

# 1000 Islands Nickel cup Regatta 2017 Media Plan

TYPE OF MEDIA	CIRCULATION FIGURES	DISTRIBUTION (MARKET)	TOTAL # OF INSERTIONS	Insertion	TOTAL VALUE			
				Dates	PAID (A)	IN-KIND		
<b>PRINT</b>								
Map & brochure distribution	50000	USA, Quebec		Apr-17	\$500.00	\$8,000.00		
Watertown Times	50000	USA	2	May-17	\$500.00	\$1,200.00		
Fort Drum Gazette	20000	USA	3	May-17	\$400.00	\$1,000.00		
West Island Gazette	50000	Quebec	3	May-17	\$1,200.00	\$1,200.00		
1000 Islands Travel Guide	250000	USA	1	Jan-17	\$1,000.00	\$1,000.00		
<b>DIGITAL</b>								
TI International Council	Online & TV	USA	1000	Jan-17	\$2,000.00	\$20,000.00		
Social Media Facebook, Instagram, Twitter	Unlimited	USA, Quebec International	1 million	Apr-17	\$2,500.00			
<b>OTHER (Please specify)</b>								
Radio (100km away)				May-17	\$1,000.00	\$1,000.00		
ACHA program and website				Jan-17		\$3,000.00		
Unpaid online blogs, posts, videos				Apr-17		\$15,000.00		
Local Print				May-17	\$750.00	\$1,000.00		
Partner on line promotions				Feb-17		\$5,000.00		
<b>TOTALS</b>				<b>TOTAL VALUE PAID MEDIA (A)</b>	<b>\$9,850.00</b>	\$57,400.00		
				<b>IN KIND</b>		\$114,800.00		
				<b>TOTAL VALUE</b>		\$124,650.00		
<b>IN KIND NOTE</b>								

Our advertising and promotion will be connected directly to the 1000 Islands Accommodation Partners buys. Some of our buys are a portion of the overall buy therefore the in-kind is higher. We are also the beneficiaries of their aggressive travel media program which brings bloggers, online influencers, and print writers to our region. As a major event we garner excellent unpaid coverage across all media platforms.

# 1000 ISLANDS NICKEL CUP REGATTA 2017

Expenses - Description of item	Description	Total	Totals + (-)
ACHA	Santioning Body (Official, equipment, lodging ect)	\$35,000.00	
Ambulance	Vehicle and 2 Paramedics for 2 days	\$2,400.00	
Announcer	Public Address	\$800.00	
Clothing	T shirts for Volenteers 50 @\$20	\$1,000.00	
Comunications	25 Walkie Talkies @ \$60.00 per unit	\$1,500.00	
Co-ordinator	Paid position	\$3,000.00	
Domain Names	6 @ 20 per	\$120.00	
Electrical	Hook ups for Officials, PA systems	\$1,200.00	
Facilities	Portable Toilets	\$2,400.00	
Fencing	600 ft. = 60 sections @ @12.50 per section	\$750.00	
Fire Dept	Boat, 2 pumpers & 10 men per day	\$2,000.00	
Furniture Rental	tables, chairs	\$1,500.00	
Gas	Patrol boats, carts, etc.	\$1,000.00	
Golf Carts	2 carts to shuttle spotters from pit to start/finish	\$1,500.00	
Insurance	Event liability, directors and town coverage	\$3,000.00	
Police	Security	\$1,000.00	
Scaffolding	30 lifts	\$450.00	
Security	12 guards x 8 hrs per day x 2 days @ \$40 per hr	\$7,680.00	
Shuttle Busses	Transfer of crews from off site camping	\$1,500.00	
Signage	Marina, Town limits, race site	\$3,000.00	
Sound System	To announce the race and for pit control	\$1,500.00	
Tent Rental	Officials and pit officials	\$1,000.00	
Trophies	12 Plaques @ \$90.00 per plaque	\$1,080.00	
Web Site	Hosting Fee's 12 months @ 40 per month	\$500.00	
Web Site Design	Build ste, maintain site & Facebook, etc	\$2,500.00	
Wrist Badges	For Security	\$500.00	
Marketing	TEMP APP plus local	\$25,000.00	
Communications	Editorial, Bloggers, Social Media	\$4,500.00	
<b>Expenses</b>		<b>\$107,380.00</b>	<b>\$107,380.00</b>

# 1000 ISLANDS NICKEL CUP REGATTA 2017

<b>Revenue</b>			
Sponsorship - TIAP	confirmed	\$15,000.00	
Sponsorship -1000 Islands CDC	pending	\$15,000.00	
Town of Gananoque	pending	\$10,000.00	
Township of Leeds & 1000 Islan	pending	\$10,000.00	
Revenue from Pitt Passes	pending	\$5,000.00	
Revenue from vendors	pending	\$3,000.00	
Sponsorship - Private	pending	\$50,000.00	
<b>Revenue</b>		<b>\$108,000.00</b>	<b>\$108,000.00</b>
<b>IN KIND</b>			
Town of Gananoque (Park rental)		\$800.00	
Township and Town Fire		\$288.00	
Town of Gananoque Works		\$288.00	
Lions/ event volunteers		\$960.00	
Set up volunteers		\$2,400.00	
Youth Group (surveys)		\$720.00	
EMS St Johns Ambulance		\$288.00	
Small Sound system		\$750.00	
1000 Islands RV		\$4,000.00	
Survey prizes		\$500.00	
		<b>\$10,994.00</b>	

**TOWN  
OF  
GANANOQUE**

**COMMUNITY GRANTS  
PROGRAM**

**2016**

## **Gananoque Community Grants Program**

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Since 2002, the Town of Gananoque has received from the Ontario Lottery and Gaming Corporation 2.5% of the annual gross slot machine revenues of the 1000 Islands Charity Casino.

By resolution of the Gananoque Town Council, \$80,000 of these revenues has been earmarked to provide grants, donations, and contributions to special projects to support Gananoque organizations and individuals with financial assistance for projects and activities that will benefit the community and enhance the quality of life of Gananoque's citizens. A Community Granting Committee of Council (CGC) will evaluate applications for grants according to the criteria and procedures set out in these guidelines.

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### **Eligibility:**

To apply, the applicant must be one of the following:

- a not-for-profit (non-share) corporation (incorporated under the Corporations Act)
- an organized, unincorporated, non-profit organization
- an individual (person who permanently resides in Gananoque), if the request is for an activity that cannot be brought forward by a community organization who meets the application requirements

### **Applicant Requirements for Community Organizations:**

1. Organizations must operate under the authority of a volunteer board or executive committee (not less than 5 members).
2. Organizations must hold an annual general meeting, at which the board of directors or executive committee is elected from the general membership through a democratic election process.
3. Organizations must have a minimum of 75% of its membership or registrants comprised of Gananoque residents / ratepayers UNLESS there are insufficient residents to form a local organization and the addition of non-residents will enable Gananoque residents / ratepayers to participate in an otherwise unavailable activity.
4. An official grant application must be completed and submitted to the Community Grants Program, c/o Gananoque Town Hall, prior to the program deadlines.
5. Organizations must provide financial statements for the previous 2 years.
6. Organizations must provide an operating budget specifically outlining within it how grant dollars will be allocated. Within 60 days after the event or project is complete, the organization needs to report back to the Committee.
7. Grants must be used within one year (365 days) from receipt of funding, unless a specific exception has been approved by the Granting Committee at time of funding approval.

### **Restrictions:**

The following activities will not be eligible for funding:

- Flow through funding (where the intent is to redistribute funds to others)
- Religious or political activities
- Debt retirement, depreciation, retroactive or deficit funding
- Universities, Colleges, Schools, or Hospitals
- Invitational or discretionary travel

The Granting Committee will not normally approve multi-year grants.

Funding will not be provided for permanent staff positions.

Any requests which, if granted, would constitute a future cost burden on the Town will be re-directed (i.e., the applicant will be advised to seek funding directly from the Town as part of its normal budgeting process).

**Applicant Requirements**

1. An official grant application must be completed, and submitted to the Community Granting Committee (CGC) prior to the program deadlines outlined below.
2. The applicant must address how the application fits with the fund's purpose.
3. The applicant, if the applicant is an individual, must indicate why an organization cannot submit the application.
4. The applicant must complete an operating budget, expenditures and revenues specifically outlining how grant dollars will be utilized.
5. Grants must be used within one year (365 days) from receipt of funding.
6. The applicant must report back to the Committee on the success of their event/services, provide a financial accounting of revenues and expenditures for the event/services, and provide their last annual financial statements.

**Notes:**

- Applicants applying for start-up funding must indicate when their first annual meeting will be held and are not expected to have financial statements for submission.
- Exceptions can be made upon request (must be submitted with the application).

***Community Granting Committee***

***Application for Grants/Donations/Contributions to Special Projects Timelines***

**Application Deadlines – 4 per year**

- Round 1 -- 4pm, Thursday, February 18, 2016
- Round 2 -- 4pm, Thursday, April 14, 2016
- Round 3 -- 4pm, Thursday, August 11, 2016
- Round 4 – 4pm, Thursday, September 22, 2016

**Committee Review Dates**

- Round 1 -- Week of February 29, 2016
- Round 2 -- Week of April 25, 2016
- Round 3 -- Week of August 22, 2016
- Round 4 – Week of October 3, 2016

**Earliest Recommendation to Council**

- Round 1 -- Tuesday, March 15, 2016
- Round 2 -- Tuesday, May 17, 2016
- Round 3 -- Tuesday, September 6, 2016
- Round 4 – Tuesday, October 18, 2016

Please note that the application deadlines will not change, however the Committee review and recommendation to Council of any application may require more assessment time than provided. A decision by Council not to fund at the level requested may be appealed to the Council by the applicant not later than 30 days from the date of notification of the decision of the Council to the applicant.

**A. FUNDING CATEGORIES:**

**A.1 COMMUNITY ORGANIZATION GRANTS**

*(i) Projects:*

Organizations may apply for one-time funding related to a specific project of significant benefit to the Town of Gananoque in terms of economic impact, community participation and education, and/or enhancement of the image of the Town.

*(ii) Enhancement of Organizational Effectiveness and Service*

This category will assist organizations with start-up funding or provide support / development funding for:

- internal training programs / personal development opportunities for members  
e.g.- Coaching clinics, certification programs, skills and techniques workshops, etc.
- equipment needs  
e.g.- Training equipment, program equipment
- travel for members who qualify to participate in provincial, national, or international activities relating to the work of the organization
- expansion of an organization's services

*(iii) Community Event*

This category provides funding for organizations planning to host events open to the Gananoque community (e.g. festivals, concerts, tournaments, conferences, workshops, etc.). The event should either be educational, celebratory (provincial championship, etc.), or provide an activity that would not occur in Gananoque without the applicant providing it.

**A.2 GRANTS TO INDIVIDUALS**

- An individual may apply for funding to assist with the development of a new initiative, project, or community event.

**A.3 TRAVEL SUPPORT GRANTS**

- Individuals may apply for funding to assist with travel costs associated with their qualification at a provincial, national, or international activity.

**A.4 FUNDING AVAILABLE:**

Suggested Maximum Grant Guideline for 2016                      \$20,000

**Please submit 1 copy of your application package (or fax or email) to:**

Town of Gananoque  
30 King Street East  
Gananoque, ON

**Fax:** 613---382---8587

**Email:** [mkirkby@gananoque.ca](mailto:mkirkby@gananoque.ca)

**B. GRANTING REVIEW PROCESS:**

1. The CGC will review all applications and prioritize recommendations. The CGC may seek further information from the applicant and may also make related inquiries as it deems necessary.
2. The CGC will meet to consider applications as soon as possible after each deadline date. Recommendations will be forwarded to Town Council for approval.
3. Applicants will be notified regarding the status of their request after Council has met and funds will be distributed after Council approval has been received.
4. Applicants, who wish to appeal the decision made by Council, must notify the Recording Secretary, Community Granting Committee, c/o Gananoque Town Hall, of their intent within 30 days of receiving notice.
5. CGC (if applicable) will review appeals and Council (if applicable) will consider appeals.
6. Funds will be distributed by way of a Town of Gananoque cheque. Included with the cheque will be a letter noting the amount that was approved and a reminder that recipients must report to the Committee after their event or activity has taken place providing a financial statement for the activity and the most recent annual financial statement for their organization. This reporting is due no later than one year after the receipt of the funds. Successful applicants may be subject to a Town of Gananoque audit.
7. CGC will review the Community Grants process and evaluations received from Grant recipients. Any recommended adjustments will be forwarded to Council for consideration prior to the implementation of a 2017 funding program.

**Information Accessibility** --- Information provided by the applicant and contained within the application form and any applicable attachments, is collected under the authority of the Municipal Freedom of Information and Protection of Privacy Act, R.S.O. 1990 and will be used solely by the Corporation of the Town of



# 1000 Islands Nickel Cup Regatta Application to the Community Fund of Gananoque

## C. ORGANIZATION FINANCIAL INFORMATION

**C1.** Please include in your application submission –

- a) Copies of your organization's financial statements for the past 2 years. Statements must include a Balance Sheet (all assets & liabilities including cash reserves) and an Income Statement.  
**This is the second year for this world class event in Gananoque. The Nickel Cup organization is now a registered “Not for Profit Organization” – The Incorporation papers are attached. As this is our second year we only have statements for one year – attached.**
- b) An operating budget for the current year. If you have included activities that are part of this grant request, please also note requested financial support from the Town of Gananoque as a potential revenue source.  
**Operating budget for 2017 is attached**
- c) List of current board members.  
**Board Members  
Mr. David Alford  
Mr. John Keilty  
Mr. Chris McCarney**

**C2.** Has your organization received financial support from the Town of Gananoque in the past?

If so, please indicate amounts and purposes.

**Yes – we received funding in 2016 in the amount of \$10,000.00. This money was used to offset the operating costs as per the attached financial statement.**

**Gananoque Community Grants Program**

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**C3.** In addition to items noted in C1, please outline below your organization's sources of operating revenue. This will assist in our financial review of your organization.

This is a volunteer organization and is registered as a not for profit corporation (Incorporation papers attached). We have no costs associated with operating the organization and has never been run or maintained by any existing business. We have however received sponsorship and granting support from 1000 Islands Accommodation Partners and 1000 Islands Community Development. We are presently busy soliciting local and regional private donors and have applied for event and marketing funding from Canada 150 and Tourism Event Marketing Partnerships. We have in kind agreements with 1000 Islands Boat Museum, the Lions Club of Gananoque, Gananoque Boat Line and the 1000 Islands Accommodation Partners.

**C4.** TOWN OF GANANOQUE COMMUNITY GRANTS

**DATE:** February 14, 2017

**APPLICATION FOR:** (Select One) **GROUP PROJECT:**  **INDIVIDUAL:**  **TRAVEL:**

**ORGANIZATION'S NAME:** Nickel Cup Regatta Inc.

**ADDRESS & POSTAL CODE:** 545 William Street, Gananoque, Ontario, K7G 1T4

**TELEPHONE:** 613- 382 - 7447 **EMAIL:** nickelcup@cogeco.ca **FAX:** 613-     

**PRESIDENT OR CEO:** Chris McCarney **TELEPHONE:** 613- 539-1166

**CONTACT PERSON:** Chris McCarney **TELEPHONE:** 613- 539-1166

**NUMBER TOWN MEMBERS:**                      **NUMBER OTHER MEMBERS:**                     

**MEMBERSHIP FEE:** No Fee **SERVICE/CLIENT FEE:**                     

**FUNDING AMOUNT REQUESTED:** \$ 10,000.00

**1. DESCRIBE PROJECT.**

A “World Class Hydroplane Regatta” which was started to help our local citizens celebrate their past, present and future with the St. Lawrence River / 1000 Islands, which has an added value this year as Canada is also celebrating its 150<sup>th</sup> birthday, and to bring a large economic benefit to local merchants in what is our shoulder Tourist Season.

The Nickel Cup Regatta will be one stop in a 10 city HRL (Hydroplane Racing League) circuit that includes stops in the USA, Quebec and Ontario. The racers vie for overall season high points while audiences watch spectacular racing where a world’s record could be set in any given race. The race will run over a two day period on the waters off Joel Stone Park and the entire Gananoque Waterfront. This event will also offer the opportunity for spectators to enter the pit area and see the race boats up close and talk to the drivers.

Funding support this year will be instrumental in helping us establish this regatta as a signature event not only in the 1000 Islands but on the International HRL circuit as well. As per the attached Document from the HRL 250,000 spectators follow the HRL series. As point of reference the Valleyfield Regatta attracts over 150,000 spectators every year which has an economic generation of more than 5 million dollars.

**Our schedule of events**

**Thursday, June 1**

Boats start to arrive in Gananoque

**Friday, June 2**

8 a.m. -HRL officials arrive and start set up

All Day – boats enter pit area

**Saturday, June 3**

9 a.m. – Pit Area opens to the public

9 a.m. – Drivers meeting (Pits)

9:30 a.m. – Opening Ceremony

10 a.m. – Racing commences and runs until 4 p.m.

10 a.m. – Open mic starts in band shell at Joel Stone Park

**Sunday, June 4**

9 a.m. – Pits open to the public

10 a.m. – racing commences with finals beginning at 2:30 p.m.

5 p.m. – Awards presentations at Joel Stone amphitheater.

In 2016 we estimated a spectator crowd of approx. 5000 people we are anticipating over 10,000 attendees in 2017 over the period of this event.

Tourism is one of the main economic drivers in the Town of Gananoque. According to Regional Tourist Area (RTO) # 9, Visitor Tracking and Performance Measures the average total spend for an overnight visitor is \$193/ per person and the average total spend for a day visitor is \$117/ per person. The Nickle Cup Regatta is anticipated to attract approximately 10,000 attendees including both residents and visitors. There are approximately 850 rooms available in the Town and Township which represents approximately 1,700 people based on two person occupancy. Using the room

## **Gananoque Community Grants Program**

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occupancy as the base line for overnight visitors it represents 34% of the attendees as overnight visitors and 66% as day visitors. Based on the RTO numbers this would result in tourism spending **\$656,200** for overnight and **\$722,200** for day visitors for a total economic impact of **\$1,428,400**

This event will run on the same weekend as the Lions Club's successful Car Show which over their 8 years has a history of increasing attendance. Our hope is to help increase the attendance at this great event and help the Lions Club to make their event a signature event in the area.

Our target audience for this event is Families, Vacationers, Connected Explorers, Retired Roamers, as well as boat racing and car enthusiasts. Our geographic reach will be Eastern Ontario, Quebec, Northern New York and we will market up the 401 into the GTA as well.

### **2. HOW WILL THE PROJECT ENHANCE THE TOWN OF GANANOQUE?**

- 1. AWARENESS –** Our objective is to run a safe, entertaining, world class event that places Gananoque firmly on the map as a strong community that can host and sustain high quality events and also to become a signature legacy event that speaks to our river heritage. We estimate in excess of 10,000 spectators over the 3 days period. The visitors to the event will come from Quebec, where there is a major fan base, and also the Northern USA as the HRL hosts races in these regions. As well some of our marketing efforts will also be along the 401 corridor and into the GTA Area as this promises to be an emerging market for this type of an event.
- 2. INCREASE VISITATION AND INCREASED REVENUES –** We anticipate increased visitation and expenditures as the event, in tandem with the Car Show, will run over three days which will increase hotel nights, meals, shopping and add on attractions such as a 1000 cruises, theatre tickets, helicopter tours and evening entertainment such as the Casino. We work with all OTMPC marketing programs to promote our event and region in Quebec, USA and all of Ontario.
- 3. SOCIAL MEDIA BRANDING -** Through our website and social media channels we will create conversations on Instagram, Twitter and Facebook to build the 1000 Islands brand provincially, nationally and internationally with special emphasis on the US markets that host Hydroplane regattas in this circuit.
- 4. NEW EVENT AND PARTNERSHIPS -** Our organizational charts, our subcommittee meetings, and safety meetings are already well underway. We are receiving constant correspondence with the event presenters, HRL, to assure that every need is met and exceeded. We are in communications with the very successful Brockville Hydroplane Regatta to share best practices and promotional opportunities.
- 5. COMMUNITY SPIRIT AND PRIDE -** Lastly but perhaps most importantly any event must look at sustainability. Sustainability relies on buy in from the local community and lots of volunteers. This is event is a piece of Gananoque and the 1000 Islands history from the original races to local designers and builders all a part of the lore of generations of River Rats. This event will bring pride in our heritage and pride in our community today for the Town of Gananoque and the 1000 Islands.

**3. PLEASE ATTACH THE BUDGET SHOWING ALL EXPENDITURES AND ALL SOURCES OF REVENUE REGARDING THIS PROJECT.**

(Include the budget for this project showing expenditures and all sources of cash revenue as well as Donations in kind.) **Event budget attached**

**4. WHAT ARE YOUR FUNDRAISING ACTIVITIES AND/OR SPONSORSHIP PLANS FOR THE UPCOMING YEAR?**

**As shown on our budget we have sponsorship requests before several well know community supporters including; 1000 Islands Accommodation Partners, the Lions Club of Gananoque, 1000 Islands CDC, Tourism Event Marketing Partnership, the Great Waterway and several private organizations in the town and township including the Township of Leeds and the 1000 Islands and of course the Town of Gananoque.**

**5. IF YOUR GRANT REQUEST IS APPROVED, HOW WILL YOU NOTIFY THE COMMUNITY ABOUT YOUR RECEIPT OF FUNDS?**

**We will issue a press release announcing the event, the schedule and include all sponsors. We also will include logos on promotional materials and display banners where requested. We will be producing an event program and will include all sponsors with thanks.**

**6. HOW WILL YOU BE AFFECTED IF THE GRANT IS NOT APPROVED OR IF A REDUCED AMOUNT IS GRANTED?**

**This event needs the support of all community organizations to ensure not only its existence but its incremental growth. We hope that the 1000 Islands Nickel Cup Regatta becomes a signature event which will draw locals, regional visitors and fans from across North America.**

**7. HOW WILL YOU EVALUATE AND MEASURE THE SUCCESS OF YOUR PROPOSAL?**

**We will count heads at all events, track on line traffic and use information provided from both Visitor Centres as our ROI for the project. Although this event will not be gated there will be a "Pitt Pass" which will allow entry to the exclusive area the Hydroplanes are stored pre-race. We will also count the children participating at the 1000 Islands Boat Museum activities and we will take room night numbers from accommodations.**

**8. ADDITIONAL INFORMATION (Please attach any relevant information)**

**Attached Documents**

- 1. 2016 Financial Statement**
- 2. 2017 Budget**
- 3. 2017 Media Plan**
- 4. HRL Document**

**Gananoque Community Grants Program**

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PRES/CEO SIGNATURE: \_\_\_\_\_

CONTACT SIGNATURE: \_\_\_\_\_

\* All grant recipients are required to prepare a final report on how the grant monies were expended, and the level of success of their project – see section C of the Community Grant Policy.

C5.\* Proposal Budget

Please note the following:

. If your request is for equipment or facility upgrades, a written quote (estimate) from a supplier or contractor is required. Please attach to your application.

. If your request is for a facility upgrade to a site you do not own, please include a letter permitting this work to be done (if funding is approved) from the facility owner.

Should full financial support not be recommended for your proposal, it will be helpful to know which items you view as the most critical part of your request. Please complete the priority ranking section in the chart below for this purpose (1 = highest priority/most needed).

1. Professional technical set up is our number one priority. Our contract with the Race Organizers is our number one priority. The fee is \$35,000.
2. Site set up and course set up. These items will result in aggregate costs of over \$30,000.00
3. Security and safety will be \$8000

A contribution by the Community Development fund would offset the costs of these items in order of priority.



Sensitive ears beware  
[hrlhydroplane.com](http://hrlhydroplane.com)

Without a doubt, Hydroplane racing,

Is an extreme sport unlike any other.

A unique product, through North America, the Hydroplane Racing League (HRL) has a key event, les Régates de Valleyfield, Member of the Regroupement des Événements Majeurs Internationaux du Québec (RÉMI), owes its longevity and its success to the steady contribution of hundreds of volunteers, to the considerable support of invaluable partners as well as to the diligence of numerous present amateurs, year after year. It is this commitment and this scale that the HRL wishes to create with all the organizations and the promoters of events in the league. Our race teams are professional and competitive, take part in the HRL Series, accumulating points for their championships from May to September.

[www.hrlhydroplane.com](http://www.hrlhydroplane.com)





**HYDROPLANE** (idroplan) noun – Single-seater carbonfibre fully equipped with two sponsons weighing up to 2,700 pounds. Thrust through the water by a propeller powered by a 468 CU IN. Supercharged motor to speeds of 225 KM/H. Visibility reduced to zero in certain areas. Obligatory left turns. Frequent loss of control. Risk of collision. Power steering and braking systems not available.

**Guaranteed thrills.**



**An hydroplane is commonly called a Regatta.** In fact, hydroplane is nothing less than a plane without wings ! At heart-pounding speeds, air whips through the tunnel – the empty space between the boat's sponsons – and lifts the boat up so that practically only the propeller is touching the water.

**HRL + Gananoque Nickel Cup  
= a winning combination!**

- More than **70** years of history and knowledge ;
- **250 000** spectators follow the HRL series;
- The ongoing support of **hundreds of** volunteers ;

**Be part of the action !**

By partnering with the league and our event, you are whole-heartedly adhering to our core values : **pride, passion, experience and respect.**

You are putting your faith in a unique product and its **power of attraction.**

You agree to a full commitment, and sharing your experience and expectation with us.

## **Show off your colors...**

- Reaffirm your loyalty to a particular brand
- Present your new image
- Get people to try one of your products
- Show your involvement in the community

### **The Nickel Cup Regatta is reviving an exhilarating tradition in Gananoque**

The town originally embraced hydroplane racing in the mid-1940s, when the International Nickel Cup Regatta was run among the 1,000 Islands. At that time, the event was made possible through the support of Frank LaQue, the Vice President of the International Nickel Company – who hailed from Gananoque.

The races grew to welcome thousands of spectators, with crowds lining the waterfront to watch the exciting action. It was known as one of the largest and most integral hydroplane regattas held in North America. The Gananoque event was highly regarded by both drivers and teams, who entered boats from as far afield as Florida, Texas, California and across Canada.

# HRL Calendar

## HRL Classes

2.5 litres  
Formule 2500  
Hydro-350  
Grand Prix

Dates	City/Villes	Pays/Country	Classes/Class
May 13-14	Cambridge, MD	USA	Inbord/Grand Prix
May 20-21	Stuart, FL	USA	Grand Prix
June 03-04	Gananoque, Ont.	Canada	Inboard/Grand Prix
June 10-11	Long Sault, Ont.	Canada	Inboard
June 24-25	St-Félicien, QC	Canada	Inbord/Grand Prix
July 1-2	Brockville, Ont.	Canada	Inbord/Grand Prix
July 14-15-16	Valleyfield, QC	Canada	Inbord/Grand Prix
August 5-6	Tonawanda, NY	USA	Inbord/Grand Prix
August 26-27	Detroit, MI	USA	Grand Prix
September 2-3	Beauharnois QC	Canada	Inbord/Grand Prix



## Who are our spectators... (informations taken from Régates de Valleyfield)

Degree of satisfaction : 89%  
Average household income annually : 45 000\$ à 69 999 \$ : 28%  
Local visitors : 69 % Tourists : 31 %

**CONTACT**

### Contact us

Chris McCarney  
[nickelcup@cogeco.ca](mailto:nickelcup@cogeco.ca)

or

Anne-Marie Leboeuf  
Coordinator  
Hydroplane Racing League  
450 371.6144 ext. 224  
[amleboeuf@regates.ca](mailto:amleboeuf@regates.ca)

### HRL League

More than 60 race teams at  
each event

4 different classes

10 race sites across North  
America

A team of 25 officials, referees,  
directors and volunteers.



4. The objects for which the corporation is incorporated are:  
Objets pour lesquels la personne morale est constituée:

THE ESTABLISHMENT AND OPERATION OF AN ORGANIZATION FOR THE PURPOSE  
OF;

A) ARRANGING A SANCTIONED HYDROPLANE RACE IN THE TOWN OF  
GANANOQUE,

B) PROMOTING TOURISM IN THE TOWN OF GANANOQUE AND AREA,

AND SUCH OTHER COMPLEMENTARY PURPOSES NOT INCONSISTENT WITH THESE  
OBJECTS.

5. The special provisions are:  
Dispositions particulières:

The corporation shall be carried on without the purpose of gain for its members, and any profits or other accretions to the corporation shall be used in promoting its objects.

La personne morale doit exercer ses activités sans rechercher de gain pécuniaire pour ses membres, et tout bénéfice ou tout accroissement de l'actif de la personne morale doit être utilisé pour promouvoir ses objets.

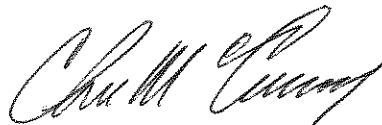
NONE

6. The names and address for service of the applicants:  
Nom et prénoms et domicile élu des requérants :


First name, middle names and surname Prénom, autres Prénoms et nom de famille	Address for service, giving Street & No. or R.R. No., Municipality, Province, Country and Postal Code Domicile élu, y compris la rue et le numéro, le numéro de la R.R. ou le nom de la municipalité, la province, le pays et le code postal
CHRISTOPHER JAMES MCCARNEY	545 WILLIAM STREET, SOUTH, GANANOQUE, ONTARIO, CANADA, K7G 1T4
DAVID JAMES ALFORD	525 WILLIAM STREET, SOUTH, GANANOQUE, ONTARIO, CANADA, K7G 1T4
JOHN FRANCIS KEILTY	550 STONE STREET, SOUTH GANANOQUE, ONTARIO, CANADA, K7G 2A8

This application is executed in duplicate.  
La présente requête est faite en double exemplaire.

Signatures of applicants  
Signature des requérants

  
CHRISTOPHER JAMES McCarney

  
David James Alford

  
John Francis Keilty



# FINANCIAL STATEMENT

Nickel Cup Regatta Inc.

February 12, 2016 to October 15, 2016

## REVENUE

<b>Government Grants</b>	
Celebrate Ontario Grant	\$22,500.00
Eastern Ontario Development Corp.	\$15,000.00
Great Waterway RTO 9	\$9,000.00
Town Of Gananoque	\$10,000.00
Township of Leeds and the 1000 Islands	\$10,000.00
<b>TOTAL Government Grants</b>	<b>\$66,500.00</b>
TIAP & Local Sponsorship	\$36,759.95
Pit Pass Revenue	\$265.00
<b>Total Sponsorship</b>	<b>\$103,524.95</b>

## EXPENSES

1000 Islands Concrete	Anchors	\$313.00
1000 Islands Gan Chamber	Meeting	\$113.00
ASAP Cheques	Cheques	\$44.07
Canada Post	PO Box	\$257.64
Canada Ticket Printing	Posters wristbands	\$56.82
Canadain Tire	Tractor Part	\$21.67
Canadian Tire	Anchors	\$56.79
Canadian Tire	Ropes	\$33.34
Clark Bus	Shuttle	\$2,056.60
Clarke and Wright	Incorporation	\$778.77
Comfort Inn	Race Announcer	\$346.84
Commissionaires	Security	\$5,146.02
Gan Sign Works	Signage	\$1,299.50
Gan Sign Works	Signage	\$28.25
Gan Sign Works	Signage	\$197.75
Go Daddy	Domain Names	\$207.66
Grimco	Signage	\$35.90
Grimco	Signage	\$227.23
Henderson Printing	50/50	\$430.24
Hogan Toilets	Porta Potie	\$1,621.56
Home Hardware	Tent Weights	\$36.07
Home Hardware	Anchors	\$55.16
Home Hardware	Anchor Molds	\$165.62
John Tomey	Race Ann. Pay	\$497.76

Latimers Engraving	Trophies	\$1,627.20
Limestone Music	PA Rental	\$1,695.00
Lous Custom Golf	Shirts	\$1,458.40
LTR Corp	Website and video	\$4,723.07
Princess Auto	Anchor Chain	\$150.86
Staples	Accounting Software	\$564.16
StoneRidge Insurance	Insurance	\$2,500.00
Sun Media	Gan Reporter	\$225.03
Town of Gananoque	Lottery Licence	\$150.00
Town of Gananoque	Park and Banner	\$337.30
Turris	Radios	\$542.40
Ultramar	Gas	\$60.93
Ultramar	Gas	\$75.00
	<b>TOTAL</b>	<b>\$28,136.61</b>

#### MARKETING EXPENSES

Canada Poast		\$257.64
EON online		\$734.00
Facebook Hydroplane		\$1,632.88
Gan Chamber online		\$113.00
Metroland		\$4,800.00
MyFM		\$1,015.00
Online Metroland		\$2,500.00
Sun Media		\$225.03
Sun Media Online/Print		\$2,567.12
TIIT Council (US)		\$7,600.00
	<b>TOTAL</b>	<b>\$21,444.67</b>

**TOTAL EXPENSES (Less Sancction Fee) \$49,581.28**

**Sanction Fee \$30,000.00**

**Bank Charges to date \$185.05**

**TOTAL EXPENSES \$79,581.28**

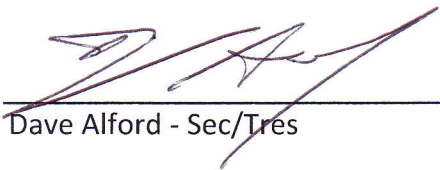
**Present Bank Balance \$23,943.67**

**Present A/P \$12,443.79**

**Bank Balance \$11,499.88**

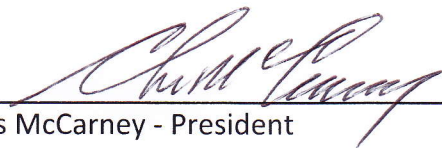
**APPROVED BY THE BOARD**

DATE: October 16, 2016



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Dave Alford - Sec/Tres



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Chris McCarney - President

