



SPECIAL TOURISM ADVISORY PANEL (TAP) AGENDA:

Held on Thursday, August 19, 2021 at 10:30 AM

Join from the meeting link

<https://townofgananoque.webex.com/townofgananoque/j.php?MTID=m6d859f7fdd53c8e4bfd995b528066e05>

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

TOURISM ADVISORY PANEL – 2021-03

Date: August 19, 2021 ☐ **IN CAMERA**
Subject: Tourism Advisory Panel (TAP) Tourism Event Funding Request/Application
Author: Melanie Kirkby, Treasurer/TAP Technical Advisor ☒ **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 GANANOQUE CURLING CLUB IN THE AMOUNT OF **\$7,500.00** AS PRESENTED IN THE TOURSIM ADVISORY PANEL REPORT 2021-03. SUBJECT TO ALL REQUIRED DOCUMENTS RECEIVED UNDER THE MUNICIPAL FACILITY USE POLICY AND APPROVALS FROM THE TOWN.

NOTICE:

Please note that the Red Hot and Blue Rockabilly Weekend funding application has been withdrawn as the event is postponed until 2022.

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. “Come to Curl. Stay for the Experience” is an innovative curling event/attraction to increase tourist visitation and visitor spending in Gananoque – hotel stays,

restaurant dining and shopping. To also promote the community curling facility in Gananoque and its re-opening post COVID-19 lockdown.

The Sub-Committee reviewed this Application and recommends that TAP consider approving the amount of \$7,500.00 for the Gananoque Curling Club 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 \$20,000. As of August 5, 2021 the Panel has awarded \$50,000 of the events funding.

CONSULTATIONS:

NONE

ATTACHMENTS:

Funding Application



Tourism Advisory Panel – Request for Funding APPLICATION (Tourism Event)

Organization	Gananoque Curling Club
Contact Name	Jayne Curtis
Title	Manager
Address	300 William Street South
Phone #	613 382-3281
Email	info@gananoquecurlingclub.com
Event Website	www.gananoquecurlingclub.com
Event Information	
Event Name	"Come To Curl. Stay for the Experience."
Event Dates	Various - refer to Appendix 2
Event Organizer Name	Jayne Curtis
Event Organizer Phone #	613 382-3281
Event Organizer Email	info@gananoquecurlingclub.com
Brief description of event	To develop innovative curling events/attractions to increase tourist visitation and visitor spending in Gananoque - hotel stays, restaurant dining and shopping. To also promote the community curling facility in Gananoque and its re-opening post COVID-19 lockdown.
Who is your target market/audience	Out-of-town curlers within eastern Ontario, western Quebec and the northern state of New York. Including Toronto, Ottawa, Petawawa, Cornwall, Montreal, Watertown and Syracuse.

Estimated # of people your event will attract to Gananoque (from 40+km away)	1500 to 2000
How and where will the event be advertised/marketed?	Club web-site with event links to be shared on other curling club and partner web-sites. Electronic newsletters. To focus on social media promotion - targeted facebook pages, instagram, twitter. Also, some radio promotions.
Has this event been hosted before? If yes, when and where?	The club has hosted numerous curling events but these events are new for this curling season.

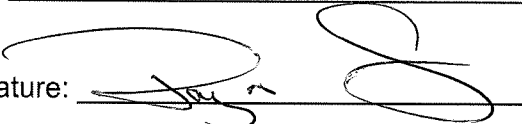
Additional items to be attached to the application:

- 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
 - o Expenses
 - Product Development
 - Infrastructure
 - Marketing and Advertising



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: July 30, 2021 Title: Manager

Name: Jayne Curtis Signature: 

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

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



*Serving Gananoque, the Township of Leeds and Thousands Islands
And Surrounding Area*

BOARD OF DIRECTORS 2021-2022

Jim Palmer	President	jim.palmer58@gmail.com
Greg Smith	Vice President	lizandgreg.smith@gmail.com
Jane Spear	Secretary	janespear39@gmail.com
Vicki Leahey	Treasurer	vickileahey@gmail.com

Directors:

Andrew Lunman	lunman@hotmail.com
Dennis McNinch	drmcninch@sympatico.ca
Dianne Norris	dianenorris50@gmail.com
Ed Robinson	robin54@gmail.com
Penny Stallan	penny@stallan.ca



The Dominion of Canada General Insurance Company - the Insurer

165 University Avenue, Toronto, ON M5H 3B9 travelerscanada.ca

The Dominion of Canada General Insurance Company, St. Paul Fire and Marine Insurance Company and Travelers Insurance Company of Canada are the Canadian licensed insurers known as Travelers Canada.

Number

CCP 0421416

THE CANADIAN COMMERCIAL POLICY

The named insured

GANANOQUE CURLING CLUB INC.

Entity

NON PROFIT ORGANIZATION

Location of the premises:

Applicable to all insured locations under this policy unless otherwise stated

Insured's occupancy/operations

POLICY PERIOD

FROM: 10 AUGUST 2019

TO: 10 AUGUST 2020

12:01 a.m. Standard Time at the Mailing Address of the Named Insured as stated herein

This Policy insures only the Coverages specifically indicated below. Reference should be made to the applicable forms or riders for details.

SUMMARY OF COVERAGES AND LIMITS OF INSURANCE

APPLICABLE FORMS	COVERAGES	DEDUCTIBLE (\$)	CO-INSURANCE	LIMITS OF INSURANCE (\$)	PREMIUM (\$)
558600	COMMERCIAL GENERAL LIABILITY EACH OCCURRENCE - SEE RATINGSCHEDULE Property Damage Deductible	See Below 1,000		2,000,000	DEPOSIT
	PERSONAL AND ADVERTISING INJURY			2,000,000	
	MEDICAL EXPENSES - ANY ONE PERSON			10,000	
	GENERAL AGGREGATE			5,000,000	
	TENANTS LEGAL LIAB. - ANY ONEPREMISES	1,000		1,000,000	
	FUNGI OR SPORES	1,000		250,000	
	PRODUCTS - COMPLETED OPERATIONS			2,000,000	
657000	ADDITIONAL INSURED - MEMBERS			Included	
559210	ADDITIONAL INSURED				
559210	ADDITIONAL INSURED				
763200	BLANKET WAIVER - SUBROGATION RIGHTS				
559210	ADDITIONAL INSURED				
558300	NON-OWNED AUTOMOBILE (ONTARIO)			2,000,000	
602200	S.E.F. 99				
564200	SEF NO.94 LEGAL LIAB.DMGE HIREDAU	1,000		See Form	
669300	DEF98B - REDUCTION OF COVERAGE			Included	
580700	CONTRACTUAL LIABILITY ENDORSEMENT				
603500	EMPLOYERS' BODILY INJURY LIABILITY			Included	
	LIMITED POLLUTION LIABILITY				
55910A	LIMITED POLLUTION LIABILITY	1,000		1,000,000	
	DIRECTORS' AND OFFICERS' LIABILITY				
65970A	DIRECTORS & OFFICERS LIABILITY	1,000		2,000,000	
	ERRORS AND OMISSIONS LIABILITY				
58200A	EMPLOYEE BENEFITS LIABILITY			2,000,000	
				LIABILITY PREMIUM	1,389
				MINIMUM RETAINED	0

INSURED'S ORIGINAL

APPENDIX #1: Projected Revenue and Expenses

Tourism Advisory Panel

Request for Funding (Tourism Event)

Organization	Gananoque Curling Club	
Name of Event	"Come to Curl. Stay for the Experience."	
Event Dates	Various as Listed Below	
GRANT FUNDING REQUESTED		\$15,000

Projected Revenue and Expenses

	Event	Description	Revenue/ Expenses	In-Kind
			REVENUE	
	Grand Opening - Swing & Sweep	Entry Fee: 32 teams @ \$200	\$6,400	
	October 15-16, 2021	Bar	\$4,000	
		Sub-total Revenue	\$10,400	
			EXPENSES	
		Golf Fee: 32 teams @ \$80	\$2,560	
		Bar Expenses	\$2,000	
		Dinner: 128 participants @ \$10	\$1,280	
		Hall and Ice Rental	\$1,000	
		Advertising & Marketing - Social Media	\$2,000	
		Tent Rental for Patio Reception	\$200	
		Volunteers - Event Organizers, Kitchen, Bar		\$500
		Sub-total Expenses	\$9,040	
		Net Revenue - Event #1	\$1,360	
			REVENUE	
	Ontario Curling Competition	OCA Donation (this is a prestigious event rather than a money maker for the club)	\$500	
	October 29-30, 2021	Canteen	\$500	
		Bar	\$2,000	
		Sub-total Revenue	\$3,000	
			EXPENSES	
		Hall and Ice Rental		\$1,000

		Advertising & Marketing - Social Media	\$1,000	
		Canteen	\$250	
		Bar	\$1,000	
		Volunteers - Event Organizers, Kitchen, Bar		\$500
		Sub-total Expenses	\$2,250	
		Net Revenue - Event #2	\$750	
			REVENUE	
3	Invitational Cash Spiel	Entry Fee: \$400 per team x 24 teams	\$9,600	
	November 26-28, 2021	Bar	\$4,000	
		Canteen	\$1,000	
		Sub-total Revenue	\$14,600	
			EXPENSES	
		Cash Spiel Payouts	\$8,600	
		Bar Expenses	\$2,000	
		Canteen	\$500	
		Hall and Ice Rental		\$1,000
		Advertising & Marketing - Social Media	\$2,000	
		Sub-total Expenses	\$13,100	
		Net Revenue - Event #3	\$1,500	
			REVENUE	
4	Ontario Curling Competition	OCA Donation (this is a prestigious event rather than a money maker for the club)	\$2,500	
	December 15-19, 2021	Canteen	\$500	
		Bar	\$2,000	
		Sub-total Revenue	\$5,000	
			EXPENSES	
		Hall and Ice Rental		\$1,000
		Advertising & Marketing - Social Media	\$2,000	
		Canteen	\$250	
		Dinner - 96 participants @ \$10	\$960	
		Bar	\$1,000	
		Volunteers - Event Organizers, Kitchen, Bar		\$500
		Sub-total Expenses	\$4,210	
		Net Revenue - Event #4	\$790	

			REVENUE	
5	Spring Swing & Sweep	Entry Fee: 24 teams @ \$200	\$4,800	
	April 22 - 23, 2022	Bar	\$4,000	
		Sub-total Revenue	\$8,800	
			EXPENSES	
		Golf Fee: 24 teams @ \$80	\$1,920	
		Bar Expenses	\$2,000	
		Dinner: 96 participants @ \$10	\$960	
		Hall and Ice Rental	\$1,000	
		Advertising & Marketing - Social Media	\$2,000	
		Volunteers - Event Organizers, Kitchen, Bar		\$500
		Sub-total Expenses	\$7,880	
		Net Revenue - Event #5	\$920	
		Total In-Kind		\$5,000

	SUMMARY		
		Total Revenue	\$41,800
		Total Expenses	\$36,480
		PROFIT (NET REVENUE)	\$5,320
		TOTAL IN-KIND	\$5,000

Tourism Advisory Panel
Request for Funding Application - Tourism Event

APPENDIX 2: Full Schedule of Events
“Come to Curl. Stay for the Experience.”
Gananoque Curling Club

The Gananoque Curling Club is excited to be able to open their doors to curling this season. And they want to do it with a bang.

While there will be numerous curling activities and events throughout the curling season of October 2021 to April 2022, there are five (5) significant events booked at this time that will attract out of town tourists (curlers) to Gananoque. It is expected that those involved in these events will stay a minimum of 2 or 3 nights in local hotels, dine in local establishments and shop at local retailers.

These events will have a positive economic impact, not only to the curling club, but to many local businesses during the off-season and will help to offset the financial losses of the past year and a half due to COVID-19.

The following events have been booked.

Event	Date	Description	Comments
1. Grand Opening – Swing & Sweep	Friday & Saturday October 15-16, 2021	Combination of curling and golfing. Golf – Smugglers Glen Curling – Gananoque Curling Club Grand Opening Celebrations held at the Gananoque Curling Club	<ul style="list-style-type: none">• 32 Teams of 4 (128 participants)• 24 of 32 teams will be from out of town (40+ kms)• 2 or 3 nights accommodation required• Restaurants and retailers to benefit• Local community invited to attend celebration
2. Ontario Curling Competition	Friday & Saturday October 29 – 30, 2021	Provincial Curling Competition (ONTCURL)	<ul style="list-style-type: none">• 24 curling teams - all from out of town (40+ kms) – 96 participants• 2 or 3 nights of accommodation required• Restaurants and retailers to benefit• Local community invited as spectators
3. Invitational Cash Spiel	Friday & Saturday & Sunday November 26 -28	Invitational Cash Spiel (out of town invitations)	<ul style="list-style-type: none">• 24 curling teams - all from out of town (40+ kms) – 96 participants

			<ul style="list-style-type: none"> • 2 or 3 nights of accommodation required • Restaurants and retailers to benefit • Local community invited as spectators
4. Ontario Curling Competition	Wednesday - Sunday December 15-19, 2021	Provincial Curling Competition (ONTCURL) - Master Men's and Women's Provincial Competition	<ul style="list-style-type: none"> • 24 curling teams - all from out of town (40+ kms) – 96 participants • 5 nights of accommodation required • Restaurants and retailers to benefit • Local community invited as spectators
5. Spring Swing & Sweep;	Friday & Saturday April 22 – 23, 2022	Smugglers Glen Swing and Sweep Invitational	<ul style="list-style-type: none"> • 24 curling teams - all from out of town (40+ kms) – 96 participants • 2 or 3 nights of accommodation required • Restaurants and retailers to benefit • Local community invited as spectators

Town of Gananoque
30 King Street East
Gananoque ON
K7G 2T6

Re: Letter of Support for the Gananoque Curling Club

July 29, 2021

To Whom It May Concern:

I am writing this letter on behalf of the 1000 Islands Gananoque Chamber of Commerce the Destination Marketing Organization (DMO) for the 1000 Islands Gananoque region, in support of the Gananoque Curling Club. As the DMO for this region we recognize the substantial impact that the Gananoque Curling Club brings to our region annually.

The 1000 Islands Gananoque Chamber of Commerce are Proud to be supporting the Gananoque Curling Club and several events they have planned we also recognize them as an essential organization for winter tourism and as an essential economic driver for this region.

Tourism is the hardest hit industry by Covid-19 and by supporting initiatives brought to you by the Gananoque Curling Club will be sure to have an impact during the winter months in the Town of Gananoque.

If you have any further questions do not hesitate to contact me via email.

Regards,

A handwritten signature in black ink, appearing to read 'Amy Kirkland', with a stylized flourish at the end.

Amy Kirkland
Executive Director
1000 Islands Gananoque Chamber of Commerce
10 King Street East
Gananoque ON
613.382.7744
amy@1000islandsganchamber.com



Town of Gananoque
30 King Street East
Gananoque, ON K7G 2T6
RE: Support for the Gananoque Curling Club

July 26th, 2021

To whom it may concern,

I am writing on behalf of the Thousand Islands Accommodation Partners (TIAP), the Destination Marketing Partner (DMP) for the 1000 Islands region. We are writing in support of the Gananoque Curling Club and their proposal for a series of curling events being hosted in Gananoque over the winter months.

The Thousand Island Accommodation Partners are proud to have supported the Gananoque Curling Club in their efforts for many years. Our organization has also committed to providing financial support for the Gananoque Curling Club and their events for this upcoming winter as we recognize that they are a crucial economic driver for the region during our shoulder seasons. The Gananoque Curling Club is the main draw for winter tourism in our community; by hosting these events they encourage overnight visitation to the area, draw patrons to our local restaurants, retailers and attractions. Their operation is of utmost importance to the area in the promotion of winter tourism product and supporting those tourism businesses that remain open during the winter months.

Thank you for your support of tourism in our community!

Sincerely,

Meg Dabros
Marketing Manager
1000 Islands Accommodation Partners

