



### Tourism Advisory Panel Agenda

On Thursday, December 2, 2021 at 10:30am Online meeting through

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

**Access code: 2631 221 1613 Meeting Password: TAPDecember**

<https://townofgananoque.webex.com/townofgananoque/j.php?MTID=meaa4c1eae81809f1a0b7ca7c0ce88744>

1.	<b>Call Meeting to Order</b>
2.	<b>Disclosure of Pecuniary Interest &amp; General Nature Thereof</b>
3.	<b>Approval of Minutes – November 4, 2021</b>
4.	<b>Public Question/Comment</b> (Only Addressing Items on the Agenda)
5.	<b>Disclosure of Additional Items</b>
6.	<b>Delegations - None</b>
7.	<b>Presentations by Staff/Others - None</b>
8.	<b>Municipal Accommodation Tax</b> <ul style="list-style-type: none"> <li>- MAT Income Statement (at Nov 23, 2021)</li> <li>- 2021 Approved Funding (at Nov 24, 2021)</li> </ul>
9.	<b>Unfinished Business</b>
	<ul style="list-style-type: none"> <li>1. Tourism Advisory Panel Funding Application <ul style="list-style-type: none"> <li>- Gord Brown Memorial Canada 150 Arena TIAP Application.</li> <li>To review funding decision.</li> </ul> </li> </ul>
10.	<b>Correspondence</b>
	<ul style="list-style-type: none"> <li>1. Jayne Curtis, Gananoque Curling Club <ul style="list-style-type: none"> <li>- Letter of Thanks.</li> </ul> </li> </ul>
11.	<b>New Business</b>

	<ol style="list-style-type: none"> <li>1. Tourism Advisory Panel Funding Application <ul style="list-style-type: none"> <li>- Gananoque BluesFest 2022 - Epilepsy South Eastern Ontario Application</li> </ul>           To discuss funding decision.         </li> </ol>
	<ol style="list-style-type: none"> <li>2. Questions regarding Town of Gananoque Audit System <ul style="list-style-type: none"> <li>- Melanie Kirkby, Treasurer, to respond.</li> </ul> </li> </ol>
	<ol style="list-style-type: none"> <li>3. Gananoque 401 Signage <ul style="list-style-type: none"> <li>- Updates from Community Services.</li> </ul> </li> </ol>
<b>12.</b>	<b>Discussion of Additional Items</b>
<b>13.</b>	<b>Next Meeting:</b> Thursday, January 6, 2022
<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, November 4, 2021 at 10:30 AM Online through **WebEx**  
**Teleconference**

<b>PANEL MEMBERS PRESENT</b>		<b>STAFF COUNCIL PRESENT</b>
<b>Chair:</b>	Dennis O'Connor	Melanie Kirkby, Treasurer
	Lori Higgs	Amanda Trafford, Business Development Coordinator
	Kathrine Christenson	Emily Parker, Community Services Coordinator
	Jeff Brown	
	John Nagy	
	Peter Sweet	
<b>Non-Voting:</b>	Meg Dabros	
<b>Regrets:</b>	Councillor Matt Harper	Doug Wark, Manager of Community Services
	Lisa Robichaud	
	Bill Stewart	

1.	<b>Call Meeting to Order</b> – Chair called meeting to order at 10:32 am	
2.	<b>Disclosure of Pecuniary Interest &amp; General Nature Thereof</b>	
	a. Jeff Brown declared a pecuniary interest with respect to the Canada 150 Rink funding application from TIAP.	
3.	<b>MATTAP Motion #2021-41 – Approval of Minutes from October 7, 2021</b>  <b>Moved by:</b> Kathrine Christenson <b>Seconded by:</b> John Nagy BE IT RESOLVED THAT THE TOURISM ADVISORY PANEL ADOPTS THE MINUTES OF THURSDAY, OCTOBER 7, 2021 MEETING.  <div style="text-align: right;"><b>CARRIED</b></div>	
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>
6.	<b>Delegations</b>	<b>NONE</b>
7.	<b>Presentations by Staff/Others</b>	<b>NONE</b>
8.	<b>Municipal Accommodation Tax Year-to-Date</b>	

	a. Treasurer, Melanie, stated that the October 31, 2021 quarterly remittance resulted in a total MATTAX Revenue of \$165,244.47.	
<b>9.</b>	<b>Unfinished Business</b>	
	1. Tourism Advisory Panel Funding Application - Gord Brown Memorial Canada 150 Arena TIAP Application.	
	<b>MATTAP Motion #2021-42 – Differ funding decision for TIAP application to the December 2<sup>nd</sup> Regular TAP Meeting.</b>  <b>Moved by:</b> Peter Sweet <b>Seconded by:</b> Kathrine Christensen BE IT RESOLVED THAT THE TOURISM ADVISORY PANEL HEREBY DIFFERS THE DECISION OF THE TIAP FUNDING APPLICATION TO THE DECEMBER 2 <sup>ND</sup> REGULAR MEETING.  <b>CARRIED</b>	
<b>10.</b>	<b>Correspondence</b>	<b>NONE</b>
<b>11.</b>	<b>New Business</b>	<b>NONE</b>
<b>12.</b>	<b>Discussion of Additional Items</b>	
<b>13.</b>	<b>Next Regular Meeting - Thursday, December 2, 2021 at 10:30 am.</b>	
<b>14.</b>	<b>Adjournment</b>	
	<b>MATTAP Motion #2021-43 To Adjourn Meeting</b>  <b>Moved by:</b> Kathrine Christensen BE IT RESOLVED THAT THE TOURISM ADVISORY PANEL HEREBY ADJOURNS THIS MEETING.  <b>CARRIED</b>	

**Chair:**

**Date:**

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**TOWN OF GANANOQUE**  
**General Ledger Trial Balance**



Fiscal Year : 2021  
 Account : 1-4-17000-???? To 1-5-17000-????  
 Period : 1 To 12

Account Code	CC1	CC2	CC3	Account Name	Balance	Budget Amt - BV
FUND	1					
CLASS	4			REVENUE		
CATEGORY	17000			Municipal Accommodation Tax		
1-4-17000-4000				MAT Levy	-173,092.21	-285,000
				<b>Category Total</b>	<b>-173,092.21</b>	<b>-285,000</b>
CLASS	5			EXPENDITURE		
CATEGORY	17000			Municipal Accommodation Tax		
1-5-17000-5400				Administration	0.00	15,000
1-5-17000-5431				Tourism Advisory Panel	57,500.00	100,000
1-5-17000-5600				Transfer to TIAP	170,000.00	170,000
				<b>Category Total</b>	<b>227,500.00</b>	<b>285,000</b>
				<b>EXPENDITURE Total</b>	<b>227,500.00</b>	<b>285,000</b>
				<b>OPERATING Total</b>	<b>54,407.79</b>	<b>0</b>
				<b>REPORT TOTAL</b>	<b>54,407.79</b>	<b>0</b>

## TAP Approved Funding 2021

Applicant	Description	Panel Decision	Motion
Crafts on the River	Funding Received	\$ 1,500.00	2021-12
Thousand Islands Playhouse	Funding Received	\$ 5,000.00	2021-13
Thousand Islands Boat Museum	Funding Received	\$ 7,500.00	2021-14
Poker Run	Funding Received	\$ 12,500.00	2021-15
Waterfront Festival	Funding Received	\$ 7,500.00	2021-17
Sport Fishing League	Funding Received	\$ 7,500.00	2021-18
Pride	Funding Received	\$ 5,000.00	2021-19
Red Hot & Blue Rockabilly Weekend	Event Cancelled for 2021.		
Come to Curl. Stay for the Experience.	Funding Received	\$ 7,500.00	2021-30
Northeast Shrine Association Field Days	Event Cancelled for 2021.		
GBM Canada 150 Arena	Application to be Reviewed.		
ESEO Gananoque BluesFest 2022	Application to be Reviewed.		
<b>Products / Events Budget (70%)</b>		\$ 70,000.00	
Awarded to Date		\$ 54,000.00	
Remaining Funds		\$ 16,000.00	
Gananoque Arts Network	Funding Received	\$ 3,500.00	2021-20
<b>Marketing Budget (10%)</b>		\$ 10,000.00	
Awarded to Date		3,500.00	
Remaining Funds		\$ 6,500.00	
Gananoque 401 Signs	Funds approved and allocated to this project.	\$ 18,026.54	2021-26
<b>Infrastructure (20%)</b>		\$ 20,000.00	
Awarded to Date			
Remaining Funds		\$ 20,000.00	
<b>Total Annual Budget</b>		\$ 100,000.00	
<b>Total Awarded to Date</b>		\$ 57,500.00	
<b>Total Remaining Funds</b>		\$ 42,500.00	

## Tourism Advisory Panel – Request for Funding APPLICATION

### CONTACT INFORMATION

**Organization:** Thousand Islands Accommodation Partners (TIAP)

**Contact Name:** Meg Dabros

**Title:** Executive Director

**Address:** 10 King Street East, Gananoque ON, K7G 1E6

**Phone #:** (613) 983-5215

**Email:** [meg@1000islandstourism.com](mailto:meg@1000islandstourism.com)

**Organization Website:** [www.1000islandstourism.com](http://www.1000islandstourism.com)

### EVENT INFORMATION

**Event Name:** Gord Brown Memorial Canada 150 Outdoor Rink

**Event Date:** TBD

**Event Organizer Name:** Thousand Islands Accommodation Partners (TIAP)

**Organizer Phone Number:** (613) 983-5215

**Organizer Email:** [meg@1000islandstourism.com](mailto:meg@1000islandstourism.com)

### ORGANIZING COMMITTEE

Name of Partner		
Holiday Inn Express & Suites Gananoque/1000 Islands	Jeff Brown (Chair)	<a href="mailto:jeff@bhchotels.ca">jeff@bhchotels.ca</a> (613) 382-3883
Howard Johnson 1000 Islands	Mona Patel (Secretary) Keyur Patel	<a href="mailto:Hojo1000island@hotmail.com">Hojo1000island@hotmail.com</a> (613) 382-3911
Thousand Islands Playhouse	Brett Christopher (Vice- Chair / Treasurer)	(613) 382-7086 <a href="mailto:brett@1000islandsplayhouse.com">brett@1000islandsplayhouse.com</a>

Comfort Inn and Suites Harbourfront District	Graeme Brown	<a href="mailto:graeme@bhchotels.ca">graeme@bhchotels.ca</a> (613) 382-7272
Travelodge	Colin Brown	<a href="mailto:colinbrownbhc@gmail.com">colinbrownbhc@gmail.com</a> (613) 382-4728
Ramada Provincial	Sunil Patel	<a href="mailto:ramadaprovincialinn@gmail.com">ramadaprovincialinn@gmail.com</a> (613) 382-2038
The Gananoque Inn & Spa	Ashivina and Mukesh Patel	<a href="mailto:mukesh@gananoqueinn.com">mukesh@gananoqueinn.com</a> <a href="mailto:ashivina@gananoqueinn.com">ashivina@gananoqueinn.com</a> (613) 382-2165
The Colonial Resort & Spa	Viraj Patel Paresh Patel	<a href="mailto:reserve@1000islandtours.com">reserve@1000islandtours.com</a> 1-800-267-9497
1000 Islands Helicopter Tours	Dave Kouri	<a href="mailto:dave@kouriskopters.com">dave@kouriskopters.com</a> (613) 382-3888
1000 Islands Kayaking	Scott Ewart	<a href="mailto:scott@1000ikc.com">scott@1000ikc.com</a> (613) 463-9564
<b>Staff</b>		
TIAP	Meg Dabros	(613) 983-5215 <a href="mailto:meg@1000islandstourism.com">meg@1000islandstourism.com</a>
TIAP	Kathrine Christensen	(613) 888-0431 <a href="mailto:kchristensen@1000islandstourism.com">kchristensen@1000islandstourism.com</a>

**BRIEF DESCRIPTION OF THE EVENT:**

TIAP is applying to the Tourism Advisory Panel Committee (TAP) for funding to assist with the creation and construction of permanent signage for the Gord Brown Memorial Canada 150 Outdoor Rink. Signage is crucial for the project to identify the rink, not only as a memorial to the late Gord Brown, but also as the Canada 150 Rink that stood outside parliament in Canada's 150<sup>th</sup> year of Confederation and what the significance of that milestone means. This proposal is to construct signage for the road way leading to the rink, light post banners, exterior signage on the rink boards and a stone memorial to commemorate Gord Brown, the Canada 150 Rink contribution and the sponsors who contributed to its construction in Gananoque.



## **TARGET AUDIENCE & VISITOR ATTRACTION NUMBERS**

The Gord Brown Memorial Canada 150 Outdoor Rink is intended for use by locals and visitors to the region alike. Once operating, the rink will be an additional tourism asset to the region during the curb season, allowing for an additional location for free skates, hockey tournaments, curling events, and other community events. The rink being the Canada 150 Rink placed on Parliament Hill to celebrate the 150<sup>th</sup> year of Canadian Confederation offers a unique tourism experience for provincial, national and international visitors to the area.

The area is home to not only the Gananoque Islanders, part of the Provincial Junior Hockey League (PJHL), but also a number of youth hockey teams and leagues that frequently participate in league tournaments and home games. Travel due to hockey tournaments in the winter is a huge benefit to the local economy – especially for those businesses in accommodations and restaurants. In addition to regularly scheduled league tournaments, with two rinks Gananoque and the 1000 Islands region is in position to be the site for the Kids 4 Kids Hockey Tournament; an event that regularly sees over 200 teams registered and an influx of more than 10,000 people into the host destination in a 3-day weekend. This translates to a huge economic impact for the area during a time that sees very few independent travelers or organized tours to the area.

The Gananoque Curling Club is an established winter tourism asset for the area. The rink will provide an additional venue for the Club's curb season events, offering space to host additional teams for their bonspiels, tournaments and special events. This year alone they are looking to bring in approximately 140 teams of curlers to the area with their 6 events at the curling club, a majority of which will be travelling from out of town and staying in the area throughout the event. An additional outdoor pad will allow the Curling Club to scale up these events to accommodate more teams.

## **MARKETING**

The Gord Brown Memorial Canada 150 Outdoor Rink will be marketed through many different avenues. Many of our tourism partners have indicated interest in assisting in promoting content for the rink once it is opened and operational. Partners such as the Regional Tourism Organization 9 (RTO9), Destination Ontario, and Destination Canada would assist in leveraging their platforms to reach larger audiences of potential visitors and further reach regarding the opening of the rink.

Our organization will also be bringing the rink as a tourism attraction asset to events such as Rendezvous Canada, where we connect with travel trade and travel media personnel to sell the area as a potential destination for provincial, national and international visitors. We will also use our network of travel media contacts to generate paid and earned media coverage of the rink in both digital and print publications to garner additional interest and coverage for the rink. We will leverage our database of over 15,000 subscribers to our newsletter to update consumers who have already expressed interest in the area on the rink and additional winter content to generate potential visitation to the area in our curb season.

## **BUDGET & FINANCIAL PLAN**

Please see below for a detailed quote for all signage for the Gord Brown Memorial Canada 150 Outdoor Rink, subtotaling \$25,978.00 (please note that this quote does not include HST, the total expense for signage would be \$29,355.14 with the HST included).

**REQUESTED CONTRIBUTION FROM THE TAP COMMITTEE: \$20,000.00**

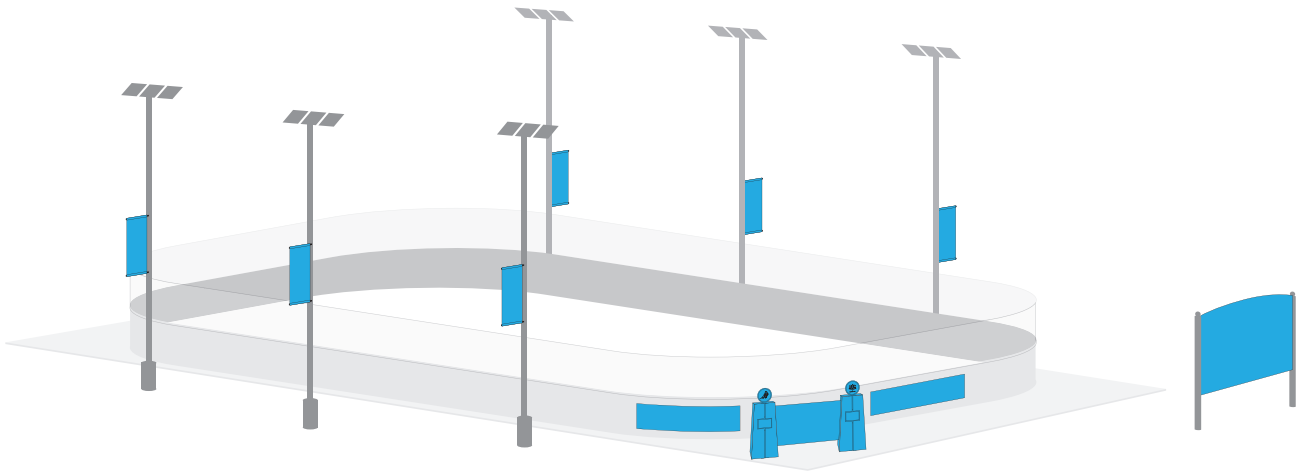
**CONTRIBUTION FROM TIAP: \$10,000.00**

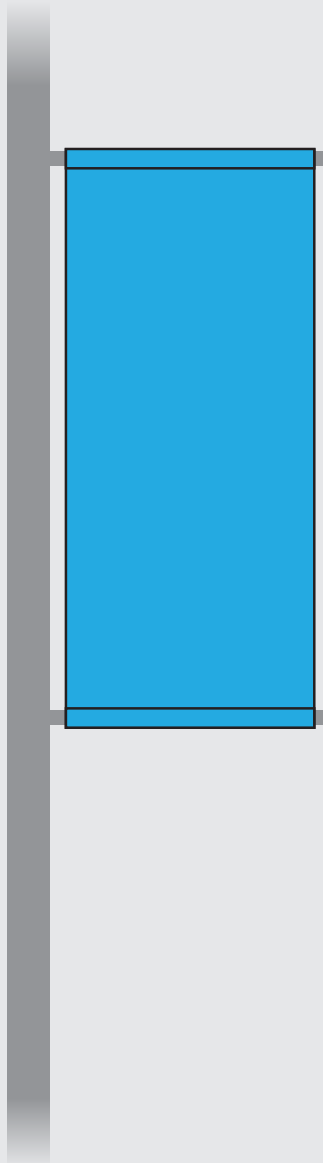
An additional \$7,500.00 has been fundraised by Jeff Brown for a scoreboard for the rink.

# Signage Quotes: Gord Brown Memorial

CANADA 150 OUTDOOR RINK

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# Pole Banners

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**Description:**

There are six light posts surrounding the rink.

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**Size:** 24" x 48" double-sided

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**Quantity:** 6

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**Notes:**

Need hardware to mount pole banners to existing light posts. We will need to confirm printing specs (bleed and pocket overlap)

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## Quote:

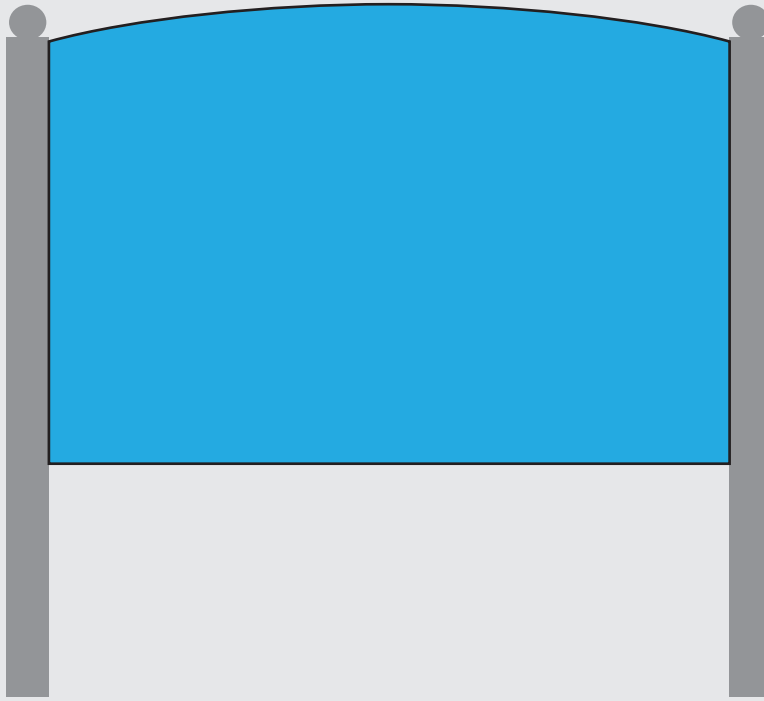
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SIGNARAMA

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**Cost per:** .....\$647

**Total for 6:** ..... **\$3,883**



# Road Sign

LARGER VERSION

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## Description:

This is the sign that you'll see on the side of the road as you drive in

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**Size:** 72" x 48" double-sided

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**Quantity:** 1

## Notes:

May need a permit from the Town of Gananoque

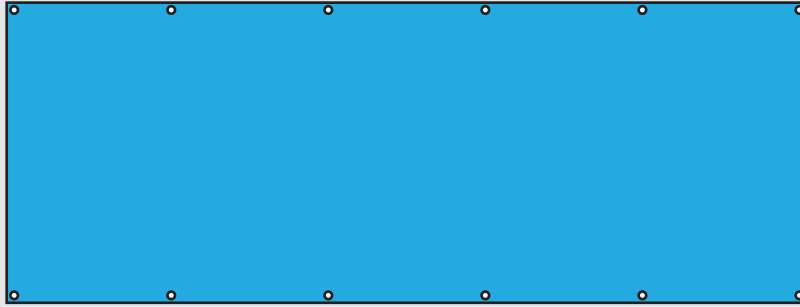
2 aluminum, black polls included - 4" diameter, 12' tall with a cannon ball topper

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## Quote:

SIGNARAMA

**Cost per: ..... \$6,725**



# Canvas/Vinyl Banners

OUTER RINK BOARDS

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## Description:

These go on the outer part of the boards that surround the ice

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**Size:** 96" x 36" double-sided

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**Quantity:** 2

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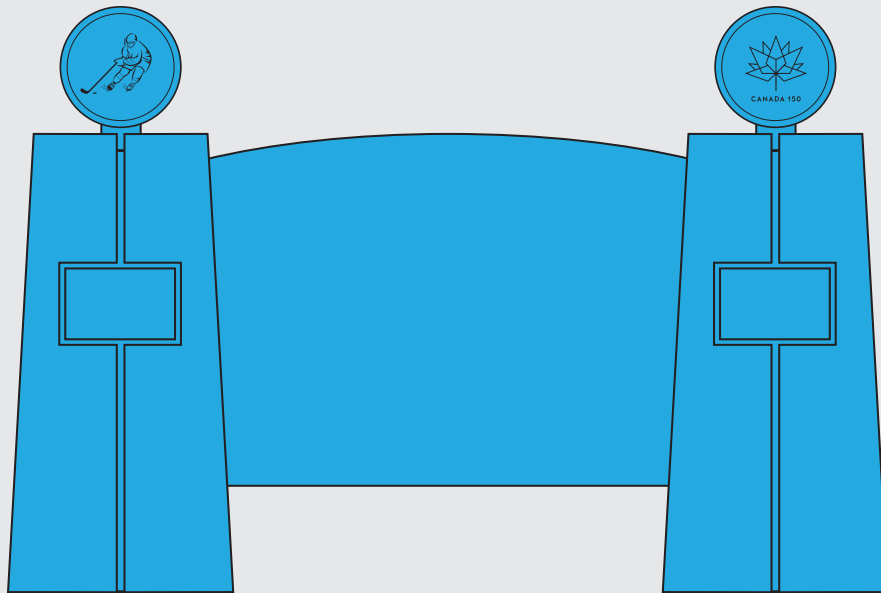
## Quote:

SIGNARAMA

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**Cost per:** .....\$385

**Total for 2:** .....\$770



# Stone Pillars & Sign

LARGER VERSION

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## Description:

Large stone pillars w/sign and commemorative plaques

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**Size:** 140" x 92"

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**Quantity:** 2

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**Notes:** Two stone pillars with an aluminum panel

Center plaques mount to posts

Footings NOT included the cement needs to be poured already

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## Quote:

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SIGNARAMA

**Cost per: ..... \$14,600**

# Signarama Totals

ALL ITEMS

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6 Poll Banners.....	\$3,883
1 Road Sign (large).....	\$6,725
2 Rink Canvas Banners.....	\$770
1 Sign w/Pillars (large).....	\$14,600

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## Cost for large signs

**Total: ..... \$25,978**



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:  \_\_\_\_\_

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



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

November 16<sup>th</sup>, 2021

Tourism Advisory Panel  
30 King Street East, Box 100  
Gananoque, Ontario  
K7G 2T6



Attention: Tourism Advisory Panel

Reference: Gananoque Curling Club

Dear Emily and Panel:

I would like to take this time to thank you for the \$7500.00 funding you gave to the Gananoque Curling Club.

This money is a massive help towards having a successful curling season.

Although numbers are down due to the ongoing Covid 19, we are extremely happy to be open and curling for the 2021-22 season. This would not have been possible without Tourism Advisory Panel.

I personally can't thank you enough for all the support you have shown.

Please feel free to stop down and see me anytime.

Yours truly,

Jayne Curtis  
Manager  
Gananoque Curling Club  
613-382-3281

## APPENDIX 1

Tourism Advisory Panel  
Event Application – Budget

Host/Organization Name	Name of Event	Event Date	Granted Funding Amount	Confirmed Y/N
Epilepsy South Eastern Ontario	Gananoque Blues Festival	Feb 11-12, 2022	\$ 15,701.50	N

Revenue						Confirmed
Name	Description Item	Income (\$)		HST (13%)	Total	Y/N
Single Event Tickets - PlayHouse	Single Events – per person/per location \$ 20 x 300	\$ 6,000		Included in sale	\$ 6,000	Y
Single Event Sales - Venues	Single Events – per person/per location \$ 10 x 300	\$ 3,000		Included in sale	\$ 3,000	Y
TAP Funding Request	Grant Request to Tourism Advisory Panel	\$ 15,701.50		N/A	\$ 15,701.50	Grant Request
TIAP Funding Request	Grant Request to Travel Accommodations	\$ 2,000		N/A	\$ 2,000	Grant Request
Venue Contribution	Amount venues will provide per event	\$ 3,000			\$ 3,000	Y
Corporate Sponsors	Corporate Sponsorships	\$ 3,000			\$ 3,000	N
<b>Total Revenue</b>		<b>\$ 32,705.50</b>		<b>N/A</b>	<b>\$ 32,705.50</b>	<b>N</b>

Product Development						Confirmed
Name	Description Item	Cost (\$)	In Kind	HST (13%)	Total	Y/N
FaceBook	Paid Ads and Boosters 14 days	\$ 250		\$ 32.50	\$ 282.50	Y on cost
Event Facilitator	Coordination of Event, Volunteers and Venues	\$ 2,000		N/A	\$ 2,000	Y on cost
MyFM radio ads	Paid radio ads Gan and Brockville	\$ 900		\$ 117	\$ 1,017	Y on cost
K-Rock Radio Ads	Paid radio ads	\$ 700		\$ 91	\$ 791	Y on cost
Social Media	Scmooze Kingston	\$ 500		\$ 65	\$ 565	Estimate
<b>Subtotal Product Development</b>		<b>\$ 4,350</b>		<b>\$ 305.50</b>	<b>\$ 4,655.50</b>	<b>Estimated Total</b>

APPENDIX 1

Tourism Advisory Panel  
Event Application – Budget

Expenses						Confirmed
Name/Invoice #	Description of Item	Cost (\$)	In Kind	HST (13%)	Total	Y/N
ART Audio	PA and Lighting Rentals	\$ 2,550		331.50	\$ 2,881.50	Cost confirmed
Artist Costs	Main Acts, Bands and Solo/Duos	\$ 15,701.50		2015	\$ 17,515	Cost confirmed
PlayHouse Rent	FireHall Theatre Rent and Cleaning expense	\$ 600		\$ 78	\$ 678	Cost confirmed
Travel Costs	Volunteers and In Town Artist travel	\$ 200		\$ 26	\$ 226	Estimate
Event Tickets Posters	Vinyl Freaks Designs Gan Signs	\$ 300		\$ 39	\$ 339	Cost confirmed
Metro - Artist and Volunteer refreshments	Metro – snack trays and water for FireHall Theatre	\$ 100		\$ 13	\$ 113	Estimate
Costco Kingston COVID Costs	COVID Masks, sanitizer for Artists and Volunteers	\$ 100		\$ 13	\$ 113	Estimate
<b>Subtotal Expenses</b>		\$ 19,551.50		\$2,215.50	\$ 21,767	

<b>TOTAL EXPENSES</b>	\$ 23,901.50	\$	\$ 26,117
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<b>NET TOTAL (REVENUE – EXPENSES)</b>	\$ 6,558.50
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In Kind Requests / Community Grants			Confirmed
Name	Description of Service (Hours @ \$15 per hour)	Total Value (\$)	Y/N
ESEO Board Treasurer	Review of all income and expenses for event	\$ 150	Yes
Event Volunteers	Greeting performers, merchandise tables, transportation and supplies	\$ 500	Estimate
Project Performance Measurement	Quantitative and Qualitative review post event – surveys and report preparation	\$ 150	Estimate
ESEO Board Event Evaluation	Review of Finances, Executive Report and Outcomes	\$ 200	
<b>TOTAL IN KIND VALUE</b>		\$ 1,000	Estimate

**Epilepsy South Eastern Ontario**  
**Board of Directors 2021**

- 1) Tracey Augustyn, Chairperson      [tracey.augustyn@csc-scc.gc.ca](mailto:tracey.augustyn@csc-scc.gc.ca)  
613-484-9535
- 2) Dennis Clark, Vice Chairperson      [dlack53@sympatico.ca](mailto:dlack53@sympatico.ca)  
613-544-3722
- 3) Adrian Fernandez, Treasurer      [Adrian.fernandez@csc-scc.gc.ca](mailto:Adrian.fernandez@csc-scc.gc.ca)  
613-545-8275
- 4) Karen Labbett, Director      [karenlabbett61@gmail.com](mailto:karenlabbett61@gmail.com)
- 5) Kim McFarlane, Director      [kmcfarlane2015@gmail.com](mailto:kmcfarlane2015@gmail.com)  
613-542-6222
- 6) Sadie Augustyn, Director      [sadie.augustyn@gmail.com](mailto:sadie.augustyn@gmail.com)  
437-971-9439
- 7) Dr. Athen MacDonald, Ex-officio      [colmac@sympatico.ca](mailto:colmac@sympatico.ca)  
613-483-4050
- 8) Colin Slack, Executive Director  
Non-voting      [cslack@epilepsyresource.org](mailto:cslack@epilepsyresource.org)  
613-542-6222

**Tourism Advisory Panel**  
**Gananoque BluesFest 2022 - Supporting Information**  
**Epilepsy South Eastern Ontario**

In an effort to provide additional information on this Funding request, I am including this Supporting Information. I would be more than happy to meet with you in person if you have additional questions or would like greater clarity.

Epilepsy South Eastern Ontario (ESEO) is a not for profit charitable organization that provides services to persons who are affected by Epilepsy and Seizure Disorders. We are located in Kingston, although we provide services to persons across the entire Southeast Region which includes Belleville, Brockville, Gananoque, Napanee, Trenton and the large rural areas in the catchment. There are presently 19 persons with Epilepsy who reside in Gananoque, although this is not an accurate reflection of the number of individuals affected by Epilepsy and Seizure Disorders in the Municipality. Persons with Epilepsy can become resistant to medication over their lifespan, leaving them vulnerable to seizures. As a result, families/caregivers may have to work from home or leave gainful employment, causing financial hardship for families or increasing the numbers of persons on social assistance. Persons without benefits also face fiscal hardships, having to choose between paying their living expenses and acquiring medication.

Epilepsy South Eastern Ontario has a Volunteer Board of Directors, including a Chartered Accountant as a Treasurer, as well as a contracted external Bookkeeper and separate Audit Firm.

The idea behind the Gananoque BluesFest is to host two well known and established Blues Bands (Jack DeKeyzer – 2 time Juno Award Winner and Maple Blues Nominee and Monkey Junk – 2 time Juno Winner) at the 1000 Islands PlayHouse FireHall Theatre on February 11 and 12, 2022, as well as one well known solo Blues performer (Rick Fines – multiple Juno Award nominee) during the afternoon of February 12, 2022. During the evening, participating venues including the Inn, the Curling Club, Maverick's, Moroni's and the Legion will host Blues and/or Rhythm and Blues Bands, solo or duo acts on one or two evenings. Tickets to attend the events will be available at the PlayHouse and through their online booking portal. The tickets are priced at \$ 20 per event for attendance at the PlayHouse and \$ 10 per event at participating venues. All venues have provided verbal confirmation of partnership support for the initiative.

All venues will be responsible to ensure that all attendees follow COVID-19 Protocols, provide vaccination proof and maintain mandated physical distancing. Advertisements will note adherence to COVID protocols as well. Venues are also responsible to provide staffing and security as per the expectations of their existing Liquor Licences. Gananoque Police Services will be advised well in advance of the event.

Epilepsy South Eastern Ontario (ESEO) will partner with media sponsors MyFM Gananoque and KROCK Radio to do radio ads advertising the event. We would also conduct a TV interview with Corus Entertainment/Global news (they have partnered with us numerous times) to raise awareness of the event and enhance opportunities for success. Tickets and posters will locally sourced (Vinyl Freaks, Gan Signs) and displayed in all venues as well as (hopefully) local retailers. Participating venues with social media accounts have agreed to advertise the event, as will Epilepsy South Eastern Ontario. The Gananoque Artist Network Board has agreed to advertise and support the event through its social media platforms. We will ask all Hotels/Motels and accommodation partners to display posters and advertise on their social media platforms as well. We are hopeful that the Town of Gananoque will do the same.

Volunteers have been recruited, and will be tasked to greet performers, ensure their needs are met, arrange transportation if needed and provide them with payment (cheques). In the event acts have merchandise, the Volunteers will complete sales on their behalf.

Quantitative and Qualitative performance measures will be utilized during the event. A review of attendance and financial receipts will occur, and follow up surveys and/or direct calls to all participating venues will occur. Results will be including in a follow up report to be provided to the Tourism Advisor Panel.

ESEO will acquire Special Events Insurance Coverage for the 2 day event, and will indemnify the Town of Gananoque as part of both its General Liability Insurance as well as the Special Events Insurance.



Colin Slack, Executive Director  
Epilepsy South Eastern Ontario