



Tourism Advisory Panel Agenda

On Tuesday, April 18th 2023 at 3:00PM In Person and Online

Town Hall Council Chambers (2nd Floor)

JOIN WEBEX MEETING

<https://townofgananoque.webex.com/townofgananoque/j.php?MTID=mc631803db82dd776b964cf8d869efe23>

Meeting number (access code): 2632 807 1798

1.	Call Meeting to Order
2.	Disclosure of Pecuniary Interest & General Nature Thereof
3.	Motion #2023-010 – Approval of Minutes – March 23, 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.	Unfinished Business <ul style="list-style-type: none"> • Elect Deputy Chair • How TAP will allocate their funding and definition of terms • Le FestivÂLES • Discuss TAP Application and implement changes
9.	Correspondence - NONE
10.	New Business Tourism Advisory Panel (TAP) Funding Requests / Applications <ul style="list-style-type: none"> • The Kingston Prize 2023 • 1000 Islands Waterfront Festival • Red Hot and Blue Rockabilly Weekend (Double Concept Productions)

	<ul style="list-style-type: none">• Baitfuel Fishing Tour Championship
11.	Discussion of Additional Items
12.	Next Meeting – Monday, May 15th, 2023 at 3:00PM
13.	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.



March 22, 2023

To the members of the Tourism Advisory Panel,

I am writing to you in the hope of encouraging support of the upcoming Kingston Prize portrait show, taking place at the Firehall Theatre this October. The Playhouse is very excited to partner with the team at the Kingston Prize for the seventh year and help bring this top-notch portrait show to Gananoque.

The Kingston Prize highlights incredible artistry, and fits in with the Playhouse goals to increase access to the arts and encourage artistic education programs. The Prize transforms the Firehall theatre space that many community members know into an art gallery, and welcomes visitors to the region to vote on their favourite portraits. Taking place during the Playhouse's 2023 season, the Prize will draw a different audience to our site than our typical theatre fare, and will showcase Canadian artistic excellence in visual art. The Prize also presents a unique opportunity to extend the duration of stay for visitors to the area, either before or after a show at the Playhouse, which will increase traffic to local restaurants, hotels, and businesses as tourists spend longer hours in Gananoque.

I appreciate your consideration and eagerly anticipate the Kingston Prize returning to the Firehall Theatre in October.

Best Wishes,

Jeremy Settle (he/him) | Development Associate
Phone: 613-382-7086 ex. 106
jeremy@1000islandsplayhouse.com

Thousand Islands Foundation For The Performing Arts
Managing Artistic Director: Brett Christopher
185 South Street, Gananoque, ON | K7G 1A1
Administration: 613-382-7086 | Box Office: 613-382-7020
1000islandsplayhouse.com

From: Dennis O'Connor designlives1954@gmail.com
Subject: Letter of support
Date: March 26, 2023 at 1:30 PM
To: Bonnie Higgins bonniehiggins14@gmail.com



March 26, 2023

GANANOQUE ARTS NETWORK
167 King St. E.
GANANOQUE, Ontario

To whom it may concern:

This letter is in support of the Kingston Prize/Le Prix Kingston.

This national competition has been active for many years, nourishing the arts in Canada. The competition is an opportunity for some of Canada's most successful and up-and-coming artists. Artists such as Kim Dorland, Kris Knight, Daniel Hughes and Nicolas Bierk to name a few.

The exhibition has travelled across the country and has been displayed at the Royal Ontario Museum, the Beaverbrook Art Gallery and Galerie d'art Desjardins. But once again this year because of its popularity as a venue Gananoque's Fire Hall theatre will debut the competition here.

This is an immense honour and boon to the region's arts and culture profile.

The GANANOQUE ARTS NETWORK is totally in support of the Kingston Prize and asks that they receive as much assistance as possible. The economic spinoff is incalculable.

Sincerely,

Dennis R. O'Connor, BFA
Chair of Gananoque Arts Network
Owner O'Connor Gallery

Sent from my iPhone

The Kingston Prize Association

Social Media Strategist Job Role:

Job Role

As the Social Media Strategist for The Kingston Prize, you will work independently and collaboratively with The Kingston Prize Board of Directors to create and implement a successful social media campaign. The aim of our social media presence is:

Foster and grow a community of artists and art lovers who are interested in the work of The Kingston Prize.

Raise the nation-wide profile of The Prize and generate awareness of the work we do.

Provide valuable information to artists regarding important events and submission deadlines.

Grow the number of artists who apply to partake in The Kingston Prize competition.

Foster engagement with potential donors and patrons of The Kingston Prize.

Develop a plan to communicate and engage with exhibition community partners.

Promote Prize related events and fundraising initiatives.

You will achieve these goals by:

Design and implement a social media strategy

Posting new content frequently and consistently to our existing accounts , (one hour a day or 3-5 days a week based on your discretion)

Daily engagement with followers, using professional and mature responses to individual comments, DMs and tags.

Sharing posts of past winners and high-profile contestants to foster community and amplify their work.

Showcase recent events by creating custom content either by attending and documenting yourself or if you are remote using, editing and uploading images taken by someone else.

Creating social media event pages.

Engaging with artists to help create reach and buzz.

Implementing a plan to partner with exhibition community partners .

Other activities as required based on your discretion with the objective of achieving the above goals.

We are looking for a long term commitment and believe that the right social media strategy will have a major impact. If you think you are the right person

to take on this role please let us know what your salary expectations are and the hours per week you will. Need to commit to achieve these goals.

Budget:

\$1200/ month :1 hour a day Monthly contract

May June ,July, August, September, October

$\$1200 \times 6 \text{ months} = \$7200 + \text{GST } \$1080 = \8280

Contents

1.0 What You Need to Know Before You Apply	3
Program Overview	3
Important Definitions	3
Program Objectives	3
Program Priorities	4
2.0 Eligibility Requirements	5
Eligible Applicants	5
Eligible Expenses	6
Ineligible Expenses	6
Number of Applications Permitted Annually	6
3.0 Funding Criteria	7
Formula	7
4.0 Evaluation Process & Assessment Criteria	8
5.0 How to Apply?	8
Submission Checklist: Mandatory Documents	8
Application Submission Deadline	9
6.0 TOURISM ADVISORY PANEL GRANT APPLICATION	10
APPENDIX 1	13
Example – Budget	
APPENDIX 2	14
Funding Application Assessment Matrix	

1.0 What you need to know before you apply:

Before filling out the application:

Read the entire Application Guide before completing the Application Form.

Program Overview

The Tourism Advisory Panel is an application based, cost-sharing program designed to provide funding to projects and events that encourage the development of new tourism products, support tourism investment and encourage more visitors to Gananoque.

Important Definitions

A ***tourist/visitor*** is an individual (including an Ontario resident) who travels 40 kilometers or more (one-way) to visit/experience a tourism product.

Program Objectives

The Tourism Advisory Panel grant funding aims to support projects that will increase tourist visitation and visitor spending in Gananoque by:

1. Developing innovative tourism products, events, and experiences.
2. Increasing private sector tourism investment.
3. Supporting workforce development, including employment opportunities in the tourism sector and building the capacity of the tourism workforce.
4. Supporting tourism sector associations' effort to advance the competitiveness and growth of the tourism industry.



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

Applicant Information	
Organization	
Contact Name	
Title	
Address	
Phone #	
Email	
Event Website	
Event Information	
Event Name	
Event Dates	
Event Organizer Name	
Event Organizer Phone #	
Event Organizer Email	
Funding Amount Requested	
Brief description of event	
Who is your target market/audience	

Estimated # of people your event will attract to Gananoque (from 40+km away)	
How and where will the event be advertised/marketed?	
Has this event been hosted before? If yes, when and where?	

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: _____ Title: _____

Name: _____ Signature: Bonnie Higgins

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

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

The Kingston Prize Association Board of Directors 2023

Gayle Barr Chair. Gayle Barr gaylebarr33@gmail.com
613-548-1061

Bonnie Higgins Co-Chair. bonniehiggins14@gmail.com
613-532-0171

Karen Sauerbrei Treasurer portraitprize@gmail.com
613-541-9992

Mary Davis. Secretary davislittle@gmail.com 613-546-9696

Jamie Galbraith. jamie.galbraith@gmail.com 613-531-2923

Lesley McClement lesleymcclement@gmail.com 613-331-4389

Jason Donville. jason@donvillekent.com

Allyson Glenn allyson.glenn@usask.ca 306-291-3286

The Kingston Prize Schedule of Events 2023

Communication : social media ,emails, community partners,artists, galleries, supporters and donors

Confirm space for Exhibition at the Firehall Theatre

Grant Submissions

KP Website Announcement of 2023 Exhibition

Call to Artists. Feb 6 2023

Social Media Candidates Review

Review of Artists submission for Eligibility

Social Media Candidate Chosen, monthly contract

Closing date for submissions is April 26 2023

KP Reception Night

Confirm transportation of portraits- PacArt

Insurance for the Exhibition

Selection of Jury

Volunteer lists for packing/unpacking, front desk (2 shifts of 4 hrs) and opening gala.

Selection of Final 30 portraits

Catalogue and Gallery Guide design and production

Posters and advertising material printing

Organize Art Education Workshops, supplies and times of workshops

Organize Security Services for the Gallery when Playhouse staff not there.

Delivery of finalists portraits

Unpacking the portraits

Installation of the Exhibition

Opening of exhibition Oct 6 -27/29 11am to 8pm

Opening Gala announcement of the winners

Re- packing of the portraits and prepare for PacArt pickup

Professional Fees:

Preparator/Curator

Jurors

Revenue:

“Canada Helps” part of receipted income

Expenses:

Each 30 finalist receives \$350 usually spent on portrait shipping fees to Firehall

Accommodation:

Jurors stay 3 days accommodation/meals, transportation for final viewing and reception gala to announce winners.

Town Of Gananoque TAP Grant Proposal The Kingston Prize Association 2023

Dear TAP Grant Committee,

Emily Parker, Douglas Wark, Jennifer Baril, Amanda Trafford

I am requesting, on behalf of the Board of Directors of The Kingston Prize Association, financial support to launch our 9th exhibition at the Firehall Theatre this October 6 - 27/29 (tbc). Since 2005, The Kingston Prize has been a celebration of today's peoples and the artists who paint and draw the portraits and give a snapshot of society as seen through their eyes.

The aim of The Prize is to encourage and reward creation and excellence of contemporary portrait painters and to develop a historical record of Canadians by Canadian artists. It is a biennial exhibition and is open to professional and amateur artists who depict a Canadian citizen or landed immigrant in a portrait based on a real-life encounter. The Kingston Prize is open to all Canadian artists in a manner similar to all the national portrait prizes around the world and meets the same standards of excellence.

The jury for the competition consists of three independent professional art experts who choose the thirty finalists on the basis of digital photographs. The chosen paintings and drawings are then brought together for the exhibition. The jury assembles and chooses the winners, a First Prize of \$20,000 and two Honourable Mentions of \$2000 each. The People's Choice Award of \$1000 gives each person attending an opportunity to select by vote their favourite portrait. The exhibition of these 30 portraits shows the best works of Canadian artists.

Since 2005, The Prize has exhibited 240 works and receives approximately 480 submissions from across Canada. Hundreds of artists participate in the competition while thousands of art patrons attend the exhibition, view related websites such as Constant Contact and other social media sites. We produce exhibition catalogues, visitor guides and advertise in select art publications. The portraits also gain visibility on the Prize's website each day in September prior to the October exhibition. One new portrait is showcased every day, a promotion called "30 Days Hath September". It is a time-travel exhibition showing one portrait at a time over the month.

The exhibition draws significant tourism to Gananoque while promoting the town's strong commitment to arts and culture. Visitor logbooks share with us the distance

people travel to experience this amazing exhibition, Ottawa, Toronto, Montreal, upper New York State, Maine, New Jersey, and northern and southern Ontario. Beginning with the first exhibition in 2005, almost every opening has been held at the Firehall Theatre which then proceeds to become part of the touring exhibition. In past years, the Ontario Museum of Art and other Canadian art museums, universities and private galleries have participated on this tour. This is a national event that is gaining popularity and provides national exposure and sets the stage for global success for talented Canadian artists and the places that honour them.

The Kingston Prize is a non-profit charitable organization with an elected volunteer board of directors that undertakes all its organizational and promotional work. It relies on volunteer support to set up and take down the artworks along with a preparator / curator. They also manage the front gallery desk, organize the student "Faces of Canada" and senior "Tea and Talk" art education programs along with our teacher/artist and organize the "Opening" gala. The Prize has a strong commitment to the public for art and cultural education and this year will offer a new beginner adult art education program to be called "Drawing the Prize". This pilot program is an excellent opportunity to observe the popularity of registrants and provide an example for future art education programming. These programs give residents of Gananoque and the Kingston area students, adults and seniors, an opportunity to participate in a national event in their own community.

We will put in place tools that will measure the 2023 exhibition's success with reviews, numbers, feedback and evaluations.

In 2019, our financial support came from local granting agencies, individual donations and artist's entry fees. Admission to The Prize has always been free in order to welcome everyone to this national event. The expenses for the 2019 show were \$109,762.78 with revenues from the prior two years (biennial event) totalling \$124,498.58.

The grants received to date for this year are: The Town of Gananoque Council Grant of \$3000 and The Town of Gananoque Community Grant of \$5000. We have a Community Foundation Kingston and Area (CFKA) art educational grant proposal of \$5,648.44 pending approval. The in-kind contributions are for better rates of shipping for the artists- PacArt and paint supplies for our art education program- ArtNoise.

Like many other non-profit charitable art associations in Canada, the COVID pandemic had a significant impact on us. The 2021 show was cancelled, leaving the 2019 exhibition as our last, prior to the lockdown. This 2023 post pandemic show will give us a reflection of the entire community of Canada and will continue in the future to remind viewers of the lives of the people in the portraits.

Because of the potential growth of this exhibition and because we do not have a National Portrait Gallery to showcase our Canadian artists, we have come to the conclusion if The Kingston Prize is to grow, become more visible and successful, we need a social media strategist person who can help us with promoting, advertising and marketing this event throughout Ontario, Quebec and Northern New York State. Our goal for this position will be to create a community to reach more people and become more active members of their communities. This TAP grant will fund this position. We have advertised and have found a very experienced, professional candidate, that will be able to be up and running quickly. Please see job role and budget for.

We are connecting and collaborating with the Town of Gananoque, 1000 Island Visitor Centre, The Gananoque Chamber of Commerce, Thousand Islands Accommodation Partners, Thousand Islands Playhouse, Gan Arts Network , City of Kingston, Kingston Arts Council and radio stations in Ontario and Northern NY. In 2019 we secured time on the Public Broadcasting Station in Watertown NY and will endeavour to do so again.

It is these partnerships that are essential for our growth and the growth of the 1000 Islands travel industry to make this area the hub of arts and culture in Southeastern Ontario where tourists want to visit and vacation.

Thank you for considering this application and we look forward to working with you.

Bonnie Higgins
Co-Chair Board of Directors
The Kingston Prize
April 1 2023
613 532 0171

Included:

Grant Application and Letter to Committee
List of KP Board of Directors
Letters of Support :Thousand Islands Playhouse and O'Connor Gallery
"Drawing the Prize" writeup
Schedule of Events
Social Media Person Job Listing and Budget
2023 KP Overall Budget
Financial Report 2022/23 (biennial exhibition)
Financial Bank Report Feb 2023

1000 Island Waterfront Festival
September 9th, 10th, 11th 2022
Gananoque, Onario

POST FESTIVAL ANALYSIS:

I would like to thank the TOURISM ADVISORY PANEL for their financial commitment to the project and their confidence in me to deliver the project within the budget presented. I would also like to thank the Lions Club for their contribution.

The festival this year was to attract as many folks as possible, following the waterfront concerts, in order to extend the tourism season into early fall.

Attractions included The Thousand Islands Boat Museum, The 1000 Islands History Museum and 1000 Islands Kayaking, and which in some cases, special events were added to their regular program offerings. We used Joel Stone Heritage Park and the Lions Club Pavilion on the Joel Stone "Berm" park to create activities for families.

I have included a flyer with the breakdown of each event. I will offer a budget breakdown including actuals to budget and then final comments on the 1000 Islands Waterfront Festival 2022 and general thoughts on its moving forward.

OBSERVATIONS FROM 2nd ANNUAL FESTIVAL

*Entertainment:

All went very well, improvements to Joel Stone Heritage Park activity included more daytime activity and use of the main stage, particularly Saturday early afternoon, and during the Lions Club “Burgers & Dogs” Food Tent event.

The Ollin Drummers performed longer with more drummers and audience participation. They enjoyed the Pavillion on the Joel Stone “Berm” park. The children’s play “Once Upon A Time” worked very well also at the Lions Pavilion on Joel Stone “Berm” park.

The History Museum Concerts on the verandah went well. They were all well-attended.

‘Circus Jonathan” performed an extended program using the front of the main stage at Joel Stone Heritage Park. Extremely well-received with families, particularly children as part of the performance.

ALL EVENING PERFORMANCES were highly successful, from a talent perspective, appealing to varied audience tastes, however the Friday night and Sunday evening concerts lacked the attendance enjoyed by the waterfront concerts the weekend prior. The Saturday night concert appealed to a much wider audience and was very well-attended.

*Marketing

The lack of newspaper advertising problematic, however posters, programs and radio ads went well. The Facebook ads for the family shows worked, However, perhaps 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. Unsure if more money was spent on Marketing, it would attract more folks, considering the time of year.

***Budget**

In order to continue, more funds are needed to cover park rental, insurance and more well-known concert entertainment in order to produce a larger event. However, that being said, it is a challenge to attract more visitors following Labour Day weekend. Children are back in school, and the visitors following that weekend are Seniors and some Europeans mostly.
\$15,000.00 request.

FINAL COMMENTS:

I am pleased with the initial response we had over the weekend. The weather was in our favour, and the quality of the entertainment was first rate. Staggering events so that folks could catch many performances also worked well. We added a concert “Spare Change” on the Friday afternoon not included in the flyer, worked well, attracting many folks on the lawn in front of the History Museum verandah.

I was also pleased with the cooperation I received from everyone and particularly the effort put into Facebook marketing by Meg Dabros.

If this is to continue, we must develop a “legacy” program as we move forward. Perhaps a non-profit committee should be developed to ensure the “1000 Islands Waterfront Festival” has a future.

Thank you for the opportunity

Cliff Edwards for ARTISAN Entertainment

BUDGET

1000 Islands Waterfront Festival 2022

ACTUALS

ENTERTAINMENT:

All Performers over the weekend

Bands, Family, Childrens, Duos, Trios, etc. \$7,630.00 \$7,630.00

SOUND/LIGHTS: \$1,200.00 \$1,322.88

MARKETING:

Community Radio..Local & Beyond
Gananoque, Perth, Napanee

\$1,200.00 \$1,241.47

Print, Facebook \$500.00 \$452.00

Posters, Programme Design & Printing \$400.00 \$490.49

OPERATIONS:

Talent Coordination, Contracts, Meetings
Hosting, Sponsors

\$1,000.00 \$1,000.00

OTHER:

Misc. \$70.00 00.00

TOTAL: \$12,000.00 \$12,136.84

Over Budget. \$136,84

**1000 ISLANDS
WATERFRONT
FESTIVAL**

**GANANOQUE
August 27th 28th 29th**

**FUN AT THE WATERFRONT
A weekend of activities
for the whole family**

*The
Little
Prince*

**One Man
Circus
Show**

- | | |
|---|--|
| 1000 ISLANDS BOAT MUSEUM | Bottle Tree Production presents |
| All day events & Boat Shop Cafe | "THE LITTLE PRINCE |
| 1000 ISLANDS HISTORY MUSEUM | Ray the "COOL" MAGICIAN |
| Climate Exhibit & Kids Crafts | CIRCUS JONATHAN |
| 1000 ISLANDS KAYAKING | The OLLIN DRUM CIRCLE |
| Experience the Islands close-up | Afternoon CONCERTS |
| GANANOQUE LIONS CLUB | FACE-IT Face Painting |
| Enjoy "Burgers & Dogs" for lunch | Evening CONCERTS at Joel Stone |

Most events are free other charges may apply





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

Applicant Information	
Organization	ARTISAN ENTERTAINMENT
Contact Name	Cliff Edwards
Title	Producer
Address	274 Pine St., Gananoque, K7G 1C8
Phone #	343-363-0933
Email	Cliff_edwards42@msn.com
Event Website	N/A Facebook
Event Information	
Event Name	1000 Islands Waterfront Festival
Event Dates	September 21st,22nd,23rd
Event Organizer Name	Cliff Edwards
Event Organizer Phone #	As Above
Event Organizer Email	As Above
Funding Amount Requested	\$15,000.00
Brief description of event	<i>FAMILY ENTERTAINMENT, CHILDREN'S THEATRE Concerts on the main stage. Everything at the waterfront. JUGGLERS, INDIGENOUS DRUMMERS, MUSEUMS</i>
Who is your target market/audience	All ages Family and Seniors


Estimated # of people your event will attract to Gananoque (from 40+km away)	1000-2000
How and where will the event be advertised/marketed?	RADIO - GANANOQUE, NAPANEZ, PERIZI FLYERS - POSTERS - FACEBOOK EVENT PAGE
Has this event been hosted before? If yes, when and where?	Yes - twice, 2021, 2022 WATERFRONT, 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
 **GANANOQUE**
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: April 11, 2023 Title: Producer
Name: CLIFF EDWARDS Signature: 

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

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

Budget
1000 Islands Waterfront Festival 2023

ENTERTAINMENT:

All performers over the weekend
Bands, Family Childrens, Duos, Trios, Etc. \$10,150.00

SOUND/LIGHTS: \$1,325.00

MARKETING:

Community Radio..Local & Beyond
Gananoque, Perth, Napanee \$1,250.00

Print..Facebook \$500.00

Posters, Program Design, Printing \$500.00

OPERATIONS:

Talent Co-ordination, Contracts, Meetings
Hosting, Sponsors \$1,200.00

OTHER:

Misc. \$75.00

TOTAL: \$15,000.00

LOGO

GANANOQUE
September 9th,10th,11th

FUN AT THE WATERFRONT
A weekend of activities
Fun for the whole family

THOUSAND ISLANDS BOAT MUSEUM
All day events and Boat Shop Cafe
1000 ISLANDS HISTORY MUSEUM
All day exhibits and Kids Crafts
1000 ISLANDS KAYAKING
Experience the Islands Close-up
GANANOQUE LIONS CLUB
Enjoy 'Burgers & Dogs' for lunch

Bottletree presents ONCE UPON A TIME
A Modern Musical Fairytale
MISTER SPAGHETTI LEGS
Stiltsman, Juggler, Balloon Artist
FACE-IT TRANSITIONS
Face Painting
AFTERNOON & EVENING CONCERTS
Verandahs, Docks & Joel Stone Stage

Most events are free, other charges may apply

LOGS ALL THE SAME

FESTIVAL LOGO

GANANOQUE

SEPTEMBER 9th,10th,11th

FUN AT THE WATERFRONT (COVER plus info)

ISLAND HERITAGE ADVENTURE (Heading inside Cover)

Photo (Dock from poster)

LOGO

THOUSAND ISLANDS BOAT MUSEUM

Dive into river history with the whole family
at the Thousand Islands Boat Museum Open
10:00am – 5:00pm daily admission by donation.

*Explore antique boats

*Ride the river in a wooden speedboat

*See the work of local boatbuilders

*Get your hands dirty carving mini-paddles

*Tour majestic wooden yachts

*Enjoy great waterfront views from the Boatshop café

Photo (Interior from poster)

Logo

1000 ISLANDS HISTORY MUSEUM

Feature exhibit: UNMASKING INFLUENZA,
looks at the lasting impact of the world's
deadliest influenza pandemic. Known as the
Spanish Flu swept across Canada between 1918-1919
Heritage artifacts from the Town of Gananoque
Civic Collection.. Admission by donation
Saturday & Sunday "Kids Crafts with Majella" 12-2pm

Photo (Female in Kayak from poster)

Logo

1000 ISLANDS KAYAKING

Experience the Islands close up

GUIDED HALF-DAY TOURS

GUIDED FULL-DAY TOURS: Bring your lunch for an
unforgettable experience

GUIDED CAMPING TOURS..A paddling escape to the
1000 Islands National Park

SELF-GUIDED RENTALS

Sunset Guided tours

WEDNESDAY - SATURDAY

Look for our special events

MUSIC, MUSIC & MORE MUSIC!!!

Photo

Join us Friday night for "THE FADE KINGS" a fabulous group from "The County" who will perform some great Rhythm & Blues tunes and knock your socks off with some great arrangements of familiar songs.

JOEL STONE CONCERT STAGE

FRIDAY SEPTEMBER 9th 8:00pm

Photo

'HOOZHEAR" a group of talented young people who will perform on the Joel Stone Concert stage during the LIONS CLUB "Burgers & Dogs" lunch at JOEL STONE HERITAGE PARK 11:00am- 12:30pm lunch served until 2:00pm

SATURDAY SEPTEMBER 10th

Photo

Enjoy a concert on the verandah with the exciting Trio "LOST CHANNEL" performing original music with great arrangement of well-known "covers" HISTORY MUSEUM VERANDAH 3:30pm – 4:30pm SATURDAY SEPTEMBER. 10th

Photo

'THE GOAT STEPPERS" featuring SPENCER EVANS & friends who will play some great New Orleans Jazz music with clarinet, banjo, drums and bass.

JOEL STONE HERITAGE PARK

5:00pm – 6:30pm

SATURDAY SEPTEMBER 10th

Photo

"DEVOTED TO YOU" is a musical celebration of two Superstars John Denver and Olivia Newton-John with CLIFF EDWARDS & MICHELLE KASABOSKI backed by a wonderfully-talented band.

A memorable evening with the hits from those great Artists.

JOEL STONE CONCERT STAGE

SATURDAY SEPTEMBER 10th 8:00pm

Photo

SCOTT & KATE, a dynamic amazing talented duo from "THE STARES" singing some of your favourite Rock and pop tunes Catch them from the HISTORY MUSEUM VERANDAH
SUNDAY SEPTEMBER 11th 1:00pm – 2:00pm

Photo

Bring a friend and participate with a fun group who will "drum your cares away" featuring Yessica Rivera Belsham's "OLLIN DRUM CIRCLE"
JOEL STONE HERITAGE PARK 4:00-5:00pm
SUNDAY SEPTEMBER 11th

Photo

Songwriters JEFF CALLERY & TEAGAN MCLAREN will be performing a special concert from HALF MOON BAY in the heart of the 1000 Islands. Well-known Singer/Songwriters who will perform original works and some great cover songs. Grab a shuttle or take your watercraft
SUNDAY SEPTEMBER 11th 3:00pm – 4:00pm

Photo

"BACK SWING" is a multi-talented group from Ottawa who perform a wide variety of music from Country to Celtic, to Folk and "Good Ole Rock n Roll".
JOEL STONE CONCERT STAGE.. Closing night
SUNDAY SEPTEMBER 11th 7:00pm

*is a high energy band playing
rock, country, blues and soul
Rich in vocal harmonies and instrumentation*

RADIO FESTIVAL

Water Audio Background

V/O

The 1000 Islands Waterfront Festival offers activities for everyone. September 9th, 10th & 11th offers you the chance to enjoy Gananoque and the beautiful Thousand Islands.

Take in the Thousand Islands Boat and History Museums for all day boat displays, exhibits, Kids Crafts, concert events.

Why not experience the islands close-up in a kayak? Grab lunch at the Lions Club "Burger & Dogs" tent.. Attend family/childrens performances and evening man stage concerts all at Joel Stone Heritage Park. Most events are free , some charges may apply

What a weekend September 9th, 10th 11th For program

Information go to Visitorscentre@gananoque.ca

Brought to you by 1000 Islands Tourism, the Gan Lions Club & MyFm.



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

Applicant Information	
Organization	Double Concept Productions
Contact Name	Nathalie Lavergne
Title	Owner/Producer
Address	7, Court House Sq, Brockville, ON K6V 3X2
Phone #	514-699-4102
Email	doubleconceptnl@yahoo.ca
Event Website	www.rhbweekend.ca
Event Information	
Event Name	Red Hot & Blue Rockabilly Weekend #17
Event Dates	June 15-18, 2023
Event Organizer Name	Nathalie Lavergne
Event Organizer Phone #	514-699-4102
Event Organizer Email	doubleconceptnl@yahoo.ca
Brief description of event	<p>The 17th edition of the RHB will be taking place June 15-18 in Gananoque.</p> <p>The RHB is: A pre-party, 3 days of non stop music, top DJs, more than 15 live bands, free jive lessons, a Saturday vintage market, and a pool party.</p> <p>New this year, we are joining forces with the local Lion's Club and will be taking care of the entertainment portion of their annual car show!</p>
Who is your target market/audience	<p>Adults, (19+ in the evening). Mostly couples, who are in love with the vintage lifestyle, the music, the cars. They love to travel to get together and cherish those type of annual weekender.</p> <p>They don't mind spending their money as long as they have a great time, listening to good music.</p>

<p>Estimated # of people your event will attract to Gananoque (from 40+km away)</p>	<p>The official RHB hotel is the Ramada Inn. We are also promoting the other hotels and motels located in the area. We are looking at a maximum of 220 per night, at the Lou Jeffries Centre (tickets needed) for the Friday and Saturday night. The free and open to all pre-party on the Thursday, the Saturday vintage market should attract pass by people and vintage fanatics and music lovers. We are expecting to welcome between 500 and 800 people. As the car show is well known in the area, we hope to get over 1000 visitors.</p>
<p>How and where will the event be advertised/marketed?</p>	<p>Started on Jan 2nd until the end of June, we are running a radio ad on www.rockin247radio.com There is a printed ad in the VivaLasVegas.net program (larger rockabilly event in the USA). An event has been created on Facebook and an online advertisement campaign will start March 1st. until June 14th. 3000 rack cards are to be printed and distributed and 100 posters We are planing radio and tv interviews as (YourTV, Brockville's Move, etc.)</p>
<p>Has this event been hosted before? If yes, when and where?</p>	<p>This event was created in 2005 in St-Hyacinthe QC until 2009. It moved to Montreal for the next 10 years, before travelling to Brockville, Ontario in 2016. We hosted the RHB in Gananoque for the first time in 2022.</p>

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: Thursday April 14th, 2022 Title: Owner/Producer

Name: Nathalie Lavergne Signature: Nathalie Lavergne

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

Tourism Advisory Panel, Recording Secretary
specialevents@gananoque.ca
613-382-2149 ext. 1131

RHB 2023 Production Team

Nathalie Lavergne
Producer
doubleconceptnl@yahoo.ca
514-699-4102

Scott Harvey
Technical director
canadarockabilly@gmail.com
613-316-5140

Tina Harvey
Guest experience
tinaharvey@gmail.com
613-818-4839

Brenda Van Dusen
Food and beverage
blvandusen@gmail.com
613-340-7134

Amund Christensen
Pool party coordinator
amundc@yahoo.com
416-707-5858

Lion's Club Contacts
Bryan Jones
President
deepandsteep@sympatico.ca

Derryl Wood
derrylw2918@gmail.com



Hey Cats and kittens, don't be boppin' the Blues, the **Red Hot & Blue Rockabilly Weekend** returns!

Mark your calendar as we are kicking off beautiful Gananoque's Summer season
June 15-18, 2023

But what is the RHB ?

1st and only rockabilly weekender in Canada

3 days of 1950's rock'n'roll music

4 DJ's

13 Live bands

Free Jive lessons

A vintage market

17 years of rock'n'roll music

More than 10 000 attendees from all over the world since 2005!

NEW this year! We are joining forces with the **Lion's Club** to present you a **car show** and a **vintage market** on Saturday June 17th, from 9am to 3pm. Live music and a barber on site!

You would like to be involved and be part of the festivities? The RHB team is looking for venues (bars, restaurants, hotels, patios, etc!) to come on board by hosting some musicians (solo, duo, trio or full band) during the weekend (Thursday, Friday, Saturday and Sunday).

You have a budget for entertainment and can provide the space? We will book the act that will best suits your business! (We can provide a PA system too).

We have free outdoor activities and indoor (\$) programming.

Have a look at our website or contact us for more info. The tickets are now on sale.

We look forward to work with you!

Nathalie

Contact, Nathalie Lavergne, Owner and promotor

Double Concept Productions

514-699-4102 – doubleconceptnl@yahoo.ca www.rhbweekend.ca

Home

Tickets

What? When? Where?

Thursday, June 15th

4-7pm Pre-party by the Town Park Band Stand

Music by:

- Cadillac Rumble (ON)
- Sean Mencher (USA)



Friday, June 16th

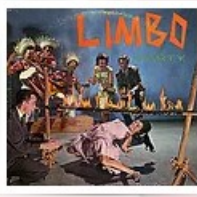
3pm-6pm - Welcome Cocktail Party @ Ramada Inn

Evening at the Lou Jeffries Centre

Doors Open at 7:30pm

Music by:

- Mozzey Dee (USA)
- The Lustre Kings (USA)
- Lara Hope & the Ark-Tones (USA)
- DJ Tony Be Good (QC)



Saturday, 17th

11am - 6pm - Pool Party @ Ramada Inn

And our annual Silent Auction for the Cancer Research Society

Music by:

- The Green Reflectors (NS)
- The Reverb Syndicate (ON)
- Mark Malibu & The Wasagas (ON)
- DJ David Rocketship (QC)
- DJ Atomik (ON)



9am - 3pm - Car show and vendors @ Lou Jeffries Centre

Free to attend - \$10 to register your car

Music by:

- The Trebletones (ON)
- The Johnny Clash band (ON)
- DJ Lucky Luc (QC)



Evening at the Lou Jeffries Centre

Doors Open at 7:30pm

Music by:

- Nicholas Campbell & the 2 meters cheaters (ON)
- Paul Piggat (BC)
- Bad Fortunes (ON)
- DJ Tony Be Good (QC)



Sunday, June 18th

Details tba soon!

PRINTABLE SCHEDULE coming soon!

Gallery

FAQ

Partners

Contact

Boutique

Silent Auction

Activities

Vendors

Artists

Schedule

Hotels

Hotel Booking

RED HOT & BLUE ROCKABILLY WEEKEND - FREE COMMUNITY EVENTS

Total expenses:	\$	9 255,04
Total Revenus:	\$	4 240,00
To find:	\$	5 015,04

Budget total	\$	9 255,00
EXPENSES	\$	9 255,04
TO THIS DAY	\$	3 034,28
BALANCE	\$	6 220,72

Budget total	\$	4 250,00
REVENUS	\$	4 240,00
TO THIS DAY		1460
TO COME IN	\$	2 790,00

Rental

Description	Coût estimé	Coût réel	Différence
Sound PA Thursday and Saturday car show	\$ 800,00	\$ -	▲ \$ 800,00
Location chapiteau-tente stage rhh	\$ -	\$ -	\$ -
Tables et chairs	\$ -	\$ -	\$ -
Gananoque TLTI Recreation Centre Rental	\$ 1 424,76	\$ -	▲ \$ 1 424,76
CHL (Thursday & Sunday)	\$ -	\$ -	\$ -
Total	\$ 2 224,76	\$ -	\$ 9 424,76

Partnership

Description	Montant/valeur	Montant	Différence
Festival Presenter Package	\$ -	\$ -	\$ -
Official Beer Steam Whistle	\$ -	\$ -	\$ -
Official Rum Sailor Jerry	\$ -	\$ -	\$ -
Gananoque TLTI Recreation Centre	\$ -	\$ -	▲ \$ 500,00
Vintage market	\$ 500,00	\$ 500,00	\$ -
Carshow	\$ -	\$ -	\$ -
Total	\$ 500,00	\$ 500,00	\$ 500,00

Permis/ Assurances

Description	Coût estimé	Coût réel	Différence
AGCO Alcohol permit	\$ -	\$ -	\$ -
Assurances - pour 2 millions de couverture	\$ 1 250,00	\$ -	▲ \$ 1 250,00
Permis Site Ville	\$ -	\$ -	\$ -
Total	\$ 1 250,00	\$ 300,00	\$ 1 400,00

Grants

Description	Montant/valeur	Montant	Différence
RT09 Social media/Partnership	\$ -	\$ -	\$ -
Gananoque Community grant	\$ -	\$ -	\$ -
Tourism Advisory Panel (\$ 7500)	\$ 2 500,00	\$ -	▲ \$ 2 500,00
Total	\$ 2 500,00	\$ -	\$ 2 500,00

Bands

Description	Coût estimé	Coût réel	Différence
Thursday Town Park Band stand			#VALEUR!
Cadillac Rumble	\$ 400,00	\$ -	▲ \$ 400,00
Sean Mencher solo act	\$ 250,00	\$ -	▲ \$ 250,00
Saturday Car show			
TrebleTones Carshow	\$ 500,00	\$ -	▲ \$ 500,00
Johnny Clash Carshow	\$ 500,00	\$ -	▲ \$ 500,00
DJ Lucky Luc Carshow	\$ 50,00	\$ -	▲ \$ 50,00
Weekend emcee	\$ -	\$ -	\$ -
Total	\$ 1 700,00	\$ -	\$ 8 550,00

Car show booths/ vendors

Description	Revenu estimé	Revenu réel	Différence
#1 RHB/Spitfire booth	\$ -	\$ -	\$ -
#2 Loli (hand bags) MTL	\$ 240,00	\$ 240,00	\$ -
#3 Bev Hogue - painting	\$ 40,00	\$ -	▲ \$ 40,00
#4 Scentsy (Brenda)	\$ 40,00	\$ -	▲ \$ 40,00
#5 Heather's Creative Designz	\$ 40,00	\$ -	▲ \$ 40,00
#6 Deb's Personal creations	\$ 40,00	\$ 40,00	\$ -
#7 Meraxic Creations	\$ 40,00	\$ 40,00	\$ -
#8 My dream creations	\$ 40,00	\$ 40,00	\$ -
#9 Flour Cloud Bakery	\$ 40,00	\$ 40,00	\$ -
#10 Norwex Consultant - cleaning	\$ 40,00	\$ 40,00	\$ -
#11 Simple soaping - soaps	\$ 40,00	\$ 40,00	\$ -
#12 Happy Buddha	\$ 40,00	\$ 40,00	\$ -
#13 Crystal Mess Co	\$ 40,00	\$ 40,00	\$ -
#14	\$ 40,00	\$ -	▲ \$ 40,00
#15 Hand Made pet supplies	\$ 40,00	\$ 40,00	\$ -
#16 Trivit Lady	\$ 40,00	\$ 40,00	\$ -
#17 Handmade with Love	\$ 40,00	\$ 40,00	\$ -
#18 Handmade by Simone	\$ 40,00	\$ 40,00	\$ -
#19 Tupperware Jenny Ogg	\$ 40,00	\$ 40,00	\$ -
#20 SOAPLADZ	\$ 40,00	\$ 40,00	\$ -
# 21 Epicure	\$ 40,00	\$ 40,00	\$ -
#22 Color Street (nail polish)	\$ 40,00	\$ -	▲ \$ 40,00
#23 Sandra J. Jackson Author	\$ 40,00	\$ 40,00	\$ -
#24 Martin Landon Barber	\$ -	\$ -	\$ -
#25 Super Patch Company	\$ 40,00	\$ 40,00	\$ -
#26 Watkins	\$ 40,00	\$ 40,00	\$ -
#27 Renewed Essentials	\$ 40,00	\$ -	▲ \$ 40,00
#28	\$ 40,00	\$ -	▲ \$ 40,00
Total	\$ 1 240,00	\$ 960,00	\$ 280,00

Promotion

Description	Coût estimé	Coût réel	Différence
Illustration Bev Hogue	\$ -	\$ -	\$ -
Rack card print	\$ 150,00	\$ -	▲ \$ 150,00
Publicité Bob FM/JR FM/Digital (691.56\$)	\$ -	\$ -	\$ -
Publicité Rockabilly Radio (\$90 US)	\$ 150,00	\$ 150,00	\$ -
Publicités Métroland	\$ -	\$ -	\$ -
Publicité VLV	\$ 632,28	\$ 632,28	\$ -
Directional/welcome signs	\$ -	\$ -	\$ -
Publicité Living Here	\$ -	\$ -	\$ -
Publicité Facebook	\$ 500,00	\$ 452,00	▲ \$ 48,00
Graphisme Affiche	\$ 200,00	\$ -	▲ \$ 200,00
Graphisme Carte postale	\$ 200,00	\$ -	▲ \$ 200,00
Graphisme pub	\$ 100,00	\$ -	▲ \$ 100,00
Graphisme Coroplast	\$ -	\$ -	\$ -
Graphisme sponsor package	\$ 50,00	\$ -	▲ \$ 50,00
Impression affiches RHB	\$ 100,00	\$ -	▲ \$ 100,00
Total	\$ 2 082,28	\$ 1 234,28	\$ 848,00

Staff - Merch - Alcool

Description	Coût estimé	Coût réel	Différence
Event coordination	\$ 400,00	\$ -	▲ \$ 400,00
Primary Staff (Door, MC)	\$ 100,00	\$ -	▲ \$ 100,00
Staff (Security)	\$ 100,00	\$ -	▲ \$ 100,00
Accomodation bands	\$ 400,00	\$ -	▲ \$ 400,00
Accomodation staff	\$ 400,00	\$ -	▲ \$ 400,00
Transport bands	\$ -	\$ -	\$ -
Beer bands	\$ 48,00	\$ -	▲ \$ 48,00
Tent rental	\$ 200,00	\$ -	▲ \$ 200,00
Achat alcool beer garden	\$ -	\$ -	\$ -
Mislenious	\$ 350,00	\$ -	▲ \$ 350,00
Total	\$ 1 998,00	\$ 1 500,00	\$ 10 920,00

Miscelinious

Description	Revenu estimé	Revenu réel	Différence
Vente alcool Vendredi Soir	\$ -	\$ -	\$ -
Vente alcool Samedi Pool party	\$ -	\$ -	\$ -
Vente alcool Samedi Soir	\$ -	\$ -	\$ -
T-shirt femme	\$ -	\$ -	\$ -
T-shirts homme	\$ -	\$ -	\$ -
Tote bag	\$ -	\$ -	\$ -
Tiki mug	\$ -	\$ -	\$ -
Total	\$ -	\$ -	\$ -

BAITFUEL FISHING TOUR “TOUR CHAMPIONSHIP”
SUPPORTING APPLICATION DOCUMENTATION
2023 TAP GRANT TOWN OF GANANOQUE

PART 1 – PROJECT DESCRIPTION:

On Sept 9-10, 2023 Baitfuel Fishing Tour will be hosting a 2 day live release bass fishing tournament on the St. Lawrence River, staged out of Joel Stone Park and Gananoque Marina. Baitfuel Fishing Tour is Canada’s premiere bass fishing tour, composed of 65 teams of Canada’s best bass anglers. Baitfuel Fishing Tour emerged to fill the void created when Renegade Bass Tour – Canada’s longest running bass tournament series – ceased operations in Nov 2022. Since 2016, RBT has worked with internationally known TV fishing personality [J.P. DeRose](#), to produce a television series that captures on the water action as 65 teams compete in 5 qualifier tournaments as well as a 40 team two day “Tour Championship” where the largest prize in Canadian bass fishing is awarded to one team. The shows are televised on the WayPoint streaming service approximately 5 months after the event, accumulating millions of views from outdoor enthusiasts from around the world. Episodes from the 2021 season were viewed 8,733,469 times from Jan-Nov 2022 with 47% of those views by Canadian or US viewers. TAP committee members can view Day 1 of the 2022 RBT Classic in Gananoque [here](#). Baitfuel Fishing Tour will continue this model as it moves forward.

This proposal is for funding to support a local economic investment incentive for anglers to spend their money in the Gananoque/1000 Islands area (outlined below). The ROI for the Town of Gananoque is increased angler spending, as well as a 1-2 minute custom Gananoque/1000 Islands tourism segment (using footage from the Gananoque Tour Championship tournament), as a means to reach a broad audience of potential tourists to the area. Baitfuel Fishing Tour has successfully applied this funding/exposure formula model with other Tour partners.

Baitfuel Fishing Tour is proposing to use 90% of the TAP funds to help offset the cost of production for the television show, and to use the remaining 10% of funds as a “cash-back” prize awarded to 3 teams that invest in the local economy of Gananoque/1000 Islands. This is an added incentive for anglers to spend locally during their pre-fishing practice prior to, and during, the event. Baitfuel Fishing Tour consists of teams from across Ontario, Quebec and northern New York, who contribute to the economies of the communities in and around the host sites of events. Baitfuel Fishing Tour’s proposal is to award 10% of the donated TAP funds directly to teams that demonstrate investment in the local economy during their visit(s) to Gananoque/1000 Islands in relation to their pre-fish practice and participation in the Tour Championship event. Teams will receive one entry into a random draw for each verified \$100 spent in Gananoque/1000 Islands for expenses such as hotels, fuel, food/restaurants, etc. Three entrants selected at random during the Sunday weigh-in will be awarded equal prize money from a representative of the Town of Gananoque.

If funds are awarded, the Gananoque TAP will be acknowledged on site during the tournament weigh-in (live stream and subsequent Waypoint TV packaging) as having made the contribution to the event in support of Gananoque/1000 Islands tourism growth. In addition, the TAP specifically, and Gananoque/1000 Islands area more generally, will be featured in the Baitfuel Fishing Tour television series, as well as on Baitfuel Fishing Tour social media channels as a world-class bass fishing destination. The television show in particular will showcase the incredible sport fishing opportunities available on the St. Lawrence River, with Gananoque as the premiere access point to the river. This can include a custom 1-2 minute feature segment specifically highlighting Gananoque/1000 Islands as a tourist destination.

The timing of Baitfuel's Tour Championship (weekend after Labour Day) coincides with the ending of the "traditional" high volume summer tourist season. The exposure from this event (through TV and social media) can translate to an expanded and vibrant fall fishing season. The fish are at their largest in the fall, fall weather is spectacular, and tourism numbers are lower – all factors supporting an opportunity to create a new tourist niche through fishing!!

Baitfuel Fishing Tour's risk management plan is addressed through our "Emergency Risk Management" form as part of our site application package on file with Amanda Robinson.

PART 2 – ORGANIZATIONAL CAPACITY:

2023 is Baitfuel Fishing Tour's inaugural season. In reality, Baitfuel's present admin team had large responsibilities (financial and organizational) in allowing Renegade Bass Tour to successfully function through 2022. As a result, there was a cooperative transition of RBT's operational model, business relationships and assets to allow Baitfuel Fishing Tour a seamless transition into this space. As such, the leadership team at Baitfuel Fishing Tour were instrumental in organizing, funding and delivering RBT's events for several seasons. The change in leadership and business model allows Baitfuel Fishing Tour to dedicate more time and resources to address the gaps in the RBT model to ensure continued first class experiences for anglers and our partners. It is a responsibility we take very seriously.

Baitfuel Fishing Tour's CEO, Robert Greenberg, has a long and successful real estate development career. More recently, he has married his professional skills with his passion for fishing via American Baitworks (parent company) across a variety of fishing business sectors – including Baitfuel Fishing Tour. We are in good hands.

Specific roles and duties in the Baitfuel Fishing Tour family are as follows:

Robert Greenberg - CEO

Matt Massey - Administrative Head

JP DeRose - TV filming and production, main sponsorship relationships, emcee live stream

Tom Hooper - event planning/delivery, secondary sponsorship relationships, in event shore staff

Greg Scott - event planning/delivery, secondary sponsorship relationships, in event shore staff

In speaking to our in-event soft skills, we offer our experience in Gananoque last Sept for the RBT “Classic” (now Baitfuel Tour Championship). Greg, in a lesser role with RBT in 2022, had ongoing dialogue with Doug Wark ahead of the event to establish a relationship ensuring both parties' needs were supported. (Ironically, Doug reached out 04/05/23 regarding logistics for this year’s event). During the event we worked closely with 1000 Islands Kayaking staff to ensure their customer experience would thrive while we delivered a first class event for our anglers. We also worked with Cliff Edwards and the music festival happening simultaneously at the band shell to ensure our respective live performances were not impacted. Finally, we checked in with the Gananoque Lions BBQ team to coordinate vehicle parking. We will formalize this relationship with Gan Lions delivering our season wrap up BBQ on Sunday, Sep 10th. These soft skills come easily to the 5 shore staff members as we are all veteran high school special education teachers. We communicate in a cooperative, friendly, respectful, professional manner to every person/partner.

PART 3 – COMMUNITY IMPACT:

a) Community Partners

In addition to the on-site event relationships outlined above, we have reached out to tourism stakeholders to ensure this proposal aligns with their stated mission. In speaking with Jan from the Gananoque Chamber of Commerce, we learned that our inclusive angler registration system aligns with the Chamber’s goal. In speaking with Jennifer from the 1000 Islands Visitors Centre, we learned that the ability and willingness of anglers (pre event) and shore staff (in event) to share knowledge of tournament fishing is added value to the event itself. In future, we will consider adding a formal element (ex. 1 hour kids derby) to extend this relationship.

b) Environmental Impact

Baitfuel Fishing Tour’s environmental impact plan is addressed through our “Environmental Plan” form as part of our site application package on file with Amanda Robinson. This speaks to the environmental impact from the event footprint, including the Sunday BBQ. Shore staff have the stated goal of leaving the site as we found it. We have not received a complaint in this area in over 20 years of delivering RBT events.

Baitfuel Fishing Tour will continue RBT’s legacy of quality fish management and resource preservation protocols. The “[Shimano Water Weigh-In System](#)” is designed to keep fish in fresh, oxygen rich water from catch, through weigh in and release back into their natural habitat.

c) Economic Impact

Our anglers will be accessing a combination of hotels, restaurants, stores, marinas/launches and parking in the Gananoque/1000 Islands region for the week preceding (pre-fish) and 2 days (competition) of the tournament.. While not all of our anglers require hotel stays to participate in the event, we know the following data points – based on 3 days/nights of pre-fishing and 2 days/nights of competition (5 days total):

- Each team spends on average **\$300 per day on gas/supplies** for their trucks and boats. Conservatively estimating half the teams (20) spend 5 days total, the economic footprint is **\$30,000**;
- Each team spends on average **\$150/day on meals**. Conservatively estimating half the teams (20) spend 5 days total, the economic footprint is **\$15,000**;
- Each team spends on average **\$250/night on accommodations**. Conservatively estimating half the teams (20) spend 5 days total, the economic footprint is **\$25,000**;
- Most teams pay **launch and parking fees** – either through season passes or daily fees. Using the Town of Gananoque as a model, conservatively estimating half the teams (20) spend 3 days pre-fishing (launch/parking fees for the event are part of registration, the economic footprint is **\$1,200**.
- **WE ESTIMATE THE TOTAL ECONOMIC VALUE TO THE GANANOQUE/1000 ISLANDS REGION TO BE A MINIMUM \$71,200 FROM SEPT 4-10, 2023**

To incentivize anglers to spend locally in Gananoque/1000 Islands, through the 10% “cash-back”, Baitfuel Fishing Tour looks to increase local spending by incentivizing anglers who may otherwise not, to book hotel stays, fill up their tanks locally, and purchase other food and supplies in Gananoque/1000 Islands.

While tournament anglers focus more strictly on angling opportunities, recreational anglers who will be drawn to the world class fishing that is offered around Gananoque/1000 Islands through the exposure generated by the TV show, will be more apt to partake in the other tourist attractions in the Gananoque/1000 Islands area, as part of a longer stay in the area. This will equate to additional hotel stays and an increased opportunity for tourists that may come to Gananoque/1000 Islands primarily for the fishing, to explore all of the other attractions offered in the area, dine at local restaurants, and spend in the local shops during their stays.

PART 4 – MARKETING PLAN:

Given the unique nature of what Baitfuel Fishing Tour offers, and the potential to grow Gananoque/1000 Islands as a sought after sport fishing destination, the marketing approach is two fold – focussing on marketing for the event itself, and, more importantly, on marketing Gananoque/1000 Islands specifically as a tourist destination for bass fishing.

Our marketing approach is multi-pronged and extends well beyond the impact of tourists drawn to Gananoque for the event itself, most of whom would come to attend the weigh-in at Joel Stone Park/Gananoque Marina on Sunday, Sept 10th.

a) Television:

The primary marketing opportunity is the ability for Gananoque to leverage the Baitfuel Television show as an opportunity to showcase everything Gananoque/1000 Islands has to offer as a tourist destination, fishing and beyond. As part of this proposal, Baitfuel Fishing Tour will offer a 1-2 minute dedicated feature segment on Gananoque/1000 Islands tourism integrated within the Tour Championship episode – in addition to the show’s already incredible on water coverage of Gananoque’s amazing fishery and trophy catches. While the segment will focus on the fishery, there is opportunity for some additional marketing of Gananoque’s other tourist draws, and participation from the TAP in the design and delivery of the segment (e.g. a TDF member could speak on camera to the value of Gananoque/1000 Islands as a tourist destination).

b) Social Media:

Baitfuel Fishing Tour, as an organization, utilizes multiple social media platforms to engage with the fishing community, including Facebook and Instagram. Leading up to the event, Baitfuel Fishing Tour schedules regular social media releases of the upcoming event, and the location for the weigh-in to build interest and excitement around the event. During the weigh-in for the event, Facebook Live is used to livestream each of the teams bringing their catch to the scales, as well as to show the winners of the tournament. This offers an opportunity for those watching remotely to witness the quality of the fishery, as demonstrated by the size of the bass that are brought to the scales. Following the event there are additional social media posts depicting the winners of the event, and acknowledging sponsors, of which the Gananoque TAP would be one. There is also a social media push once each episode of the television series is released. The social media reach of Baitfuel Fishing Tour events is much greater than the reach of the official Baitfuel Fishing Tour website pages. In the 2023 calendar year Baitfuel Fishing Tour Facebook posts have reached 45,500 with 5,620 engagements. For that same period, Instagram posts have reached 8,600. In addition, the majority of Baitfuel Fishing Tour anglers are social media users, nearly all of whom will post photos of their fishing experiences to their own personal social media feeds, furthering/compounding the reach/impact of the audience. The Baitfuel Fishing Tour event and marketing plan align well with Gananoque’s Tourism Strategy, as it offers an opportunity to host and provide support for a fishing event; offers niche digital marketing and advertising opportunities with tremendous reach to millions of anglers from around the world; provides opportunity to generate return tourists for years to come.

PART 5 – PERFORMANCE MEASURES:

The final section of the TAP Funding Application Assessment Matrix speaks to the overall impression of the proposal in terms of goals, tools and planning. In this proposal, Baitfuel Fishing Tour has identified the ways in which our organization, as a trusted, respected and well-managed brand in the professional bass tournament space, will add volume and value to the Gananoque/1000 Islands tourism space.

I look forward to our meeting on April 18th to formalize our relationship.

Sincerely,
Greg Scott
Baitfuel Fishing Tour

BAITFUEL FISHING TOUR BOARD OF DIRECTORS

Robert Greenberg, CEO, robert@americanbaitworks.com

Matt Massey, Administrative Head, matt@americanbaitworks.com

JP DeRose, Sponsorship Relations/Waypoint TV production, jp@jpderose.com

Tom Hooper, Event Planning/Delivery, tom@baitfuel.com, 613-791-4584

Greg Scott, Event Planning/Delivery, greg@baitfuel.com, 613-415-3733

BAITFUEL FISHING TOUR “TOUR CHAMPIONSHIP”
SCHEDULE OF EVENTS, SEPT 9-10, 2023

Friday, Sept 8

10:00 = Site walk through with Baitfuel staff/Town of Gan representative to revisit site plan/logistics, troubleshoot as needed

Saturday, Sept 9

05:00-06:30 = Anglers arrive by water for boat checking at Gan Marina. Baitfuel Fishing Tour staff check boats at docks to ensure angler safety and competitive balance.

06:30-06:50 = Teams move to cue at designated launch (see map Blast off/Check in).

06:50-07:00 = Boats receive announcements from TD while in cueing area (see map).

07:00-07:10 = TD director “Blasts off” competitors in order from 1-40 (see map).

08:00-10:30 = Shore staff set up of tournament site (see Marina map weigh in for low and high water set up locations).

10:30-14:30 = Shore staff troubleshoot as needed and communicate with other stakeholders (Ex. Thousand Islands Kayaking) to ensure customer experiences are not compromised.

15:45-16:00 = Competitors arrive for “Check in” (see map Blast off/Check in).

16:10-17:15 = Anglers move through cue (see map Marina weigh in), arrive at tents where fish are weighed/returned to anglers, interviews conducted and anglers return out of bay.

17:15-18:00 = Shore staff partially tear down site.

18:00 = Site vacated for night.

Sunday, September 10

05:00-06:30 = Anglers arrive by water for boat checking at Gan Marina. Baitfuel staff check boats at docks to ensure angler safety and competitive balance.

06:30-06:50 = Teams move to cue at designated launch (see map Blast off/Check in).

06:50-07:00 = Boats receive announcements from TD while in cueing area (see map).

07:00-07:10 = TD director “Blasts off” competitors in order from 1-40 (see map).

08:00-10:30 = Shore staff set up of tournament site (see Marina map weigh in for low and high water set up locations).

10:30-13:30 = Shore staff troubleshoot as needed and communicate with other stakeholders (Ex. Thousand Islands Kayaking) to ensure customer experiences are not compromised.

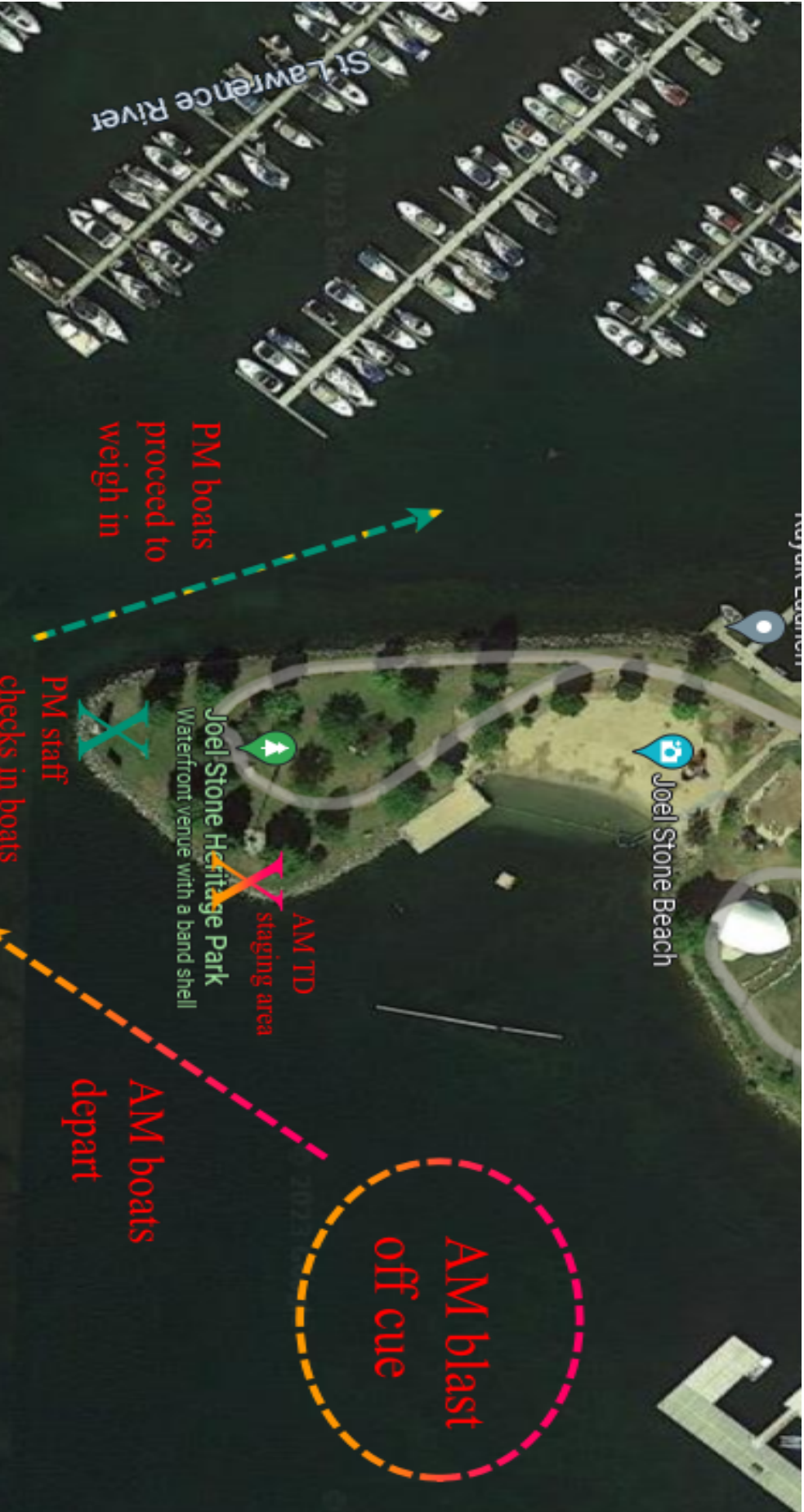
14:45-15:00 = Competitors arrive for “Check in” (see map Blast off/Check in).

15:10-16:30 = Anglers move through cue (see map Marina weigh in), arrive at tents where fish are weighed/returned to anglers, interviews conducted and anglers return out of bay.

16:30-17:00 = Awarding of prizes – including \$80K boat/motor package.

17:00-18:00 = Baitfuel Fishing Tour year-end BBQ delivered by Gan Lions (see map).

18:00-19:00 = Shore staff tear down site.



PM boats
proceed to
weigh in

PM staff
checks in boats

AM TD
staging area

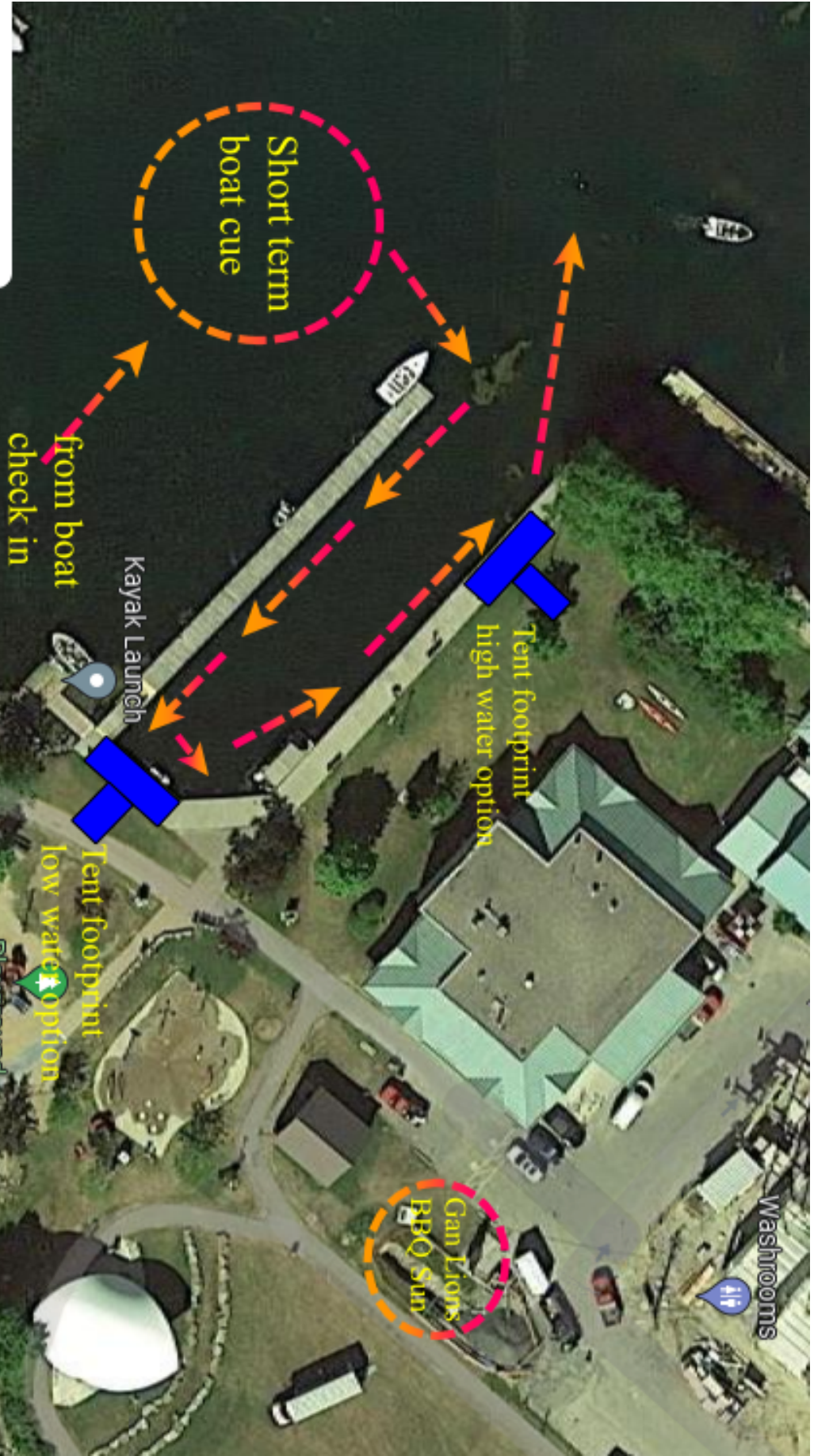
AM boats
depart

AM blast
off cue

Joel Stone Heritage Park
Waterfront venue with a band shell

Joel Stone Beach

St. Lawrence River



ORGANIZATION NAME	NAME OF EVENT	EVENT DATES	GRANT REQUEST (\$)			CONFIRMED (Y/N)
Baitfuel Fishing Tour	2023 Tour Championship	Sept 9-10, 2023 Joel Stone Park	\$15,000.00			
REVENUE						CONFIRMED (Y/N)
NAME	DESCRIPTION	GROSS INCOME (\$)		HST 13% (\$)	TOTAL (\$)	
Angler Fees	40 teams @ \$520/team	20,800		2,704	23,504	
Total Revenue		20,800		2,704	23,504	
PRODUCT DEVELOPMENT						CONFIRMED (Y/N)
NAME	DESCRIPTION	COST (\$)	IN KIND (\$)	HST 13% (\$)	TOTAL (\$)	
Digital Marketing -- website development/maintenance, IG, FB		1,100		143	1,243	
Streamed Content -- filming and post production Waypoint TV		27,000		3,510	30,510	
Trade Show Appearances		1,500		195	1,695	
Development Subtotal		11,100		3,848	33,448	
EXPENSES						CONFIRMED (Y/N)
NAME	DESCRIPTION	COST (\$)	IN KIND (\$)	HST 13% (\$)	TOTAL (\$)	
Prize Money Payout	100% of entry fee	20,800		2,704	23,504	
Lodging	Staff accomodation x 3 nights	5,250		682.5	5,933	
Food	Staff meals x 3 days	1,440		187.2	1,627.20	
Fuel	Vehicles, Generators	1,200		117	1,317	
Event Insurance	Liability Insurance	463.3		60.23	523.53	
Staffing	Event staffing x 2 days	5,750		747.5	6,497.50	
Livestreaming	Weigh in broadcast	250		32.5	282.5	
Angler BBQ	Gan Lions Sunday after weigh in	1,900		247	2,147	
Medals/Trophies	Novelty Cheques/Awards	500		65	565	
Expenses Subtotal		37,553.30		4,881.93	42,396.73	
EXPENSES TOTAL		48,653.30		6324.93	54,939.73	
NET TOTAL (Revenue - Expenses)						
IN KIND REQUESTS/COMMUNITY GRANTS						CONFIRMED (Y/N)
NAME	DESCRIPTION	TOTAL VALUE (\$)				

Public Space Rental	Town of Gan to grant Joel Stone Park for duration of event				
Parking Space	Town of Gan to grant parking for event trailer and staff vehicles				
Dockage	Allocated dock/wall space for weigh in				