



SPECIAL TOURISM ADVISORY PANEL (TAP) AGENDA:

Held on Friday, February 18th at 10:30 AM

<https://townofgananoque.webex.com/townofgananoque/j.php?MTID=m600387daf0b9860856dfca3225cb57a1>

1.	Call Meeting to Order
2.	Disclosure of Pecuniary Interest & General Nature Thereof
3.	Emily Parker / Recording Secretary
	Tourism Advisory Panel Report – 2022-01 UPDATED – Tourism Advisory Panel (TAP) Funding Requests / Applications
4.	Next Regular Meeting: Thursday, March 3, 2021 at 10:30 AM
5.	Adjournment



TOURISM ADVISORY PANEL – 2022-01 UPDATED

Date: February 18, 2022 **IN CAMERA**
Subject: Tourism Advisory Panel (TAP) Tourism Event Funding Request/Application
Author: Emily Parker / Recording Secretary **OPEN SESSION**

RECOMMENDATION:

BE IT RESOLVED THAT THE TOURISM ADVISORY PANEL (TAP) SUB-COMMITTEE OF THE TOWN OF GANANOQUE RECOMMENDS THAT TAP APPROVES THE FUNDING REQUEST TO THE THOUSAND ISLANDS ACCOMMODATIONS PARTNERS (TIAP) IN THE AMOUNT TO BE DETERMINED BY THE TOURISM ADVISORY PANEL AS PRESENTED IN THE TOURISM ADVISORY PANEL REPORT 2022-01. SUBJECT TO ALL REQUIRED DOCUMENTATION RECEIVED UNDER THE MUNICIPAL FACILITY USE POLICY AND APPROVALS FROM THE TOWN.

STRATEGIC PLAN COMMENTS:

Sector #6 – Tourism & Events – Strategic Initiative #1 – Develop and promote Gananoque as a four-season Tourist destination that supports the local economy.

BACKGROUND:

The 2021 Tourism Advisory Panel (TAP) Tourism Products/Events Budget.

INFORMATION / DISCUSSION:

One (1) Application was submitted for consideration.

1. Following suggestions provided by TAP after the February 3rd, 2022 Tourism Advisory Panel Regular Meeting, Cliff has agreed to change the date to (preferably) August 5-7th or September 9-11th, 2022.

Cliff Edwards (ARTISAN ENTERTAINMENT) is applying for funding to host the 1000 Islands Waterfront Festival at Joel Stone Heritage Park. The Festival will bring a weekend of celebrating our waterfront, to include both History and Boat Museums, Joel Stone Heritage Park concerts, afternoon displays, entertainment, local businesses' participation (Boat Line, Kayaking, etc.).

APPLICABLE POLICY / LEGISLATION:

By-law No. 2017-012 – Delegation of Certain Council Power and Duties Authorities – Authorize TAP to approve Tourism Community Grant Applications, as funded by the Municipal Accommodation Tax (MAT).

FINANCIAL CONSIDERATIONS:

The 2022 TAP funding budget has yet to be confirmed by Town Council (as of January 31, 2022).

CONSULTATIONS:

NONE

ATTACHMENTS:

Funding Application

ARTISAN Entertainment

1000 ISLAND WATERFRONT FESTIVAL

ATTN:
TOURISM ADVISORY PANEL
TOWN OF GANANOQUE

I have submitted an application for the 2022, 2nd annual 1000 Islands Waterfront Festival.

I had submitted a "Post Analysis Report" which I trust you found satisfactory. I am using part of that report's findings, the results of which are included in the proposed 2022 festival.

I thank you very much for your financial support of the very first 1000 Islands Waterfront Festival. I believe it is important for our tourism initiatives in Gananoque to offer major events over many weekends, supporting local businesses, attracting new visitors to our community.

I am excited about our 2nd festival, particularly since we have been experiencing difficult times with this pandemic, adversely affecting visitations to the beautiful 1000 Islands. We need to continue to plan for better times and there are high hopes that we will be able to offer exceptional experiences in 2022.

Please consider this application and I am hopeful that with your help we can move forward with an exciting 2nd annual "1000 ISLANDS WATERFRONT FESTIVAL"

Many thanks
Regards
Cliff Edwards Producer
ARTISAN Entertainment
Cliff_edwards42@msn.com
343-363-0933

THE CORPORATION OF THE TOWN OF



Canadian Gateway to the 1000 Islands

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

Organization	ARTISAN ENTERTAINMENT
Contact Name	CLIFF EDWARDS
Title	PRODUCER
Address	42 Dark Island Lane, Gananoque
Phone #	343-363-0933
Email	Cliff_edwards42@msn.com
Event Website	Facebook
Event Information	
Event Name	1000 ISLANDS WATERFRONT FESTIVAL
Event Dates	JULY 29th TO AUGUST 1st
Event Organizer Name	Cliff Edwards
Event Organizer Phone #	343-363-0933
Event Organizer Email	Cliff_edwards42@msn.com
Brief description of event	A weekend celebrating our waterfront, to include both History and Boat Museums, Joel Stone Heritage Park concerts, afternoon displays, entertainment, local businesses participation(Boat Line, Kayaking, etc.)
Who is your target market/audience	A festival appealing to the entire family, including seniors

2)

Estimated # of people your event will attract to Gananoque (from 40+km away)	About 1000 people over the 3 days , hopefully
How and where will the event be advertised/marketed?	It will be advertised by Social Media (Facebook.WebSite,Contact lists) Traditional Media Radio,(MyFm local & out of town) Print (Posters, Programmes)
Has this event been hosted before? If yes, when and where?	Yes 2021 as part of the "Poker Run" weekend. end of August at the Joel Stone Heritage Park and the "History" and "1000 Islands Boat" Museums .

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

3)

THE CORPORATION OF THE TOWN OF
G NANOQUE
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: January 10, 2022 Title: Producer

Name: Cliff Edwards Signature: [Signature]
per Artisan Entertainment

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

Jennifer Baril
Tourism Advisory Panel, Recording Secretary
JBaril@gananoque.ca
613-382-8044

4)

CLIFF EDWARDS

ARTSAN Entertainment

PROFILE

Singer/Songwriter, Recording Artist, Performer,
Artist Booking, Event Production, Business Manager,
Leader

2015-2020

Co-ordinated all concert activities at Joel Stone Heritage Park,
Including Artist bookings, Sound/Lights Coordination,
Marketing for 8 consecutive weeks, every Friday and Saturday night
as approved by the Community Services Manager and Town Council.

2015-2019

Produced and performed in a series of concerts for the Kingston
Boat Lines, "Island Star Dinner Concert Cruises. Total of 8 shows
each year over the late Spring, Summer and early Fall.

2012-2019-

Created, Produced and Performed in a "Cabaret Music Series" of
concerts in the Firehall Theatre, 1000 Island Playhouse. 5 Major
productions each year over the winter months.

2017

Produced performances at Joel Stone Heritage Park
with Kevin Head to celebrate Canada 150 In Gananoque.
Coordinated with Kevin a commemorative CD
"1000 Island SINGS" featuring local and regional talent, with
ALL revenue from CD sales going to the FOOD BANK.

5)

1992-2002

Coordinated Artist bookings, and Marketing for a 10-day " Festival of The Islands" in Gananoque. Became Chair in 1994, providing Management and Leadership while remaining on the Entertainment committee, coordinating all activities on the Concert Stage.

1964-1974

Leader and Producer of a Pop music group "THE BELLS" from Montreal which travelled extensively performing in Night Clubs, Dinner Clubs and Concert Halls, throughout North America. Produced Hit songs, including "Moody Manitoba Morning", "Fly Little White Dove", and the million selling "Stay Awhile".

6)

OBSERVATIONS FROM FIRST FESTIVAL

*Entertainment:

All went very well, however improvements to the Joel Stone Heritage Park to include more daytime activity and use of the main stage, particularly Friday afternoon, and during the Lions Club "Burgers & Dogs" event and Sunday afternoon.

The Ollin Drummers to perform longer with more drummers and audience participation.

The children's play "The Little Prince" worked very well at the Lions Pavilion on the Joel Stone "Berm"

The History Museum Concerts on the verandah went well. Should run earlier in the day say 2pm for each of the three days.

The magician "Ray Anderson" could perform longer, needed better sound and 'Circus Jonathan" following a good idea, but longer using better sound.

ALL EVENING PERFORMANCES well attended and highly successful, appealing to varied audience tastes.

*Marketing

The lack of newspaper advertising problematic, however posters, programs and radio ads went well. The facebook ads for the family shows worked, however more dollars needed to increase reach, greater targeting Signage lacking and needed at every event. Information at various sites (Visitors Centre, Town Web site, MyFm Now, etc) all must have the same information.

*Budget

In order to continue more funds needed to cover park rental, insurance and produce a larger event. \$10,000.00 request.

*Date

The 1000 Islands Waterfront Festival better the AUGUST 1st long weekend not partnering with the Poker Run. Perhaps a "boat Show" would work

1000 ISLANDS Waterfront Festival (Revised 2022)
FRIDAY JULY 29th to MONDAY AUGUST 1st
Gananoque, Ontario

FRIDAY JULY 29th OPENING WELCOME
Joel Stone Heritage Park Amphitheatre
Community Concert 8:00pm
6:30pm Gananoque Boat Line Evening cruise TBA

SATURDAY JULY 30th
8:30am Lions Club Shore Breakfast
Joel Stone Berm Lions Pavilion

10:00am Thousand Islands Boat Museum
All day Heritage Boat Displays & Outdoor Cafe
Music Outdoors "On The Dock"
Concert ..1:00pm – 3:00pm

10:00am 1000 Islands History Museum
Canada Historical Display
Music on the Verandah
Concert 3:30pm – 5:30pm

11:00am 1000 islands Kayaking
Enjoy a Kayak experience..Travel to MacDonald Island
live music Shuttle lunch concert 12:30

11:00am – 2:00pm
LIONS CLUB "BURGERS & DOGS"
FREE FAMILY CONCERT
Joel Stone Park Heritage Park
Amphitheatre

8)

2:00pm – 4:00pm
INDIGENOUS DRUM CIRCLE
Joel Stone Heritage Park

2:00pm – 3:30pm
BOTTLE TREE PRODUCTIONS
CHILDRENS THEATRE
Lions Club “Berm” Pavilion

MAIN CONCERT ATTRACTION 8:00pm
Joel Stone Heritage Park
Amphitheatre
Opening Act 7:30

SUNDAY JULY 31st

FAMILY DAY

11:00am 1000 Islands Kayaking
Enjoy a Kayak experience travel to MacDonald Island
live music shuttle lunch concert 12:30

12:00pm Thousand Islands Boat Museum
Heritage Boat displays & Outdoor Café
Music outdoors “On The Dock”
Concert 1:00pm – 3:00pm

12:00pm 1000 Islands History Museum
Canada historical display & Kids Crafts
Music on the Verandah
Concert 3:30pm – 4:30pm

9)

2:00pm – 4:30pm

CHILDREN & FAMILY

COO MAGIC for kids and parents

CIRCUS juggling, uni-cycle, comedy

Lions Club :Berm” Pavilion

ALL DAY FACE PAINTING

Joel Stone “Berm” Park

MAIN CONCERT ATTRACTION 8:00pm

Joel Sone Heritage Park

Amphitheatre

Opening Act 7:30pm

MONDAY AUGUST 1st

12:00pm 1000 Islands Kayaking

Travel to Government Island

10:00am Thousand Islands Boat Museum

Heritage Boat Displays & Outdoor Cafe

Walk The Dock

10:00am 1000 Islands History Museum

Canada Historical display & Kids Crafts

Music on the Verandah

12:00pm All day

Indigenous Displays

CLOSING CONCERT 4:00pm

Joel Stone Heritage Park

BUDGET

Entertainment....	\$6,000.00
Marketing...	\$2,500.00
Operations...	\$1,000.00
Other..	\$ 500.00

TOTAL	\$10,000.00

11)

BUDGET BREAKDOWN

ENTERTAINMENT:

12 performers over the Festival weekend. Some are Bands, some duos, some singles.

Bands: Main evening Entertainment	\$1,000.00 per =	\$4,000.00
Singles duos		\$1,000.00
Sound Lights		\$1,000.00

Includes Sound, Lights	TOTAL	\$6,000.00
------------------------	-------	------------

MARKETING:

Community Radio..Local and beyond 40 kms Gananoque 99.9, Arnprior 107.7, Napanee 88.7 =		\$1,600.00
--	--	------------

Print Local paper and beyond: (Westport, Perth, Smith Falls)	Facebook	\$600.00
---	----------	----------

Posters, Programmes, (Design, printing)		\$300.00
---	--	----------

TOTAL		\$2,500.00
-------	--	------------

OPERATIONS:

Talent Coordinators, Talent contracts, Event coordination Meeting Agenda, etc.	TOTAL	\$1,000.00
---	-------	------------

OTHER:

Daytime Weekend Insurance coverage share		\$500.00
--	--	----------

BUDGET TOTAL		\$10,000.00
--------------	--	-------------