



Tourism Advisory Panel Agenda

On Thursday, November 10, 2022 at 10:30AM in person

Mavericks - 98 King St E, Gananoque

1.	Call Meeting to Order
2.	Disclosure of Pecuniary Interest & General Nature Thereof
3.	Approval of Minutes – September 8, 2022
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
10.	New Business
	<ul style="list-style-type: none"> • TAP recommendations 2022/2023 • TAP Application - Gananoque Curling Club - "Come to Curl. Stay for the Experience"
11.	Correspondence - None
12.	Adjournment

The Town invites and encourages people with disabilities to attend and voice their comments in relation to accessibility related reports. For those who are unable to attend, the Town encourages the use of the Customer Feedback Form found on the Accessibility Page on the Town's website.

Tourism Advisory Panel Minutes

On Thursday, September 8, 2022 at 10:30AM Online meeting through
WebEx Teleconference

PANEL MEMBERS PRESENT		STAFF COUNCIL PRESENT
Chair:	Matt Harper	Melanie Kirkby, Treasurer
	Kathrine Christensen	Amanda Trafford, Business Development Coordinator
	Lisa Robichaud	
	Jeff Brown	
	John Nagy	
	Dave Osmond	
Peter Sweet		
Regrets:	Trusha Tanna	

1.	Call Meeting to Order at 10:34am	
2.	Disclosure of Pecuniary Interest & General Nature Thereof	NONE
3.	MATTAP Motion #2022-46 – Approval of Minutes from August 4th and August 15th, 2022 Moved by: Kathrine Christensen Seconded by: Jeff Brown BE IT RESOLVED THAT THE TOURISM ADVISORY PANEL ADOPTS THE MINUTES OF THURSDAY, AUGUST 4, 2022 and MONDAY, AUGUST 15, 2022 MEETINGS. <div style="text-align: right;">CARRIED</div>	
4.	Public Question/Comment (Only Addressing Items on the Agenda)	NONE
5.	Disclosure of Additional Items	NONE
6.	Delegations	NONE
7.	Presentations by Staff/Others - None	

TOWN OF GANANOQUE
General Ledger Trial Balance

GL5030 (T)

Page : 1

Date : Nov 08, 2022

Time : 9:39 am



Fiscal Year : 2022
 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	-258,588.41	-285,000
1-4-17000-4079				TIAP Funding	-7,000.00	0
Category Total					-265,588.41	-285,000
REVENUE Total					-265,588.41	-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	82,372.50	100,000
1-5-17000-5600				Transfer to TIAP	170,000.00	170,000
Category Total					252,372.50	285,000
EXPENDITURE Total					252,372.50	285,000
OPERATING Total					-13,215.91	0
REPORT TOTAL					-13,215.91	0

Applicant	Description	Panel Decision	Paid to Date	Motion
ARTISAN ENTERTAINMENT	Funding Approved.	\$ 12,000	\$ 12,000	2022-007
Competitive Sport Fishing League	Funding Approved.	\$ 10,000	\$ 10,000	2022-012
The Rotary Club of Gananoque	Funding Approved.	\$ 5,000	\$ 5,000	2022-021
Red Hot Rockabilly	Funding Approved.	\$ 2,500	\$ 2,500	2022-025
Gana Rock Way	Funding Approved.	\$ 5,000	\$ 5,000	2022-026
Poker Run	Funding Approved.	\$ 10,000	\$ 10,000	2022-027
King St Banners	Funding Approved.	\$ 4,500	\$ 2,873	2022-033
Festival of Lights/Huts (\$15,000 approved)	Funding Approved.			2022-38
Festival of Lights/Event Costs	Funding Approved.	\$ 5,000		2022-39
Gananoque Arts Network	Funding Approved.	\$ 5,500	\$ 5,500	2022-44
First Peoples' Performing Arts Festival	Funding Approved.	\$ 4,500	\$ 4,500	2022-47
Products / Events Budget (70%)		\$ \$ 70,000		
Awarded to Date		\$ \$ 64,000	\$ 57,373	
Remaining Funds		\$ \$ 6,000		
Canada 150 Signage	Funding Approved.	\$ \$ 10,000	\$ 10,000	2022-36
Festival of Lights	Funding Approved.	\$ 5,000		2022-40
Marketing Budget (10%)		\$ \$ 10,000		
Awarded to Date		\$ 15,000	\$ 10,000	
Remaining Funds		\$ -\$ 5,000		
Confederation Park Fountain		\$ 15,000	\$ 15,000	2022-032
Infrastructure (20%)		\$ \$ 20,000		
Awarded to Date		\$ 15,000	\$ 15,000	
Remaining Funds		\$ \$ 5,000		
Total Annual Budget		\$ \$ 119,000		
Total Awarded to Date		\$ \$ 94,000	\$ 82,373	
Total Remaining Funds		\$ \$ 25,000		



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

Applicant Information	
Organization	Gananoque Curling Club
Contact Name	Jayne Curtis
Title	Manager
Address	300 William Street
Phone #	613-382-3281
Email	info@gananoquecurlingclub.com
Event Website	www.gananoquecurlingclub.com
Event Information	
Event Name	"Come To Curl. Stay for the Experience"
Event Dates	Various please see attached
Event Organizer Name	Jayne Curtis
Event Organizer Phone #	613-382-3281
Event Organizer Email	info@gananoquecurlingclub.com
Brief description of event	To develop curling events/attractions to increase tourist visitation and visitor spending in Gananoque. Motels restaurant dining and shopping. To also promote our curling facility
Who is your target market/audience	Out of town curlers within Eastern Ontario, Western Quebec and Northern New York State, including, Ottawa, Cornwall, Montreal, Watertown and Syracuse.

Estimated # of people your event will attract to Gananoque (from 40+km away)	1600- 2100
How and where will the event be advertised/marketed?	Club web-site with events links to be shared on other curling clubs and partners websites. Electronic newsletter. Focus on social media, re; facebook, instagram. Radio promotions
Has this event been hosted before? If yes, when and where?	The Club has hosted numerous curling events but these events are new for this curling season, other than the Swing and Sweep

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



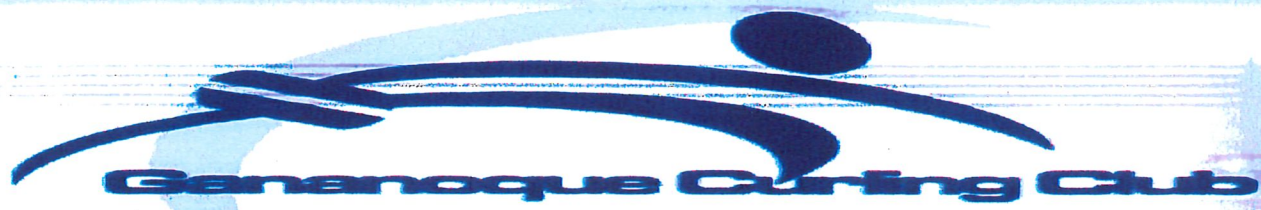
You agree that the information provide in this application is accurate. This is an application for funding and does not guarantee funding approval. Should the TAP and Council approve funding to your event, a funding agreement outlining the details of the funding and any associated recognition will be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

Date: November 2, 2022 Title: General Manager
Name: Jayne Curtis Signature: 

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

Tourism Advisory Panel, Recording Secretary
businesscoordinator@gananoque.ca

613-382-2149 ext. 1125



*Serving Gananoque, the Township of Leeds and Thousands Islands
And Surrounding Area*

BOARD OF DIRECTORS 2022 – 2023

Jim Palmer	President	jim.palmer58@gmail.com
Dennis McNinch	Vice President	drmcninch@sympatico.ca
Tom Shillington	Secretary	tom@limestonefinancial.ca
Laurie Cadue	Treasurer	Cadue_1@hotmail.com

Directors:

Tim Jackson	timmy64@hotmail.com
Dianne Norris	dianenorris50@gmail.com
Ed Robinson	Robin53@gmail.com
Lynne VanDalen	edgvan@gmail.com

Certificate of Insurance

This is to confirm to: **GANANOQUE CURLING CLUB**

300 William Street South
 GANANOQUE, Ontario, K7G 1T1

The insurance afforded under the policies listed below are subject to the terms, conditions and exclusion of the applicable policy. This certificate is issued as a matter of information only and confers no rights on the holder and imposes no liability on the Insurer. This certificate does not amend, extend or alter the coverage afforded by the policies listed below.

That policies of insurance as herein described have been issued to the Insured named below and are in force at this date.

The limits shown below may have been reduced by paid claims and are in Canadian dollars.

Policy Information	Policy Number 4001672290 Effective Date: August 10, 2022 Expiry Date: August 10, 2023																																			
	Primary Insured Name GANANOQUE CURLING CLUB																																			
	Address 300 WILLIAM ST S																																			
	City GANANOQUE	Province ON	Postal Code K7G 1T1																																	
Policy Operations	Operations to which this certificate applies: Description Curling clubs - Recreation																																			
Liability Information	Liability Coverages to which this certificate applies: <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left;">Commercial General Liability Policy - Occurrence Basis</th> <th style="text-align: center;">Co-insurance</th> <th style="text-align: center;">Deductible</th> <th style="text-align: center;">Limit</th> </tr> </thead> <tbody> <tr> <td>Bodily Injury And Property Damage Liability</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Each Occurrence Limit</td> <td style="text-align: center;">-</td> <td style="text-align: center;">-</td> <td style="text-align: right;">\$5,000,000</td> </tr> <tr> <td>Products-Completed Operations Aggregate Limit</td> <td style="text-align: center;">-</td> <td style="text-align: center;">-</td> <td style="text-align: right;">\$5,000,000</td> </tr> <tr> <td>Each Occurrence Deductible - Property Damage</td> <td style="text-align: center;">-</td> <td style="text-align: right;">\$1,000</td> <td style="text-align: center;">-</td> </tr> <tr> <td>Medical Expense</td> <td style="text-align: center;">-</td> <td style="text-align: center;">-</td> <td style="text-align: right;">\$25,000</td> </tr> <tr> <td>Personal And Advertising Injury Liability</td> <td style="text-align: center;">-</td> <td style="text-align: center;">-</td> <td style="text-align: right;">\$5,000,000</td> </tr> <tr> <td>Tenants' Legal Liability</td> <td style="text-align: center;">-</td> <td style="text-align: right;">\$1,000</td> <td style="text-align: right;">\$2,000,000</td> </tr> </tbody> </table>				Commercial General Liability Policy - Occurrence Basis	Co-insurance	Deductible	Limit	Bodily Injury And Property Damage Liability				Each Occurrence Limit	-	-	\$5,000,000	Products-Completed Operations Aggregate Limit	-	-	\$5,000,000	Each Occurrence Deductible - Property Damage	-	\$1,000	-	Medical Expense	-	-	\$25,000	Personal And Advertising Injury Liability	-	-	\$5,000,000	Tenants' Legal Liability	-	\$1,000	\$2,000,000
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CGL Included Coverages	Liability Coverages to which this certificate applies: Commercial General Liability Policy - Occurrence Basis includes the following: Bodily Injury and Property Damage including: <ul style="list-style-type: none"> • Broad Form Products and Completed Operations • Broad Form Property Damage • Blanket Contractual Liability • Contingent Employers Liability • Additional Insured as required by contract • Other Insurance Clause - Primary and Non-contributory if agreed by a written contract for the additional insured. • Owners and Contractors Protective • Severability of Interests, Cross Liability 																																			
Non-Owned Automobile Liability	Liability Coverages to which this certificate applies: <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left;">Non-Owned Automobile Liability</th> <th style="text-align: center;">Co-insurance</th> <th style="text-align: center;">Deductible</th> <th style="text-align: center;">Limit</th> </tr> </thead> <tbody> <tr> <td>Contractual Liability Endorsement</td> <td style="text-align: center;">-</td> <td style="text-align: center;">-</td> <td style="text-align: center;">-</td> </tr> <tr> <td>Non-Owned Automobile Liability</td> <td style="text-align: center;">-</td> <td style="text-align: center;">-</td> <td style="text-align: right;">\$2,000,000</td> </tr> <tr> <td>Legal Liability For Damage To Hired Vehicle Endorsement</td> <td style="text-align: center;">-</td> <td style="text-align: right;">\$1,000</td> <td style="text-align: right;">\$100,000</td> </tr> <tr> <td>Excluding Long Term Leased Vehicle Endorsement</td> <td style="text-align: center;">-</td> <td style="text-align: center;">-</td> <td style="text-align: center;">-</td> </tr> </tbody> </table>				Non-Owned Automobile Liability	Co-insurance	Deductible	Limit	Contractual Liability Endorsement	-	-	-	Non-Owned Automobile Liability	-	-	\$2,000,000	Legal Liability For Damage To Hired Vehicle Endorsement	-	\$1,000	\$100,000	Excluding Long Term Leased Vehicle Endorsement	-	-	-												
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Representative
of the Insurer

Date: August 04, 2022
Authorized Representative of the Insurer: Collin Johnson
Agency Office: COLLIN JOHNSON FINANCIAL SERVICES INC AO74094

130 MACDONELL STREET
GUELPH ON N1H 6P8
PHONE (519) 824-4400
FAX (519) 826-0925
www.cooperators.ca

APPENDIX #1: Projected Revenue and Expenses

Tourism Advisory Panel

Request for Funding (Tourism Event)

Organization	Gananoque Curling Club	
Name of Event	"Come to Curl. Stay for the Experience."	
Event Dates	Various as Listed Below	
GRANT FUNDING REQUESTED		\$6000.00 - 2022

\$6000.00 - 2023

Projected Revenue and Expenses

	Event	Description	Revenue/ Expenses	In-Kind
			REVENUE	
	OCA Ontario Winter 1 Games	OCA Donation(this is a prestigious event rather than a money maker for the Club)The Motels and Restaurants do extremely well	\$2,000	
	November 25,26,27th, 2022	Bar	\$2,000	
		Sub-total Revenue	\$4,000	
			EXPENSES	
		Bar Expenses	\$500	
		Food	\$200	
		Hall and Ice Rental	\$1,000	
		Advertising & Marketing - Social Media	\$500	
		Volunteers - Event Organizers, Kitchen, Bar		\$500
		Sub-total Expenses	\$2,200	
		Net Revenue - Event #1	\$1,800	
			REVENUE	
	Mixed Invitational 2 Christmas Bonspiel	Entry Fee: \$180.00 x 16	\$2,880	
	December 9th & 10th, 2022			
		Bar	\$1,500	

		Sub-total Revenue	\$4,380	
			EXPENSES	
		Hall and Ice Rental		\$1,000
		Prizes	\$850	
		Lunch Dinner Food Expenses	\$950	
		Bar	\$1,000	
		Volunteers - Event Organizers, Kitchen, Bar		\$500
		Sub-total Expenses	\$2,800	
		Net Revenue - Event #2	\$1,580	
			REVENUE	
3	Ladies Invitational Spiel	Entry Fee: \$180.00 x 16	\$2,880	
	January 14th, 2023	Bar	\$1,200	
		Sub-total Revenue	\$4,080	
			EXPENSES	
		Food	\$1,300	
		Bar Expenses	\$400	
		Prizes	\$850	
		Hall and Ice Rental		\$500
		Sub-total Expenses	\$2,550	
		Net Revenue - Event #3	\$1,530	
			REVENUE	
4	Winter Curling Classic Invitational Spiel	Entry Fee: \$200.00 x 16	\$3,200	
	February 11th and 12, 2023			
		Bar	\$2,000	
		Sub-total Revenue	\$5,200	
			EXPENSES	
		Hall and Ice Rental		\$1,000
		Advertising & Marketing - Social Media	\$1,000	
		Prizes	\$850	
		Dinner - 96 participants @ \$15	\$1,440	
		Bar	\$1,000	
		Volunteers - Event Organizers, Kitchen, Bar		\$500
		Sub-total Expenses	\$4,290	
		Net Revenue - Event #4	\$910	

			REVENUE	
5	Spring Swing & Sweep	Entry Fee: 24 teams @ \$200	\$4,800	
	April 21st and 22nd	Bar	\$4,000	
	2023	Sub-total Revenue	\$8,800	
			EXPENSES	
		Golf Fee: 24 teams @ \$80	\$1,920	
		Bar Expenses	\$2,000	
		Dinner: 96 participants @ \$10	\$960	
		Hall and Ice Rental	\$1,000	
		Advertising & Marketing - Social Media	\$2,000	
		Volunteers - Event Organizers, Kitchen, Bar		\$500
		Sub-total Expenses	\$7,880	
		Net Revenue - Event #5	\$920	
		Total In-Kind		\$4,500

	SUMMARY		
		Total Revenue	\$26,460
		Total Expenses	\$19,720
		PROFIT (NET REVENUE)	\$6,740
		TOTAL IN-KIND	\$5,000

Tourism Advisory Panel
Request for Funding Application – Tourism Events

APPENDIX #2: FULL SCHEDULE OF EVENTS
“COME TO CURL: STAY FOR THE EXPERIENCE”
Gananoque Curling Club

The Gananoque Curling Club is excited to be able to open their doors for hopefully what will be a normal curling season.

While there will be numerous curling activities and events throughout the curling season of October 2022 to April 2023, there are (5) significant events booked at this time that will attract out of town tourists (curlers) to Gananoque. It is expected that those involved in these events will stay a minimum of 2 nights in local hotels, dine in local establishments and shop at local retailers.

These events will have a positive economic impact, not only to the curling Club, but to many local businesses during the off – season and providing Winter Tourism.

The following events have been booked:

Events	Date	Description	Comments
1. OCA Ontario Winter Games	November 25 th , 26 th , 27 th , 2022	Provincial Curling Competition	24 curling teams. – all from out of town 2 nights accommodation Restaurant and retailer to benefit Local community invited as spectators

2. Mixed Invitational Bonspiel	December 9 th and 10 th , 2022	Mixed Invitational For out of town entries	16 teams 2 nights accommodation Restaurant and retailer benefit Local Community invited as spectators
3. Ladies Invitational Bonspiel	January 14 th , 2023	Ladies Invitational For out of town entries	16 teams 1 night accommodation Restaurant and retailer benefit Local Community invited as spectators
4. Winter Curling Classic Invitational Bonspiel	February 11 th and 12 th , 2023	Men's Invitational For out of Town Entries	16-24 teams 2 nights accommodation Restaurant and retailer benefit Local Community invited as spectators
5. Curling Swing and Sweep	April 21 st and 22, 2023	Smugglers Glen Swing and Sweep Invitational	24 curling teams – all from out of town 2 or 3 nights Accommodation Restaurants and retailers to benefit Local Community invited as spectators



Town of Gananoque
30 King Street East
Gananoque, ON K7G 2T6
RE: Support for the Gananoque Curling Club

November 2nd, 2022

To whom it may concern,

I am writing on behalf of the Thousand Islands Accommodation Partners (TIAP), the Destination Marketing Partner (DMP) for the 1000 Islands region. We are writing in support of the Gananoque Curling Club and their proposal for a series of curling events being hosted in Gananoque over the winter months.

The Thousand Island Accommodation Partners are proud to have supported the Gananoque Curling Club in their efforts for many years. Our organization has also committed to providing financial support for the Gananoque Curling Club and their events for this upcoming winter as we recognize that they are a crucial economic driver for the region during our shoulder seasons. The Gananoque Curling Club is the main draw for winter tourism in our community; by hosting these events they encourage overnight visitation to the area, draw patrons to our local restaurants, retailers and attractions. Their operation is of utmost importance to the area in the promotion of winter tourism product and supporting those tourism businesses that remain open during the winter months.

Thank you for your support of tourism in our community!

Sincerely,

Meg Dabros
Executive Director
1000 Islands Accommodation Partners



November 2022

Tourism Advisory Panel – Request for Funding

I have submitted an application on behalf of the Gananoque Curling Club a request for funding for \$6,000.00 in 2022 and \$6,000 for events in 2023

When you are looking at this application, you will see on the Projected Revenue vs Expenses, that at the end of all these events the Curling Club has a net profit of \$6,740.00. You might be wondering why we are applying for funding.

I'd just really want to point out:

The revenues and expenses are projections, like any budgets so much is the "best guess scenario".

With Revenues especially on the bar, it's a guess based on the past. Now days people are still hesitating to hang around upstairs at all, so this too will affect the bar revenues, which could end up much lower.

What I have figured for expenses today, could feasibly double in a month, with the way everything is going up and up. I didn't want to show the expenses too high on the application, as you'd wonder why I even am running these events. When in reality the expenses will probably be much higher.

Ice and Hall Rental are shown In Kind as I can't bill myself for these costs and possibly my thinking now is I should've shown this as an expense not a In Kind amount. In reality the cost of these areas will eat up the majority of the profit we are showing at the end of year.

Now days with the way things are still with reference to Covid, it's still high risk to run any events, and try to make any money to survive, but yet in order to survive you must try. By applying for this funding it will assist in reassurance we will not lose our shirts trying and still remain open for curling and community.

If you have any questions, please do not hesitate to contact me.

Thank you for your time and consideration.

Jayne Curtis

Manager

Gananoque Curling Club

613-382-3281

A handwritten signature in black ink, appearing to read 'Jayne Curtis', with a large, stylized flourish at the end.