



### Tourism Advisory Panel Agenda

On Thursday, April 7, 2022 at 10:30am Online meeting through

**WebEx Teleconference Toll Free Number: 1-833-311-4101**

**Access code: 2632 139 1232 Meeting Password: AprilTAP**

<https://townofgananoque.webex.com/townofgananoque/j.php?MTID=m3840bb30527686e69cf828672c5294e2>

1.	<b>Call Meeting to Order</b>
2.	<b>Disclosure of Pecuniary Interest &amp; General Nature Thereof</b>
3.	<b>Approval of Minutes</b> – March 3, 2022 and March 25, 2022
4.	<b>Public Question/Comment</b> (Only Addressing Items on the Agenda)
5.	<b>Disclosure of Additional Items</b>
6.	<b>Delegations</b> - None
7.	<b>Presentations by Staff/Others</b> - None
8.	<b>Municipal Accommodation Tax</b> - None
9.	<b>Unfinished Business</b>
	<ol style="list-style-type: none"> <li>1. Updates to TAP Funding Application (Amended 31March2022)</li> <li>2. TAP Funding Application Assessment Matrix (Drafts #1 &amp; #2)</li> <li>3. Panel to discuss the elimination of the Sub-Committee review process.</li> </ol>
10.	<b>Correspondence</b> - None
11.	<b>New Business</b>
	<ol style="list-style-type: none"> <li>1. Tourism Advisory Panel Funding Application</li> </ol> <p style="text-align: center;">Tourism Advisory Panel Report-2022-03 – Tourism Advisory Panel (TAP) Funding Requests / Applications</p>

	- 1000 Islands Ribfest – Gananoque Lions Club
	2. Panel to discuss 2022 TAP Projects (tourism, infrastructure, beautification, etc.)
<b>12.</b>	<b>Discussion of Additional Items</b>
<b>13.</b>	<b>Next Meeting:</b> Thursday, May 5, 2022 at 10:30 AM
<b>14.</b>	<b>Adjournment</b>

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 (TAP) MINUTES**

On Thursday, March 3, 2022 at 10:30 AM Online through **WebEx**

**Teleconference**

<b>PANEL MEMBERS PRESENT</b>		<b>STAFF COUNCIL PRESENT</b>
<b>Chair:</b>	Matt Harper	Melanie Kirkby, Treasurer
	Dave Osmond	Emily Parker, Community Services Coordinator
	Lisa Robichaud	
	John Nagy	
	Jeff Brown	
	Peter Sweet	
	Trusha Tanna	
	Kathrine Christensen	
<b>Non-Voting:</b>	Bill Stewart	
	Meg Dabros	

1.	<b>Call Meeting to Order</b> – Chair called meeting to order at 10:30 AM	
2.	<b>Disclosure of Pecuniary Interest &amp; General Nature Thereof</b>	<b>NONE</b>
3.	<p><b>MATTAP Motion #2022-09 – Approval of Minutes from February 3, 2022</b></p> <p><b>Moved by:</b> John Nagy      <b>Seconded by:</b> Peter Sweet            BE IT RESOLVED THAT THE TOURISM ADVISORY PANEL ADOPTS THE MINUTES OF THURSDAY, FEBRUARY 3, 2022 MEETING.</p> <p style="text-align: right;"><b>CARRIED</b></p>	
	<p><b>MATTAP Motion #2022-10 – Approval of Minutes from February 18, 2022</b></p> <p><b>Moved by:</b> John Nagy      <b>Seconded by:</b> Peter Sweet            BE IT RESOLVED THAT THE TOURISM ADVISORY PANEL ADOPTS THE MINUTES OF THURSDAY, FEBRUARY 18, 2022 MEETING.</p> <p style="text-align: right;"><b>CARRIED</b></p>	
4.	<b>Public Question/Comment</b> (Only Addressing Items on the Agenda)	<b>NONE</b>
5.	<b>Disclosure of Additional Items</b>	<b>NONE</b>
	<p>1. To discuss the continuance of the TAP Sub-Committee and funding application review processes.</p>	

6.	<b>Delegations</b>	<b>NONE</b>
7.	<b>Presentations by Staff/Others</b>	
	1. Meg Dabros, TIAP, reviewed the 2021 MATTAP Budget Breakdown and TAP Goals with the Panel.	
8.	<b>Municipal Accommodation Tax</b>	
	a. Treasurer, Melanie, provided an update of the MATTAX 2021 - 4 <sup>th</sup> Quarter Remittance (at February 28 <sup>th</sup> , 2022).	
	b. Recording Secretary, Emily, provided an update of approved funding as of February 28, 2022.	
9.	<b>Unfinished Business</b>	<b>NONE</b>
10.	<b>Correspondence</b>	<b>NONE</b>
11.	<b>New Business</b>	<b>NONE</b>
	1. Chair, Councillor Matt Harper, welcomed new Tourism Advisory Panel members Councillor Dave Osmond and Quality Inn representative, Trusha Tanna.	
	2. Treasurer, Melanie Kirkby, reviewed Section 5.1.2 Members of the Tourism Advisory Panel Terms of Reference (as amended March 2021).	
	<p><b>MATTAP Motion #2022-11 – The Tourism Advisory Panel directs staff to remove notations of COVID-19 in the TAP Funding Application.</b></p> <p><b>Moved by:</b> Councillor Dave Osmond <b>Seconded by:</b> Jeff Brown  BE IT RESOLVED THAT THE TOURISM ADVISORY PANEL (TAP) HEREBY DIRECTS COMMUNITY SERVICES TOWN STAFF TO REMOVE NOTATIONS OF COVID-19 IN THE TOURISM ADVISORY PANEL (TAP) FUNDING APPLICATION DOCUMENT.</p> <p style="text-align: right;"><b>CARRIED</b></p>	

	<p><b>MATTAP Motion #2022-12 – Fund Andrew Pallotta of the Competitive Sport Fishing League (CSFL) \$10,000.00</b></p> <p><b>Moved by:</b> Councillor Dave Osmond <b>Seconded by:</b> Jeff Brown  BE IT RESOLVED THAT THE TOURISM ADVISORY PANEL (TAP) HEREBY APPROVES THE FUNDING OF ANDREW PALLOTTA OF THE COMPETITIVE SPORT FISHING LEAGUE IN THE AMOUNT OF <b>\$10,000.00</b> AS PRESENTED IN THE TOURISM ADVISORY PANEL REPORT 2022-02. SUBJECT TO ALL REQUIRED DOCUMENTS RECEIVED UNDER THE SPECIAL EVENT AND FACILITY BOOKING POLICY AND APPROVALS FROM THE TOWN.</p> <p style="text-align: right;"><b>CARRIED</b></p>	
	<p><b>MATTAP Motion #2022-13 – the Tourism Advisory Panel directs staff to develop a TAP Funding Application assessment tool that will eliminate the Sub-Committee to bring to the next Regular TAP Meeting on April 7<sup>th</sup>, 2022.</b></p> <p><b>Moved by:</b> Jeff Brown <b>Seconded by:</b> Councillor Dave Osmond  BE IT RESOLVED THAT THE TOURISM ADVISORY PANEL (TAP) HEREBY DIRECTS COMMUNITY SERVICES TOWN STAFF TO DEVELOP A TAP FUNDING APPLICATION ASSESSMENT TOOL THAT WILL ELIMINATE THE SUB-COMMITTEE TO BE PRESENTED AT THE NEXT REGULAR TAP MEETING ON APRIL 7<sup>th</sup>, 2022.</p> <p style="text-align: right;"><b>CARRIED</b></p>	
<b>12.</b>	<b>Discussion of Additional Items</b>	
	<p>1. Please see <b>Motion #2022-13</b>. The development of a TAP Funding Application Assessment tool will eliminate the need for Sub-Committee review process.</p>	
<b>13.</b>	<b>Next Regular Meeting - Thursday, April 7, 2022 at 10:30 AM</b>	
<b>14.</b>	<b>Adjournment</b>	
	<p><b>MATTAP Motion #2022-14 To Adjourn Meeting</b></p> <p><b>Moved by:</b> Councillor Matt Harper  BE IT RESOLVED THAT THE TOURISM ADVISORY PANEL HEREBY ADJOURNS THIS MEETING.</p> <p style="text-align: right;"><b>CARRIED</b></p>	

**Chair:**

**Date:**

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**SPECIAL MEETING - TOURISM ADVISORY PANEL (TAP) MINUTES**

On Friday, March 25, 2022 at 10:30 AM Online through **WebEx**

**Teleconference**

<b>PANEL MEMBERS PRESENT</b>		<b>STAFF COUNCIL PRESENT</b>
<b>Chair:</b>	Councillor Matt Harper	Emily Parker, Community Services Coordinator
	Councillor David Osmond	Melanie Kirkby, Treasurer/Technical Advisor
	Mayor Ted Lojko	Doug Wark, Manager of Community Services
	Meg Dabros (TIAP alternate)	
	Jeff Brown	
	John Nagy	
	Peter Sweet	
<b>Non-Voting:</b>	Bill Stewart	
<b>Regrets:</b>	Lisa Robichaud	
	Trusha Tanna	

<b>1.</b>	<b>Call Meeting to Order</b> – Chair called meeting to order at 10:32 AM	
<b>2.</b>	<b>Disclosure of Pecuniary Interest &amp; General Nature Thereof</b>	<b>NONE</b>
<b>3.</b>	<b>401 Garden Project – Update from Community Services</b>	
	Discussion of RFQ – CS-2022-02 401 Garden Project (signs, landscaping) Manager of Community Services, Doug Wark, provided an update of the project and the tender bid received from Green Things Landscaping.	
	<b>MATTAP Motion #2022-15 – To abandon the 401 Garden Project (signs, landscaping) beautification project.</b>  <b>Moved by:</b> Jeff Brown <b>Seconded by:</b> David Osmond BE IT RESOLVED THAT THE TOURISM ADVISORY PANEL (TAP) HEREBY ABANDONS THE 401 GARDEN PROJECT (SIGNS, LANDSCAPING) AS IT RELATES TO TAP INFRASTRUCTURE FUNDING. FOR BEAUTIFICATION.  <p style="text-align: right;"><b>CARRIED</b></p>	
<b>13.</b>	<b>Next Regular Meeting</b> - Thursday, April 7, 2021 at 10:30 AM	

14.	<b>Adjournment</b>	
	<p><b>MATTAP Motion #2022-16 To Adjourn Meeting</b></p> <p><b>Moved by:</b> Jeff Brown</p> <p>BE IT RESOLVED THAT THE TOURISM ADVISORY PANEL HEREBY          ADJOURNS THIS MEETING.</p> <p style="text-align: right;"><b>CARRIED</b></p>	

**Chair:**

**Date:**

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2022

Tourism Advisory Panel (TAP)  
Request for Funding  
(Tourism Event)





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## **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.

## **Program Priorities**

Each application will be evaluated according to how well it demonstrates alignment with the Tourism Advisory Panel funding program objectives and priorities. The evaluation criteria is outlined under the section 4.0 Evaluation Process & Assessment Criteria. See Appendix 2 for the Funding Application Assessment Matrix.

Applicants are expected to demonstrate the following:

- Strong organizational and leadership capacity, including a history of tracking project metrics and experience in managing previous projects.
- A solid tourism-based rationale for the proposed project, including tourism industry analysis, research, future trends and linkages to regional and/or provincial tourism plans.
- Tourism/hospitality, business and community partnerships that support the project either through cash or through in-kind contributions. Partners that support the project but do not contribute to cash or in-kind contributions are required to submit a Letter of Support.
- Innovative product development projects, new events and creative initiatives that will attract visitors/residents to Gananoque for short and long-term enjoyment.

## **2.0 Eligibility Requirements**

Applications which do not meet the following eligibility requirements will not be considered.

### **Eligible Applicants**

- Indigenous Organizations
- Tourism Organizations
- Not-for-Profit Organizations (with a clearly defined tourism focus)
- For-Profit Tourism Organizations
- Events

In addition, to be eligible for the TAP grant-funding program, the project and applicants must meet all of the following eligibility requirements:

- Events must take place in Gananoque.
- Have an applicant organization, which is a legal entity, incorporated in Canada.
- Applicant is not in default of terms and conditions of any current or previous grant or loan agreement with the Town of Gananoque.
- Applications must be submitted 4 months prior to project start.
- Applicant is required to complete and submit the Special Events and Facility Booking Permit Application Form (Schedule A). This must be received before any TAP funding can be approved.
- Information provided in the application is true, correct and complete.

If successful, the applicant organization will enter into an agreement with the Town of Gananoque. The applicant must be the organization that will incur and pay the project expenses and report via the appropriate processes to the Tourism Advisory Panel (representing the Town of Gananoque) on usage of the funds.

## **Eligible Expenses**

Eligible program expenses include, but are not limited to:

- Contract staff to support the delivery of the project.
- Festival and event costs related to programming and operations.
- Marketing costs including advertising, promotion, branding, websites and apps.
- Speaker fees.

## **Ineligible Expenses**

Ineligible expenses for the Tourism Advisory Panel grant funding include, but are not limited to:

- Operating costs for organizations including administration, permanent staff salaries and on-going maintenance costs.
- Legal, audit or interest fees.
- Insurance, buyouts, restructuring costs.
- Costs related to alcohol or cannabis.

## **Number of Applications Permitted Annually**

- Maximum of two applications per lead organization (within same fiscal year).

### **3.0 Funding Criteria**

The Tourism Advisory Panel cannot guarantee funding to all applicants, nor ensure that the total amount requested by successful applicants will be granted.

The decision to fund all or part of an applicant's request will depend on its fit with TAP program objectives, assessment criteria, as evaluated through the Funding Application Assessment Matrix (Appendix 2) as well as the overall demand for TAP funding.

#### Formula

- There is no maximum number of partners a project can have, but at least 10% of total cash expenses must come from the lead applicant organization.
- The program has no predetermined limit on the funding amount requested. However, you must provide solid rationale to support the funding amount you are requesting.

#### **4.0 Evaluation Process & Assessment Criteria**

All Tourism Advisory Panel (TAP) funding applications will be evaluated by Panel members at a Regular Meeting (held on the first Thursday of each month). During the meeting, Panel members will review the funding application. Applicants will be informed of the Panel's decision within 1-5 business days. The Applicant will receive a formal Funding Approval notice and will be required to submit Electronic Fund Transfer information to receive funding. The Applicant will communicate with the Recording Secretary throughout the funding application and approval process.

See **APPENDIX 2: FUNDING APPLICATION ASSESSMENT MATRIX**

#### **5.0 How to Apply?**

The Tourism Advisory Panel Grant Applications can be downloaded from [www.gananoque.ca](http://www.gananoque.ca) and are fillable online.

#### **Submission Checklist: Mandatory Documents**

For an application to be considered complete and eligible for assessment, all mandatory documents listed below must be attached to your application.

1. Tourism Advisory Panel (TAP) funding application completed in full.
2. Proof of insurance of at least 2 million commercial general liability coverage naming the Town of Gananoque as additional insured.
3. Optional: **'Letters of support'** from organizations and partners that support the project but are not making cash or in-kind contributions.

## **Application Submission and Deadline**

Applications must be submitted **at least four (4) months** prior to the project start date. The Recording Secretary will contact you within two (2) weeks of submission to confirm completeness of your application and communicate whether your application requires clarification and/or additional documentation. Once your application has been confirmed as complete and presented to the Tourism Advisory Panel, a decision from Council will be provided as soon as possible.

It is the applicant's responsibility to ensure that your application has been successfully submitted. If you do not receive confirmation or your grant submission within 72 hours, please contact the Recording Secretary at [specialevents@gananoque.ca](mailto:specialevents@gananoque.ca) or 613-382-2149 ext. 1131.

All funding decisions, recommended by the Tourism Advisory Panel, are made by the Council of the Town of Gananoque and are final.

Once a decision has been rendered on an application, the applicant will be notified of the funding decision.

Questions or support?

Monday – Friday 8:30am – 4:30pm

- Telephone: 613-382-2149 ext.1131
- Email: [specialevents@gananoque.ca](mailto:specialevents@gananoque.ca)





## 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	
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



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: \_\_\_\_\_

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

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

**APPENDIX 1**

**SAMPLE EVENT BUDGET**

Host/Organization Name	Name of Event	Event Date			Granted Funding Amount	Confirmed
Jane Doe's Service Club	Canada Day in Joel Stone Park	2021-06-01			\$20,000	Y/N
<b>Revenue</b>						<b>Confirmed</b>
Name	Description Item	Income (\$)		HST (13%)	Total	Y/N
Concession Stand Sales	Sale of hot dogs & drinks	\$ 10,000.00			\$ 10,000.00	
Activity Brochure	Ad space sold to local businesses	\$ 5,000.00			\$ 5,000.00	
<b>TOTAL REVENUE</b>		<b>\$ 15,000.00</b>			<b>\$ 15,000.00</b>	
<b>Product Development</b>						<b>Confirmed</b>
Name	Description of Item	Cost (\$)	In-Kind	HST (13%)	Total	Y/N
Facebook	Facebook Paid Ads	\$ 500.00		\$ 65.00	\$ 565.00	
MyFM - Invoice #	Radio Ad Spot	\$ 1,500.00		\$ 195.00	\$ 1,695.00	
John Smith Designs	Activity Brochure Designed & Printed	\$ 1,000.00		\$ 130.00	\$ 1,130.00	
<b>Subtotal Product Development</b>		<b>\$ 3,000.00</b>		<b>\$ 390.00</b>	<b>\$ 3,390.00</b>	
<b>Expenses</b>						<b>Confirmed</b>
Name/Invoice#	Description of Item	Cost (\$)	In-Kind	HST (13%)	Total	Y/N
Invoice# 20210205000	Fireworks	\$ 10,000.00		\$1,300	\$1,300	
Food Stand	Hot dogs, hot dog buns, canned soda	\$ 4,000.00		\$ 520.00	\$ 4,520.00	
Dollarama	Craft supplies	\$ 700.00		\$ 91.00	\$ 791.00	
<b>Subtotal Expenses</b>		<b>\$ 14,700.00</b>		<b>\$1,911</b>	<b>\$6,611</b>	
<b>TOTAL EXPENSES</b>		<b>\$ 17,700.00</b>		<b>\$2,301</b>	<b>\$10,001</b>	
<b>NET TOTAL (REVENUE - EXPENSES)</b>					<b>\$ 4,999.00</b>	
<b>In Kind Requests/Community Grants</b>						<b>Confirmed</b>
Name	Description of Service (Hours @15 per hour)	Total Value (\$)	Y/N			
Town of Gananoque Fire	6 Firefighters to set off fireworks (1hr)	\$ 72.00				
Town of Gananoque Works						
Volunteers (Set up, tear down, etc.)	5 Volunteers to set up & run canteen (6hr)	\$ 360.00				
Public space rental	Granting of Joel Stone Park for the day	\$ 2,500.00				
Sound System						
Parking Spaces						
Dockage						
<b>TOTAL IN KIND VALUE</b>		<b>\$ 2,932.00</b>				

		<b>Score</b>
<b>Project Description</b> 20%	<ul style="list-style-type: none"> <li>Project description is clear with strong evidence of research and planning (schedule of events, location, date, time)</li> <li>Event is aligned with TAP Program Objectives and fits with the applicant's mandate/strategic plan.</li> <li>Timing of Event (peak vs. curb season).</li> <li>Risk Management / Contingency Plan is thoughtful and demonstrates effective use of resources.</li> </ul>	<b>/6</b>
<b>Organizational Capacity</b> 20%	<ul style="list-style-type: none"> <li>Provided evidence of organization's ability to successfully deliver the proposed event.</li> <li>Staff/Volunteer project responsibilities are manageable and well assigned per skills sets, experience, etc.</li> <li>Applicant's history of similar events demonstrates effective problem solving, organizational growth, innovative ideas)</li> </ul>	<b>/6</b>
<b>Community Impact</b> 30%	<p><b>Community Partners</b></p> <ul style="list-style-type: none"> <li>Demonstrated connection/collaboration with local tourism stakeholders (1000 Islands Visitors Centre, Thousand Islands Accommodation Partners (TIAP), 1000 Islands Gananoque Chamber of Commerce)</li> <li>Partnership / Sponsorship roles, responsibilities and contributions are clearly identified (financial, in kind, etc.)</li> <li>Included <b>Letters of Support</b> confirming participation / support.</li> </ul> <p><b>Environmental Impact</b></p> <ul style="list-style-type: none"> <li>Will this event/project have a low environmental impact?</li> <li>If not, does the applicant have a plan to improve or offset the impact?</li> </ul> <p><b>Economic Impact</b></p> <ul style="list-style-type: none"> <li>Tourism Regional Economic Impact Model (TREIM) Results.</li> <li>Will the event attract visitors to increase tourist visitation/spending (e.g. multi-day events, venues, timing, etc.)</li> </ul>	<b>/3</b>
<b>Marketing Plan</b> 10%	<ul style="list-style-type: none"> <li>Included description of promotional materials (online, in print)</li> <li>Clearly defined target market (i.e. define the ideal participant).</li> <li>Identified key competitors and how the event/product is positioned to compete.</li> </ul>	<b>/3</b>
<b>Performance Measures</b> 20%	<ul style="list-style-type: none"> <li>Project goals are clearly defined, relevant and feasible.</li> <li>Applicant has identified the tools that will be used to evaluate the success of the event (i.e. ticket sales, online engagement, audience reach, visitor sentiment, etc.)</li> <li>Activities and Project Plan appears to have a high probability of success.</li> </ul>	<b>/6</b>
<b>TOTAL SCORE</b>		<b>/30</b>





**TOURISM ADVISORY PANEL – 2022-03**

**Date:** March 31, 2022  **IN CAMERA**  
**Subject:** Tourism Advisory Panel (TAP) Tourism Event Funding Request/Application  
**Author:** Emily Parker / Recording Secretary  **OPEN SESSION**

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**RECOMMENDATION:**

BE IT RESOLVED THAT THE TOURISM ADVISORY PANEL (TAP) SUB-COMMITTEE OF THE TOWN OF GANANOQUE RECOMMENDS THAT TAP APPROVE THE FUNDING REQUEST TO THE ROTARY CLUB OF GANANOQUE TOWARDS THE 1000 ISLANDS FAMILY RIBFEST IN THE AMOUNT OF **\$5,000.00** BY THE TOURISM ADVISORY PANEL AS PRESENTED IN THE TOURISM ADVISORY PANEL REPORT 2022-03. SUBJECT TO ALL REQUIRED DOCUMENTATION RECEIVED UNDER THE MUNICIPAL FACILITY USE POLICY AND APPROVALS FROM THE TOWN.

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**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 2022 Tourism Advisory Panel (TAP) Tourism Products/Events Budget.

**INFORMATION / DISCUSSION:**

One (1) Application was submitted for consideration.

1. Emily Bell of the Rotary Club of Gananoque is applying for \$15,000.00 in funding to host the 1000 Islands Family Ribfest on June 30 to July 3, 2022.

Ribfest is a four-day event and will run from June 30 – July 3, 2022 offering plenty of ribs, live music, activities and kid friendly food. Ribfest is an event that the entire family can enjoy.

**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 designates \$70,000.00 to Products and Events for 2022.

**CONSULTATIONS:**

NONE

**ATTACHMENTS:**

Funding Application



THE CORPORATION OF THE TOWN OF



Canadian Gateway to the 1000 Islands

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

Organization	Rotary Club of Gananoque
Contact Name	Emily Bell
Title	Grant Co-ordinator for Ribfest
Address	11 Gray's Lane, Gananoque, ON, K7G 2V4
Phone #	613 530-7355
Email	ebell@bickerton.com
Event Website	www.ganribfest.com
<b>Event Information</b>	
Event Name	1000 Islands Family Ribfest
Event Dates	June 30, 2022 to July 3, 2022
Event Organizer Name	Emily Bell
Event Organizer Phone #	613 530-7355
Event Organizer Email	ebell@bickerton.com
Brief description of event	Ribfest is a four-day event and will run from June 30 – July 3, 2022 offering plenty of ribs, live music, activities and kid friendly food. Ribfest is an event the entire family can enjoy.
Who is your target market/audience	Local residents and out-of-town visitors within eastern Ontario, western Quebec and the northern state of New York. (Including Toronto, Ottawa, Petawawa, Cornwall, Montreal, Watertown and Syracuse)

Estimated # of people your event will attract to Gananoque (from 40+km away)	Eleven thousand (11,000)
How and where will the event be advertised/marketed?	Ribfest web-site with event links to be shared on other partner websites; Facebook with facebook page boosters; Print & digital media - newspaper inserts ads (Post-Media reaching southern and eastern Ontario; Print-Ads, program flyers - Radio Ads - Local, Regional, Northern New York
Has this event been hosted before? If yes, when and where?	Ribfest has been held every year since 2006 with the exception of the last two years (2020 & 2021) due to the COVID pandemic. It has been held in Gananoque behind the Town Hall. It will be held outdoors at the Lou Jeffries recreation centre this summer.

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: March 3, 2022 Title: Grant Co-ordinator, Rotary  
Name: Emily Bell Signature: Emily Bell Digitally signed by Emily Bell  
Date: 2022.03.03 19:00:18  
-05'00'

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

Jennifer Baril  
Tourism Advisory Panel, Recording Secretary  
[JBaril@gananoque.ca](mailto:JBaril@gananoque.ca)  
613-382-8044

**Rotary Club of Gananoque  
Board of Directors  
2022**

Barb Fisk President  
befisk@tpiqualitytravel.ca  
613 382 2745

Zully Hemani Past President  
hemanizully@yahoo.ca  
613 329 1186

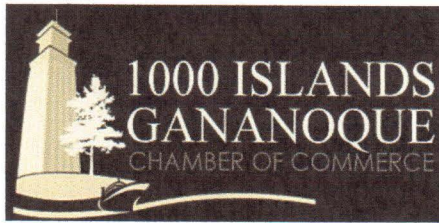
Gwen Hundrieser Secretary  
hundriesergwen@gmail.com  
613 382 7424  
613 484 5735

Randy Jenkins Treasurer  
randyjenkins100@gmail.com  
613 888 3649

Joe Dorrington Director at Large  
pinedorr@gmail.com  
613 876 0623

Joanne Lancaster Executive Secretary  
Jsheperds@gmail.com  
613 573 5766

Emily Bell. Rotarian Grant Co-ordinator for Ribfest  
ebell@bickerton.com  
613 530 7355



February 24, 2022

**Re: Support for 1000 Islands Ribfest**

To the Committee,

We at the 1000 Islands Gananoque Chamber of Commerce are writing to ask the Tourism Advisory Board (TIAP) to support the Rotary Club of Gananoque and Lions Club of Gananoque in their 2022 Ribfest event, scheduled to take place June 30 through July 3rd.

Nestled in the heart of the 1000 Islands, we are eager to see our region re-emerge stronger now and in the coming months with events such as this. Dynamic partnerships coupled with broad and diverse networks are critical outcomes to increasing the resilience of Ontario's tourism and hospitality. The Town of Gananoque and the Township of Leeds & the Thousand Islands offer a wide array of activity, hosting and service for all our visitors and residents.

The 1000 Islands Gananoque Chamber of Commerce has been a collaborative partner with the Gananoque Rotary and Lions Club for many years and look forward to future events.

The 1000 Islands Gananoque Chamber of Commerce advocates and represents business interests and issues affecting the community. We provide the environment to help our members prosper and succeed through a proactive working partnership with all levels of government & community organizations.

Sincerely,

Bill Stewart  
Executive Director  
1000 Islands Gananoque Chamber of Commerce  
10 King St. East Gananoque Ontario K7G 1E6  
613 382 7744  
[1000islandsgananoque@gmail.com](mailto:1000islandsgananoque@gmail.com)

# 1000 ISLANDS RIBFEST 2022

## SCHEDULE OF EVENTS

### *THURSDAY JUNE 30*

#### *Welcome Back KICK OFF*

#### **4:00-11:00pm: RIBS, FOOD VENDORS, BEER TENT**

4:00-7:00	Rotary Arts and Craft Fair
4:00- 5:00	Spare Change-59's to 70's Rock
5:30-6:30	Country Rocks- Country
7:00- 8:30	The Shadowz- ClassicRock & Country
9:30-11:00	The Staars- Classic Rock

### *FRIDAY JULY 1*

#### *CANADA DAY CELEBRATIONS*

12:00-1:00	Gan Fishing Hole
12:00-5:00	Corn Table
12:00-3:00	Arthur Child Display
12:00-7:00	Pies For Gods Sake
12:00-7:00	Rotary Arts & Craft Fair
12:00-4:00	Leeds & Grenville Paramedic Service
12:00-4:00	Gan Fire Dept
12:00-4:00	Gan Police Services

#### **NOON-11:00pm: RIBS, FOOD VENDORS BEER TENT**

1:00-2:30	Kingston Fencing
1:00-1:30	Canada Day Program
1:30-2:00	Free Cake
2:00-2:45	Media Challenge (Ribs)
2:00- 4:00	Free Inflatables
2:30-4:00	Free Wagon Rides
3:00-3:45	Yoga Demo
4:00-5:00	Lost Channel - Rock/Classic Rock
5:30-6:30.	The Backsteps
7:00-8:30	Knuckle He'd-Classic Rock
9:30-11:00	The Change- Classic Rock

## ***SATURDAY JULY 2***

### ***THE FUN CONTINUES***

12:00-7:00	Rotary Arts & Craft
12:00-3:00	Arthur Child Display
12:00-5:00	Corn Table
12:00-7:00	Pies For God's Sake
12:00-4:00	Gan Fire Dept
12:00-4:00	Gan Police Services
1:00-2:00	Pie Eating Contest
2:30-3:30	Possible Paid Children's Show - Birds Of Prey
3:30-4:30	The Strata-Kay's- 50&60'srock
5:00-6:00	Mark Hunt, Brian Frommer, Alan Code Rock/Classic Rock
6:30-7:30	The Fadekings- R&B Blues/Jazz Classic Rock
8:00-9:00	Back Swing-Country Rock
9:30-11:00	Trevor Walsh Group Classic Rock

## ***SUNDAY JULY 3***

### ***SUNDAY IN THE PARK***

7:30- 10:00	Lions Club Shore Breakfast
10:30-11:00	Gospel Music (Tent)
11:00- 12:00	Non-Denominational Church Service
12:00-5:00	Rotary Arts & Craft Show
12:00-5:00	Corn Table

### **NOON-8:00 RIBS, FOOD VENDORS BEER TENT**

Possible Tournaments thru out Afternoon

12:30- 1:45	Salvation Army Band
2:15- 3:00.	Royal Theatre
3:00-4:00	Bark & Roll Runway (Dog Show)

## Projected Revenue and Expenses

### Tourism Advisory Panel

#### Request for Funding (Tourism Event)

<b>Organization</b>	Rotary Club of Gananoque	
<b>Name of Event</b>	<b>1000 Islands Family Ribfest</b>	
<b>Event Dates</b>	June 30 - July 3, 2022	
<b>GRANT FUNDING REQUESTED</b>		<b>\$15,000</b>

## Projected Revenue and Expenses

Item	Description	Revenue/ Expenses	In-Kind	Comments
		<b>REVENUE</b>		
<b>Ribbers</b>	Registration Fees	\$16,000		
<b>Sponsorship</b>	Various	\$7,500		
<b>Vendors</b>	Registration Fees	\$12,000		
<b>Gate Receipts</b>	Toonie Ages 12+	\$10,000		
<b>Duck Race</b>	Ticket Sales	\$6,500		
<b>Beer Tent</b>	Gross Sales	\$28,000		
<b>Donations</b>	Public Donations	\$500		
<b>50/50</b>	Net Sales	\$5,000		
	<b>Gross Revenue</b>	<b>\$85,500</b>		
		<b>EXPENSES (less in-kind)</b>		
		includes HST	<b>In-Kind</b>	
<b>Entertainment - Bands, Theatre Acts</b>	Contracts	\$8,000		
<b>Beer Tent</b>	Cost of Beer, glasses etc.	\$11,000		
<b>Duck Race</b>	Duck Rentals	\$500		
<b>Sound Systems</b>	Sound System for Stage and Event	\$4,400		
<b>Stage, Chairs, Tent Rentals</b>	tent and chair rentals for eating, events -	\$5,000	\$2,000	1000 Islands Playhouse (usage of stage)
<b>Fencing and Gate Rentals</b>	to surrounding event	\$1,000		
<b>Electrical Services</b>	stage services, lighting and other	\$6,000		
<b>Children's Programming</b>	events for children	\$2,500		
<b>Signage</b>		\$400	\$500	BIA - some signage



<b>Facebook &amp; Social Media</b>	Facebook Blasts	\$1,000		
<b>Radio/TV</b>	MYFM Radio & online	\$2,034	\$500	MYFM - extra ads
<b>Print Ads</b>	Gananoque Reporter	\$600		
<b>Programming</b>	Program Printing and Distribution	\$5,500	\$800	Chamber - free booth at Home Show - free ad in TI Visitor Guide (\$800), Henderson - (\$3600)
<b>Insurance</b>	Liability	\$120		
<b>Licenses</b>	fundraising (50/50, duck races)	\$250		
<b>Interest &amp; Bank Charges</b>		\$300		
<b>Liquor Licenses</b>		\$700		
<b>Miscellaneous</b>		\$200		
<b>Security &amp; Police</b>	Services required for event	\$5,000		
<b>Safety/Emergency</b>	First Aid	\$500		
<b>Sanitation</b>	Waste	\$2,000		
<b>COVID- -19 Related</b>	Masks for Volunteers, Hand Sanitizer Dispensers, Cleaning Supplies	\$2,000		
	<b>Expenses</b>	<b>\$59,004</b>		
	<b>Net Revenue</b>	<b>\$26,496</b>		

<b>SUMMARY</b>		
	<b>Total Revenue</b>	\$85,500
	<b>Total Expenses</b>	\$59,004
	<b>PROFIT (NET REVENUE)</b>	<b>\$26,496</b>
	<b>TOTAL IN-KIND</b>	<b>\$3,800</b>

## Tourism Advisory Panel (TAP)

### **Rotary Club of Gananoque - TAP Request for Funding Supporting Information March 3, 2022**

This information is to support the Rotary Club's TAP Request for Funding 2022.

#### **Section A: Organization Capacity**

1. Core Business
2. Governance and Fiscal Management
3. History of Successful Management of Events
4. Capacity and Ability to Deliver

#### **Section B: Event Description**

1. Event Summary
2. Event Details (NOTE: Schedule of Event in Separate Attachment)
3. Alignment with TAP Objectives
4. Risk Management Plan
5. Contingency Plan

#### **Section C: Performance Measures and Outcomes**

1. Projected Metrics and Outcomes
2. Evidence of Projected Outcomes
3. Tracking and Reporting Results and Impact

<h4><b>Section A: Organization Capacity</b></h4>
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##### **Core Business**

The core business of the Rotary Club of Gananoque covers the "Four Avenues of Service" as follows:

1. "Club Service" involves all of the activities necessary for Rotarians to perform to make their club function successfully.
2. "Vocational Service" is a description of the opportunity each Rotarian has to represent the dignity and utility of one's vocation to the other members of the club.
3. "**Community Service**" pertains to those activities which Rotarians undertake to improve the quality of life in their community. It frequently involves assistance to youth, the aged, handicapped and others who look to Rotary as a source of hope for a better life.
4. "International Service," describes the many programs and activities which Rotarians undertake to advance international understanding, goodwill and peace. International Service projects are designed to meet humanitarian needs of people in many lands.

Key objectives of "**Community Service**" festivals and events spearheaded by the Rotary Club focus on revitalizing local economies in the area. These festival and events play important roles

in tourism destination development and attraction for the rural area of Gananoque. They attract tourists and visitors at regional, national and international levels.

These events provide opportunities for participation, skills development, volunteering and social, cultural economic and environmental developments.

The involvement of local people and suppliers in terms of provision of services, food, beverages, and attractions, result in economic benefits to the region. Local vendors, artisans, craftspeople, restaurateurs, hoteliers and innkeepers may make a large portion of their annual income during the course of an event.

Festivals and events have impacts that go well beyond what can be measured in economic terms. They contribute to the quality of life in the area strengthening the community, providing unique activities and events, building awareness of diverse cultures.

## **2. Governance and Fiscal Management**

**Decision-Making:** The Rotary Club of Gananoque consists of a Board of Directors, President, Past President, President- Elect, Secretary, Treasurer, and individual Directors overseeing Club Administration, Club Service, Environment, Club Diversity, Community Service, International Service, Vocational Service, Membership, and a director at Large. All Directors have a voting privilege. All motions at the Board will have a presenter, a seconder, followed by a full discussion and a call for a vote. For a motion to be considered there must be a quorum. For a motion to pass the Board of Directors there must be a simple majority with the President being able to vote in the event of a tie. All motions are recorded by the Secretary, the results, if it is passed, failed, or tabled for further consideration. All motions passed by the Board are recorded in the Minutes of the Board of Director Meeting and sent by email to each member of the Club by the Secretary. At a Club Business meeting of the membership, each Board member reports on their portfolio and presents any motion pertaining to it, along with all the details and information for a full discussion. All motions passed by the Board of Directors are presented at a meeting of the membership (Club Meeting) where a quorum is required. The motion is then presented to the Membership, seconded, followed by discussion and a vote is called with a simple majority required to approve the motion with the President able to vote to break a tie. The Motions are recorded by the Secretary and included to the Minutes of the Club Meeting which is sent by email to each member. The Board meets monthly lead by the President on a set agenda, approval of Minutes from the previous meeting by the Secretary, action items from the previous minutes added to the agenda for follow-up, addition of new business, a financial update, and copies of the financials for questions and discussion. The Treasurer presents the financial update to the Board and discussion follows. Any decisions on budget, accounts or general finances are then put into a Motion seconded and a vote is taken by the Board. Every quarter the Treasurer submits a current budget to the Board for consideration, discussion, and approval. Each Director makes a full report and update on his portfolio including ongoing projects, events or programs, and reports on recently completed items, their effectiveness, value, and assessment of the item for future consideration.

**Financial Controls:** The Treasure ensures all financial records, and reports, are updated, available and presented to the Board of Directors at the monthly meeting for scrutiny and oversight. All approved expenditures are by Rotary Club cheque from the appropriate account and requires two signatures with signing authority. Invoices are required for all approved expenditures. Every quarter a current financial report is presented to the Club membership at

the Club business meeting. At the beginning of each new Club year, July 1<sup>st</sup>, the new Board of Directors meets and a budget for the coming year is discussed, planned, and passed by motion and is then presented to the Club membership for approval. At the beginning of each new Board of Directors the signing authorities are decided, and appropriate changes are made with the banking institution as required. All Club events, programs and projects must provide a detailed budget approved by the Board and must follow-up with a final financial report and showing income, expenditures, procedures, permits, all detailed invoices. Any deviation from the approved budget must come back to the Board for approval. In summary, all expenditures by the Club must be approved, invoices are always required and payment with two approved signing authorities.

**Conflict of Interest:** Any and all Board members and Club Members must declare a conflict of interest and abstain from voting if any decision is being made that they may have or appear to have financial interest in.

### **3. History of Successful Management of Events**

The 1000 Island Ribfest is the marquis event of the Rotary Club. With the exception of the last two years (due to COVID-19), the Rotary Club in partnership with the Lions Club of Gananoque, have successfully organized the 1000 Islands Ribfest for 14 years. This event began in 2006 and for the first few years ran as a complimentary summer attraction to the internationally renowned 1000 Islands Festival of the Islands. After the demise of the Festival of the Islands, the clubs undertook to grow Ribfest to fill in an effort to become a major tourism attraction for Gananoque and the surrounding area. As such, Ribfest has ramped up and grown in each year of its existence. Ribfest operates for 4 days over Canada Day and attracts tourists from eastern and southern Ontario, Western Quebec and northern New York. In 2019 attendance was 19,886 with 54% (10744) being from tourists from out-of-the area.

#### **Other events organized and management by Rotary include:**

1. The Rotary Great Lakes Watershed Cleanup - held in April on Earth Day - Rotary leads this event, organizing community partners, organizations, businesses, school children and public to gather and cleanup trash all along the Gananoque River, St. Lawrence River, parks in Gananoque, trails and confederation basin;
2. Christmas/Summer Craft Fairs - 2 days - over 110 Vendors - vendors and visitors spanning Toronto, Ottawa and Cornwall;
3. Rotary Public Parks located on the St. Lawrence River and The Ontario Waterfront Trail - attractions for tourists
4. Rotary Tulip sales event - for "End Polio Now Tulips" ( Polio Plus)

These events stimulate the local area – bringing a cash injection from out-of-town visitors, raising the profile of the area and local businesses to visitors and migrants, and bringing a community closer together.

**Boosting the economy** - attracts visitors who spend money, which boosts the local economy . Overnight visitors provide another source of revenue to the area. The economic benefits of these events ripple throughout a local economy—affecting tourism and non-tourism- related businesses alike.

**Fostering community pride** - these activities involve many members of the community, which yields a number of social benefits. It provides the opportunity to help build a community, foster a sense of pride within a community, and engage a community.

Hometown pride is a critical factor in the development and improvement of any community and attracting new residents and businesses.

**Strengthening relationships** - These activities build stronger relationships within a community. Most of the relationship-building occurs in the planning phase. This is where the bonds among public and private organizations, government, and neighborhood groups are forged and where connections among elected officials, staff, volunteers and interested residents are made.  
Value of training

#### **4. Capacity and Ability to Deliver**

The 1000 Islands Ribfest is a joint event hosted by the Rotary Club and the Lions Club of Gananoque. Both organizations are well respected in the community for the services they provide.

These clubs bring a cadre of seasoned business leaders with years of experience running events and a legacy of success in doing so. The clubs also provide a wealth of volunteers who make visitors feel welcome. The combined years of Ribfest expertise we have in Board members and the hundreds of years of combined experience of our 330+ volunteers support our ability and capacity to successfully undertake this project and reach our targets.

With Ribfest, we have consistently grown the festival, as per our strategic plan, in incremental steps that build on past successes. Time proven plans, policies and procedures instituted over the past seven years provide a template for success that is continually adapted to newer best practices.

A special Committee is responsible for the planning and organization of Ribfest. This Committee is made up of 9 club members – 4 members from the Rotary Club and 4 members from the Lions Club. The ninth member is the chair of the committee and is rotated every year between both clubs. Plans of actions, timelines and resources (both financial and human) are discussed and approved at this committee and brought forward for final approval by membership of each respective club. Key skill sets of the Ribfest committee include: organization and time management, attention to detail, budgeting, communication, leadership, networking, sales and negotiation and customer service.

The success of Ribfest is dependent on the involvement of many volunteers and support of other community partners. Other partners include the municipalities of Gananoque, and the Leeds and the Thousand Islands; 1000 Islands Gananoque Chamber of Commerce; Thousand Islands Accommodation partners and numerous vendors.

## Section B: Event Description

### 1. Event Summary

Nothing says summer like the aroma of sizzling gourmet meats on the fired-up smoking hot grills. With plenty ribs, live music, activities and kid friendly food, Ribfest is an event the entire family can enjoy. Ribfest is a four-day event and will run from June 30 – July 3, 2022. Live music is performed under the tent throughout the event with emphasis on Canadian themes, period music, singers, story tellers and higher profile acts on main stage in the evening. (drawn from larger catchment area, including Quebec & northern New York, Toronto and Ottawa)

#### **Giving Back**

Ribfest believes in giving back to the communities through local partnerships. Ribfest is run by the Rotary and Lions Clubs of Gananoque that raises dollars to reach their goals of helping those in need.

#### **Buy Local**

Ribfest understands the importance of supporting local and works closely with local businesses and organizations in order to promote growth. Ribfest is an amazing opportunity for new and established businesses to engage their local community on a more personal level and give back in positive manner.

#### **Support Regional Artists and Musicians**

Ribfest works with local artists in the community in order to give them a chance to showcase their talent in front of friends and family. Ribfest is an opportunity for these local artists to perform in front of large crowds and take the next step in their musical careers.

### 2. Event Details

*(Full Schedule is provided in another attachment)*

Days and Hours of Operation: Thursday, June 30, 2022 – 4:00pm to 11:00pm. Friday, July 1, 2022 – 12:00pm to 11:00pm. Saturday, July 2, 2022 – 12:00pm - 11:00pm. Sunday, July 3, 2022 - 7:30am – 5:00pm. Entry – Toonie (\$2) per person. Children under 12 are free.

**PROGRAMMING:** Ribfest is a family attraction with activities for everyone. The main objectives are providing good food, music and entertainment. This event is loaded with activities for children such as a KIDZ Zone - variety of hands-on activities for children, fishing, inflatable games, teddy bear picnic and so much more.

**Venue:** This year Ribfest will be held outside at the Louis Jeffries Recreation Centre in Gananoque. This venue allows for expanded opportunities for clubs and organizations to add complimentary events to Ribfest such as a Pickle Ball Tournament, Skateboard Park demonstrations and activities within the arena itself. There is ample parking and easy access for locals and tourists.

**Accessibility** - The event access is at ground level for easy wheelchair access. There are wheelchair accessible washrooms and designated accessible parking and seating areas for persons with disabilities. Designated seating at the front of the stage will also be reserved for

those with visual and hearing impairments. Sound systems can be adjusted for the hearing impaired. Fonts, colours and zooming capabilities are available on online media promotion to meet the needs of the visually impaired.

**Health & Safety Protocols** - all COVID-19 protocols will be in place and enforced in accordance with requirements at the time of the event. Police will actively be patrolling the area in conjunction with volunteers. Knapsacks will be inspected by volunteers as required. There will be a tent set up and attended by organizers at all times to respond to any problems. A network of cell phone contacts will be available between organizers. All ribbers, food vendors and entertainers must be fully vaccinated.

**Innovation:** While Ribfest has been operating for many years, there is continued growth and changes in the number and type of complimentary activities organized by our community partners. Ribfest vendors and performers also change with growing demands. New events include a Pickle Ball Tournament and Skateboard Park demonstrations.

### **3. Alignment with TAP Objectives**

“Gananoque, nestled in the Heart of the 1000 Islands, is an internationally renowned destination for tourists. Its scenic beauty, recreational diversity and cultural activities make it your number one choice for spending time in the magnificent 1000 Islands. Inhabitants as well as tourists from around the world come to our community to fish, sail, camp, golf, scuba-dive, cycle, hike, canoe, paint and photograph the wild beauty of the St. Lawrence River and area”.

Ribfest has been a major attraction for local visitors and tourists. Except for the last 2 years, due to the pandemic, this four-day celebration has been running for 14 years with each year growing in capacity from the last. Ribfest offers safe experiences and activities mainly evolving around food and live entertainment. Many activities at Ribfest can be enjoyed as a spectator but other activities especially aimed at children, can be very interactive. Visitors travelling from over 40 kms represented approximately 55% of the 19,500+ attendees in 2019. With the right mix of offerings at Ribfest, we anticipated to further attract visitors from out of town while continuing to meet the needs of our local attendees. Our goal over the next three years is to increase the number of attendees by 2% each year. Most of the out-of-town travellers are from other parts of Ontario (30%), followed by visitors from Quebec (15%), Northern New York (8%) and International travellers (0.2%). Our target market continues to be families with parents, aged 25 & older, as this demographic is more likely to stay longer and spend more. Many tourists who visit the specifically to partake in Ribfest, return to the area to further enjoy all the beauty and amenities this area has to offer.

Ribfest understands the importance of supporting local and works closely with local businesses and organizations in order to promote growth. Ribfest is an amazing opportunity for new and established businesses to engage their local community on a more personal level and give back in positive manner. It has a positive economic impact for the local community. Ribfest has stimulated the local area – bringing a cash injection from out-of-town visitors, raising the profile of an area and local businesses to visitors and migrants, and bringing a community closer together.

Ribfest attracts visitors who spend money, which boosts the local economy both on and off the festival site. On-site spending includes admission fees, parking fees, food, beverage and souvenir sales—and more. Attendees at Ribfest spend an average of \$50 at the

festival site. Off-site spending related to Ribfest also generated revenues for businesses in the community. For example, visitors stop at local gas stations, souvenir shops, and restaurants, theatres etc. Overnight visitors provide another source of off-site revenue to the area. These visitors spend an estimated \$150 on lodging, \$50 on food and beverages and \$50 on retail purchases. The attraction of tourists from more distant locations will increase the number of overnight stays, restaurant meals, souvenir purchases and use of tourist attractions such as boat cruises, golf and other entertainment. The economic benefits of successful festivals ripple throughout a local economy—affecting tourism and non-tourism-related businesses alike. Ribfest supports regional artists and musicians. Ribfest also works with local artists in the community in order to give them a chance to showcase their talent in front of friends and family. It is an opportunity for these local artists to perform in front of large crowds and take the next step in their musical careers.

There is no question that the tourism industry in this region has been negatively impacted due to the pandemic. Tourism is the number one industry in the region. Many businesses had to shut down or operate at reduced capacity. People lost their jobs and/or decided to switch careers opting for jobs with more stability. However, hopefully with the promising turnaround of the pandemic, this region can return to a prosperous tourism sector. Events like Ribfest help in this endeavour. Although Ribfest is run by volunteers, vendors and their employees are responsible for providing food and other services. Employees are needed to support the spinoffs of these kind of events in retail, restaurants, hotels, and other entertainment attractions.

Ribfest will continue to increase Ontario's profile through media and/or broadcast exposure with a goal to increase out-of-town visitors, including out-of-the province/country visitors. This will allow them the opportunity to appreciate the assets and opportunities of this province and to generate interest in future travel to this area.

#### **4. Risk Management Plan**

The three main risk factors to this event are: Weather, COVID-19 Status, and Limited Spending Capacity. These factors could affect the overall success of the event in terms of sales, expenditures and the overall economic benefits to our communities.

**Weather:** Most of the events of Ribfest are held outdoors and will continue to be so. This is the spirit of this event. It is an outdoor event and is not conducive to being transported to an indoor venue. The risk of inclement weather is a reduction of event turnout, resulting in diminished sales. To limit the risk of inclement, we try to tent as many events and services as possible. The entertainment, dining tables and public seating is under a network of large tents and protected from the elements. Vendors are encouraged to provide tents and shelters. In past years, Ribfest has been able to continue throughout rain and wind with these measures in place. Vendors are prepared for weather limitations and participants are encouraged to attend regardless of the weather as most events and entertainment will proceed as planned.

**COVID-19 Status:** Ribfest was not able to be held at all the last two years because of the pandemic. This was totally out of the control of the organizers. While being optimistic that there will little if any COVID-19 restrictions by this summer, it is still an unknown entity. Vendors and performers are well aware that Ribfest may still be affected by COVID-19 and have tentatively committed to this event without a financial commitment from the organizers. However, marketing the event becomes very challenging as Ribfest needs to be advertised months in advance so that out-of-town travellers can make accommodation plans etc. However, a lot of



marketing of Ribfest is done online via its website and social media apps such as Facebook, Instagram and Twitter which is cost effective and a quick way to notify the public as the status of this event. Ribfest can operate with a limited capacity (while not ideal) and with implementing certain protocols such as distancing, mask wearing, sanitizing and vaccination requirements. Even with these precautions in place, people may be afraid of travelling and their potential exposure. COVID-19 is still an unknown factor that could significantly affect this event.

**Limited Spending Capacity:** Limited spending capacity of local residents and tourists could pose a challenge to the success of Ribfest measured by sales and economic benefit to the community. Many people have relied on government assistance during the tough times of the pandemic and it may be a financial challenge for them to fully participate in Ribfest. With this in mind there are many activities and events being offered that are free of charge. And access to the gated activities of a toonie is very affordable. This allows participants to enjoy all the stage events. Also, due to financial limitations, tourists from out-of-town who would normally attend all four days of Ribfest and spend several nights in hotels, may choose to limit their stay.

The Rotary Club and the Lions Club of Gananoque have a long history of presenting events in support of the community. As service clubs, there are core competencies and the highly experienced business people who make up the organizations who are experts at problem solving.

Ribfest has a successful and proven growth strategy and we are able to handle almost any problem that arises to ensure that we present a great festival.

Ribfest is well positioned to realize incremental, continued growth, with competent and experienced management, and a realistic and achievable plan of offering higher profile and more diverse entertainment while increasing the scope and scale of promotion.

## 5. Contingency Plan

**Contingency Plans Re: Pandemic Restrictions:** Ribfest was not able to be held at all the last two years because of the pandemic. Organizers, while being optimistic, have plans in place to address the possibility of totally cancelling the event or making necessary modifications because of pandemic restrictions.

The Ribfest Committee will make a final decision about event modifications or cancellation by June 1, 2022. If the event needs to be cancelled due to the restrictions (as in the past), then the committee will authorize the sub-committees to personally contact vendors, performers and other community partners notifying them of this. The Ribfest web-site and facebook page will be immediately updated announcing the cancellation. Other marketing initiatives and/or pending marketing activities will be halted. Vendors, performers and other community partners are well aware that Ribfest may still be affected by COVID-19 restrictions and have tentatively committed to this event without a financial commitment from the organizers.

If the pandemic requires operational modifications, the Ribfest Committee will evaluate the impact of the restrictions and the modifications that they would need to implement. They will evaluate their capacity of making the necessary modifications and costs of doing so. They will evaluate the economic benefits of operating Ribfest with these restrictions to determine the feasibility and viability of hosting this event for this year. It is expected that Ribfest can operate with a limited capacity (while not ideal) and with the implementation of certain protocols such as

distancing, mask wearing, sanitizing and vaccination requirements. Other alternatives will be considered including conducting a drive thru event for the ribbers or rescheduling this event to September 2022. If the Committee believes Ribfest will still be economically beneficial, sub-committees will be expected to contact vendors, performers and other community partners notifying them of any modifications they need be aware of. These modifications will also be announced on the Ribfest website and facebook to notify the public.

Ribfest will continue to go forward without TAP Funding. Expenses are shared equally between the Rotary Club and Lion’s Club of Gananoque. Both clubs are in a financial position to cover the projected expenses to run this event. However, it is well understood that COVID-19 has significantly affected the fundraising ability of charitable clubs across Ontario. This in turn affects the capacity of these clubs to give back to the community in areas of great need. Ribfest is expected to make a profit. But with Reconnect Ontario funding, this event would be able to gain back revenues lost over the last two years resulting in a significant increase in capacity to help others within the community.

<b>Section C: Performance Measures &amp; Outcomes</b>
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### 1. Projected Metrics and Outcomes

Number	Metric	Description	Goal
1	In-Person Attendance - Local	Total local visitors (On residents who travel less than 40 km to attend.	9,325
2	In-Person Attendance – Ontario Tourists	Total On tourists ( On residents who travel 40km or more to attend	6,025
3	In-Person Attendance – Canada	Total out-of-province Cdn tourists	3,195
4	In-Person Attendance – International	Total international tourists	1,750
5	Total Revenue (4) generated from event	Total revenue (\$) generated from event (ie: tickets, sponsors etc.	\$85,500
6	Total Tourist Spending***	Total (not per person) spending by all tourists (as indicated in performance measures 2,3,and 4	\$2,660,025
7	Number of paid Canadian performers and Ontario-based production/event staff	Total number of paid performers and production/event staff related to carrying out the event	19
8	# Ticket Sales	Total Number of people who paid \$2 entry fee. (ages 12 and over)	10,150
9	# Followers on Facebook	Total Number of followers on Facebook	16,000
10	# Followers on Website	Total Number of followers on Website	6,000
11	#50/50Tickets Sold	Total Number of 50/50 Tickets Sold	2,000

12	# Beer Tickets Sold	Total Number of Beer Tickets Sold	4,700
13	# Duck Tickets Sold	Total Number of Duck Tickets Sold	13,00

\*\*\* Total Tourist Spending estimated @ \$50 per local = 9325 x \$50 = \$466,250. Estimated @ \$200 per non-local tourist = 10,970 x \$200 = \$2,194,000 - based on their stay in Gananoque etc. TOTAL = \$2,660,025

**2. Evidence for Projected Outcomes**

Projected Attendance Outcomes (1-4) are based on a 2% increase from 2019 year’s figures based on actual counts.

Projected Revenue to be Generated (5) is based on past year actual figures building in a realistic increase where warranted. The Ribfest Committee is responsible for reviewing past year financial statements to determine projection figures for the next year.

Tourist Spending (6)- This estimate is based on figures generated by the South Eastern Ontario Tourism Region #9 looking at the impact of Ribfest and other events held in the area. Expenditure of locals was estimated at \$50 per person and \$200 per person for tourists (40+ kms). This is not done every year.

Number of paid Canadian performers and Ontario-based production/event staff (7) - 19 is the actual number to be paid for 2022.

Entry Ticket Sales (8) - This is based on persons 12 and over paying a \$2 entry fee. 20,295 attendees are expected over the 4-day period and 50% of these people are expected to be ages 12 and over or approximately 10,150. This is ratio is similar to actual counts in 2019.

Facebook Followers (9) - currently have 14,600 – estimating an increase to 16,000

Web-site Followers (10) – currently 5000 followers - estimating an increase to 6000

Number of 50/50 tickets sold (11) - past years usually generated a net revenue of \$5000 or gross revenue of \$10,000. Therefore, at an average cost of \$5.00 per ticket, 2000 tickets would need to be sold.

Beer Tickets Sold (12) - again past years the beer tent generates a gross revenue of \$28,000. Beer tickets will be sold for \$6.00 each resulting in approximately 4,700 being sold.

Duck Tickets Sold (13)- Gross revenue over past years have been relatively consistent at \$6500. Tickets are \$5 per duck resulting in 1300 ducks being sold.

**3. Tracking and Reporting Results and Impact**

There are two designated volunteers that will work side by side: A Record Keeper and A Money Manager. The record keeper will be responsible for collecting daily counts and tracking the following: 1. Attendance 2. Beer Tickets; 3. Duck Tickets Sold and 4. 50/50 Tickets Sold. The

Money manager will record the sales made for each of the above to ensure the sales match the number of tickets sold. An excel spreadsheet will be used to keep track of all the sales and activity counts.

**Attendance Counts:** Volunteers at the gate entrance will be given a sheet to track the number of attendees, the number who are 12 and over (should match entry fees collected), family make-up (ie: two adults, 2 children), where they live (city, province/country if necessary) and how many nights they will spend in the area (if outside 40 kms). They will also be responsible for collecting attendance fees for those 12 and over. At the end of the day, these counts are monies are given to the designated record keeper and money manager who will ensure they balance and record on the master excel sheet.

**Beer Ticket Sales Volunteers:** Beer tickets are counted at the beginning of sales and at the end of sales. The number of ticket sales and revenue will then be given at the end of the day to the record keeper and money manager who will record and balance.

**Duck Tickets Sales Volunteers:** All ducks numbered. Tickets are numbered matching the numbers on the ducks. Duck sale tickets are two sided. The volunteers will record the name of the purchaser and their duck number on one-side of the ticket and will give the other side of the ticket with the same number to the purchaser. At the end of the event, the volunteers will give all the sold and unsold tickets and monies to the record keeper and money manager who will record on the master excel spreadsheet and balance ticket sales with revenue.

**50/50 Tickets:** - 50/50 Tickets are numbered and are double tickets with each side having the same number. Ticket seller volunteers will be given recorded numbered tickets to sell. At the end of each day the number of tickets sold (matching the recorded numbers) together with revenues will be give to the record keeper and money manager who will record and balance.

**Number of followers on facebook and web-site.** These will be recorded at the end of the events to determine the number of followers.

**Total Revenue generated:** The record keeper and money manager together will present a financial statement of the total revenue generated from sales from the activities mentioned above to the Ribfest Committee. This will be combined with pre-revenues from sponsors, vendors, ribbers, donations etc. and accounted for by the Treasurer. The Ribfest committee will approve the financial statement.

**Total Tourist Spending** - this is more difficult to estimate. As mentioned, attendance records will note the number of nights people plan to stay in area of those who do not live in a 40km radius. This will give an approximation of the number of nights of accommodation visitors stayed related to the Ribfest. With the help of the Thousand Islands Accommodation Partners (TIAP), we will track vacancy rates with the motels, hotels, B&Bs, local campgrounds, RV parks within this area to get an estimation of spending. We will also contact the South Eastern Ontario Tourism Region for any data they may track pertaining the spending relating to the Ribfest - as they have done so in the past. Retail spending estimates will be provided by the Business Improvement Association and the local Chamber of Commerce. Gananoque Marina Dock rentals will also be considered.

**Number of paid Canadian performers and Ontario -based production/event staff** - This will all be accounted for by paid invoices.

# CERTIFICATE OF INSURANCE NO. 2021-15

DATE (YY/MM/DD)  
22/02/15

**BROKER**

Wilson M. Beck Insurance Services (Kamloops) Inc.  
Unit 3 - 550 Lorne Street  
Kamloops, BC V2C 1W3

This certificate is issued as a matter of information only and confers no rights upon the certificate holder. This certificate does not amend, extend or alter the coverage afforded by the policies below.

**COMPANIES AFFORDING COVERAGE**

<b>COMPANY A</b>	Special Risk Insurance Managers Ltd.
<b>COMPANY B</b>	
<b>COMPANY C</b>	
<b>COMPANY D</b>	

**INSURED**

Rotary International District 7040  
Rotary Club of Gananoque  
228 Fifteenth St., W  
Cornwall, ON K6J 3J8

**COVERAGES**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. AGGREGATE LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

CO LTR	TYPE OF INSURANCE	POLICY NUMBER	POLICY EFFECTIVE DATE (YY/MM/DD)	POLICY EXPIRATION DATE (YY/MM/DD)	LIMITS (CANADIAN)	
A	<b>GENERAL LIABILITY</b>	SR050062  <b>Policy Exclusions: Aircraft Exclusion, Watercraft Exclusion, Hazardous Activities Exclusion</b>	2021-07-01	2022-07-01	EACH OCCURRENCE	\$ 5,000,000.00
	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY				GENERAL AGGREGATE	\$ 10,000,000.00
	<input type="checkbox"/> CLAIMS MADE				PRODUCTS - COMP/OP AGG	\$ 5,000,000.00
	<input checked="" type="checkbox"/> OCCURRENCE				PERSONAL INJURY	\$ 5,000,000.00
	<input checked="" type="checkbox"/> TENANTS LEGAL LIABILITY				TENANTS LEGAL LIABILITY	\$ 2,000,000.00
	<input checked="" type="checkbox"/> NON-OWNED AUTOMOBILE				MED EXP (Any one person)	\$ 5,000.00
	<input type="checkbox"/> HIRED				NON-OWNED AUTOMOBILE	\$ 5,000,000.00
	<b>AUTOMOBILE LIABILITY</b>					
<input type="checkbox"/> DESCRIBED AUTOMOBILES				BODILY INJURY (Per person)	\$	
<input type="checkbox"/> ALL OWNED AUTOS				BODILY INJURY (Per accident)	\$	
<input type="checkbox"/> LEASED AUTOMOBILES				PROPERTY DAMAGE	\$	
<input type="checkbox"/> NON-OWNED						
<b>EXCESS LIABILITY</b>				EACH OCCURRENCE	\$	
<input type="checkbox"/> UMBRELLA FORM				AGGREGATE	\$	
<input type="checkbox"/> OTHER THAN UMBRELLA FORM				PRODUCTS - COMP/OP AGG	\$	
<b>OTHER</b>					\$	
					\$	

**ADDITIONAL INSURED**

The Corporation of the Town of Gananoque but only with respect to liability arising out of the operations of the Named Insured in connection with contracts entered into between the Named Insured and the Additional Insured, subject to the policy terms and conditions

**DESCRIPTION OF OPERATIONS/LOCATIONS/AUTOMOBILES/SPECIAL ITEMS**

Rotary District & Rotary Club activities as listed on file with insurer. Tourism Advisory Panel Grant

**CERTIFICATE HOLDER**

The Corporation of the Town of Gananoque  
30 King Street, E.  
Gananoque, ON K7G 1E9

**CANCELLATION**

Should any of the above described policies be cancelled before the expiration date thereof, the issuing company will endeavor to mail n/a days written notice to the certificate holder named to the left, but failure to mail such notice shall impose no obligation or liability of any kind upon the company, its agents or representatives.

**AUTHORIZED REPRESENTATIVE**

**WILSON M. BECK INSURANCE SERVICES (KAMLOOPS) INC.**



Per Karen Kilbrei CIP, CRM Executive Vice President & Partner