

APPENDIX 1

Tourism Advisory Panel
Event Application – Budget

Host/Organization Name	Name of Event	Event Date	Granted Funding Amount	Confirmed Y/N
Epilepsy South Eastern Ontario	Gananoque Blues Festival	Feb 11-12, 2022	\$ 15,701.50	N

Revenue						Confirmed
Name	Description Item	Income (\$)		HST (13%)	Total	Y/N
Single Event Tickets - PlayHouse	Single Events – per person/per location \$ 20 x 300	\$ 6,000		Included in sale	\$ 6,000	Y
Single Event Sales - Venues	Single Events – per person/per location \$ 10 x 300	\$ 3,000		Included in sale	\$ 3,000	Y
TAP Funding Request	Grant Request to Tourism Advisory Panel	\$ 15,701.50		N/A	\$ 15,701.50	Grant Request
TIAP Funding Request	Grant Request to Travel Accommodations	\$ 2,000		N/A	\$ 2,000	Grant Request
Venue Contribution	Amount venues will provide per event	\$ 3,000			\$ 3,000	Y
Corporate Sponsors	Corporate Sponsorships	\$ 3,000			\$ 3,000	N
Total Revenue		\$ 32,705.50		N/A	\$ 32,705.50	N

Product Development						Confirmed
Name	Description Item	Cost (\$)	In Kind	HST (13%)	Total	Y/N
FaceBook	Paid Ads and Boosters 14 days	\$ 250		\$ 32.50	\$ 282.50	Y on cost
Event Facilitator	Coordination of Event, Volunteers and Venues	\$ 2,000		N/A	\$ 2,000	Y on cost
MyFM radio ads	Paid radio ads Gan and Brockville	\$ 900		\$ 117	\$ 1,017	Y on cost
K-Rock Radio Ads	Paid radio ads	\$ 700		\$ 91	\$ 791	Y on cost
Social Media	Scmooze Kingston	\$ 500		\$ 65	\$ 565	Estimate
Subtotal Product Development		\$ 4,350		\$ 305.50	\$ 4,655.50	Estimated Total

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Expenses						Confirmed
Name/Invoice #	Description of Item	Cost (\$)	In Kind	HST (13%)	Total	Y/N
ART Audio	PA and Lighting Rentals	\$ 2,550		331.50	\$ 2,881.50	Cost confirmed
Artist Costs	Main Acts, Bands and Solo/Duos	\$ 15,701.50		2015	\$ 17,515	Cost confirmed
PlayHouse Rent	FireHall Theatre Rent and Cleaning expense	\$ 600		\$ 78	\$ 678	Cost confirmed
Travel Costs	Volunteers and In Town Artist travel	\$ 200		\$ 26	\$ 226	Estimate
Event Tickets Posters	Vinyl Freaks Designs Gan Signs	\$ 300		\$ 39	\$ 339	Cost confirmed
Metro - Artist and Volunteer refreshments	Metro – snack trays and water for FireHall Theatre	\$ 100		\$ 13	\$ 113	Estimate
Costco Kingston COVID Costs	COVID Masks, sanitizer for Artists and Volunteers	\$ 100		\$ 13	\$ 113	Estimate
Subtotal Expenses		\$ 19,551.50		\$2,215.50	\$ 21,767	

TOTAL EXPENSES	\$ 23,901.50	\$	\$ 26,117
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NET TOTAL (REVENUE – EXPENSES)	\$ 6,558.50
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In Kind Requests / Community Grants			Confirmed
Name	Description of Service (Hours @ \$15 per hour)	Total Value (\$)	Y/N
ESEO Board Treasurer	Review of all income and expenses for event	\$ 150	Yes
Event Volunteers	Greeting performers, merchandise tables, transportation and supplies	\$ 500	Estimate
Project Performance Measurement	Quantitative and Qualitative review post event – surveys and report preparation	\$ 150	Estimate
ESEO Board Event Evaluation	Review of Finances, Executive Report and Outcomes	\$ 200	
TOTAL IN KIND VALUE		\$ 1,000	Estimate

Epilepsy South Eastern Ontario
Board of Directors 2021

- 1) Tracey Augustyn, Chairperson tracey.augustyn@csc-scc.gc.ca
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- 2) Dennis Clark, Vice Chairperson dlack53@sympatico.ca
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- 3) Adrian Fernandez, Treasurer Adrian.fernandez@csc-scc.gc.ca
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- 4) Karen Labbett, Director karenlabbett61@gmail.com
- 5) Kim McFarlane, Director kmcfarlane2015@gmail.com
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- 6) Sadie Augustyn, Director sadie.augustyn@gmail.com
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- 7) Dr. Athen MacDonald, Ex-officio colmac@sympatico.ca
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- 8) Colin Slack, Executive Director
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Tourism Advisory Panel
Gananoque BluesFest 2022 - Supporting Information
Epilepsy South Eastern Ontario

In an effort to provide additional information on this Funding request, I am including this Supporting Information. I would be more than happy to meet with you in person if you have additional questions or would like greater clarity.

Epilepsy South Eastern Ontario (ESEO) is a not for profit charitable organization that provides services to persons who are affected by Epilepsy and Seizure Disorders. We are located in Kingston, although we provide services to persons across the entire Southeast Region which includes Belleville, Brockville, Gananoque, Napanee, Trenton and the large rural areas in the catchment. There are presently 19 persons with Epilepsy who reside in Gananoque, although this is not an accurate reflection of the number of individuals affected by Epilepsy and Seizure Disorders in the Municipality. Persons with Epilepsy can become resistant to medication over their lifespan, leaving them vulnerable to seizures. As a result, families/caregivers may have to work from home or leave gainful employment, causing financial hardship for families or increasing the numbers of persons on social assistance. Persons without benefits also face fiscal hardships, having to choose between paying their living expenses and acquiring medication.

Epilepsy South Eastern Ontario has a Volunteer Board of Directors, including a Chartered Accountant as a Treasurer, as well as a contracted external Bookkeeper and separate Audit Firm.

The idea behind the Gananoque BluesFest is to host two well known and established Blues Bands (Jack DeKeyzer – 2 time Juno Award Winner and Maple Blues Nominee and Monkey Junk – 2 time Juno Winner) at the 1000 Islands PlayHouse FireHall Theatre on February 11 and 12, 2022, as well as one well known solo Blues performer (Rick Fines – multiple Juno Award nominee) during the afternoon of February 12, 2022. During the evening, participating venues including the Inn, the Curling Club, Maverick's, Moroni's and the Legion will host Blues and/or Rhythm and Blues Bands, solo or duo acts on one or two evenings. Tickets to attend the events will be available at the PlayHouse and through their online booking portal. The tickets are priced at \$ 20 per event for attendance at the PlayHouse and \$ 10 per event at participating venues. All venues have provided verbal confirmation of partnership support for the initiative.

All venues will be responsible to ensure that all attendees follow COVID-19 Protocols, provide vaccination proof and maintain mandated physical distancing. Advertisements will note adherence to COVID protocols as well. Venues are also responsible to provide staffing and security as per the expectations of their existing Liquor Licences. Gananoque Police Services will be advised well in advance of the event.

Epilepsy South Eastern Ontario (ESEO) will partner with media sponsors MyFM Gananoque and KROCK Radio to do radio ads advertising the event. We would also conduct a TV interview with Corus Entertainment/Global news (they have partnered with us numerous times) to raise awareness of the event and enhance opportunities for success. Tickets and posters will locally sourced (Vinyl Freaks, Gan Signs) and displayed in all venues as well as (hopefully) local retailers. Participating venues with social media accounts have agreed to advertise the event, as will Epilepsy South Eastern Ontario. The Gananoque Artist Network Board has agreed to advertise and support the event through its social media platforms. We will ask all Hotels/Motels and accommodation partners to display posters and advertise on their social media platforms as well. We are hopeful that the Town of Gananoque will do the same.

Volunteers have been recruited, and will be tasked to greet performers, ensure their needs are met, arrange transportation if needed and provide them with payment (cheques). In the event acts have merchandise, the Volunteers will complete sales on their behalf.

Quantitative and Qualitative performance measures will be utilized during the event. A review of attendance and financial receipts will occur, and follow up surveys and/or direct calls to all participating venues will occur. Results will be including in a follow up report to be provided to the Tourism Advisor Panel.

ESEO will acquire Special Events Insurance Coverage for the 2 day event, and will indemnify the Town of Gananoque as part of both its General Liability Insurance as well as the Special Events Insurance.



Colin Slack, Executive Director
Epilepsy South Eastern Ontario