

Tourism Advisory Panel Agenda (TAP)

On Monday, October 23, 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 – September 18, 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.	Correspondence - NONE
10.	Unfinished Business <ul style="list-style-type: none"> • Tourism Related Costing - Direction to Staff Motion No.2023-184 • TAP marketing sub-committee update <ul style="list-style-type: none"> ○ Promote the TAP funding available ○ Create social media promotion, new release, and website content • What does Destination Ontario consider the “shoulder season” regarding tourism
11.	Discussion of Additional Items
12.	Next Meeting – TBD
13.	Adjournment

TOWN OF GANANOQUE
General Ledger Trial Balance

GL5030 (T)

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Date : Oct 19, 2023

Time : 4:44 pm



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	-138,461.01	-285,000
Category Total					-138,461.01	-285,000
REVENUE Total					-138,461.01	-285,000
CLASS	5			EXPENDITURE		
CATEGORY	17000			Municipal Accomodation Tax		
1-5-17000-5400				Administration	15,000.00	15,000
1-5-17000-5431				Tourism Advisory Panel	88,494.82	100,000
1-5-17000-5600				Transfer to TIAP	170,000.00	170,000
Category Total					273,494.82	285,000
EXPENDITURE Total					273,494.82	285,000
OPERATING Total					135,033.81	0
REPORT TOTAL					135,033.81	0

 **GANANOQUE**
Council Report – FIN-2023-43

Date: November 7, 2023

IN CAMERA

Subject: Review of Town Tourism Initiatives

Author: Melanie Kirkby, Treasurer

OPEN SESSION

RECOMMENDATION:

BE IT RESOLVED THAT THE COUNCIL OF THE TOWN OF GANANOQUE DIRECT STAFF TO PROCEED WITH OPTION #_____ AS IT RELATES TO THE FUNDING OF TOWN TOURISM INITIATIVES, AS DESCRIBED IN COUNCIL REPORT FIN-2023-43.

STRATEGIC PLAN COMMENTS:

Sector 1 – Economic Prosperity – Strategic Initiative #1 – Ensure Gananoque is and remains an affordable place to do business and raise a family.

Action A) Maintain a competitive tax rate to attract businesses.

Action B) Establish yearly budgetary goals benchmarked at the Consumer Price Index.

BACKGROUND:

At the September 5, 2023 Council meeting, Council passed Motion 2023-184, which reads as follows:

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.

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.

In 2022, accommodators collected \$388,824 in MAT against a budget of \$285,000. The annual transfer to TIAP is \$170,000. \$15,000 is transferred to corporate services to offset the staffing costs of administering the MAT and the Tourism Advisory Panel. The 2023 budget for TAP to spend / grant was \$100,000, but Council approved an increase of \$30,000. The MAT reserve has \$131,986 from the balance forward of 2022.

INFORMATION/DISCUSSION:

The most tourism specific Town expense is the Visitor Center. The Center is staffed year-round, with 1 full time coordinator and summer students during peak tourist season. The 2023 budget includes \$118,055 in funding from the tax levy. The draft 2024 Visitor Center operating budget includes funding of \$104,340 from the taxation. Should Council choose to fund all or part of this cost from MAT in 2024, those funds could be distributed to other departments.

Taxation also funds the annual budget for non-Town events, which for 2023 is **\$1,500**. Examples include Ribfest, Pride, and Poker Run. This includes staff time and direct costs for these events, such as waste disposal, electricians, plumbers and other materials. These events are attended by town residents and by tourists.

Prior to 2023, \$25,000 in taxation was used to fund the Council Grants program. This is a fairly unique program where Council gives grant funding to organizations that do not typically qualify for Community Grant Funding. In the 2023 budget, this stream is funded through Community Grant reserves. Attached is a list of 2023 Grants.

Community Grants are funded through 5% of the Casino Slot Revenue. The criteria is that 50% of the membership of an organization be Gananoque based and that there is a benefit to Town residents. The 2023 budget for this program is \$85,000. The events funded benefit both residents and tourists. Attached is a list of 2023 Grants to date.

Community Grant funds are also used for the Waterfront Concert Series at Joel Stone Park. The budget for 2023 for this series is \$40,000 with \$35,000 funding from the Community Grants and \$5,000 from taxation. In the 2024 Budget Staff recommend that the entire program be funded from Community Grants. These are open with no admission fee, so they benefit both residents and tourists.

The previous Council budgeted \$40,000 per year toward Christmas events and lights and \$10,000 in 2021 and \$7,500 in 2022 toward music events such as Les FestivILES and GanaRock Way. In 2023 The Christmas event will be funded through Provincial and TAP grants. Les FestivILES was funded in 2023 from Casino Community Grant funds.

A part time Events Coordinator Position, of 24 hours per week, would cost approximately \$36,570 in 2024. Previously the Town had received a Provincial Grant for this position **and it was not continued after the funding ended**. This would be a point of contact for organizations holding events, including those who apply for Town grants.

The Q3 MAT is not due for remittance until October 31st, which includes accommodations for July 1st through September 30th. This is the highest collection period, so it will be a strong indicator of the annual revenue for 2023. Based on the 2022 MAT, it is anticipated that there should be enough revenue after satisfying the obligation to TIAP and funding TAP at the 2023 rate of \$130,000, to fund both of these initiatives.

If Council chooses, 2024 MAT funds could be allocated to the Visitor Center and an Events Coordinator and still hold the TAP budget at the 2023 level.

Option 1 – Direct Staff to fund the Visitor Center 2024 Operating Budget from MAT instead of taxation.

Option 2 - Direct Staff to include a part time Events Coordinator in the 2024 Budget, funded from MAT.

Option 3 – Direct Staff to include 2024 Visitor Center Budget and a part time Events Coordinator from the 2024 MAT.

Option 4 – Status Quo, no changes to the Visitor Center funding and do not add an Events Coordinator to the 2024 Operating Budget.

APPLICABLE POLICY/LEGISLATION:

O'REG 435/17

FINANCIAL CONSIDERATIONS / GRANTS:

As Described

CONSULTATIONS:

Tourism Advisory Panel

ATTACHMENTS:

None

APPROVAL	<p>_____</p> <p>Melanie Kirkby, Treasurer</p> <p>Certifies that unless otherwise provided for in this report the funds are contained within the approved Budgets and that the financial transactions are in compliance with Council's own policies and guidelines and the <i>Municipal Act</i> and regulations.</p> <p>_____</p> <p>Shellee Fournier, CAO</p>
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Service	2023 Taxation	2023 Casino
Visitor Center	\$ 118,055	
Council Grants		\$ 25,000
Community Grants		\$ 85,000
Waterfront Concerts	\$ 5,000	\$ 35,000
Non Town Events	\$ 1,500	

2023 Grants Awarded at September 11, 2023

Grant	Program	Amount	Resident Benefit / Tourist Benefit
Council	Chamber of Commerce Santa Parade 2023	\$ 2,500	Both
Council	Curling Club - Senior & Youth Programs	\$ 4,000	Residents / TLTI Residents
Council	Gananoque Arts Network Pottery Wheel	\$ 5,000	Residents
Council	Legion Military Service Recognition Book	\$ 2,000	Residents
Council	Kingston Prize 2023 Event	\$ 3,000	Tourist and some Resident
Council	Wheels of Care 90% Residents	\$ 7,000	Residents / TLTI Residents
Council	Gananoque Horticultural Society	\$ 1,500	Both
Community	Pickleball Association	\$ 5,000	Residents / TLTI Residents
Community	Kingston Prize 2023 Event	\$ 5,000	Tourist and some Resident
Community	Gananoque Horticultural Society	\$ 185	Both
Community	Chamber of Commerce Shop Local	\$ 2,400	Both
Community	Chamber of Commerce Women's Day	\$ 2,975	Residents / TLTI Residents
Community	Seniors Association Programming	\$ 5,000	Residents
Community	Physician Recruitment	\$ 40,000	Residents
Community	Ice User Groups	\$ 14,000	Residents / TLTI Residents
Community	Pride Alliance	\$ 2,500	Tourist and some Resident
TAP	Curling Club Tournament	\$ 9,000	Tourist
TAP	Thousand Islands Boat Museum Boat Rides	\$ 6,292	Tourist
TAP	Rotary / Lions / Ribfest	\$ 7,343	Tourist and some Resident
TAP	Red Hot Rockabilly	\$ 2,500	Tourist and some Resident

TAP	Gananoque Arts Network - 2023 Event	\$ 3,640	Tourist
TAP	Crafts on the River	\$ 5,000	Both
TAP	First Peoples' Performing Arts Festival	\$ 7,000	Both
TAP	The Kingston Prize	\$ 6,000	Tourist and some Resident
TAP	1000 Islands Waterfront Festival	\$ 15,000	Both
TAP	Baitfuel Fishing Tour Championship	\$ 10,000	Tourist
TAP	Thousand Islands Association	\$ 4,785	Both
TAP	Poker Run	\$ 2,500	Tourist
TAP	TAP Les Festival Initiative	\$ 10,000	Tourist
TAP	Winterpalooza	\$ 5,000	Both
TAP	South St Crafts	\$ 2,000	Both
TAP	Downtown BIA Festival of Lights	\$ 10,000	Both
Total		\$ 208,120	