



### Tourism Advisory Panel Agenda

On Thursday, November 4, 2021 at 10:30am Online meeting through

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

**Access code:** 2632 925 7180

**Meeting Password:** TAPNovember

<https://townofgananoque.webex.com/townofgananoque/j.php?MTID=m66c631b059f1baeb8d997b62c7f5aa25>

1.	<b>Call Meeting to Order</b>
2.	<b>Disclosure of Pecuniary Interest &amp; General Nature Thereof</b>
3.	<b>Approval of Minutes – October 7, 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 – Funding Year-to-Date</b>
9.	<b>Unfinished Business</b>
10.	<b>Correspondence – None</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>
11.	<b>New Business</b>
12.	<b>Discussion of Additional Items</b>
13.	<b>Next Meeting:</b>

	Would we like to have a meeting in December, 2021 or wait to begin again in January, 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, October 7, 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	
	Lisa Robichaud	
	John Nagy	
	Peter Sweet	
<b>Non-Voting:</b>	Meg Dabros	
	Bill Stewart	
<b>Regrets:</b>	Councillor Matt Harper	Doug Wark, Manager of Community Services

<b>1.</b>	<b>Call Meeting to Order</b> – Chair called meeting to order at 10:34 am	
<b>2.</b>	<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.	
	b. Kathrine Christenson declared a pecuniary interest with respect to the Canada 150 Rink funding application from TIAP.	
<b>3.</b>	<b>MATTAP Motion #2021-37 – Approval of Minutes from September 2, 2021</b>  <b>Moved by:</b> John Nagy <b>Seconded by:</b> Kathrine Christensen BE IT RESOLVED THAT THE TOURISM ADVISORY PANEL ADOPTS THE MINUTES OF THURSDAY, SEPTEMBER 2, 2021 MEETING.  <div style="text-align: right;"><b>CARRIED</b></div>	
	<b>MATTAP Motion #2021-38 – Approval of Minutes from September 7, 2021</b>  <b>Moved by:</b> Peter Sweet <b>Seconded by:</b> John Nagy BE IT RESOLVED THAT THE TOURISM ADVISORY PANEL ADOPTS THE MINUTES OF TUESDAY, SEPTEMBER 7, 2021 MEETING.  <div style="text-align: right;"><b>CARRIED</b></div>	
<b>4.</b>	<b>Public Question/Comment</b> (Only Addressing Items on the Agenda)	<b>NONE</b>
<b>5.</b>	<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, provided an update of 2020-2021 Municipal Accommodation Tax (MAT) financial statements and year-to-date funding. Melanie noted that the next remittance is due October 31, which will include July, August and September quarter.	
9.	<b>Unfinished Business</b>	
	1. Updates from Community Services <ul style="list-style-type: none"> <li>a. Gananoque 401 Signage: Tender is out and submissions are due October 12<sup>th</sup>, 2021.</li> <li>b. Canada 150 Arena: Updated information will be shared once it is available.</li> <li>c. Holiday lighting on King St W: To work towards allocating Town budget towards lighting all of Gananoque.</li> </ul>	
	2. Post-Event Report: 1000 Islands Waterfront Festival Analysis Emily noted that Cliff Edwards provided details of the event, comments for future planning and thanks to TAP for supporting this initiative. Meg and Kathrine from TIAP noted that the event reached 13,000 views on social media and 20,000 people reached through TIAP marketing.	
10.	<b>Correspondence</b>	<b>NONE</b>
11.	<b>New Business</b>	
	1. Tourism Advisory Panel Funding Applications <ul style="list-style-type: none"> <li>- Gord Brown Memorial Canada 150 Arena TIAP Application. Panel discussed the timeline for potential signage at the outdoor arena and noted to differ the funding decision to the next TAP meeting when more information may be available.</li> </ul>	
	<b>MATTAP Motion #2021-39 - Differ funding decision for TIAP application to the November 4<sup>th</sup> Regular TAP Meeting.</b>  <b>Moved by:</b> Peter Sweet <b>Seconded by:</b> John Nagy BE IT RESOLVED THAT THE TOURISM ADVISORY PANEL HEREBY DIFFERS THE DECISION OF THE TIAP FUNDING APPLICATION TO THE NOVEMBER 4 <sup>TH</sup> REGULAR MEETING ONCE MORE INFORMATION IS AVAILABLE.  <b>CARRIED</b>	
12.	<b>Discussion of Additional Items</b>	

13.	<b>Next Regular Meeting</b> - Thursday, November 4, 2021 at 10:30 am.	
14.	<b>Adjournment</b>	
	<p><b>MATTAP Motion #2021-40 To Adjourn Meeting</b></p> <p><b>Moved by:</b> John Nagy</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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**TOWN OF GANANOQUE**  
**General Ledger Trial Balance**



Fiscal Year : 2021  
 Account : 1-?-17000-???? To 1-?-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	-34,829.80	-285,000
<b>Category Total</b>					<b>-34,829.80</b>	<b>-285,000</b>
<b>REVENUE Total</b>					<b>-34,829.80</b>	<b>-285,000</b>
CLASS	5			EXPENDITURE		
CATEGORY	17000			Municipal Accomodation 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>192,670.20</b>	<b>0</b>
<b>REPORT TOTAL</b>					<b>192,670.20</b>	<b>0</b>

## 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**

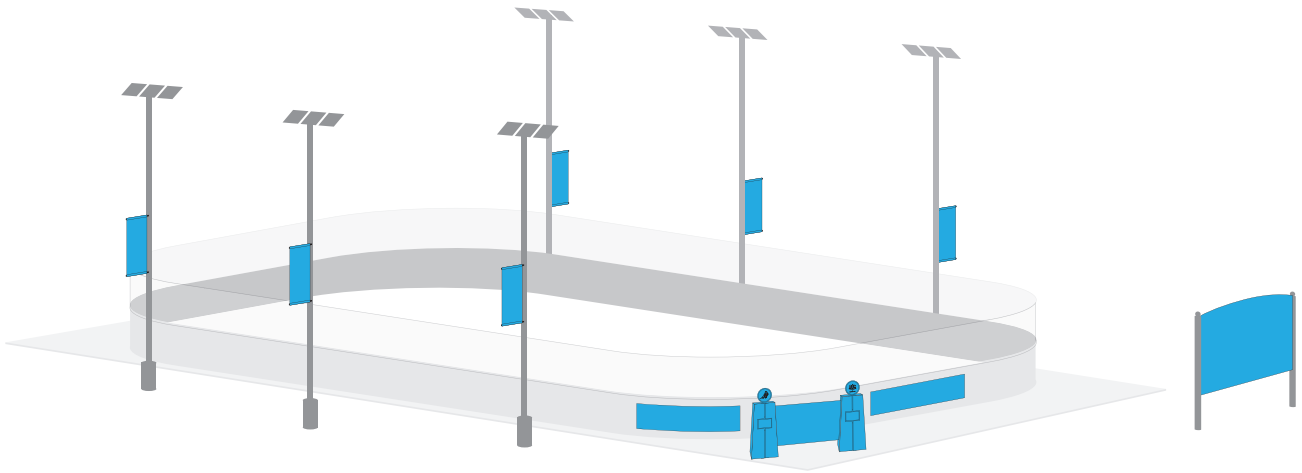
**CONTRIBUTION FROM TIAP: \$10,000.00**

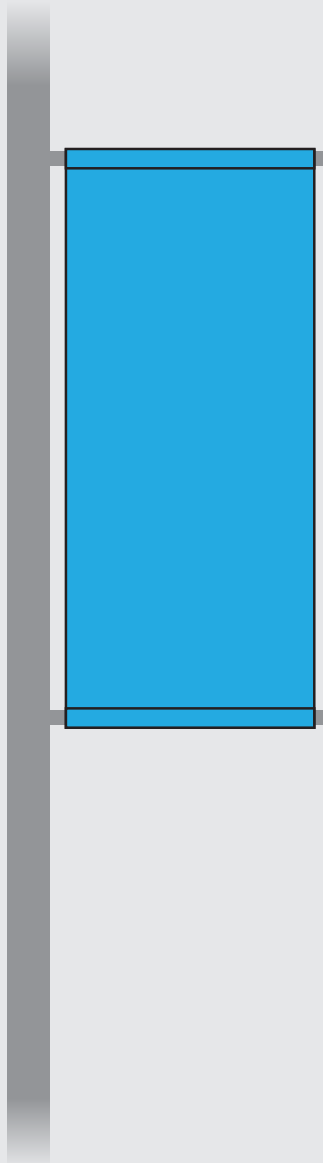
An additional \$7,500.00 has been fundraised by Jeff Brown for a scoreboard for the rink.

# 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:

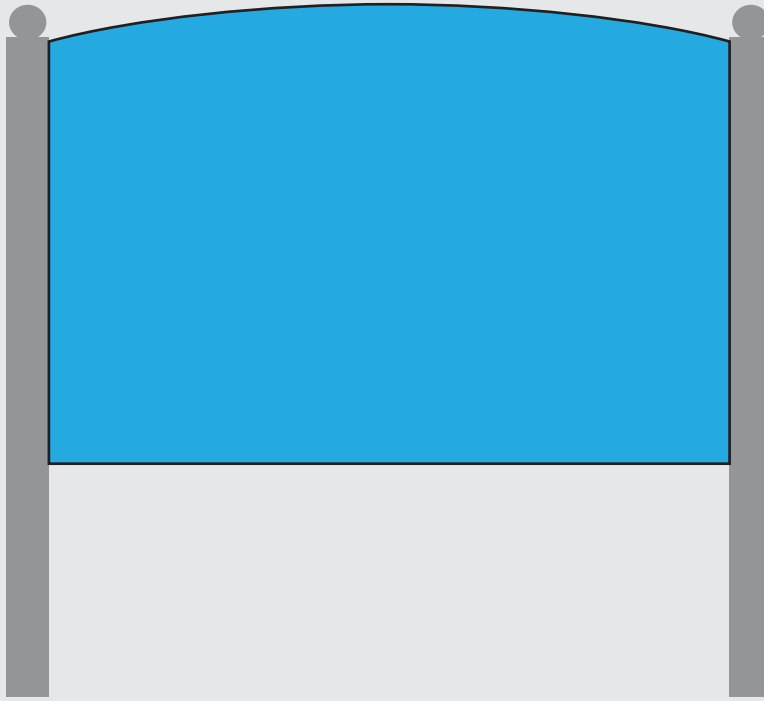
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SIGNARAMA

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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

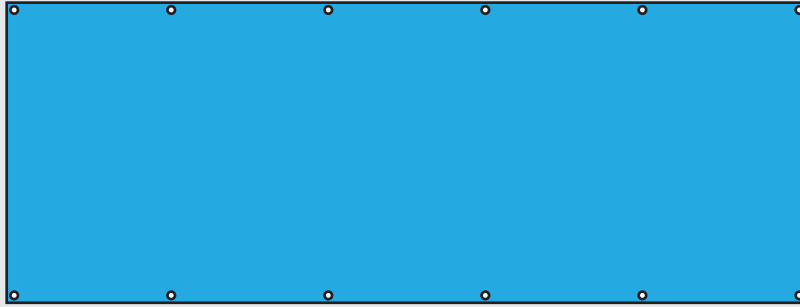
2 aluminum, black polls included - 4" diameter, 12' tall with a cannon ball topper

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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:

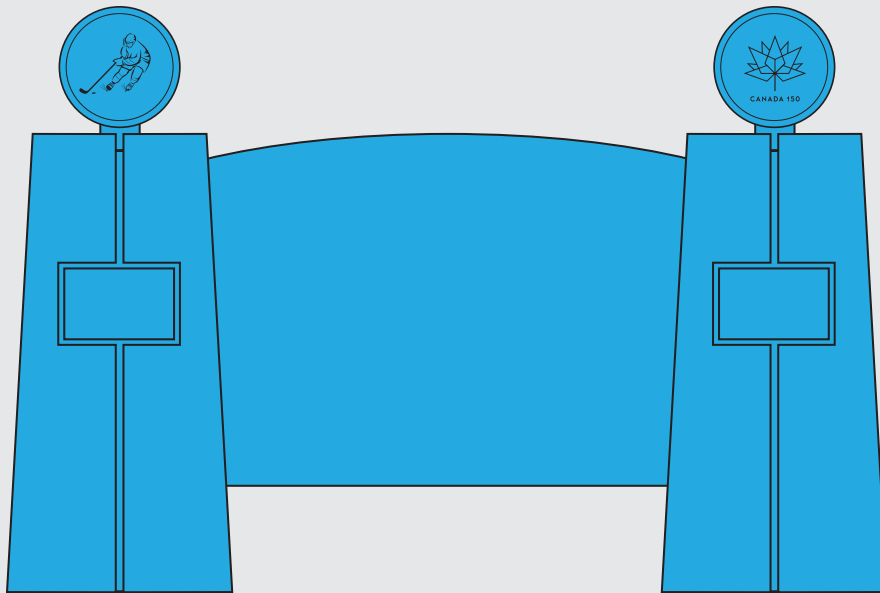
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SIGNARAMA

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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