



SPECIAL TOURISM ADVISORY PANEL (TAP) AGENDA

Held on Thursday, May 20, 2021 at 9:00 AM

**Meeting number (access code): 132 833 2762 Meeting password: wSu9nm49ppJ
1-833-311-4101 Canada Toll Free**

<https://townofgananoque.webex.com/townofgananoque/j.php?MTID=mfcf3e2f12d210a04822e9a11ae0849b4>

1.	Call Meeting to Order
2.	Disclosure of Pecuniary Interest & General Nature Thereof
3.	Melanie Kirkby, Treasurer / TAP Technical Advisor
	Tourism Advisory Panel Report – 2021-02 – Tourism Advisory Panel (TAP) Funding Requests / Applications
4.	Next Meetings: Thursday, June 3, 2021 at 9:00 AM.
5.	Adjournment



Tourism Advisory Panel -2021- 02

Date: May 20, 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 1000 ISLANDS WATERFRONT FESTIVAL IN THE AMOUNT OF **\$5,000** AS PRESENTED IN THE TOURSIM ADVISORY PANEL REPORT 2021-02. SUBJECT TO ALL REQUIRED DOCUMENTS RECEIVED UNDER THE MUNICIPAL FACILITY USE POLICY AND APPROVALS FROM THE TOWN.

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 COMPETITIVE SPORT FISHING LEAGUE / PRO BASS TOUR IN THE AMOUNT OF **\$7,500** AS PRESENTED IN THE TOURSIM ADVISORY PANEL REPORT 2021-02. SUBJECT TO ALL REQUIRED DOCUMENTS RECEIVED UNDER THE MUNICIPAL FACILITY USE POLICY AND APPROVALS FROM THE TOWN.

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 GANANOQUE 1000 ISLANDS PRIDE AND ARTS FESTIVAL INC. IN THE AMOUNT OF **\$5,000** AS PRESENTED IN THE TOURSIM ADVISORY PANEL REPORT 2021-02. SUBJECT TO ALL REQUIRED DOCUMENTS RECEIVED UNDER THE MUNICIPAL FACILITY USE POLICY AND APPROVALS FROM THE TOWN.

RECOMMENDATION:

BE IT RESOLVED THAT THE TOURSIM ADVISORY PANEL (TAP) SUB-COMMITTEE OF THE TOWN OF GANANOQUE RECOMMENDS THAT TAP RECOMMENDS THE FUNDING REQUEST FOR THE RED HOT AND BLUE ROCKABILLY IN THE AMOUNT OF **\$8,000** BE DEFERRED UNTIL THE END OF JUNE. AS PRESENTED IN THE TOURSIM ADVISORY PANEL REPORT 2021-02.

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 ART NETWORK IN THE AMOUNT OF **\$3,500** AS PRESENTED IN THE TOURSIM ADVISORY PANEL REPORT 2021-02. TO BE TAKEN FROM MARKETING BUDGET. SUBJECT TO ALL REQUIRED DOCUMENTS RECEIVED UNDER THE MUNICIPAL FACILITY USE POLICY AND APPROVALS FROM THE TOWN.

STRATEGIC PLAN COMMENTS:

Sector #6 - Tourism and 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:

Five (5) Applications has been submitted for the consideration.

1. The 1000 Islands Waterfront Festival is an all-encompassing event that will take place at our wonderful waterfront. Taking advantage of everything available to our visitors, including the museums, heritage park, islands, and businesses related to the islands. The organizer is requesting the amount of \$8,000 for this event.

The Sub-Committee reviewed this Application and recommends that TAP consider approving the amount of \$5,000 for The 1000 Islands Waterfront Festival.

2. The Competitive Sport Fishing League / Pro Bass Tour - The Gananoque Cup is a team bass fishing tournament that falls under the Pro Bass Tour. Each team will consist of 2 anglers who will compete for cash prizes. This event will attract competitors from Ontario, Quebec and the *US (*COVID restrictions pending). The organizer is requesting the amount of \$20,000 for this event.

The Sub-Committee reviewed this Application and recommends that TAP consider approving the amount of \$7,500 for The Competitive Sport Fishing League / Pro Bass Tour.

3. The Gananoque 1000 Islands Pride and Arts Festival Inc. will have vendors consisting of local and surrounding area makers, food and art displays. The organizer is requesting the amount of \$5,000 for this event.

The Sub-Committee reviewed this Application and recommends that TAP consider approving the amount of \$5,000 for The Gananoque 1000 Islands Pride and Arts Festival Inc.

4. Red Hot & Blue Rockabilly Weekend is two days of outdoor music. The Sub-Committee requests to defer this application until the end of June.
5. The Gananoque Arts Network - Filming Towns people dancing to Jerusalem, showcasing the Town Arts & Culture. The organizer is requesting the amount of \$3,500 for this event.

The Sub-Committee reviewed this Application and recommends that TAP consider approving the amount of \$3,500 for this video production and that the money be taken from the TAP marketing budget.

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 in reserve from 2020 are \$21,537. The budget for the Panel for 2021 is \$100,000, contingent on the funds collected and remitted through out the year. At the May 13 meeting, the Panel awarded \$26,500 of the events funding.

CONSULTATIONS:

Penny Kelly Clerk - CEMC

ATTACHMENTS:

Funding Applications

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

Organization	ARTISAN Entertainment
Contact Name	Cliff Edwards
Title	Producer
Address	42 Dark Island Lane, Gananoque
Phone #	343-363-0933
Email	Cliff_edwards42@msn.com
Event Website	Cliff Edwards Music (Facebook)
Event Information	
Event Name	1000 Island WATERFRONT Festival
Event Dates	July 29 -Aug 1st OR Aug 26,27,28 (Poker Run Wknd)
Event Organizer Name	Cliff Edwards
Event Organizer Phone #	343-363-0933
Event Organizer Email	Cliff_edwards42@msn.com
Brief description of event	This is an event encompassing our wonderful waterfront, taking advantage of everything available to or visitors to include our museums, heritage park, islands, and businesses related to the island
Who is your target market/audience	All ages, including seniors and young families

Estimated # of people your event will attract to Gananoque (from 40+km away)	We expect many folks will be coming here to enjoy the 1000 islands particularly since we all have been unable to attend outdoor events.. 500 - 1000
How and where will the event be advertised/marketed?	Community radio..Local and 40 Kms beyond Local newspaper and beyond Posters, Social Media (Facebook, Instagram)
Has this event been hosted before? If yes, when and where?	No

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: _____ 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

1000 ISLANDS WATERFRONT FESTIVAL

Submitted by:
Cliff Edwards
343-363-0933
42 Dark Island Lane
Gananoque, On
K7G 2V4

1000 ISLANDS Waterfront Festival (Revised 2021)

July 30th. 31st, August 1st, 2nd

Gananoque, Ontario

FRIDAY July 30th KICKOFF

Joel Stone Park Amphitheatre or Joel Stone Lions Pavilion

Community Concert 8:00pm

6:30pm Gananoque Boat Line Evening cruise

SATURDAY JULY 31st

8:30am Club Shore Breakfast

Joel Stone Berm Lions Pavilion

10:00am 1000 Island Boat Museum

All day Heritage Boat Displays & Outdoor Cafe

Music Outdoors "On The Dock" walk

10:00am 1000 Islands History Museum

"To What Degree" Canada in a changing climate

History Concert 3:00pm

11:00am 1000 islands KAYAK Island lunch

Enjoy a Kayak experience and lunch
on MacDonald Island

3:00pm Club Half Moon Bay

Concert with Boats in the Bay

FREE CONCERT

Joel Stone Park Amphitheatre

Or Joel Stone Lions Berm Pavillion

Opening Act 7:30 Main Attraction 8:15

SUNDAY AUGUST 1st

10:00am

Church Service

Half Moon Bay

FAMILY DAY

11:00am Lions Club "Burgers & Dogs"

Joel Stone Berm Park

11:00am 1000 Islands Kayak Island lunch

Enjoy a Kayak experience and lunch

on MacDonald Island

2:00pm 1000 Islands Playhouse

"Young Company"

Joel Stone Berm Lions Pavilion

12:00pm 1000 Islands Boat Museum

Heritage Boat displays & Outdoor Cafe

2:00pm family concert

12:00 1000 Islands History Museum

"To What Degree" Canada in a changing climate

History Concert 3:00pm

FREE CONCERT

Joel Stone Park Amphitheatre

Or Joel Stone Berm Lions Pavilion

Opening Act 7:30 Main Attraction 8:15

MONDAY AUGUST 2nd

12:00pm 1000 Islands Kayak Island lunch
on MacDonald Island

1:00pm Face Painting

Joel Stone Berm Lions Pavilion

Fundraiser for Dreams In Motion

2:00pm Family Magic Show

Joel Stone Berm Lions Pavilion

)

3:00pm

Indigenous Display

Closing Concert Indigenous

Joel Stone Heritage Park

Main attraction

Closing Ceremonies

4:30pm Joel Stone Berm Lions Pavilion

BUDGET BREAKDOWN

ENTERTAINMENT:

10 performers over the Festival weekend. Some are Bands, some duos, some singles.

Bands: Main evening Entertainment \$1,000.00 per = \$3,000.00

Singles duos \$1,000.00

Sound Lights \$1,000.00

Includes Sound, Lights	TOTAL	\$5,,000.00
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MARKETING:

Community Radio..Local and beyond 40 kms

Gananoque 99.9, Arnprior 107.7, Napanee 88.7 = \$700.00

Print Local paper and beyond:

(Westport, Perth, Smith Falls) \$500.00

Posters, Programmes, (Design, printing)	\$300.00
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TOTAL	\$1,500.00
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OPERATIONS:

Talent Coordinators, Talent contracts, Event coordination

Meeting Agenda, etc. TOTAL \$1,000.00

OTHER:

Accommodations, Meals, transportation	TOTAL	\$500.00
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GRAND BUDGET TOTAL	\$8,000.00
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Tourism Advisory Panel – Request for Funding APPLICATION (Tourism Event)

Organization	Competitive Sport Fishing League/Canadian Pro Bass Tour
Contact Name	Andrew Pallotta
Title	Owner
Address	215 Loretta Crescent, Stouffville, ON L4A 1H4
Phone #	416-802-2277
Email	andrew@csfl.ca
Event Website	www.csfl.ca
Event Information	
Event Name	Gananoque Cup
Event Dates	September 18 & 19, 2021
Event Organizer Name	Victoria Pallotta-Aldorasi
Event Organizer Phone #	647-988-4842
Event Organizer Email	victoria@csfl.ca
Brief description of event	The Gananoque Cup is a team bass fishing tournament that falls under the Pro Bass Tour. Each team consists of 2 anglers who will compete for cash prizes. The Gananoque Cup is the third step of the Pro Bass Tour giving teams the opportunity to achieve the Pro Bass Tour Team of the Year in order to advance to the 2021 BASSMASTER Team Championship.
Who is your target market/audience	The event will attract competitors from Ontario, Quebec and the US* (*Covid restrictions pending).

Estimated # of people your event will attract to Gananoque (from 40+km away)	This event is limited to 75 teams made up of two anglers per team; these teams would come from various areas of Ontario, Quebec including teams from the US (Covid restrictions pending).
How and where will the event be advertised/marketed?	We will use all available traditional, outdoor and social media outlets to promote the CSFL/Pro Bass Tour tournament in Gananoque in advance and during the event. In addition to social media promotions this event will be promoted through radio and print ads. We will be inviting writers from Outdoor Canada and Ontario Out of Doors along with local media outlets to the end of day weigh ins to engage with participants.
Has this event been hosted before? If yes, when and where?	The Gananoque Cup is a part of our Pro Bass Tour Cup Series. The series consists of 4 events: Bronzeback Cup on Lake Simcoe, Beaverton July 24-25; Quinte Cup on Bay of Quinte, Quinte West Aug. 21-22; Gananoque Cup St. Lawrence River Sept. 18-19; Franny Cup on Lake St. Francis, Cornwall October 2-3. The Cup Series was created in 2015.

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: April 26, 2021 Title: Owner

Name: Andrew Pallotta Signature: 

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

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

APPENDIX 1

SAMPLE EVENT BUDGET

Host/Organization Name	Name of Event	Event Date	Granted Funding Amount	Confirmed		
Jane Doe's Service Club	Canada Day in Joel Stone Park	2021-06-01	\$20,000	Y/N		
Revenue				Confirmed		
Name	Description Item	Income (\$)	HST (13%)	Total	Y/N	
Concession Stand Sales	Sale of hot dogs & drinks	\$ 10,000.00		\$ 10,000.00		
Activity Brochure	Ad space sold to local businesses	\$ 5,000.00		\$ 5,000.00		
TOTAL REVENUE		\$ 15,000.00		\$ 15,000.00		
Product Development				Confirmed		
Name	Description of Item	Cost (\$)	In-Kind	HST (13%)	Total	Y/N
Facebook	Facebook Paid Ads	\$ 500.00		\$ 65.00	\$ 565.00	
MyFM - Invoice #	Radio Ad Spot	\$ 1,500.00		\$ 195.00	\$ 1,695.00	
John Smith Designs	Activity Brochure Designed & Printed	\$ 1,000.00		\$ 130.00	\$ 1,130.00	
Subtotal Product Development		\$ 3,000.00		\$ 390.00	\$ 3,390.00	
Expenses				Confirmed		
Name/Invoice#	Description of Item	Cost (\$)	In-Kind	HST (13%)	Total	Y/N
Invoice# 20210205000	Fireworks	\$ 10,000.00		\$1,300	\$1,300	
Food Stand	Hot dogs, hot dog buns, canned soda	\$ 4,000.00		\$ 520.00	\$ 4,520.00	
Dollarama	Craft supplies	\$ 700.00		\$ 91.00	\$ 791.00	
Subtotal Expenses		\$ 14,700.00		\$1,911	\$6,611	
TOTAL EXPENSES		\$ 17,700.00		\$2,301	\$10,001	
NET TOTAL (REVENUE - EXPENSES)				\$ 4,999.00		
In Kind Requests/Community Grants				Confirmed		
Name	Description of Service (Hours @15 per hour)	Total Value (\$)	Y/N			
Town of Gananoque Fire	6 Firefighters to set off fireworks (1hr)	\$ 72.00				
Town of Gananoque Works						
Volunteers (Set up, tear down, etc.)	5 Volunteers to set up & run canteen (6hr)	\$ 360.00				
Public space rental	Granting of Joel Stone Park for the day	\$ 2,500.00				
Sound System						
Parking Spaces						
Dockage						
TOTAL IN KIND VALUE		\$ 2,932.00				

Continued – Page 9 of the Application Guide

Directors/Event Organizing Committee:

Andrew Pallotta	416-802-2277
Vita Pallotta	416-662-3474
Victoria Pallotta-Aldorasi	647-988-4842

Schedule of Events:

September 18 and 19 (same schedule both days):

6AM – 7AM Checking Boats for Safety;

7AM – 3PM Anglers depart from Gananoque Municipal Marina and spend the day fishing on the St. Lawrence River;

7AM – 3PM CSFL Staff set up weigh in area for official weigh in that commences at 3PM;

10AM Weigh Scales are open for anglers wishing to weigh in fish early;

3PM Anglers line up in order to weigh in fish;

The CSFL has amended and limited interaction amongst anglers in all aspects of the event in light of the restrictions surrounding COVID. As such, we have implemented the following weigh in procedure which has been presented to and approved by the Health Department and will run the event accordingly.

We will no longer be holding an Orientation Meeting in person. The Orientation Meeting will now be an organized online video presentation; all participants will receive an access code to join the zoom call. During the Orientation Meeting anglers will be provided with information regarding event procedures and the rules and regulations.

The event is paperless, from payments to weigh in results everything will be done digitally. Prize payouts will be done by e-transfer following the conclusion of the event.

Check in during the morning will take place on the water. Boat checks will be done via drive-by along the side of the boat and/or shoreline in single file and will remain on the boat.

The CSFL will incorporate a drive by weigh in. This system will be as touch-less as possible, with anglers not being required to leave their boats. The weigh in process consists of 4 stations:

Station 1: Anglers will receive sterilized weigh bag(s);

Station 2: Anglers will have a photo opportunity and will bag fish in front of Marshall determining health of fish;

Station 3: Weigh Master will take the weigh bag from anglers and weigh the fish; and

Station 4: Anglers take the fish and release the fish at the live release boat. At this point anglers proceed to take their boat out of the water.

We will be enforcing all participants and staff to wear face masks/buffs whenever they are less than 6 ft in proximity to one another.

5PM partial tear down by CSFL Staff on September 18; final tear down by CSFL Staff on September 19.

Event Budget/financial Plan

Please see attached.

Liability Insurance in the amount of \$2,000,000 noting Town of Gananoque as additional Insured:

To be provided prior to event.

Letters of Support:

Please see attached.

GANANOQUE CUP						
ORGANIZATION	EVENT		EVENT DATE		FUNDING AMOUNT	CONFIRMED
CSFL	GANANOQUE CUP		SEPT. 18 & 19		\$ 20,000.00	Y/N
						unconfirmed revenue stream
REVENUE						CONFIRMED
NAME	DESCRIPTION	INCOME (\$)		HST (13%)	TOTAL	Y/N
Team Participation	Entry Fee - 75 Teams	\$ 56,250.00		\$ 7,312.50	\$ 63,562.50	
TOTAL REVENUE		\$ 56,250.00		\$ 7,312.50	\$ 63,562.50	
PRODUCT DEVELOPMENT						CONFIRMED
NAME	DESCRIPTION	COST (\$)	IN-KIND	HST (13%)	TOTAL	Y/N
Digital Marketing	Facebook, Instagram, Kijiji etc.	\$ 1,500.00		\$ 195.00	\$ 1,695.00	
Print Marketing	Outdoor Canada, Brochures etc.	\$ 500.00		\$ 65.00	\$ 565.00	
DEVELOPMENT SUBTOTAL		\$ 2,000.00		\$ 260.00	\$ 2,260.00	
EXPENSES						CONFIRMED
NAME/INVOICE #	DESCRIPTION	COST (\$)	IN-KIND	HST (13%)	TOTAL	Y/N
Event Prize Payout	85% of Entry Fee	\$ 47,812.50			\$ 47,812.50	
Promotional Banners	Signage, Tents etc.	\$ 5,000.00		\$ 650.00	\$ 5,650.00	
Medals/Trophies	Presentation to top 3 teams	\$ 300.00		\$ 39.00	\$ 339.00	
Hotels	Staff & Production Rooms, 2 nights min.	\$ 3,000.00		\$ 390.00	\$ 3,390.00	
Food	Staff & Production Team	\$ 1,500.00		\$ 195.00	\$ 1,695.00	
Fuel	Generators, Boats and Trucks	\$ 1,000.00		\$ 130.00	\$ 1,130.00	
Event Insurance	Liability Insurance	\$ 1,500.00		\$ 195.00	\$ 1,695.00	
Staffing	Event Day Staffing	\$ 3,000.00		\$ 325.00	\$ 2,825.00	
EXPENSES SUBTOTAL		\$ 63,112.50		\$ 1,924.00	\$ 64,536.50	

EXPENSES TOTAL		\$ 65,112.50		\$ 2,184.00	\$ 66,796.50	
NET TOTAL (REVENUE - EXPENSES)					\$ (3,234.00)	
IN KIND/COMMUNITY GRANTS			CONFIRMED			
NAME	DESCRIPTION	COST (\$)	Y/N			
Public space rental	Grantin gof Joel Stone Park for event					
Parking Space	Area within park area for special events vehicles					
Dockage	Gananoque Municipal Marina					

Total TAP funding amount requested: \$20,000

GANANOQUE
Tourism Advisory Panel - Request for Funding Application
Tourism Event

Organization: Competitive Sport Fishing League / Pro Bass Tour
Contact: Andrew Pallotta
Title: Owner
Address: 215 Loretta Crescent, Stouffville, ON L4A 1H4
Phone: 416-802-2277
Email: andrew@csfl.ca
Event Website: www.csfl.ca

Event Name: Gananoque Cup
Event Dates: September 18-19, 2021
Event Organizer Name: Victoria Pallotta-Aldorasi
Event Organizer Phone #: 647-988-4842
Event Organizer Email: victoria@csfl.ca

Event Description/Target Market + Audience:

The Gananoque Cup is a team bass fishing tournament that falls under the Pro Bass Tour. Each team will consist of 2 anglers who will compete for cash prizes. This event will attract competitors from Ontario, Quebec and the *US (*Covid restrictions pending). The Gananoque Cup is the third stop of the Pro Bass Tour giving teams the opportunity to achieve the Pro Bass Team of the Year Title in order to advance to the 2021 Bassmaster Team Championship, a four day event allowing anglers to compete as a team for two days with plenty of cash and prizes after day two allowing the first, second and third place teams to continue to compete for two additional days as individuals for additional cash and prizes and most importantly a berth into the 2022 Academy Sports + Outdoors Bassmaster Classic.

Our focus is to provide anglers a professional competitive platform that caters to different regions, providing participants the opportunity to compete in different areas across Ontario. Fish care is our top priority; utilizing an in water system developed through Queens University, including the technology of properly regulated aerated tanks, water weigh-in scales and state of the art live release boats which enables the safe return of the resource to ensure the future of the sport and the natural resource the St. Lawrence River has to offer. The Competitive Sport Fishing League is the leading tournament series in Canada, offering diverse events that cater to every level of angler from experienced professionals to amateurs being introduced to the sport. To date the CSFL has successfully operated over 750 events, released thousands of fish and has hosted anglers from across the world throughout its 24 years of operation! As mentioned above, fish care is the CSFL's top priority. Since the conception of the CSFL in 1997, fish care has always been a major component in its series. The CSFL has released over 500 fish per day with less than 1% mortality rate.

Estimated # of people the event will attract to Gananoque (40+ km away):

The St. Lawrence River is a world-class fishery for bass fishing and Gananoque provides a great venue to host a high profile bass tournament. This alone would attract visitors to the area. This event would be limited to 75 teams made up of two anglers per team; these teams would come from various areas of Ontario, Quebec along with teams from the United States (Covid restrictions pending). Anglers are encouraged to document their time pre-fishing, during the event and following the wrap-up of the event on their social media platforms. In addition to their own personal documented journey within their platforms, the Canadian Pro Bass Tour/CSFL will document and highlight the event throughout all social platforms. In 2020 the CSFL social media impressions exceeded 500,000 impressions throughout the tournament season. A majority of competing anglers have large social media presence and following which will encourage spectators to tune in and watch the live weigh in each day!

Advertisement/Marketing Plan:

We will use all available traditional, outdoor and social media outlets to promote the CSFL/Pro Bass Tour tournament in Gananoque in advance and during the event. In addition to social media promotions this event will be promoted throughout radio and print advertisements. We will be inviting writers from Outdoor Canada and Ontario Out of Doors, along with local media outlets to the end of day weigh-ins to engage with participants outlining experiences and promoting the wonderful fishery of the St. Lawrence River along with the community of Gananoque.

There will be radio campaigns taking place driving additional spectators from outside the community to come out to the event. We plan on using both Rogers and Bell Media based radio stations. We will also be promoting the event on various sport and outdoor related outlets and the local newspaper. Upon registration all anglers will be notified of our social marketing campaign and participation will enter competing anglers in a sponsored prize, encouraging them to engage and support the event on their own as well!

Has this event been hosted before? If yes, when and where?:

The Gananoque Cup is a part of our Pro Bass Tour Cup Series, the series consists of 4 events:

Bronzeback Cup - Beaverton, Lake Simcoe: July 24-25

Quinte Cup - Quinte West, Bay of Quinte: August 21-22

Gananoque Cup - Gananoque, St. Lawrence River: September 18-19

Franny Cup - Cornwall, Lake St. Francis: October 2-3

The Cup Series was created in 2015.

Additional Event Contacts:

Andrew Pallotta, andrew@csfl.ca - 416-802-2277

Vita Pallotta, administration@csfl.ca - 416-662-3474



Town of Gananoque
30 King Street East
Gananoque, ON K7G 2T6
RE: Support for the Competitive Sport Fishing League (CSFL) - The Gananoque Cup

April 28th, 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 Competitive Sport Fishing League (CSFL) and their proposed event, the “Gananoque Cup” bass fishing tournament, to be brought into Gananoque in September of 2021.

The Thousand Island Accommodation Partners have committed to assist in providing financial support for this event as we believe it will be an economic driver for the region by encouraging overnight visits, drawing patrons to our local restaurants, retailers and attractions. It is anticipated to not only attract visitation during the scheduled dates, but also during the weeks leading up to the tournament as a chance for participating anglers to pre-fish, creating the opportunity for additional extended stays in the area. The region will also gain exposure to new markets and potential visitors through the CSFL print materials, livestream events and other online marketing venues. We expect an excellent return on investment from welcoming this event into Town.

Thank you for your supporting tourism in our community!

Sincerely,

Meg Dabros
Marketing Manager
1000 Islands Accommodation Partners



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

Organization	Gananoque 1000 Islands Pride and Arts Festival Inc.
Contact Name	Roger Dodier
Title	CEO/President
Address	P.O. Box 345 Gananoque, Ont. K7G 2T8
Phone #	343-364-6435
Email	ceo@1000islandspride.ca
Event Website	www.1000islandspride.ca
Event Information	
Event Name	2021 Pride and Arts Festival in Gananoque
Event Dates	September 11and 12, 2021
Event Organizer Name	Roger Dodier
Event Organizer Phone #	343-364-6435
Event Organizer Email	ceo@1000islandspride.ca
Brief description of event	Coronation of 2021 Pride Queen and King Ambassadors for 1000 Islands Pride Inc Vendor's Fair – containing local and surrounding makers, food vendors and art displays. Parade from The Legion on King street to Joel Stone Heritage Park.
Who is your target market/audience	LGBTQ2, Indigenous, Tourism in Ontario, and the local and surrounding population

Estimated # of people your event will attract to Gananoque (from 40+km away)	We project a turn out of at least 5000 to be attracted to the festival. This number may be much higher due to the lack in live events celebrating Pride and the Arts due to the pandemic. Currently we are the only Ontario Pride organization that will be conducting an in-person festival this year.
How and where will the event be advertised/marketed?	Our currently website, the local tourism office, both local and surrounding radio stations. Flyers will be made for distribution as well as promoted social media posts to ensure a full outreach and market penetration.
Has this event been hosted before? If yes, when and where?	Yes, 2019 in Gananoque, 1000 Islands Pride Inc held its first annual festival. In 2020, the festival was cancelled due to the COVID-19 pandemic. We used the town hall park the previous year. Due to the construction within the park this year we have pivoted the location to Joel Stone Beach.

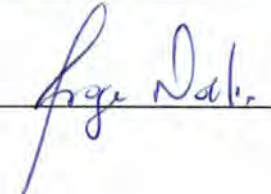
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 - o Income
 - Registration
 - Sponsorship
 - Sales
 - Fundraising
 - Grants o Expenses
 - Product Development
 - Infrastructure
 - Marketing and Advertising



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: May 10, 2021 Title: CEO/President

Name: ROGER DODIER Signature: 

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

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

1000 Islands Pride and Arts Festival Event Budget - 2021

Host/Organization Name	Name of Event	Event Date	Granted Funding	Confirmed
1000 Islands Pride Inc.	1000 Islands Pride and Arts Festival	Sept 11,12 - 2019		

Revenue						Confirmed
Name	Description of Item	Income		HST	Total	
Spots sold to Vendors	Table spots for Vendors to set up their items and displays	\$ 884.96		\$ 115.04	\$ 1,000.00	
Pride Candy Wirewerx	Custom designed, pride and indigenous themed jewellery	\$ 1,327.43		\$ 172.57	\$ 1,500.00	
Merchandise Sales	Pride and Indigenous themed Flags, shirts, hats, masks, pins, and	\$ 1,327.43		\$ 172.57	\$ 1,500.00	
Total Revenue		\$ 3,539.82		\$ 460.18	\$ 4,000.00	

Product Development						Confirmed
Name	Description of Item	Cost (\$)	In-Kind	HST (13%)	Total	
Website Fees	Main website for 1000 Islands Pride Inc. used for advertisement and vendor admission	\$ 115.00		\$ 14.95	\$ 129.95	
Fabebook	Paid Facebook advertisement	\$ 75.00		\$ 9.75	\$ 84.75	
MyFM	Radio Advertisement Spot		\$ 100.00	\$ -	\$ 100.00	
Rogers Media - Kingston R	Radio Advertisement Spot		\$ 150.00	\$ -	\$ 150.00	
Bell Media - Kingston Radi	Radio Advertisement Spot		\$ 150.00	\$ -	\$ 150.00	
Subtotal of Product Development		\$ 190.00	\$ 400.00	\$ 24.70	\$ 614.70	

Expenses	Confirmed
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Name/Invoice Number	Description of Item	Cost (\$)	In-Kind	HST(13%)	Total	
Marketing	Signage, Brochures, Flags, Window drssings for local and surrounding businesses	\$ 5,500.00		\$ 715.00	\$ 6,215.00	
Advertiment	Separate local and surrounding radio stations, Faceboook and social media ads, compensation for	\$ 190.00		\$ 24.70	\$ 214.70	
Cost of Guest Speakers and Entertainment	Members of the LGBTQ and indigenous communties will educate the attendance on their experiences and culture	\$ 750.00		\$ 97.50	\$ 847.50	
Hotel Accomadations for guest speakers	Accomadations for the guest speakers who are traveling to Gananoque and will be performing or speaking during both days of the event	\$ 4,500.00		\$ 585.00	\$ 5,085.00	
Speaker Fees	2 day speaker rental for stage and sh	\$ 500.00		\$ 65.00	\$ 565.00	
Voulenteers for Barriers, setup and tear down	local volunteers that will assist in organizing the parade route and vendor area - 10 are required	\$ 300.00			\$ 300.00	
Subtotal of Expnses		\$ 11,740.00		\$ 1,487.20	\$ 13,227.20	

Net Total \$ 9,227.20

In Kind Requests/Community Grant			Confirmed
Name	Description of Service	Total Value	y/n
Parking at Joel Stone Beach	Use of parking at Joel stone beach for staff and attendees	\$ 500.00	

Police/ Fire Escort for Parade Route (4-6 volunteers)	Proper Safety escort for parade from 1000 Islands legion to Joel Stone Beach	\$ 90.00	
Public Space Rental	Use of Joel Stone Park for a 2 day celebration	\$ 5,000.00	
Total In Kind Value		\$ 5,590.00	

Total funding requested from TAP: \$5,000

The Canadian Pride community was found in 1971, in Toronto Canada. 3 years after the terrible Stonewall Riots of New York. Since then, the community has adopted more members and a much stronger outreach in their fight for acceptance and rights.

We are Gananoque's 1000 Islands Pride and Arts Festival, located in the town of Gananoque. We have been established since 2018, holding our first festival that year with a more than successful turn out.

As we are sure you know the world is an ever-changing and growing place with large, recent, advancements in Equity, Diversity, Inclusion and Belonging. Given that we are a small organization, our funding can become scarce at times, making it difficult for us to maintain proper counsel in reference to legal matters. In hopes that your firm is ready to move forward into the newly forming world of EDI, we would like to discuss the matter of services in kind, in exchange for promotion through our organization's outreach programs, social media, and annual events. As we are a registered not-for-profit organization, we would of course be able to provide donation receipts for any services received for tax purposes. Not only would this opportunity provide advertisement and tax benefits, this, would also show the surrounding community the social responsibility that your firm stands behind.

If there are any further questions or you would like to reach out to speak about this opportunity further please do not hesitate to reach out to myself or our CEO.

Thank you for your consideration and time,

Roger Dodier
CEO/President
ceo@1000islandspride.ca

Mark Trebinskie
Treasurer
treasurer@1000islandspride.ca



P.O. Box 345 Gananoque, Gananoque, On. K7G 2T8

Tap Application – List of Events

Due to COVID-19 restrictions and various lockdowns, Stay at Home orders, 1000 Islands Pride, Inc. had to cancel its original plan for our 2021 Festival which included a full week of events such as:

Lunch and Learn, every day at Noon during the week of July 5 to Friday July 9.

Meet and Greet at the O'Connor Gallery Monday, July 5th

Queeraoke Exhibition and Talent showcase at the Stonewater Pub on Tuesday July 7th

Dirty Bingo at the Gananoque Inn and Spa Wednesday July 7th

And all ages talent show and Art Battle/Art Auction at the Town Hall Park on Thursday July 8th

Design a Drag Contest and the Annual King and Queen and in-Between Pageant & Coronation at the Gananoque Inn and Spa – Friday July 9th

And Finally, the Annual Vendor Fair at the Town Hall Park and annual Parade on Saturday, July 10th and let's not forget the grand finale – Brunch on Sunday July 11th at the Stonewater Pub.

All this had to be cancelled due to covid 19 and the fact that Town Hall Park is now under re-construction for the summer.

Our new schedule is as follow:

Annual King, Queen and In-Between Pageant and Coronation on Friday September 10 and our Annual Fair, parade with live entertainment. This event will be held at the Joel Stone Heritage Park on Saturday September 11, 2021 from 9 a.m. to 5 p.m. We realize that September 11 is also the commemorate date of the attack in New York and we are planning in addition to our festival, two (2) minutes of silence at 9 a.m. to remember all who lost their lives.

Yours Truly,

Roger Dodier
CEO/President and Founder
1000 Islands Pride, Inc

Website: www.1000islandsPride.ca

Facebook: 1000 Islands Pride

You Tube: 1000 Islands Pride

Twitter: @1000IslandsPride

@1000IslandsPride.candy



P.O. Box 345 Gananoque, Gananoque, On. K7G 2T8

T.A.P. Application

List of Board of Directors.

CEO/President
Mr. Roger Dodier
Cell: 343-364-6435

Secretary
Sheryl Schelter
Cell: 613-328-0514

Treasurer
Mark Trebinskie
Cell: 343-989-1149

Letter of endorsement

WO woodviewinn@gmail.com
📧 Tue, 06 Apr 2021 8:32:32 AM -0400
To "Roger Dodier" <ceo@1000islandspride.ca>
Tags 🏷

Hi Roger -

Attached please find the letter as per your request. We hope it helps in securing the funds and grants you are seeking.

Best regards,

Steve & John

Innkeepers

The Woodview Inn

613-382-1110

1 Attachment

April 6 - 1000 Islands Pride.docx

April 6, 2021

To Whom it May Concern,

1000 Islands Pride provides an opportunity to build on the existing reputation of this part of Eastern Ontario as a great place to visit and live – by emphasizing that our communities celebrate and welcome diversity, and by providing an opportunity to showcase our local LGBTQ community.

As a local business with a strong interest in promoting and strengthening the hospitality industry in our area, we are keenly aware of the importance of ensuring that everyone who visits our town and area feels welcome, safe, and sees themselves reflected in our community calendar. All of us benefit from shared celebrations of diversity and inclusion.

We have been able to support 1000 Islands Pride through accommodation sponsorships as well as through cash donations, and will continue to do so in future. We feel our support will help this organisation to fulfill its goals, as well as community objectives.

The Woodview Inn has been proud to support 1000 Islands Pride in its initial activities over the past four years, and look forward to continuing to support the growth and development of this important community initiative. We hope you will join us in helping strengthen 1000 Islands Pride by offering your support to this very worthwhile initiative.

Sincerely,

John Nagy and Steve Campey
Proprietors, Woodview Inn, Gananoque.

To Whom it May Concern,

I am the owner of a Gananoque restaurant and bar. I contacted the 1000 Islands Pride Festival to see if I could help with some of their events in the 2019 festival. We hosted some fundraising events and some after parties for the festival, as well as organizing the musical entertainment. The staff, myself, and the people of Gananoque were thrilled by these events, and were accepting and supportive of the festival.

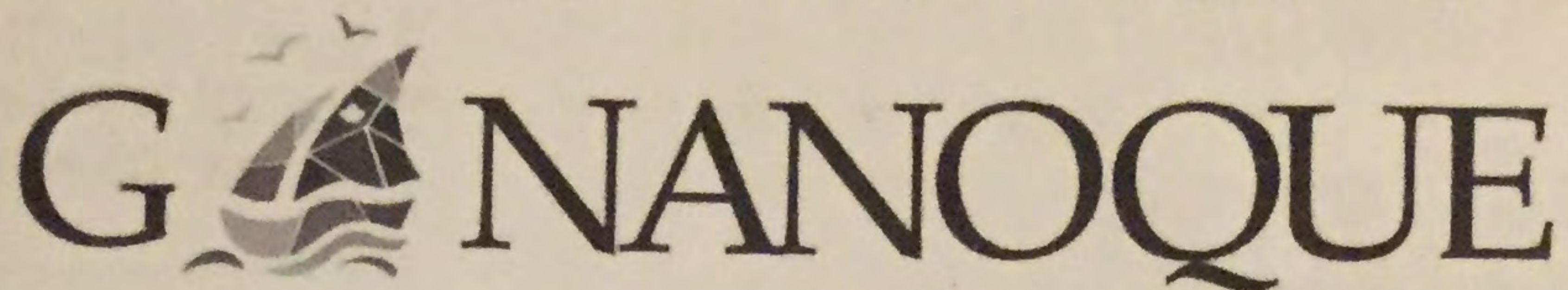
I am striving to make my establishment more inclusive and supportive of the local LGBTQ community every day. Becoming a part of this festival was a great step, and I believe it is a great thing for Gananoque to host a festival with such an inclusive and positive message. It shows the world that Gananoque is a safe and welcoming place to travel to, and celebrate freedom and love.

Sincerely,

Chelsea Owen

Owner of The Stonewater Pub & Bed and Breakfast

THE CORPORATION OF THE TOWN OF



Canadian Gateway to the 1000 Islands

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

Organization	SPITFIRE CAFE
Contact Name	Nathalie Lavergne
Title	Owner / Producer
Address	10, Victoria Ave, Brockville
Phone #	514-699-4102
Email	SPITFIRE_CAFE@yahoo.com
Event Website	www.RHBWeekend.ca
Event Information	
Event Name	Red Hot & Blue Rockabilly Weekend
Event Dates	September 2nd - 5th, 2021
Event Organizer Name	Nathalie Lavergne
Event Organizer Phone #	514-699-4102
Event Organizer Email	doubleconceptNL@yahoo.ca
Brief description of event	2 days of outdoor music, 14 bands, a vintage market, live lessons, a boat cruise, your rockin' holiday in the 1000 islands
Who is your target market/audience	25-65 year old music and vintage lovers.

Estimated # of people your event will attract to Gananoque (from 40+km away)	as we are following the Health Unit rules for 2021, This is a low number. But most of the people are coming from MTL, Toronto, Ottawa. Normally from the USA and Europe too.
How and where will the event be advertised/marketed?	On social medias, radio, Newspaper and TV.
Has this event been hosted before? If yes, when and where?	Yes, first 3 years in St-Hyacinthe, QC, then Montreal. Since 2017 in Brockville. Moving to Gananoque in 2021.

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: April 22nd, 2021 Title: Owner/Producer
Name: Nathalie Lavergne Signature: N Lavergne

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

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

Host/Organization name	Name of the event
Spitfire Café/ Double Concept Productions	Red Hot & Blue Rockabilly Weekend

Revenue	
Name	Description Item
Vintage market stands	Sale of booths for the event
RHB Program	Ad space sold to businesses
Partnership options	Gananoque Brewery (beer/venue)
	Vintage Market presenter
	Boat Cruise presenter
	Main stage/indoor concerts
Tickets sales	Weekend pass
	Boat Cruise
Food and beverage	Sale of food and beverage
Total Revenue	

Product Development	
Name	Description Item
Social medias and printed ads	Facebook Pad Ads
Subtotal Product Development	

Expenses	
Name/Invoices #	Description Item
Entertainment	14 bands, 4 DJs, 1 MC
BOBfm/Movefm	Radio Ad spots
Program	Souvenir booklet designed / printed
Posters and rack cards	Designed / printed
Saturn Productions	Sounds and lights rental
Tent Rental	Large tent for days activities shelter
McDougal Brooker	Insurances for the event
Accomodation	Hotel for bands, team

Subtotal Expenses

TOTAL EXPENSES

In kind Requests/Community Grants

Name	Description of Service (Hours@15 per hour)
Welcome bags for attendees and musicians	150 bags with coupons, tourism guide/maps, for the attendees to discover the area and to help promote Gananoque businesses
Entertainment	11 bands, 4 DJs, 1 MC
Social medias and printed ads	Facebook Pad Ads
TOTAL IN KIND/COMMUNITY Tourism Advisory panel GRANT	

Event date
Labor Day Weekend - September 2-5th, 2021

Income (\$)		HST (13%)
750.00 \$		
1,600.00 \$		
2,000.00 \$		
500.00 \$		
500.00 \$		
500.00 \$		
10,000.00 \$		
2,000.00 \$		
5,000.00 \$		
22,850.00 \$		0.00 \$

Cost (\$)	In-Kind	HST (13%)
3,000.00 \$		390.00 \$
3,000.00 \$	0.00 \$	390.00 \$

Cost (\$)	In-Kind	HST (13%)
5,200.00 \$		
1,000.00 \$		130.00 \$
2,000.00 \$		260.00 \$
750.00 \$		97.50 \$
2,000.00 \$		
2,250.00 \$		292.50 \$
1,000.00 \$		130.00 \$
3,000.00 \$		390.00 \$

17,200.00 \$	0.00 \$	1,300.00 \$
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NET TOTAL (REVENUE - EXPENSES)

Confirmed	
Total Value (\$)	Y/N
500.00 \$	
4,500.00 \$	
3,000.00 \$	
8,000.00 \$	

Granted funding amount	Confirmed (Y/N)

Total	Confirmed (Y/N)
750.00 \$	Y
1,600.00 \$	
2,000.00 \$	Y
500.00 \$	Y
500.00 \$	
500.00 \$	
10,000.00 \$	Y
2,000.00 \$	Y
5,000.00 \$	
22,850.00 \$	

Total	Confirmed (Y/N)
3,390.00 \$	
3,390.00 \$	

Total	Confirmed (Y/N)
	Y
1,130.00 \$	Y
2,260.00 \$	
847.50 \$	
2,000.00 \$	Y
2,542.50 \$	Y
1,130.00 \$	Y
3,390.00 \$	Y

13,300.00 \$	
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16,690.00 \$	
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6,160.00 \$

What? When? Where?

Thursday

Pre-party at the Gananoque Brewery with Cadillac Rumble

Friday ROCK'N'ROLL DANCE PARTY

8pm–2am Lou Jeffries, Gananoque & T.L.T.I Recreation Centre

Music by: The Dimestore Playboys

The Treble Tones

3rd band tbc

DJ Pat White

Saturday

Daytime RAMADA INN POOL PARTY/VINTAGE MARKET

11am–4pm Including: Jive lessons and the Fashion Show

Music by: 1pm–2pm Blotshoot Bill

3pm–4pm Sloe Gin Fizz

DJ Tony Be Good

Nightime PROM NIGHT

8pm–2am Lou Jeffries, Gananoque & T.L.T.I Recreation Centre

Music by: 20:30–21:30 David Thibault Trio

21:30–22:00 Jive competition

22:30–23:30 HellBent Rockers

00:00–01:00 Peter & the Wolves

DJ Pat White

Sunday

Daytime RAMADA INN POOL PARTY/VINTAGE MARKET

11am–4pm

Music by: 12pm–1pm Carolyn Fe Trio

2pm–3pm The New Rebel Westerners

DJ TBA

Nightime

We are working on a wrap party

Cruise! We are working at confirming the details.

Plus! Every from Friday to Sunday, our meet and greet at the Gananoque Brewery Live music from

Friday : The King Jive

Saturday: Bloodshot Bill and the Hiccups

Sunday: Eric Sandmark and the Rumlbers

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

Organization	GRANNOQUE ARTS NETWORK
Contact Name	NORBERT LEPAGE
Title	EXECUTIVE DIRECTOR
Address	
Phone #	613-539-3927
Email	norbertlepage@gmail.com
Event Website	
Event Information	
Event Name	GRANNOQUE DANCE CHALLENGE
Event Dates	END OF MAY, EARLY JUNE
Event Organizer Name	NORBERT LEPAGE
Event Organizer Phone #	613-539-3927
Event Organizer Email	norbertlepage@gmail.com
Brief description of event	FILMING TOWNSPEOPLE DANCING TO JERUSALEMA SHOWCASING THE TOWN & ARTS & CULTURE
Who is your target market/audience	THE WORLD - THIS IS A VIRAL PHENOMENA ON YOUTUBE

Estimated # of people your event will attract to Gananoque (from 40+km away)	100's, 1000's
How and where will the event be advertised/marketed?	YOUTUBE
Has this event been hosted before? If yes, when and where?	NO

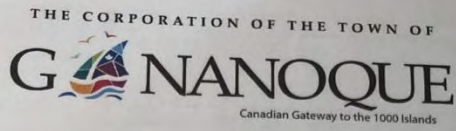
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NO INCOME

VIDEO-CREATIVE NEST 3,000⁰⁰
 VIDEO INSTRUCTION - DEBRA DONALDSON 500⁰⁰
~~FROM - PRINTING etc 500⁰⁰~~
~~3,500⁰⁰~~

TASK.
 3,500⁰⁰



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: MAY 08/21 Title: EXECUTIVE DIRECTOR

Name: NORBERT LEPAGE Signature: _____

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

Jennifer Baril
Tourism Advisory Panel, Recording Secretary
JBaril@gananoque.ca
513-382-8044