

Tourism Advisory Panel – Request for Funding APPLICATION

CONTACT INFORMATION

Organization: Thousand Islands Accommodation Partners (TIAP)

Contact Name: Meg Dabros

Title: Executive Director

Address: 10 King Street East, Gananoque ON, K7G 1E6

Phone #: (613) 983-5215

Email: meg@1000islandstourism.com

Organization Website: www.1000islandstourism.com

EVENT INFORMATION

Event Name: Gord Brown Memorial Canada 150 Outdoor Rink

Event Date: TBD

Event Organizer Name: Thousand Islands Accommodation Partners (TIAP)

Organizer Phone Number: (613) 983-5215

Organizer Email: meg@1000islandstourism.com

ORGANIZING COMMITTEE

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

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

BRIEF DESCRIPTION OF THE EVENT:

TIAP is applying to the Tourism Advisory Panel Committee (TAP) for funding to assist with the creation and construction of permanent signage for the Gord Brown Memorial Canada 150 Outdoor Rink. Signage is crucial for the project to identify the rink, not only as a memorial to the late Gord Brown, but also as the Canada 150 Rink that stood outside parliament in Canada's 150th year of Confederation and what the significance of that milestone means. This proposal is to construct signage for the road way leading to the rink, light post banners, exterior signage on the rink boards and a stone memorial to commemorate Gord Brown, the Canada 150 Rink contribution and the sponsors who contributed to its construction in Gananoque.

TARGET AUDIENCE & VISITOR ATTRACTION NUMBERS

The Gord Brown Memorial Canada 150 Outdoor Rink is intended for use by locals and visitors to the region alike. Once operating, the rink will be an additional tourism asset to the region during the curb season, allowing for an additional location for free skates, hockey tournaments, curling events, and other community events. The rink being the Canada 150 Rink placed on Parliament Hill to celebrate the 150th year of Canadian Confederation offers a unique tourism experience for provincial, national and international visitors to the area.

The area is home to not only the Gananoque Islanders, part of the Provincial Junior Hockey League (PJHL), but also a number of youth hockey teams and leagues that frequently participate in league tournaments and home games. Travel due to hockey tournaments in the winter is a huge benefit to the local economy – especially for those businesses in accommodations and restaurants. In addition to regularly scheduled league tournaments, with two rinks Gananoque and the 1000 Islands region is in position to be the site for the Kids 4 Kids Hockey Tournament; an event that regularly sees over 200 teams registered and an influx of more than 10,000 people into the host destination in a 3-day weekend. This translates to a huge economic impact for the area during a time that sees very few independent travelers or organized tours to the area.

The Gananoque Curling Club is an established winter tourism asset for the area. The rink will provide an additional venue for the Club's curb season events, offering space to host additional teams for their bonspiels, tournaments and special events. This year alone they are looking to bring in approximately 140 teams of curlers to the area with their 6 events at the curling club, a majority of which will be travelling from out of town and staying in the area throughout the event. An additional outdoor pad will allow the Curling Club to scale up these events to accommodate more teams.

MARKETING

The Gord Brown Memorial Canada 150 Outdoor Rink will be marketed through many different avenues. Many of our tourism partners have indicated interest in assisting in promoting content for the rink once it is opened and operational. Partners such as the Regional Tourism Organization 9 (RTO9), Destination Ontario, and Destination Canada would assist in leveraging their platforms to reach larger audiences of potential visitors and further reach regarding the opening of the rink.

Our organization will also be bringing the rink as a tourism attraction asset to events such as Rendezvous Canada, where we connect with travel trade and travel media personnel to sell the area as a potential destination for provincial, national and international visitors. We will also use our network of travel media contacts to generate paid and earned media coverage of the rink in both digital and print publications to garner additional interest and coverage for the rink. We will leverage our database of over 15,000 subscribers to our newsletter to update consumers who have already expressed interest in the area on the rink and additional winter content to generate potential visitation to the area in our curb season.

BUDGET & FINANCIAL PLAN

Please see below for a detailed quote for all signage for the Gord Brown Memorial Canada 150 Outdoor Rink, subtotaling \$25,978.00 (please note that this quote does not include HST, the total expense for signage would be \$29,355.14 with the HST included).

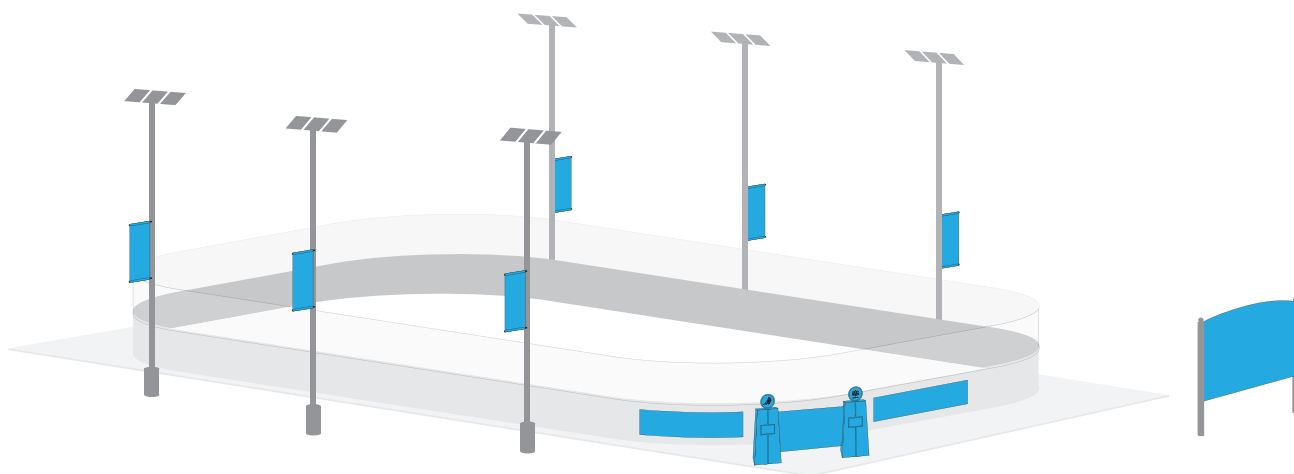
REQUESTED CONTRIBUTION FROM THE TAP COMMITTEE: \$20,000.00

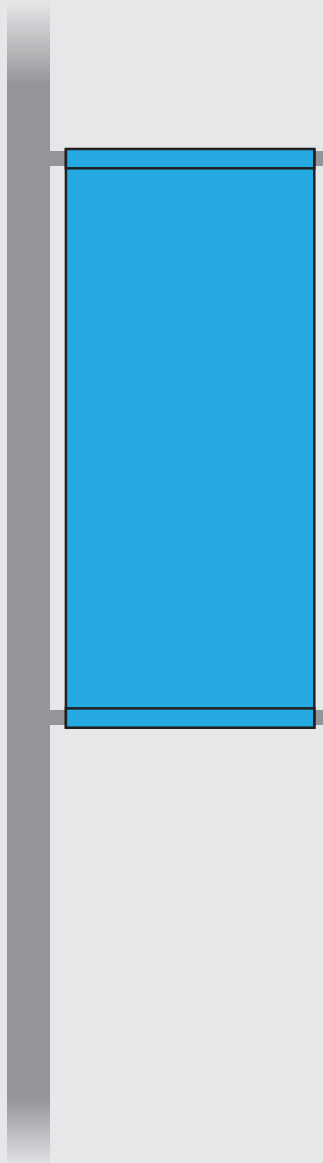
CONTRIBUTION FROM TIAP: \$10,000.00

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

Signage Quotes: Gord Brown Memorial

CANADA 150 OUTDOOR RINK





Pole Banners

Description:

There are six light posts surrounding the rink.

Size: 24" x 48" double-sided

Quantity: 6

Notes:

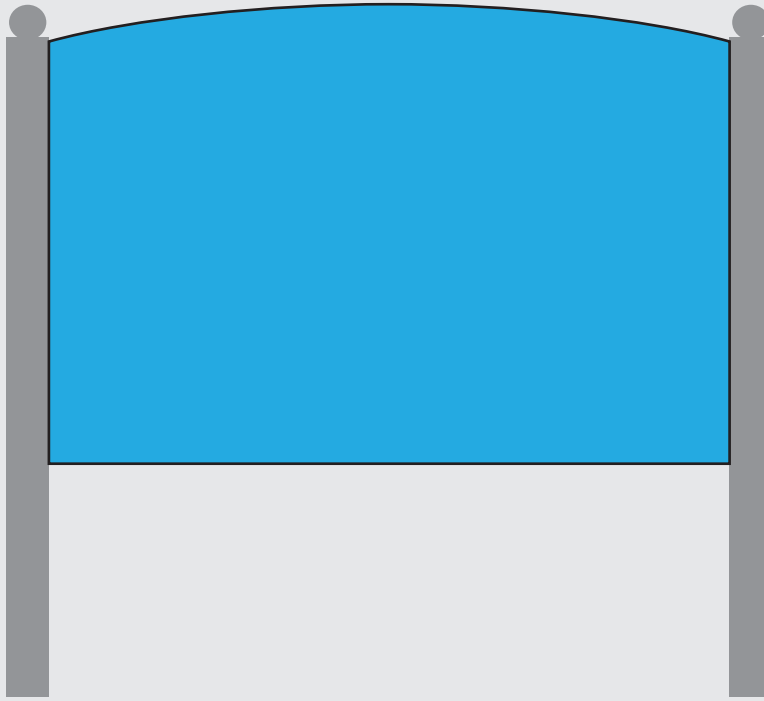
Need hardware to mount pole banners to existing light posts. We will need to confirm printing specs (bleed and pocket overlap)

Quote:

SIGNARAMA

Cost per:\$647

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



Road Sign

LARGER VERSION

Description:

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

Size: 72" x 48" double-sided

Quantity: 1

Notes:

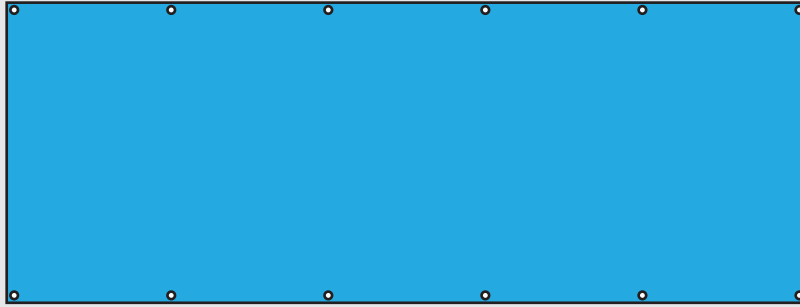
May need a permit from the Town of Gananoque

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

Quote:

SIGNARAMA

Cost per: \$6,725



Canvas/Vinyl Banners

OUTER RINK BOARDS

Description:

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

Size: 96" x 36" double-sided

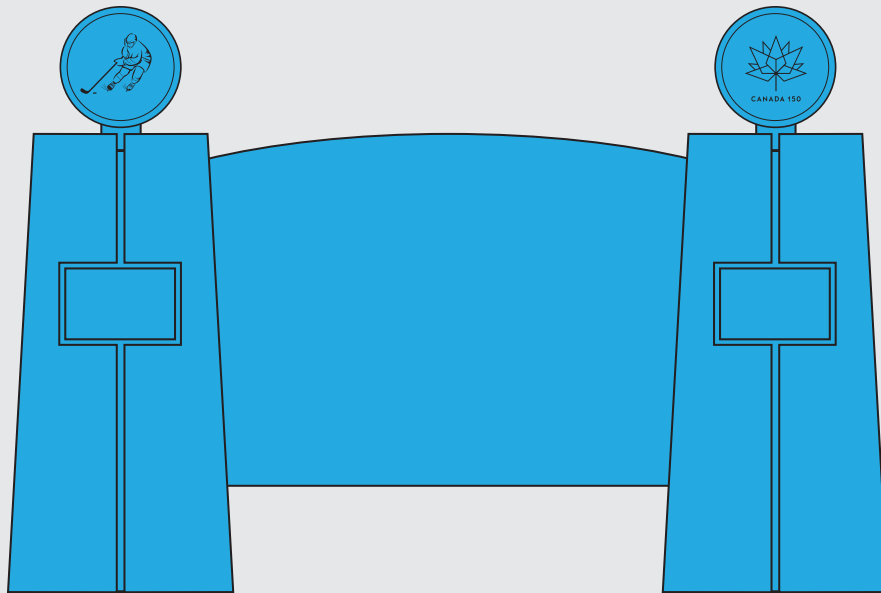
Quantity: 2

Quote:

SIGNARAMA

Cost per:\$385

Total for 2:\$770



Stone Pillars & Sign

LARGER VERSION

Description:

Large stone pillars w/sign and commemorative plaques

Size: 140" x 92"

Quantity: 2

Notes: Two stone pillars with an aluminum panel

Center plaques mount to posts

Footings NOT included the cement needs to be poured already

Quote:

SIGNARAMA

Cost per: \$14,600

Signarama Totals

ALL ITEMS

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

Cost for large signs

Total: \$25,978

THE CORPORATION OF THE TOWN OF



Canadian Gateway to the 1000 Islands

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

Date: _____ Title: _____

Name: _____ Signature:  _____

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

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