



**SPECIAL TOURISM ADVISORY PANEL (TAP) AGENDA:**

**Held on Monday, August 15, 2022 at 10:30 AM**

<https://townofgananoque.webex.com/townofgananoque/j.php?MTID=m987a8e2e4d8e36b126d0ad0bf389873d>

<b>1.</b>	<b>Call Meeting to Order</b>
<b>2.</b>	<b>Disclosure of Pecuniary Interest &amp; General Nature Thereof</b>
<b>3.</b>	<b>New Business</b>
	Funding Requests / Applications – Epilepsy Eastern Ontario
<b>4.</b>	<b>Next Regular Meeting:</b> Thursday, September 8, 2022 at 10:30 AM
<b>5.</b>	<b>Adjournment</b>

TO: Amanda Trafford, TAP Coordinator  
Town of Gananoque

CC: Ted Lojko, Mayor, Town of Gananoque

FROM: Colin Slack, Executive Director  
Epilepsy South Eastern Ontario (ESEO)

DATE: August 15, 2022

RE: Summer Games for Epilepsy – Revised as Requested TAP Proposal

Hi Amanda (Ted);

Attached please find the Revised TAP Proposal for Summer Games for Epilepsy Event which will occur at the Lou Jefferies Memorial Park on August 20, 2022. As you know, the event is the first of its kind in Gananoque. We recently received a small Grant for the Town of Gananoque which will assist us in the initial development for the event. We submitted a Special Events Permit and Facility Booking Permit, both of which have been approved. As I have previously noted, I am hopeful that this event will bring visitors and revenue for participating retailers, restaurants and accommodation partners in the Municipality.

The event is really comprised of four parts. We will do family friendly games in a non-competitive way in the Lou Jefferies park with opportunities to win prizes. Attendees pay a small fee to participate. We have contracted Hitched Games, a family owned business, to bring a Trailer with an assortment of larger scale Games for participants to enjoy. We have reached out the YIPI Coordinators through Gananoque Police and they are confirmed as assisting to set up, to assist in running the games and help to ensure that recycling and garbage collection is completed as required in the Environment Plan which has been approved. The second part is a scavenger hunt which has participants visit participating retail shops, restaurants, and accommodation partners to find clues. These they return to us. We have numerous retail establishments participating and they are excited. A draw for themed Gift Baskets which include products and Gift certificates we are purchasing from our local shops will occur closer to the events conclusion. The third part is a BBQ we are doing in the Park. Runnings Auto has donated use of their BBQ and we will purchase hamburgers, hot dogs and refreshments which we will provide to participants and visitors for free.

I am resubmitting the Budget and Proposal as Amanda requested that I do. She indicated that initial estimates on expenses such as the Park Rental are lower and I wouldn't want to provide erroneous information by accident which could be perceived as misleading. As I reviewed the original budget, I noticed that I had neglected to also include expenses which ESEO will incur. For example, both the Town and TAP require submission of Audited Financial Statement for several years. I have provided those from prior years. We will undertake our Annual Audit, and a small portion of the Audit expense needs to be born by TAP or the Town as a cost associated to the event. Similarly, the use of an Independent Bookkeeper is a best practice, and we do use one currently. I have detailed expenses in other areas as well. It is advisable to remember that the majority of expenses are cost confirmed. The revenues are estimates only, save for the \$ 2,500 Grant the Town has already approved. T the time of writing, the Grant dollars have not flowed to ESEO from the Town.

The event is rapidly approaching. I am aware that TAP has waived the requirements to submit application four months in advance of the activity previously, which makes sense as we all navigate a Global Pandemic which makes excessive pre-planning a daunting task. Attached please find the completed application with the revised and updated Budget. I did reach out via email to TIAP to inquire about submitting a small request for funds from TIAP, with the expressed intention of using any dollars acquired to focus on marketing and advertising the event. I was dissuaded from applying as the contact person noted that they are a Not-for Profit Corporation that does not give its money away. I was of the understanding that TIAP was created as a means to support its accommodation partners by working with others to attract visitors to stay, attend events, dine in local establishments and visit local retailers. After receiving this response, I considered applying anyway. I have since come to the conclusion that applying to TIAP for this event is not worth the investment of time. I left the budget amount in as it is an accurate reflection of my original proposal.

I didn't seek Letters of Support. I visited them instead They are excited with the event and very supportive. As I reside in Gananoque, I am aware of the many great spots we possess, and I am eager to see the Town enjoy the recovery efforts. I am also eager to demonstrate how caring communities assist their vulnerable citizens, including those with Epilepsy and Seizure Disorders.

I would like to reiterate that Epilepsy South Eastern Ontario is a Not-for-Profit, Charitable organization that provides services to persons affected by Epilepsy and Seizure Disorders. We are presently providing services to 19 individuals who reside in the Town and the area that closely surrounds it. Additional information on our programs and services is

available on our website, which is [www.epilepsyresource.org](http://www.epilepsyresource.org). You will notice Audited Financial Statements are on the website, along with Program overviews, the History of the organization and links to affiliated health, social service and community support service organizations.

I look forward to your reply and a positive outcome from the Tourism Advisory Panel. If TAP supports the funding Proposal we will acknowledge their financial and other support in any/all media releases.

Sincerely yours,



Colin Slack, Executive Director  
Epilepsy South Eastern Ontario (ESEO)



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

Applicant Information	
Organization	Epilepsy South Eastern Ontario
Contact Name	Colin Slack
Title	Executive Director
Address	993 Princess Street, Unit 14, Suite 1430, Kingston, On K7L 1H3
Phone #	613-542-6222
Email	cslack@epilepsyresource.org
Event Website	www.epilepsyresource.org
Event Information	
Event Name	Summer Games for Epilepsy
Event Dates	August 20, 2022
Event Organizer Name	Colin Slack
Event Organizer Phone #	613-542-6222
Event Organizer Email	cslack@epilepsyresource.org
Brief description of event	The event has three parts. Attendees will participate in fun filled family related activities in Lou Jeffries Park. They will then enjoy a scavenger hunt for clues in participating retail stores, restaurants and accomodation partners. After a lunch and refresment break they will traverse a portion of the Munciapl Walking Trails to find additional clues. The event concludes in the Park with winners receiving assorted gift baskets comprised of materias and gift cards to local retailiers, restaurants and accomodation partners.
Who is your target market/audience	Tourists, visitors to the Municipality, Town residents and persons affected by Epilepsy annd Seizure Disorders.

Estimated # of people your event will attract to Gananoque (from 40+km away)	We anticipate attendance of 150 to 22 persons.
How and where will the event be advertised/marketed?	We will complete Radio and TV Interviews, will purchase advertising from MyFM Gananoque (and Brockville), run ads in the Gananoque Reporter, use FaceBook and our Social Media and boost posts for this event. We will also submit a Funding request too TIAP to address marketing through them.
Has this event been hosted before? If yes, when and where?	No. This is the first time the event has been run. We are in the process of developing and operationalizing it. We have received a permit from the Town of Gananoque and have a staff doing initial work on it. The writer is a long term resident of Gananoque and knows the area well.

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: July 19, 2022 Title: Executive Director.

Name: Colin Slack Signature: [Handwritten Signature]

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

Tourism Advisory Panel, Recording Secretary  
[specialevents@gananoque.ca](mailto:specialevents@gananoque.ca)  
613-382-2149 ext. 1131

Host/Organization Name	Name of Event	Event Date	Granted Funding Amount	Confirmed Y/N
Epilepsy South Eastern Ontario	Summer Games for Epilepsy	August 20-2022	\$	N

Revenue						Confirmed
Name	Description Item	Income (\$)		HST (13%)	Total	Y/N
Participant Fee	Per person - \$ 5	\$ 750		N/A	\$ 750	Y
TAP Funding Request	Grant Request to Tourism Advisory Panel	\$ 4,000		N/A	\$ 4,000	Grant Request
TIAP Funding Request	Grant Request to address advertising and marketing	\$ 1,000		N/A	\$ 1,000	No - dissuaded by TIAP
Corporate Sponsors	Corporate Sponsorships	In Kind Only			In Kind Only	Y
Donations	Donations during event	750			750	Estimate only
<b>Total Revenue</b>		<b>\$ 6,500</b>		<b>N/A</b>	<b>\$ 6,500</b>	<b>N – Estimate only</b>

Product Development Expenses						Confirmed
Name	Description Item	Cost (\$)	In Kind	HST (13%)	Total	Y/N
FaceBook	Paid Ads and Boosters 10 days	\$ 200		\$ 26	\$ 226	Y on cost
Event Facilitator	Coordination of Event, Volunteers and Venues	\$ 3,000		N/A	\$ 2,000	Y on cost
Advertising and MyFM radio ads	Paid radio ads Gan and Brockville	\$ 500 (\$ 1000 ads and print cost- Town Budget-approved)		\$ 65	\$ 565	Y on cost (Note that the Town Grant addresses \$ 1000)
<b>Subtotal Product Development Expenses</b>		<b>\$ 2,000</b>		<b>\$ 91</b>	<b>\$ 2091</b>	<b>Estimated Total</b>



Expenses						Confirmed
Name	Description of Item	Cost (\$)	In Kind	HST (13%)	Total	Y/N
Canadian Tire	Gaming Supplies	\$ 200		\$ 26	\$ 226	Cost Confirmed
Durand and Associates	Audit Fee – (TAP and Town required multi-year Audits as part of application)	\$ 750		\$ 97.50	\$ 847.50	Cost Confirmed
Epilepsy South Eastern Ontario	Volunteer and Staff Travel to facilitate Event	\$ 1000		N/A	\$ 1000	Cost Confirmed
Hitched Games	Summer Games Supplier	\$ 600		\$ 78	\$ 678	Cost Confirmed
Home Hardware	COVID Masks and Sanitizer	\$ 100		\$ 13	\$ 113	Cost Confirmed
Padgett Business	Independent Bookkeeper expense	\$ 500		\$ 65	\$ 565	Cost Confirmed
Parking Fee	Town of Gananoque	\$ 50		\$ 7.50	\$ 57.50	Cost Confirmed
Permit and Park Rental Fee	Town of Gananoque	\$ 168.45		\$ 21.90	\$ 190.35	Cost Confirmed
Refreshments – Participants, Staff, Visitors, Volunteers	Metro	\$ 300		\$ 347.90	\$ 339	Cost Confirmed
<b>Subtotal Expenses</b>		<b>\$ 3,668.45</b>		<b>\$ 347.90</b>	<b>\$ 4,016.35</b>	
<b>TOTAL EXPENSES</b>		<b>\$ 5,668.45</b>		<b>\$ 438.90</b>	<b>\$ 6,107.35</b>	
<b>NET TOTAL (REVENUE – EXPENSES)</b>					<b>\$ 392.65</b>	

In Kind Requests / Community Grants			Confirmed
Name	Description of Service (Hours @ \$15 per hour)	Total Value (\$)	Y/N
ESEO Board Treasurer	Review of all income and expenses for event	\$ 150	Yes

**APPENDIX 1****Tourism Advisory Panel  
Event Application – Budget Revised on Request Aug 15-2022**

Event Volunteers	Greeting participants, transportation and supplies	\$ 500	Estimate
Project Performance Measurement	Quantitative and Qualitative review post event – surveys and report preparation	\$ 150	Estimate
ESEO Board Event Evaluation	Review of Finances, Executive Report and Outcomes	\$ 200	
<b>TOTAL IN KIND VALUE</b>		<b>\$ 1,000</b>	<b>Estimate</b>

**Epilepsy South Eastern Ontario**  
**Board of Directors 2021/2022 (effective Nov 24-2021)**

- 1) Tracey Augustyn, Chairperson      [tracey.augustyn@csc-scc.gc.ca](mailto:tracey.augustyn@csc-scc.gc.ca)  
613-484-9535
- 2) Dennis Clark, Vice Chairperson      [dclark53@sympatico.ca](mailto:dclark53@sympatico.ca)  
613-544-3722
- 3) Adrian Fernandez, Treasurer      [Adrian.fernandez@csc-scc.gc.ca](mailto:Adrian.fernandez@csc-scc.gc.ca)  
613-545-8275
- 4) Karen Labbett, Director      [karenlabbett61@gmail.com](mailto:karenlabbett61@gmail.com)
- 5) Sadie Augustyn, Director      [sadie.augustyn@gmail.com](mailto:sadie.augustyn@gmail.com)  
437-971-9439
- 6) Anne Alkenbrack      [acalkenbrack@gmail.com](mailto:acalkenbrack@gmail.com)  
613-354-3414
- 7) David Rots      [davidrots1@gmail.com](mailto:davidrots1@gmail.com)  
613-544-5117
- 8) Madison Compeau      [madisonjc97@gmail.com](mailto:madisonjc97@gmail.com)  
343-333-6475
- 9) Dr. Athen MacDonald, Ex-officio      [colmac@sympatico.ca](mailto:colmac@sympatico.ca)  
613-483-4050
- 10) Colin Slack, Executive Director  
Non-voting      [cslack@epilepsyresource.org](mailto:cslack@epilepsyresource.org)  
613-542-6222