before? If yes, when and where?	The event was hosted in 2021 and 2022 in the South Alley between William street and Charles

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
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THE CORPORATION OF THE TOWN OF
 **GANANOQUE**
Canadian Gateway to the 1000 Islands

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Date: August 9, 2023 Title: Event Organizer

Name: Koty Gorman Signature: K Gorman

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

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

The South Alley Holiday Market is an enchanting outdoor maker's market that has become an anticipated annual Gananoque tradition, now planning for its third year. This delightful night market transforms several participating backyards along South Alley between William and Charles Street into a mesmerizing wonderland adorned with thousands of twinkling lights, evoking a European Christmas market ambiance.

With a focus on showcasing local artisans and vendors, the Market offers a wide array of carefully curated unique handmade crafts, artisanal products, and delectable treats, making it a perfect destination for holiday shopping and gift-hunting. The event also has a kids activity zone and an on-site Santa to engage kids young and old.

The event was originally organized as a small, COVID-19 compliant outdoor shopping market in November 2021 by the hosts, Koty Gorman and Debbi Morrison, and was made possible by an informal volunteer group made up of homeowners along the stretch of South Alley where the market is held. Several participating neighbours are artisans or small business owners, and the event provided them with a safe channel to sell products in advance of the holiday season. It was also intended as a neighbourhood social event as the neighbourhood had developed a tight community spirit in the fall of 2020 during three months of nightly outdoor "pot and pan noisemaking" sessions at 7pm to recognize first responders.

The initial event in 2021 was advertised primarily through word of mouth to limit the potential size to ensure compliance with social gathering limits. Costs for wayfinding signage, additional lighting, extension cords, etc. were borne by the organizers and neighbours who were committed to hosting the event. Even with limited promotion, the Market attracted over 500 customers who all were awed by the ambiance, community spirit and quality of products for sale.

In 2022, the event organizers and same group of volunteers again planned to host the event for a second year, purchasing additional decorations and investing over a week of time decorating the participating yards and expanding the artisan group to over 30 vendors as well as adding a kids play area and pictures with Santa. Vendors paid a fee to participate to help offset costs, with the organizers and neighbours again volunteering their time and expertise to host the event. The 2022 Market welcomed over 2000 estimated shoppers. A survey of participating vendors indicated the Market generated an impressive \$30,000 in revenue for the vendors alone, before considering the trickle-down effect of attendees shopping elsewhere in Gananoque, eating in local restaurants, etc.

Planning for the 2023 Market is well underway, with both co-organizers having already met several times to confirm time and date, review and invite vendors, and discuss advertising collaborations with interested local accommodation providers and restaurants. The event is scheduled for November 18th, 2023 from 3-8pm with a tentative rain date of November 25th, 2023. There are currently 32 confirmed vendors with paid deposits for the 2023 Market event. The event will again be held late afternoon and early evening, which allows visitors to experience

the alley lights and also encourages shoppers to visit other local shops or markets/fairs in the afternoon, as well as dine locally before or after attending.

The Market will continue with its pop-up format in the South Alley, making use of participating homeowners' yards, patios and existing utilities which allows the Market to be hosted with minimal environmental impacts – there is no temporary construction required, and homeowners all provide lights, decor, etc. to transform the alley into a winter wonderland.

This year, organizers will provide all vendor booths with a QR link to a brief shopper survey, similar to the 2022 event, which will offer prizes for completing the survey and allow organizers to better understand the demographic attending the event. This information will be used in the future to target advertising spend as well as help evaluate economic impact of the Market.

Several local business owners have indicated the event has a positive ripple effect on the surrounding businesses, which is appreciated during the fall shoulder season when traditional summer tourism is dwindling. Many visitors who attended the South Alley Holiday Market also reported exploring the nearby restaurants in town, adding to the town's economic growth.

The South Alley Holiday Market stands as a beacon of holiday spirit, fostering community connections, supporting local artisans, and contributing to the economic vitality of the region. Our goal is to have the Market continue to be a highly anticipated event that brings joy and a touch of magic to all who attend.

Revenue

Name	Description	Total
Vendor fees	Registration fees @ \$80	\$2,560

Promotion and Marketing

Name	Description of item	Cost	In Kind	HST	Total
MyFM	40 promotions for Gananoque, Brockville, Napanee	840			840
Postmedia Newspapers	1 week for Brockville, Gananoque, Kingston	2,300		299	2,599
Instagram	30 days social media marketing	237		31	268
Facebook	45 days social media marketing	339		44	383
Total Promotional Expenses		3,716		374	4,090

Other Expenses

Name	Description of item	Cost	In Kind	HST	Total
Lighting	8 additional overhead string light sets	417		54	471
Extension cords	10 additional heavy duty cords for hydro for vendors	800		104	904
Hogans porta potties	Washroom facilities for guests	200		26	226
Pal Insurance broker	2 million liability insurance	375		49	424
Town of Gananoque	Rental of street barricade to block alley	100		13	113
Organizers time	Koty - 50 hours @ \$20/hr; Debbi - 50 hours @ \$20/hr			2,000	2,000
Neighbour setup/tear down	8 houses @ 6 hours each @ \$20/hr			960	960
Santa	3 hours \$20/hr			60	60
Kids Craft hosts	2 people @ 4 hours @ \$20/hr			1,280	1,280
Total Other Expenses		1,892		4,300	6,438

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Net Total - 7,969

In Kind requests

Name	Description of item	Cost	In Kind	HST	Total
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Gan Chev	Gan Reported advertising for week of event			350	350