



Tourism Advisory Panel Agenda

On Thursday, March 3, 2022 at 10:30am Online meeting through

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

Access code: 2633 635 3836 Meeting Password: March2022

<https://townofgananoque.webex.com/townofgananoque/j.php?MTID=m30c667917de64066e44c542035dd0331>

1.	Call Meeting to Order
2.	Disclosure of Pecuniary Interest & General Nature Thereof
3.	Approval of Minutes – February 3, 2022 and February 18, 2022
4.	Public Question/Comment (Only Addressing Items on the Agenda)
5.	Disclosure of Additional Items
6.	Delegations - None
7.	Presentations by Staff/Others
	<ul style="list-style-type: none"> 1. Thousand Islands Accommodation Partners (Meg Dabros) MATTAP 2021 Budget Breakdown and Goals Review
8.	Municipal Accommodation Tax
	<ul style="list-style-type: none"> 1. 2021 MAT Income Statement at February 28, 2022 2. 2022 TAP Funding Approved at February 28, 2022
9.	Unfinished Business - None
10.	Correspondence - None
11.	New Business
	<ul style="list-style-type: none"> 1. Welcome new Tourism Advisory Panel members. Councillor David Osmond and Quality Inn representative, Trusha Tanna.

	<p>2. Review of TAP Panel Members Representation Terms of Reference Tourism Advisory Panel (TAP) As Amended March 2021</p>
	<p>3. Tourism Advisory Panel Funding Application Tourism Advisory Panel Report-2022-02 – Tourism Advisory Panel (TAP) Funding Requests / Applications</p> <ul style="list-style-type: none"> - Gananoque 1000 Islands Cup – Competitive Sport Fishing League (CSFL)
	<p>4. TAP Application Assessment Tool Discuss the option of creating a basic assessment tool to use during application reviewing.</p>
	<p>5. COVID-19 references in Tourism Advisory Panel documents. To discuss current documents and anything that may need updating / changing.</p>
12.	Discussion of Additional Items
13.	Next Meeting: Thursday, April 7, 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 (TAP) MINUTES

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

Teleconference

PANEL MEMBERS PRESENT		STAFF COUNCIL PRESENT
Chair:	Dennis O'Connor	Melanie Kirkby, Treasurer
	Lisa Robichaud	Emily Parker, Community Services Coordinator
	Councillor Matt Harper	
	John Nagy	
	Jeff Brown	
	Meg Dabros (TIAP alternate)	
	Steve Campey (Peter Sweet alternate)	
Non-Voting:	Bill Stewart	
Regrets:	Peter Sweet	
	Kathrine Christenson	

1.	Call Meeting to Order – Chair called meeting to order at 10:33 AM	
2.	Disclosure of Pecuniary Interest & General Nature Thereof	NONE
3.	<p>MATTAP Motion #2022-03 – Approval of Minutes from January 6, 2022</p> <p>Moved by: John Nagy Seconded by: Matt Harper</p> <p>BE IT RESOLVED THAT THE TOURISM ADVISORY PANEL ADOPTS THE MINUTES OF THURSDAY, JANUARY 6, 2022 MEETING.</p> <p style="text-align: right;">CARRIED</p>	
4.	Public Question/Comment (Only Addressing Items on the Agenda)	NONE
5.	Disclosure of Additional Items	
	1. To discuss 2022 season budget breakdown for funding categories (Products/Events, Marketing, Infrastructure)	
6.	Delegations	NONE
7.	Presentations by Staff/Others	NONE
8.	Municipal Accommodation Tax	

	a. Treasurer, Melanie, provided an update of the January 31, 2022 quarterly remittance noting that there is approximately \$7,000.00 remaining in reserves.	
9.	Unfinished Business	NONE
10.	Correspondence	NONE
11.	New Business	NONE
	<p>MATTAP Motion #2022-04 – Differ funding decision for ARTISAN ENTERTAINMENT to the March 3, 2022 Regular TAP Meeting.</p> <p>Moved by: Matt Harper Seconded by: Jeff Brown BE IT RESOLVED THAT THE TOURISM ADVISORY PANEL (TAP) HEREBY DIFFERS THE DECISION OF THE ARTISAN ENTERTAINMENT FUNDING APPLICATION TO THE MARCH 3, 2022 REGULAR MEETING.</p> <p style="text-align: right;">CARRIED</p>	
12.	Discussion of Additional Items	
	<p>MATTAP Motion #2022-05 – To maintain the budget breakdown used throughout the 2021 season.</p> <p>Moved by: John Nagy Seconded by: Matt Harper BE IT RESOLVED THAT THE TOURISM ADVISORY PANEL (TAP) HEREBY AGREES TO MAINTAIN THE BUDGET BREAKDOWN PREVIOUSLY USED IN 2021 = PRODUCTS/EVENTS 70%, MARKETING 10% AND INFRASTRUCTURE 20%)</p> <p style="text-align: right;">CARRIED</p>	
13.	Next Regular Meeting - Thursday, March 3, 2022 at 10:30 am.	
14.	Adjournment	
	<p>MATTAP Motion #2022-06 To Adjourn Meeting</p> <p>Moved by: Matt Harper BE IT RESOLVED THAT THE TOURISM ADVISORY PANEL HEREBY ADJOURNS THIS MEETING.</p> <p style="text-align: right;">CARRIED</p>	

Chair:

Date:

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SPECIAL MEETING - TOURISM ADVISORY PANEL (TAP) MINUTES

On Friday, February 18, 2022 at 10:30 AM Online through **WebEx**

Teleconference

PANEL MEMBERS PRESENT		STAFF COUNCIL PRESENT
Chair:	David Osmond	Amanda Trafford, Business Development Coordinator
	Meg Dabros (TIAP alternate)	
	Jeff Brown	
	John Nagy	
	Peter Sweet	
	Councillor Matt Harper	
	Lisa Robichaud	
	Trusha Tanna	
Non-Voting:		
Regrets:	Bill Stewart	Emily Parker, Community Services Coordinator
		Melanie Kirkby, Treasurer/Technical Advisor

1.	Call Meeting to Order – Chair called meeting to order at 10:35 AM	
2.	Disclosure of Pecuniary Interest & General Nature Thereof	NONE
3.	Tourism Advisory Panel Report – 2022-01 UPDATED	
	<p>MATTAP Motion #2022-07 – Fund ARTISAN ENTERTAINMENT - \$12,000.00</p> <p>Moved by: Jeff Brown Seconded by: Dave Osmond</p> <p>BE IT RESOLVED THAT THE TOURISM ADVISORY PANEL (TAP) HEREBY APPROVES THE FUNDING OF ARTISAN ENTERTAINMENT IN THE AMOUNT OF \$12,000.00 PROVIDING THAT THE EVENT TAKE PLACE ON SEPTEMBER 9-11th, 2022. SUBJECT TO ALL REQUIRED DOCUMENTS RECEIVED UNDER THE MUNICIPAL SPECIAL EVENTS AND FACILITY BOOKINGS POLICY AND APPROVALS FROM THE TOWN.</p> <p style="text-align: right;">CARRIED</p>	
13.	Next Regular Meeting - Thursday, March 3, 2021 at 10:30 am.	
14.	Adjournment	

	<p>MATTAP Motion #2022-08 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>	
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Chair:

Date:

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Municipal Accommodation Tax Tourism Advisory Panel



The MAT Tourism Advisory Panel requests a budget of \$100,000 to be used to promote the following three categories, with a focus in the given category:

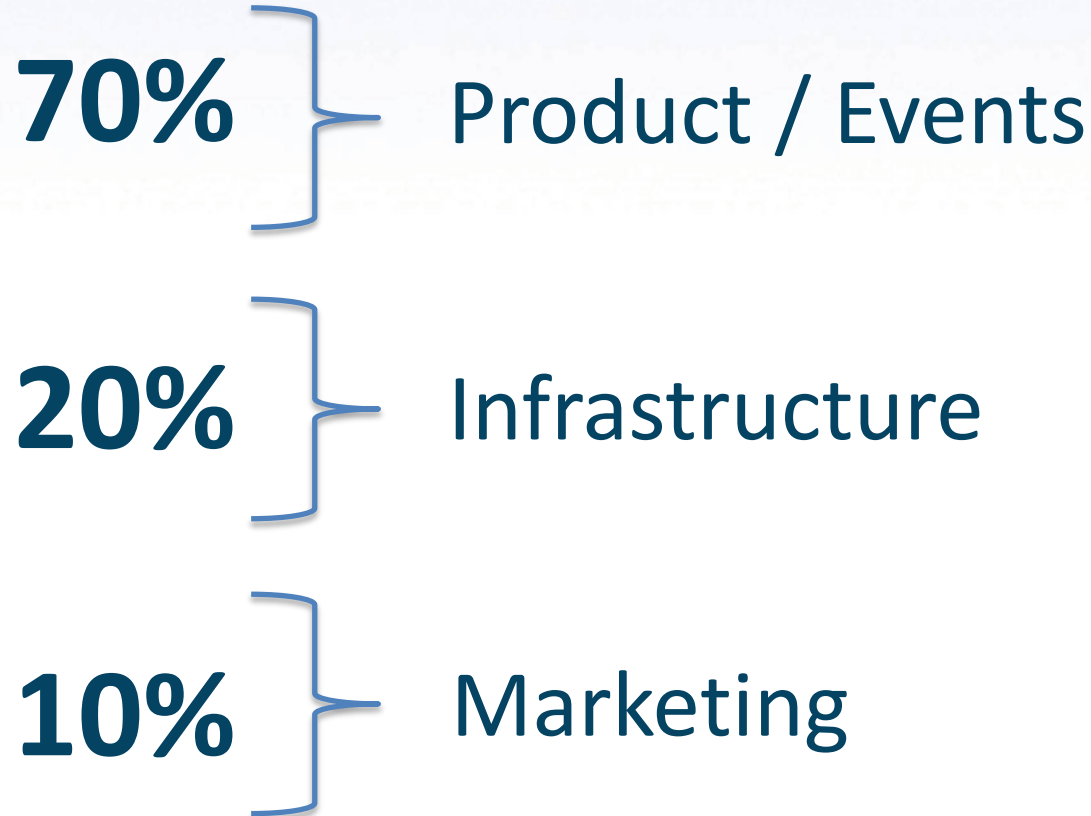
Products / Events

Tourism Infrastructure

Marketing



2021 Budget Breakdown



70% - Products / Events



The MAT Tourism Advisory Panel has agreed to prioritize **four major** community events:

- Hydroplane Regatta
- 1000 Islands Ribfest
- Oktoberfest (amalgamation of existing autumn events: Pump-Gan-fest, arts events, and music events)
- Ice Fest (amalgamation of existing winter events: family day, outdoor rink activities including all curling club events, skating, hockey, etc.)

Additional support for community event organizers, to include but not limited to: 1000 Islands Gananoque Poker Run, Holiday Season Event (Santa Claus Parade), Pride, etc.

Product Development including, but not limited to: Joel Stone Heritage Park Activities, culinary opportunities, the curling season, etc.

20% - Tourism Infrastructure



The MAT Tourism Advisory Panel has agreed that 20% of the budget allocated to infrastructure focus on the following **four major** projects:

- Upgrades and signage for Susan Push
- Upgrades to the Town gates
- Gord Brown Memorial Canada 150 Rink facility signage
- Upgrades to the King Street Pedestrian Bridge

10% - Marketing



The MAT Tourism Advisory Panel has agreed that the 10% allocated to marketing will be used to support the marketing of the local events.

Expenditure to go to local digital, print and radio advertisements.

Questions?



EXIT 645

1000 ISLANDS
GANANOQUE



TOWN OF GANANOQUE
General Ledger Trial Balance

GL5030 (T)

Page : 1

Date : Feb 28, 2022

Time : 10:20 am



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 Accomodation Tax		
1-4-17000-4000				MAT Levy	-223,212.13	-285,000
Category Total					-223,212.13	-285,000
REVENUE Total					-223,212.13	-285,000
CLASS	5			EXPENDITURE		
CATEGORY	17000			Municipal Accomodation Tax		
1-5-17000-5400				Administration	15,000.00	15,000
1-5-17000-5431				Tourism Advisory Panel	62,500.00	100,000
1-5-17000-5600				Transfer to TIAP	170,000.00	170,000
Category Total					247,500.00	285,000
EXPENDITURE Total					247,500.00	285,000
OPERATING Total					24,287.87	0
REPORT TOTAL					24,287.87	0

Tourism Advisory Panel			
Subject:	Terms of Reference	Issued by:	Council
Applies to:	Tourism Advisory Panel		
Amending By-law No.:	2021-040	Amending Date:	March 16, 2021
Amending By-law No.:	2021-035	Amending Date:	March 2, 2021
Amending By-law No.:	2021-005	Amending Date:	January 12, 2021
Amending By-law No.:	2020-076	Amending Date:	June 16, 2020
Establishing By-law No.:	2019-099	Effective Date:	October 15, 2019

1. Background/Mandate:

While it is the legislative mandate of a Municipal Council to make the final decision on all matters that affect the Municipality, the role of an Advisory Panel is to provide recommendations, advice and information to Town Council on specialized matters. These matters assist in enhancing the quality of life of the community, in keeping with the Municipal Council's goals and objectives. The funds collected by Municipal Accommodation Tax (MAT) are to be used to promote tourism in Gananoque. Advisory Panel members shall conduct themselves in keeping with the Town's policies, procedures, directives and Procedure By-law.

2. Authority:

Authority transfer is restricted to the scope described herein, unless an amendment is explicitly authorized by Council.

3. Scope

3.1. The Tourism Advisory Panel reports to the Town Council and:

- 3.1.1. Is responsible for developing an annual Municipal Accommodation Tax Action Plan with broad consultation by stakeholders in compliance with Part XII.1 of the *Municipal Act, 2001* and Transient Accommodation Tax Regulation 435/17.
- 3.1.2. By November of every year, recommends the upcoming annual budget allocation of Municipal Accommodation Tax funding to Council for its approval.
- 3.1.3. Ensures that initiatives complement, not duplicate, the efforts of the Thousand Islands Accommodation Partnership (TIAP) whose duties are Destination Marketing Programs, Liaison with the Industry (Destination Ontario and Canada, Tourism Industry Association of Ontario, Regional Tourism Organization 9, etc.)
- 3.1.4. In cooperation with Town staff and TIAP (where applicable), leverage funds through matching grants and sponsorship.
- 3.1.5. Annually, submit a financial report with an overview of accomplishments.

3.2. The Tourism Advisory Panel serves as an advisory, resource and information support group to the Municipal Council.

4. Reports To:

4.1. The Tourism Advisory Panel reports to Council through the Committee of the Whole.

5. Composition:

5.1. Membership:

5.1.1. Qualifications:

- 5.1.1.1. Demonstrated knowledge and understanding of tourism accommodation operations and marketing;
- 5.1.1.2. Proven analytical and decision-making skills;
- 5.1.1.3. Experience working on a committee, task force or similar setting;
- 5.1.1.4. Availability and willingness to attend meetings; and
- 5.1.1.5. Excellent oral and written communication skills.

5.1.2. Members:

- 5.1.2.1. The Advisory Panel shall consist of eight (8) voting members and two (2) non-voting members:
 - Member(s) Council – 2 (or designate)
 - Accommodation Sector who do not pay commercial taxes (i.e. Heritage Tourist Inn, B&B, Short-term Accommodations) – 3 (or designate)
 - Accommodation providers who pay commercial taxes (i.e. hotels, motels) – 2 (or designate)
 - TIAP – 1 (or designate)
 - BIA – 1 (non-voting) (or designate)
 - Chamber of Commerce – 1 (non-voting) (or designate)

***Heritage Tourist Inn**

Means a building with historic and architectural merit on a large property in which no more than six guest rooms are made available for the temporary (no more than 30 days) accommodation of the travelling public. Such an establishment may offer meals to guests staying at the Inn, but shall not offer services to non-guests.

**** Hotel**

Means an accommodation usually containing 25+ rooms and several floors. They generally have staircases, elevators and internal corridors that lead to the rooms.

*****Motel**

Means an accommodation usually having less than 25 rooms, and generally have a one- or two-floor layout with guests accessing their rooms directly from the parking lot.

******Short-Term Accommodation**

Means any third-party home-sharing listing entity.

5.1.3. Absence:

- 5.1.3.1. Any member who is absent from three (3) consecutive regular meetings without leave of absence or without satisfactory reason shall forthwith cease to be a member and the Recording Secretary shall advise the Clerk.

5.1.4. Resignation of Member(s):

Any member wishing to resign shall provide their resignation in writing to the Chair with a copy to the Clerk and a copy to the sector members.

5.1.5. Filling Vacancies:

Each sector group shall recommend to Council a representative and designate for Council consideration/approval.

5.1.6. Term:

5.1.6.1. The Term of office for Advisory Panel members shall end with the term of Council, unless otherwise legislated.

5.1.6.2. The Advisory Panel is a standing Committee / Advisory Panel of the Council. The Term of the Advisory Panel is indefinite and may be only disbanded by Council.

5.1.6.3. Meetings of any Committee of the Council or Advisory Panel shall be open to the public, except for internal working group(s) or as provided in the Act.

6. Support Resources:

6.1. Technical Advisor: The Treasurer (or designate) shall be the Technical Advisor and the Manager of Community Services (or designate) shall be the alternate.

6.2. Recording Secretary: Tourism Coordinator

6.3. Attendance by the Technical Advisor (or designates) and Recording Secretary shall be mandatory for all meetings.

7. Procedures:

7.1. The Advisory Panel shall establish a meeting schedule and publish to the Town's website. The schedule shall include at least four (4) regular meeting per year.

7.2. All sitting members eligible to vote, including the Chair, must vote.

7.3. Provide the approved minutes, signed by the Chair and Recording Secretary to the Clerk for the official records. With respect to the last meeting prior to an election, the minutes shall be approved as per the Procedural By-law.

7.4. The Terms of Reference constitutes the Administrative Practices and Procedures of the Panel.

8. Quorum:

8.1. Reference Procedure By-law.

8.2. If no quorum is present fifteen (15) minutes after the time appointed for a meeting, the Recording Secretary shall record the names of the members present and the meeting shall stand adjourned until the date of the next meeting.

9. Conflict of Interest:

9.1. The principles of the Council Code of Conduct Policy, apply to this Advisory Panel. Failure to adhere to this requirement will result in the individual being removed from the Advisory Panel.

10. Remuneration:

10.1. There is no annual stipend for members of the Advisory Panel.



TOURISM ADVISORY PANEL – 2022-02

Date: February 28, 2022 **IN CAMERA**
Subject: Tourism Advisory Panel (TAP) Tourism Event Funding Request/Application
Author: Emily Parker / Recording Secretary **OPEN SESSION**

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 COMPETITIVE SPORT FISHING LEAGUE IN THE AMOUNT TO BE DETERMINED BY THE TOURISM ADVISORY PANEL AS PRESENTED IN THE TOURISM ADVISORY PANEL REPORT 2022-02. SUBJECT TO ALL REQUIRED DOCUMENTATION RECEIVED UNDER THE MUNICIPAL FACILITY USE POLICY AND APPROVALS FROM THE TOWN.

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. Andrew Pallotta (CSFL) is applying for \$20,000.00 in funding to host the Gananoque 1000 Islands Cup on September 17 & 18, 2022. The Gananoque

1000 Islands Cup is a team bass fishing tournament that falls under the Pro Bass Tour. Each team consists of 2 anglers who will compete for cash prizes. The Gananoque 1000 Islands Cup is the fourth stop of the Pro Bass Tour giving teams the opportunity to achieve the Pro Bass Tour Team of the Year in order to advance to the 2022 BASSMASTER Team Championship.

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



2021

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 TAP grant funding objectives and priorities. The evaluation criteria are listed in this Guide under the section "Evaluation Process and Assessment Criteria."

Applicants are expected to demonstrate the following:

- Strong organizational and leadership capacity, including a track record 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 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 solutions to address the reduction in global travel as a result of the Covid-19 pandemic.

2.0 Eligibility Requirements

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

Eligible Applicant Organizations

- 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, the project and applicants must meet all 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
- 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 back via the appropriate report 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 Allowed

- 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 the program objectives and assessment criteria, as well as the overall demand for program funds.

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 Assessment Criteria

Assessment Criteria	Scoring Weight
1. Organizational capacity	15%
2. Project description	10%
3. Alignment to program objectives	20%
4. Project includes a clearly articulated Covid-19 plan to address and increase tourist visitation	15%
5. Confirmed partnerships and support from stakeholders	15%
6. Project performance measures	15%
7. Budget	10%

5.0 How to Apply?

The Tourism Advisory Panel Grant Applications can be downloaded from 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 Grant 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 if 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 jbaril@gananoque.ca or 613-382-8044.

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?

Tuesday – Saturday 8:30am – 4:30pm

- Telephone: 613-382-8044 or 1-844-382-8044
- Email: jbaril@gananoque.ca



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

Organization	Competitive Sport Fishing League/Canadian Pro Bass Tour
Contact Name	Andrew Pallotta
Title	Owner
Address	215 Loretta Crescent, Stouffville, ON L4A 1H4
Phone #	416-802-2277
Email	andrew@csfl.com
Event Website	www.csfl.ca
Event Information	
Event Name	Gananoque 1000 Islands Cup
Event Dates	September 17 & 18, 2022
Event Organizer Name	Victoria Pallotta-Aldorasi
Event Organizer Phone #	647-988-4842
Event Organizer Email	victoria@csfl.ca
Brief description of event	The Gananoque 1000 Islands Cup is a team bass fishing tournament that falls under the Pro Bass Tour. Each team consists of 2 anglers who will compete for cash prizes. The Gananoque 1000 Islands Cup is the fourth stop of the Pro Bass Tour giving teams the opportunity to achieve the Pro Bass Tour Team of the Year in order to advance to the 2022 BASSMASTER Team Championship.
Who is your target market/audience	The event will attract competitors from Ontario, Quebec and the US* (*Covid restrictions pending).

Estimated # of people your event will attract to Gananoque (from 40+km away)	This event is limited to 75 teams made up of two anglers per team; these teams would come from various areas of Ontario, Quebec including teams from the US (Covid restrictions pending).
How and where will the event be advertised/marketed?	We will use all available traditional, outdoor and social media outlets to promote the CSFL/Pro Bass Tour tournament in Gananoque in advance and during the event. In addition to social media promotions this event will be promoted through radio and print ads. We will be inviting writers from Outdoor Canada and Ontario Out of Doors along with local media outlets to the end of day weigh ins to engage with participants.
Has this event been hosted before? If yes, when and where?	The Gananoque 1000 Islands Cup is a part of our Pro Bass Tour Cup Series. The series consists of 5 events: Kawartha Cup on Sturgeon Lake, Bobcaygeon June 25 & 26 (new for 2022), Bronzeback Cup on Lake Simcoe, Beaverton July 23 & 24; Quinte Cup on Bay of Quinte, Quinte West Aug. 27 & 28; Gananoque 1000 Islands Cup St. Lawrence River Sept. 17 & 18; Franny Cup on Lake St. Francis, Cornwall October 1 & 2. The Cup Series was created in 2015.

Additional items to be attached to the application:

- List of Board of Directors or Event Organizing Committee including emails and phone numbers
- Full Schedule of Events
- Detailed Event Budget/Financial Plan to include at a minimum the following. Include cash and in-kind contributions. See attached sample.
 - o Income
 - Registration
 - Sponsorship
 - Sales
 - Fundraising
 - Grants
 - o Expenses
 - Product Development
 - Infrastructure
 - Marketing and Advertising

THE CORPORATION OF THE TOWN OF



Canadian Gateway to the 1000 Islands

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

Date: February 15, 2022 Title: Owner
Name: Andrew Pallotta Signature: 

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

Jennifer Baril
Tourism Advisory Panel, Recording Secretary
JBaril@gananoque.ca
613-382-8044

1000 Islands Cup Gananoque

Schedule of Event

Saturday, September 17

- | | |
|----------------|--|
| 6:00 am | Teams start launching their boats at the designated boat launches |
| 6:30 – 6:55 am | Boats are checked for safety etc. at tournament site |
| 7:00 am | Boats head out on the water to commence competition |
| 8:00 am | Set up of tournament site |
| 3:30 – 5:00 pm | Boats make their way to the check in boat and then make their way to the tournament site for weigh in; weigh in show commences |
| 5:00 – 6:00 pm | Partial tear down of tournament site |

Sunday, September 18

- | | |
|----------------|--|
| 6:00 am | Teams start launching their boats at the designated boat launches |
| 6:30 – 6:55 am | Boats are checked for safety etc. at tournament site |
| 7:00 am | Boats head out on the water to commence competition |
| 8:00 am | Set up of tournament site |
| 3:30 – 5:00 pm | Boats make their way to the check in boat and then make their way to the tournament site for weigh in; weigh in show commences |
| 5:00 – 7:00 pm | Complete tear down of tournament site |

APPENDIX 1 - GANANOQUE 1000 ISLANDS EVENT BUDGET

HOST/ORGANIZATION NAME	NAME OF EVENT	EVENT DATE	GRANT FUNDING AMOUNT			CONFIRMED
CSFL	Gananoque 1000 Islands Cup - Joel Stone Park	September 17 & 18, 2022	\$20,000.00			Y/N

REVENUE						CONFIRMED
NAME	DESCRIPTION	INCOME (\$)		HST (13%)	TOTAL	Y/N
Team Participation	Entry Fee - 75 Teams	\$57,000.00		\$7,410.00	\$64,410.00	
Total Revenue		\$57,000.00		\$7,410.00	\$64,410.00	

PRODUCT DEVELOPMENT						CONFIRMED
NAME	DESCRIPTION	COST (\$)	IN-KIND	HST (13%)	TOTAL	Y/N
Digital Marketing	Facebook, Instagram, Podium, etc.	\$1,500.00		\$195.00	\$1,695.00	
Print Marketing	Outdoor Canada, Brochures, Branded Tents	\$1,000.00		\$130.00	\$1,130.00	
Virtual Trade Shows/Tackle Swaps	Booth Space Rentals	\$500.00		\$65.00	\$565.00	
Development Subtotal		\$3,000.00		\$390.00	\$3,390.00	

EXPENSES						CONFIRMED
NAME/INVOICE #	DESCRIPTION	COST (\$)	IN-KIND	HST (13%)	TOTAL	Y/N
Event Prize Payout	90% of Entry Fee	\$50,625.00			\$50,625.00	
Lodging	Accommodation for Staff & Production Rooms	\$2,303.00		\$444.97	\$2,747.97	
Food	Staff & Production Team	\$2,000.00		\$260.00	\$2,260.00	
Fuel	Generators, Boats and Trucks	\$1,500.00		\$195.00	\$1,695.00	
Event Insurance	Liability Insurance	\$1,000.00		\$130.00	\$1,130.00	
Staffing	Event Day Staffing	\$5,800.00			\$5,800.00	
Livestreaming	Broadcasting Event during weigh ins	\$300.00		\$39.00	\$339.00	
Polygraph Test	Polygraphor/travel	\$850.00			\$850.00	
Medals/Trophies	Presentation Cheques and Awards	\$300.00		\$39.00	\$339.00	
Expenses Subtotal		\$64,678.00		\$1,107.97	\$65,785.97	
EXPENSES TOTAL		\$64,678.00		\$1,107.97	\$65,785.97	

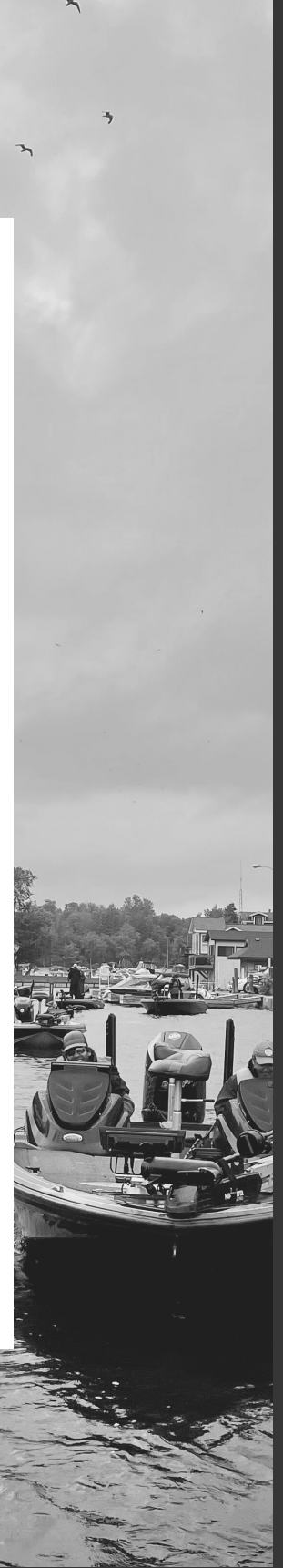
NET TOTAL (REVENUE-EXPENSES)						
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IN KIND REQUESTS/COMMUNITY GRANTS			CONFIRMED
NAME	DESCRIPTION	TOTAL VALUE (\$)	Y/N
Public Space Rental	Granting of Joel Stone Park for the Event		
Parking Space	Granting of parking spaces for special events trailer and staff vehicles		
Dockage	Allocated docking for live release boat (day and overnight); section of waterfront for weigh in show		

SEPTEMBER 18 & 19, 2021

PRO BASS REPORT

1000 ISLANDS CUP
GANANOQUE, ON



About the CSFL

The Competitive Sport Fishing League is the leading tournament series in Canada, offering diverse events that cater to every level of anglers from experienced Pros to Amateurs being introduced to the sport. To date the Competitive Sport Fishing League has successfully operated over 750 events, released thousands of fish and hosted anglers from across the world throughout during our 25 years of operation!

Fish care is our top priority. Since the conception of the CSFL in 1995, fish care has always been a major component in our series. Today we utilize the in water weigh in system developed through Queen's University, including the technology of properly regulated aerated tanks, water weigh-in scales and state of the art live release boats to enable the safe return of the resource, ensuring the future of the sport. We have released over 500 fish per day with less than 1% mortality rate.

Pro Bass Tour

The Pro Bass Tour is designed to attract advanced anglers to compete in events spanning from Orillia to Cornwall with the opportunity to compete in the USA! With participants such as Bob Izumi, Cory Johnston and Chris Johnston, the Pro Bass Tour is continuously simulating event awareness both in Canada and the USA.

1000 Islands Cup

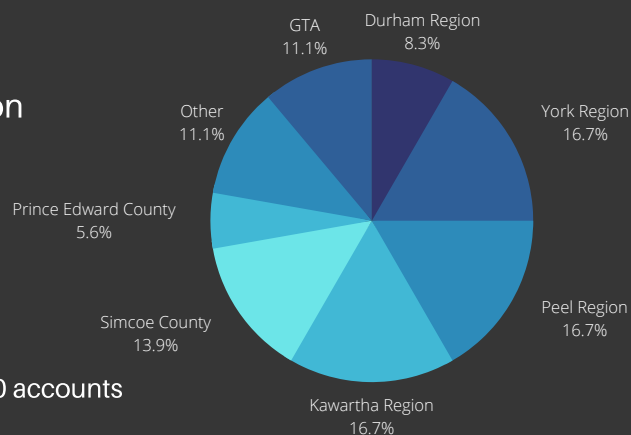
The 1000 Islands Cup is designed to showcase the incredible fishery of St. Lawrence River and beautiful Gananoque Region, not just through the participants but also through social media and viewership during our live broadcasted weigh ins. The time of year of the event was specifically chosen in keeping the resource in mind. Due to climate, season changes and other factors, this time of year is shown to provide a higher percentage of maintaining fish health.

In its first year, the 1000 Islands Cup is drawing participant interest from across the province. Due to the ongoing pandemic, COVID-19 has drastically impacted all areas around tourism. We have numerous deposits from teams outside the area to be used once all restrictions are lifted, including anglers from USA.

'21 Angler Outreach

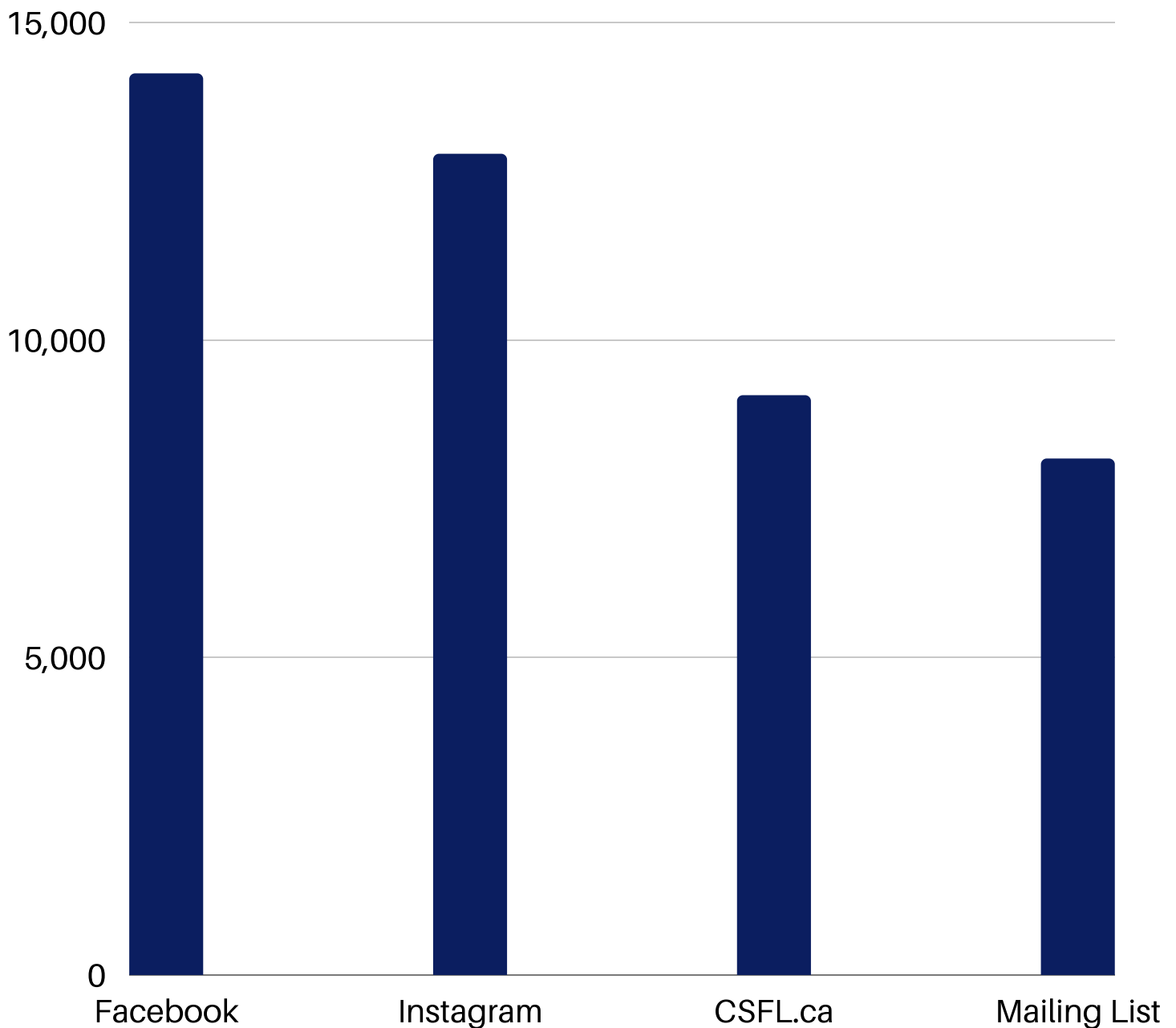
- 10% increase in competitors from York Region
- 5% increase in competitors from Peel Region
- 5% decrease in competitors from PE County

- Competitor social media combined impact is over 50,000 accounts



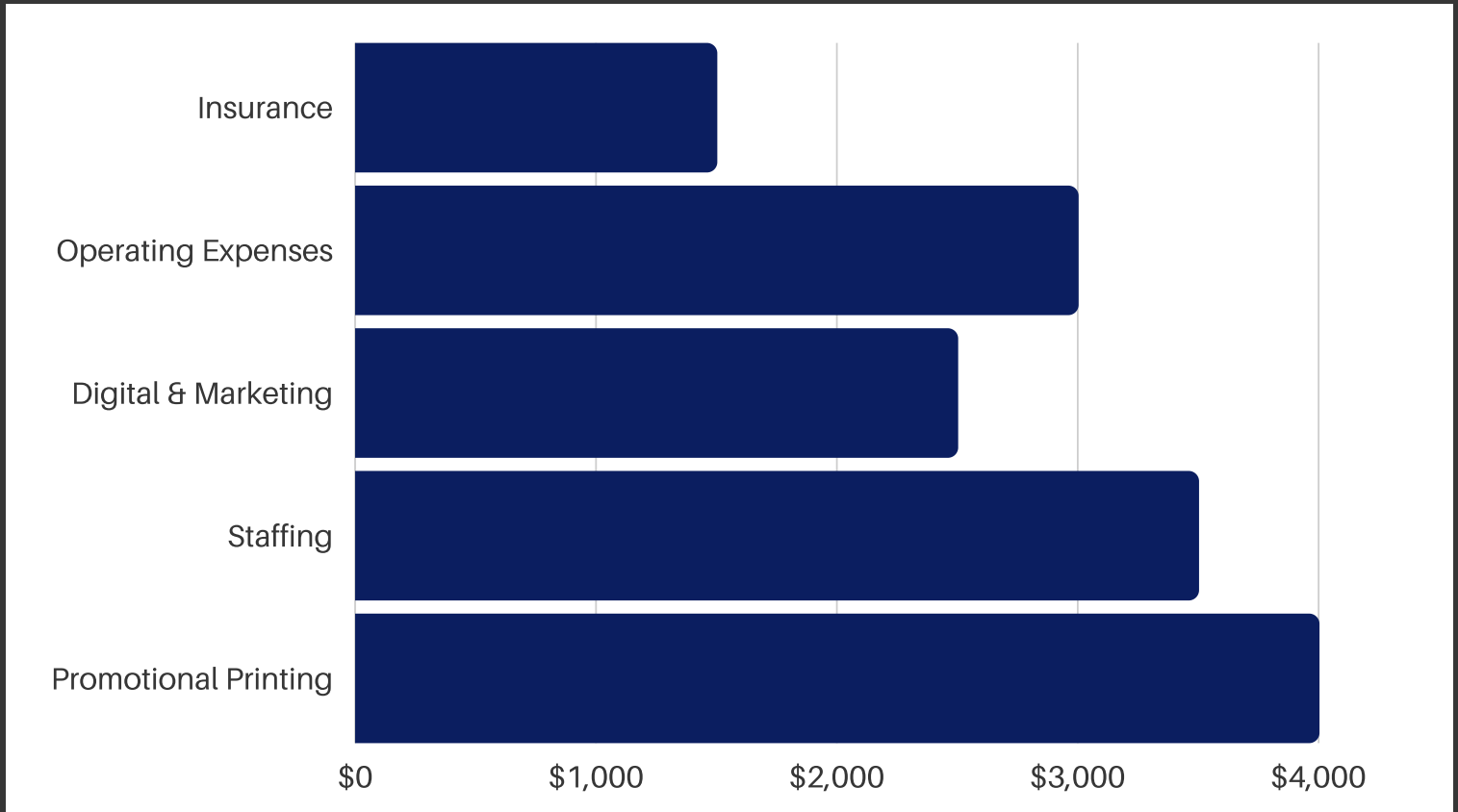
1000 Islands Cup Viewship

Below outlines direct viewership throughout various platforms during the duration of the 2021 event; this includes but is not limited to Live Broadcasts, Stories, Posts, Results, Email Marketing etc.



Budget Breakdown

A summary of the 1000 Islands Cup expenses



There are numerous expenses associated with all Pro Bass Events, from insurance to staffing, operating expenses including fuel, licensing fees, equipment maintenance, broadcasting, and more. We had new branding created to present a cohesive look throughout all Pro Bass events, while also incorporating the 1000 Islands Tourism branding within new tents and backdrop banners designs.

Growing the future of 1000 Islands Cup

Year 2 of the 1000 Islands Cup

As the first annual 1000 Islands Cup has come to an end, the CSFL team is already brainstorming new ideas in achieving a greater event for 2022!

Reflecting on the feedback from competitors, the location is perfect. Our anglers were thoroughly pleased with the venue location and all amenities provided in Gananoque and surrounding area; St. Lawrence River provides a top quality fishing experience!

As Covid-19 continues to progress new measures taken by both Ontario and Canada will permit fewer challenges for our competitors allowing the field to grow. In addition to the new measures, the event exposure will be spanned across more fishing "influential" accounts creating an even greater event awareness. The CSFL will continue to brand 1000 Islands Tourism throughout social posts and on www.csfl.ca and may feature the tourism group at a later time through the CSFL newsletter which currently has over 10,000 recipients.

The CSFL goal is to showcase fisheries from around the province, working with regions to build the awareness of what Ontario has to offer right in their backyard or a car drive away. Our broadcast outreach surpasses Ontario and reaches individuals from around the world!



Creditability

Celebrating 25 Years of Tournament Fishing Events



Each event involves overseeing a lot of moving parts, oftentimes from different people. The CSFL is a recognized leader in the sport fishing industry with over 25 annual tournaments across Southern, Central and Eastern Ontario. The CSFL has successfully run and operated well over 750 events to date and has awarded over \$6,500,000 in cash prizes! Our team is dedicated to provide the best experience for all competitors, viewers, supporters and sponsors.