



SPECIAL TOURISM ADVISORY PANEL (TAP) AGENDA:

Held on Tuesday, September 7, 2021 at 10:30 AM

<https://townofgananoque.webex.com/townofgananoque/j.php?MTID=m42ae0373811faf27322b6fe48d18089b>

1.	Call Meeting to Order
2.	Disclosure of Pecuniary Interest & General Nature Thereof
3.	Tourism Advisory Panel Report – 2021-03 – Tourism Advisory Panel (TAP) Funding Requests / Applications
4.	Next Meetings: Thursday, October 7, 2021 at 10:30 AM
5.	Adjournment



TOURISM ADVISORY PANEL – 2021-04

Date: September 7, 2021 ☐ **IN CAMERA**
Subject: Tourism Advisory Panel (TAP) Tourism Event Funding Request/Application
Author: Emily Parker / Recording Secretary ☒ **OPEN SESSION**

RECOMMENDATION:

BE IT RESOLVED THAT THE TOURSIM ADVISORY PANEL (TAP) SUB-COMMITTEE OF THE TOWN OF GANANOQUE RECOMMENDS THAT TAP APPROVES THE FUNDING REQUEST TO THE TUNIS SHRINERS NO. 179 IN THE AMOUNT OF **\$5,125.00** AS PRESENTED IN THE TOURISM ADVISORY PANEL REPORT 2021-04. SUBJECT TO ALL REQUIRED DOCUMENTS RECEIVED UNDER THE MUNICIPAL FACILITY USE POLICY AND APPROVALS FROM THE TOWN.

STRATEGIC PLAN COMMENTS:

Sector #6 – Tourism & Events – Strategic Initiative #1 – Develop and promote Gananoque as a four-season Tourist destination that supports the local economy.

BACKGROUND:

The 2021 Tourism Advisory Panel (TAP) Tourism Event Funding.

INFORMATION / DISCUSSION:

One (1) Application was submitted for consideration.

1. “The Northeast Shrine Association Field Days” is an annual event hosted by a Shrine Temple. Each year, it is held in a community located in Eastern Ontario or Eastern United States.

The Sub-Committee reviewed this Application and recommends that TAP consider approving the amount of \$5,125.00 for the Tunis Shriners event.

APPLICABLE POLICY / LEGISLATION:

By-law No. 2017-012 – Delegation of Certain Council Power and Duties Authorities – Authorize TAP to approve Tourism Community Grant Applications, as funded by the Municipal Accommodation Tax (MAT).

FINANCIAL CONSIDERATIONS:

The remaining funds for Products/Events in the 2021 TAP budget is \$16,000. As of September 7, 2021 the Panel has awarded \$54,000 of the events funding.

CONSULTATIONS:

NONE

ATTACHMENTS:

Funding Application

Tourism Advisory Panel – Request for Funding

APPLIC

THE CORPORATION OF THE TOWN OF



ATION (Tourism Event)

Organization	Tunis Shriners No. 179
Contact Name	Dennis Saikaley
Title	Director General
Address	2140 Walkley Road Ottawa K1G 3V3
Phone #	613 729-3545
Email	Tunispote12@gmail.com
Event Website	www.tuinis179.org
Event Information	
Event Name	Northeast Shrine Association Field Days
Event Dates	September 30 – Oct 3, 2021
Event Organizer Name	Tunis Shriners No. 179
Event Organizer Phone #	613 729-3545
Event Organizer Email	Tunispote12@gmail.com
Brief description of event	<p>The NSA is comprised of 16 Shrine Temples located in Eastern United States, Eastern Ontario, Quebec, and the Atlantic Provinces.</p> <p>In the fall of each year a Temple takes on the role of hosting the NSA's annual Convention/Field Days.</p>

	<p>Tunis Temple will host this year's event in the beautiful town of Gananoque, Ontario between September 30 – Oct 3, 2021.</p> <p>It is expected upwards of 250 Shriners and their families from across Canada and the United States will attend this convention and visit the Gananoque and Thousand Island area. This will bring a much-needed injection into the local economy and will boost the tourism and hospitality sector of the region which has been hit hard over the past year.</p> <p>The event will consist of meetings, Shriner competition, Temple dinners functions at local establishments, and a major Shriner parade through the streets of Gananoque and a closing banquet at the Lou Jefferies Arena Hall</p>
Who is your target market/audience	Shriners through Eastern Canada and Eastern United States and residents in Gananoque and the Thousand Islands

Estimated # of people your event will attract to Gananoque (from 40+km away)	300 plus - almost two hundred hotel rooms are required.
How and where will the event be advertised/marketed?	<p>Website promotions</p> <p>Local media</p> <p>Direct marketing to Shriners in Eastern Canada and Eastern United States</p>
Has this event been hosted before? If yes, when and where?	<p>This is annual event hosted a by a Shrine Temple. Each year it is held in a community located Eastern Canada or Eastern United States. Recent hosts include:</p> <p>2019 Mazol Temple, Corner Brook Newfoundland & Labrador</p> <p>2018 Cairo Temple, Rutland Vermont</p> <p>2017 Tunis Temple, Ottawa Ontario</p>

Additional items to be attached to the application:

- List of Board of Directors or Event Organizing Committee including emails and phone numbers
- Full Schedule of Events
- Detailed Event Budget/Financial Plan to include at a minimum the following. Include cash and in-kind contributions. See attached sample.
 - o Income
 - Registration
 - Sponsorship
 - Sales
 - Fundraising
 - Grants

- Expenses
 - Product Development
 - Infrastructure
 - Marketing and Advertising

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GANANOQUE


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: Aug 19, 2021 Title: Director General

Name: Donnis Sackley

Signature: 

Tunis Shriners 2021 Board of Directors

Lyle Cavanagh - Potentate (President & CEO)

2971 Breezy Heights, RR1

Kinburn, ON K0A 2H0

M: 613-323-5311

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Richard Loomes - Chief Rabban (First VP)

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Adam Thompson - Assistant Rabban (Second VP)

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adamt16@gmail.com

Eric Owen - High Priest and Prophet (Third VP)

4516 Dunrobin Rd

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ericgowen@gmail.com

Doug Campbell - Oriental Guide (Fourth VP)

254 West Ridge Drive

Stittsville, ON K2S 0T4

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dmc.ottawa@gmail.com

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Dennis Saikaley - Treasurer

2221 Prince of Wales Drive

Nepean, ON K2E 6Z8
613-290-6446 / 613-727-2626
tunispote12@gmail.com OR treasurer@tunis179.org

Perry McConnell - Recorder (Executive Secretary)
2140 Walkley Rd
Ottawa, ON K1G 3V3
M: 613-724-0795
recorder@tunis179.org or mpj.mcconnell@gmail.com

Local Event Team

Lyle Cavanagh - President
Dennis Saikaley – Director General
Ken Brinston – Event Secretary
Ken Brinston
1283 Collins Avenue
Ottawa, ON K1V 6C7
613-791-3532
brinstonkg@gmail.com

Northeast Shrine Association Field Days

Gananoque, ON

September 30th – October 3rd, 2021

(Hosted by Tunis Shriners)

Here is a Financial Plan for the event.

In a normal year, the Host would have had an in-person Mid-Winter Meeting. This would have provided funds to cover the cost of the Fall Field Days. This year, due to pandemic restrictions, this was not possible. There would have normally been a much larger banquet and other meals which would have added to our revenue.

We have had no sponsorship or other grant money contributed.

As a result, here is a snapshot of the finances for the event.

Revenue:	\$10.00 per parade participant (Estimated 150 people)	\$1,500.00
	Banquet(s) Surplus if Restrictions allow	\$ 500.00
		\$2,000.00
Expenses:	Accommodations and Meals for International Officers	
	3 x \$1,000.00	\$3,000.00
	Parade Expenses (Permits and Security)	\$3,000.00
	Post Parade Refreshments 150 x \$7.50	\$1,125.00
		\$7,125.00
	Expenses over Revenue	(\$5,125.00)

NSA 2020 Field Days
Hosted by Tunis Shriners in Gananoque, ON
Tentative Agenda

Thursday, September 30th

- Travel to Gananoque
- 6:30 p.m. Counterparts Dinner(s) – House of Dragon 790 King Street

Friday, October 1st

- 8:30 a.m. Business Sessions – Lou Jeffries Recreation Centre (King Street)
Upstairs – Accessible Room (Nobles Only)
- Immediately following this meeting will be Motorcorps, Clown, etc.
meetings in the same room
- 11:30 a.m. Ladies Luncheon (by Ticket ONLY) Gananoque Curling Club
\$25.00 per person (limited number of tickets available)
- Nobles lunch on your own
- Free Time
- Temple Dinners that evening (various sites)

Saturday, October 2nd

- 8:00 a.m. Unit Competitions (various sites)
- 12:30 p.m. Parade Form Up
- 2:00 p.m. Parade Step Off
- Oasis following parade (TBD)
- 6:00 p.m. Association Dinner and Awards Banquet – Lou Jeffries Recreation
Centre (by Ticket ONLY) (finalizing pricing)
- After Glow at Hotels

Sunday, October 3rd

- Stay and Visit or Travel Home Safely - **See you in 2022**