



Tourism Advisory Panel Agenda

On Thursday, July 7, 2022 at 6:00PM Online meeting through

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

Access code: 2634 477 0323

Meeting Password: CCzXDVTa339

<https://townofgananoque.webex.com/townofgananoque/j.php?MTID=m954e8ca8fdad726b130b914d2ac7e7e9>

1.	Call Meeting to Order
2.	Disclosure of Pecuniary Interest & General Nature Thereof
3.	Approval of Minutes – June 7, 2022
4.	Public Question/Comment (Only Addressing Items on the Agenda)
5.	Disclosure of Additional Items
6.	Delegations - None
7.	Presentations by Staff/Others - None
8.	Municipal Accommodation Tax – Treasurer, Melanie Kirkby <ol style="list-style-type: none"> 1. MATTAX statement at July 5, 2022 2. Funding year-to-date
9.	Unfinished Business
	<ol style="list-style-type: none"> 1. GBM Application – Remaining Funds \$15,000 2. King Street Banners
10.	New Business
	<ol style="list-style-type: none"> 3. Funding Request – Kiosks - Festival of Lights \$15,000

11.	Correspondence - None
12.	Discussion of Additional Items 1. Strat Planning Session to follow meeting
13.	Next Meeting: Thursday, August 4, 2022 at 10:30 AM
14.	Adjournment

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

Tourism Advisory Panel Agenda

On Thursday, June 2, 2022 at 10:30am

Online - WebEx Teleconference

PANEL MEMBERS PRESENT		STAFF COUNCIL PRESENT
Chair:	Councillor, Matt Harper	Melanie Kirkby, Treasurer
	John Nagy	Amanda Trafford, Business Coordinator
	Lisa Robichaud	Shellee Fournier, CAO
	Trusha Tanna	
	Jeff Brown	
	Peter Sweet	
	Meg Dabros (Kathrine Christensen alternate)	
Regrets:	Mayor, Ted Lojko	
	Councillor, Dave Osmond	

1.	Call Meeting to Order – Chair called meeting to order at 10:36am	
2.	Disclosure of Pecuniary Interest & General Nature Thereof	NONE
3.	MATTAP Motion #2022-31 – Approval of Minutes from May 5, 2022 Moved by: John Nagy Seconded by: Peter Sweet BE IT RESOLVED THAT THE TOURISM ADVISORY PANEL HEREBY ADOPTS THE MINUTES OF THURSDAY, MAY 5, 2022 MEETING.	
		CARRIED
4.	Public Question/Comment (Only Addressing Items on the Agenda)	NONE
5.	Disclosure of Additional Items	NONE
6.	Delegations	NONE
7.	Presentations by Staff/Others	NONE
8.	Municipal Accommodation Tax – Treasurer, Melanie Kirkby 1. MATTAX statement a. Melanie Provided an update	

	<p>2. Funding year-to-date</p> <p>a. Melanie provided an update</p>	
9.	<p>Unfinished Business</p> <p>MATTAP Motion #2022-32 – Tourism Advisory Panel Approves \$15,000 expenditure for the purchase of a water fountain.</p> <p>Moved by: Jeff Brown Seconded by: Lisa Robichaud</p> <p>BE IT RESOLVED THAT THE TOURISM ADVISORY PANEL (TAP) APPROVES AN EXPENDITURE OF \$15,000 FOR THE PURCHASE OF A WATER FOUNTAIN FEATURE FOR CONFEDERATION PARK POND.</p> <p style="text-align: right;">CARRIED</p>	
10.	Correspondence	NONE
11.	<p>New Business</p> <p>MATTAP Motion #2022-33 – Tourism Advisory Panel Approves \$4,500 to install Banners along King Street East</p> <p>Moved by: Matt Harper Seconded by: Jeff Brown</p> <p>BE IT RESOLVED THAT THE TOURISM ADVISORY PANEL (TAP) APPROVES AN EXPENDITURE of \$4500 TO PLACE INSTALL BANNERS ALONG KING STREET WEST BETWEEN CHARLES ST AND CARMICHAEL DRIVE.</p> <p style="text-align: right;">CARRIED</p>	
12.	Discussion of Additional Items	NONE
13.	<p>Next Meeting: Thursday, July 7, 2022 at 6:00pm</p> <p>Regular Meeting followed by Strategic Plan Session</p>	
14.	<p>MATTAP Motion #2022-34 - To Adjourn Meeting</p> <p>Moved by: Peter Sweet</p> <p>BE IT RESOLVED THAT THE TOURISM ADVISORY PANEL HEREBY ADJOURNS THIS MEETING.</p> <p style="text-align: right;">CARRIED</p>	

Chair:

Date:

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.

TOWN OF GANANOQUE
General Ledger Trial Balance

GL5030 (T)

Page : 1

Date : Jul 05, 2022

Time : 10:09 am



Fiscal Year : 2022
 Account : 1-4-17000-???? To 1-5-17000-????
 Period : 1 To 12

Account Code	CC1	CC2	CC3	Account Name	Balance	Budget Amt - BV
FUND	1					
CLASS	4			REVENUE		
CATEGORY	17000			Municipal Accomodation Tax		
1-4-17000-4000				MAT Levy	-46,535.17	-285,000
1-4-17000-4079				TIAP Funding	-7,000.00	0
Category Total					-53,535.17	-285,000
REVENUE Total					-53,535.17	-285,000
CLASS	5			EXPENDITURE		
CATEGORY	17000			Municipal Accomodation Tax		
1-5-17000-5400				Administration	0.00	15,000
1-5-17000-5431				Tourism Advisory Panel	30,000.00	100,000
1-5-17000-5600				Transfer to TIAP	127,500.00	170,000
Category Total					157,500.00	285,000
EXPENDITURE Total					157,500.00	285,000
OPERATING Total					103,964.83	0
REPORT TOTAL					103,964.83	0

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

Organization Website: 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

ORGANIZING COMMITTEE

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

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

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 150th 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 150th 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).

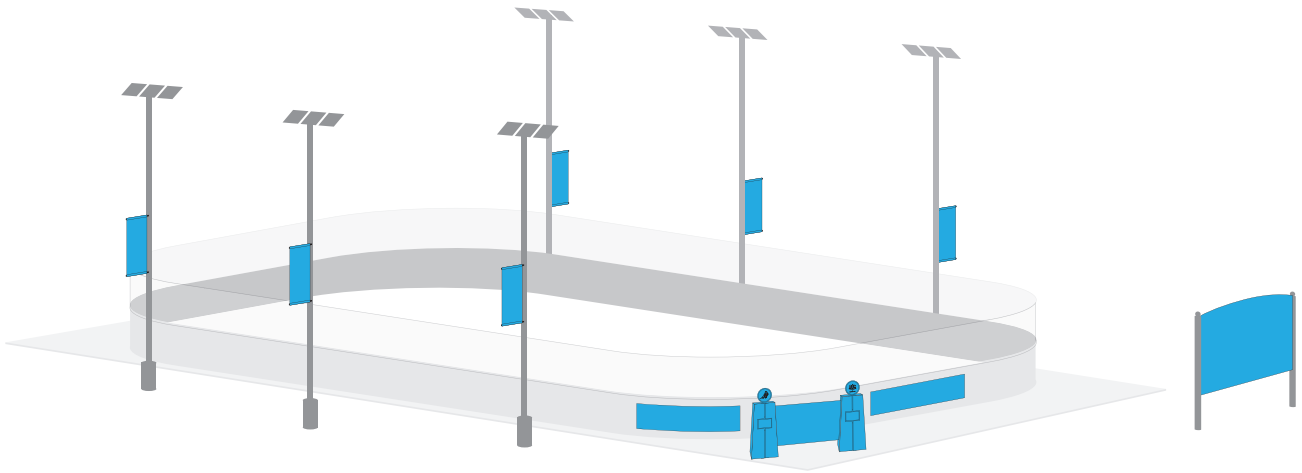
REQUESTED CONTRIBUTION FROM THE TAP COMMITTEE: \$20,000.00

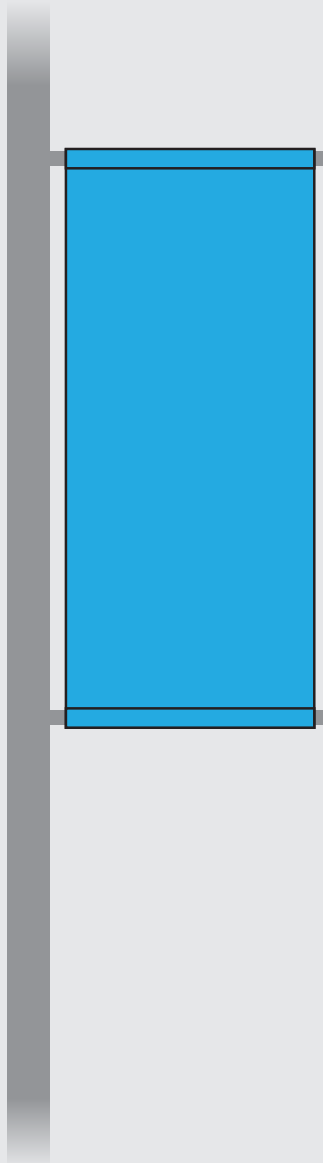
CONTRIBUTION FROM TIAP: \$10,000.00

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





Pole Banners

Description:

There are six light posts surrounding the rink.

Size: 24" x 48" double-sided

Quantity: 6

Notes:

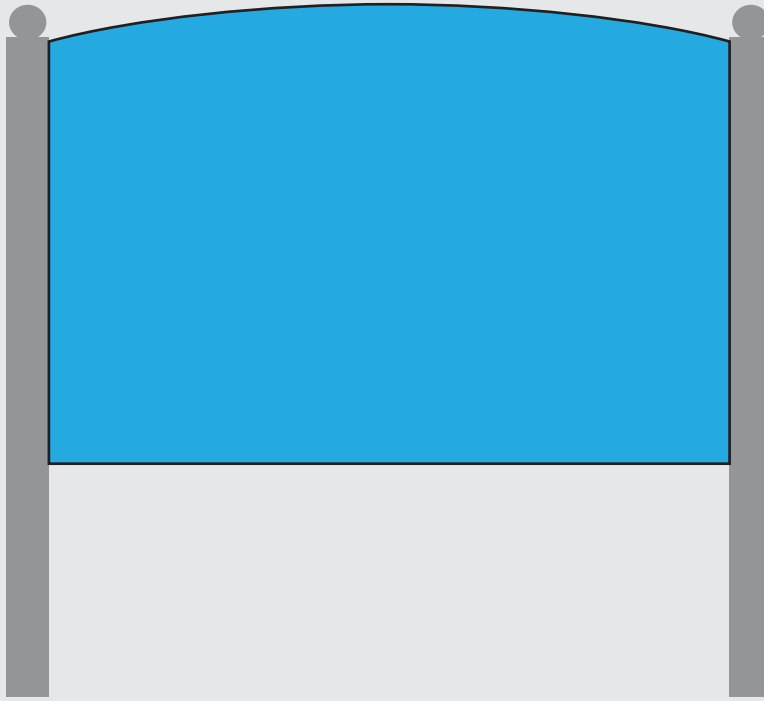
Need hardware to mount pole banners to existing light posts. We will need to confirm printing specs (bleed and pocket overlap)

Quote:

SIGNARAMA

Cost per:\$647

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



Road Sign

LARGER VERSION

Description:

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

Size: 72" x 48" double-sided

Quantity: 1

Notes:

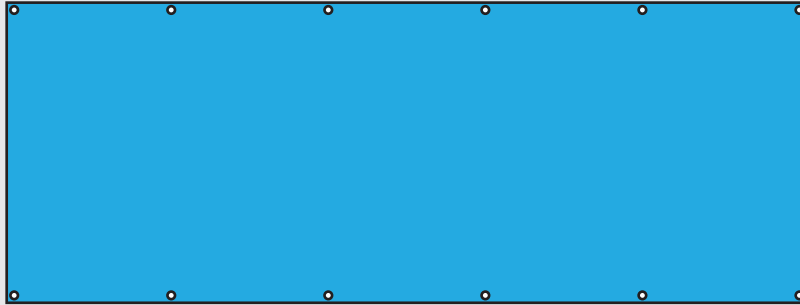
May need a permit from the Town of Gananoque

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

Quote:

SIGNARAMA

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



Canvas/Vinyl Banners

OUTER RINK BOARDS

Description:

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

Size: 96" x 36" double-sided

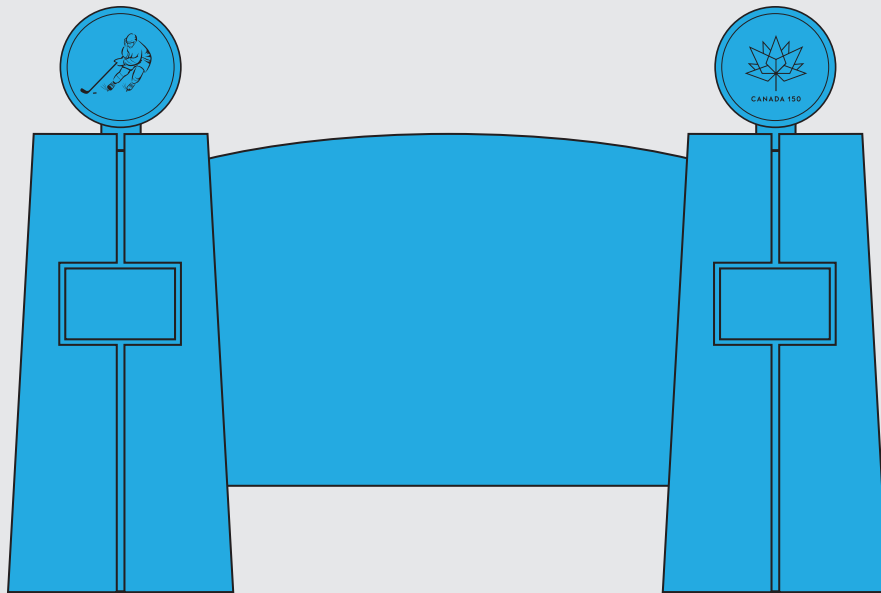
Quantity: 2

Quote:

SIGNARAMA

Cost per:\$385

Total for 2:\$770



Stone Pillars & Sign

LARGER VERSION

Description:

Large stone pillars w/sign and commemorative plaques

Size: 140" x 92"

Quantity: 2

Notes: Two stone pillars with an aluminum panel

Center plaques mount to posts

Footings NOT included the cement needs to be poured already

Quote:

SIGNARAMA

Cost per: \$14,600

Signarama Totals

ALL ITEMS

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

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
613-382-8044

DISCOVER



DINING

Découvrez



Pagayer

Découvrez



L'histoire

DISCOVER



THEATRE

DISCOVER



THE ISLANDS

Découvrez



Saveurs locales

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

Organization	Festival Of Lights
Contact Name	Ted Lojko
Title	
Address	
Phone #	
Email	
Event Website	
Event Information	
Event Name	Gananoque Festival of Lights
Event Dates	December
Event Organizer Name	Town of Gananoque
Event Organizer Phone #	
Event Organizer Email	Month long event to include light displays, markets, live music and more. As well as for use during, The kiosks could also be used at Joel Stone Park for Pride, Festival of the Islands, Craft Beer Festival, Family Day at the Heritage/Boat Museums, as well during Ribfest.
Brief description of event	
Who is your target market/audience	Rubber tire market

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?	Please see attached document for more details.

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



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.

July 5, 2022
Date: _____ Title: _____
Name: Ted Lojko Signature: _____

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

Emily Parker
Tourism Advisory Panel, Recording Secretary
specialevents@gananoque.ca
613-217-2260

Funding request for 4 Christmas Kiosks - \$3,000 each plus \$3,000 for trim work, electrical/heating infrastructure, additional interior shelving finishing, painting.

Budget request: \$15,000.00

Each kiosk/hut would be approximately 6 feet deep x 8 feet wide x 7 feet high...and final design would be approved by Director of Public Works to ensure that it can be easily movable with a tow motor.

The sheds will be painted fanny wood work, under a tin roof with foldable counter opening, with a door and 1 window.

The detail of workmanship of the kiosks is illustrated in photo #1

The Christmas Kiosks would be used on Town Square during the Festival of Lights to sell Christmas decorations, hot chocolate etc. Local BIA members and/or local crafts people could rent the kiosks during the Festival of Lights at a minimal cost.

The kiosks would be used to compliment other events occurring during the Festival of Lights and are meant to attract residents and tourists to visit the downtown shops as well as visit Gananoque from other cities.

The kiosks could also be used at Joel Stone Park for Pride, Festival of the Islands, Craft Beer Festival, Family Day at the Heritage/Boat Museums, as well during Ribfest.

When not in use the Kiosks would be stored at the Public Works yard.

The kiosks would not only address the issue of encouraging safe public spaces to shop and visit but would also be a major economic recovery boost to the local economy by attracting people to shop safely and a major catalyst to rebuild the downtown business community and enhance various events.

The kiosks would be highly sought after.... not only to keep warm, block the wind but also to enable vendors to lock their products overnight. During the Festival of Lights they would be decorated with lights etc. (see conceptual photo #2 and #3)

The funding once approved would get underway within 4-6 weeks after drawings approved and tendered..... and kiosks could be utilized in the fall for events (if required) as well as become a main attraction for the Festival of Lights.



