

Special Events Coordinator General Status Update

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Thursday, July 30, 2020

Purpose & Scope:

To provide key stakeholders with an update on activities performed by the Town of Gananoque Special Events Coordinator.

Beer Festival/Oktoberfest

Stakeholder: Gananoque Lions

Strategy:

- There was a push for the Gananoque Lions Club to create an Oktoberfest style event in October 2020. I produced a detailed strategy document outlining how they could proceed with the event in what is now Stage III COVID recovery.

It was clear that the Lions were very uncomfortable with proceeding and will look to 2021 to execute such an event. I have told the Lions that I will continue to support this endeavour and they have asked that I join them as a strategic partner in developing a beer-based festival.

Next Steps

- 1) To continue to assess operating an Oktoberfest style event that will come to life in Autumn 2021
- 2) To assess operating a 'beer festival' that has no seasonal requirement, allowing for an event this coming spring, supporting the shoulder season

Event Timing: October 2021

Chicken Festival

Stakeholder: Todd Bickerton and the BIA

Strategy:

- Working with Todd Bickerton and Steve Behal there's an appetite for a 'Gan Chicken Fest' which will serve as a celebration of the Town of Gananoque authorising a backyard chicken rearing. It's meant to be a light, fun event that will attract significant earned media.

Next Steps: An initial proposal has been created and planning has begun.

Event Timing: April/May 2021

Gan Poker Run

Stakeholder: TIAP

Strategy:

- Ongoing event by TIAP with a strategy to stimulate the waterfront in 2020

Next Steps: Bill Taylor who's the principal of the Gan Poker Run will be providing The Town of Gananoque with a comprehensive list of needs ASAP so The Town can develop a costing and assist with required services.

Kathrine Christensen will be applying, on behalf of the client, for a Community Grant to help offset event costs.

Event Timing: August 28-30 2020

Farmers Market

Stakeholder: Farmers Market & Tara Treanor

Strategy:

- To expand on the overall offering of the Gananoque Farmers Market to make it available for farm-to-table funding. To add the Farmers Market to other key events

Next steps: Tara to introduce me to the team to look for funding opportunities to assess any expansion possibilities

Event Timing: Ongoing

Winter at Firehall Theatre

Stakeholder: Lisa Robichaud & Brett Christopher

Strategy:

- The Firehall theatre has made it clear that they want their space to be a core community hub, during the winter season.
- Working with the stakeholders, I'm currently in development of a few concepts that will support the elderly community that will be forced to stay in Gananoque this winter due to COVID-19 situation south of the border.

Timing: Nov – March 2020/21

Next steps: Identify potential programming partners to develop health and wellness programming for seniors and apply for required funding.

Santa Claus Parade (Festival of Lights)

Stakeholder: Amy Kirkland & Todd Bickerton

Strategy:

- To work as a liaison between the Chamber and its 297 members and the Town BIA.
- To provide support with the parade route and other key organisational elements
- Look for ways to make the event more robust during the daytime

Timing: December 5, 2020

Other:**Recovery Task Force:**

The Recovery Task Force has had an initial session that was extremely positive. I will work with the Recovery Task Force to produce a 2.5-year strategic plan that will support event initiatives and more overarching initiatives for economic recovery.

Other festivals/concepts that are in consideration for development: ATV Festival, Borealis Light Festival, Remembrance Day, Outdoor Movie Nights, Gananoque Pride, Art School Programme.

- Working with the appropriate stakeholders, event organizers, etc. to formulate a plan moving forward.

Meetings: I've had exploratory meetings with numerous community leaders, stakeholders and business owners to get a keen understanding of the needs of the community.

Firehall Theatre: Brett Christopher

Chamber of Commerce: Amy Kirkland X2

TIAP: Kathrine Christensen

Councillors: David Osmond, Dennis O'Connor, (Booked) Dave Anderson, Requests to Remainder of Council

Mayor: Ted Lojko

BIA: Todd Bickerton

Rotary: Ron Casslemen

Lions: Brain Tunnicliffe

Individual Business Owner/Operator 1-2-1: John Nagy, Doug Girvin, Steve Behal & Jeannie Catchpole, Heather Haynes

Additional Meetings Being Scheduled:

Gananoque Boat Line, Royal Theatre, 1000 Islands Heritage Museum, Thousand Islands Boat Museum, Tourism Services Coordinator (Jennifer Baril), Jeff Brown.

Work Plan Phase I Activities & Outcomes:

Finalize Task Force Members and Engage Meetings (Includes Agendas, Note-taking, etc.)

The task force is assembled and an initial meeting was held July 20th. Subsequent individual conversation has stemmed from the initial session. Next meeting Tuesday, August 4, 2020.

Develop a Draft Pandemic Recovery Plan to present to the Taskforce

As noted above, this plan is in the early stages and will be developed once all meeting requirements are complete.

Develop a List of & Seek Stimulus Funding Programs

This will be developed working with stakeholders and the assembled Task Force. As we develop programs, we will ensure they are suitable for stimulus funding. Any and all stimulus funding available to the community for recovery is being sourced.

Create/Organize Events for Covid-19 Re-Opening (King Street Events, Music in the Park, Canada Day, Yard Parties, etc.)

This is ongoing working with stakeholders and the Task Force.

Develop Special Event Policies/Procedures

With the Manager of Community Services, this is in development and should be ready for council in September.