



TOURISM ADVISORY PANEL – 2021-05

Date: December 2, 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 TOURISM ADVISORY PANEL (TAP) SUB-COMMITTEE OF THE TOWN OF GANANOQUE RECOMMENDS THAT TAP REVISIT THE DISCUSSION OF THE FUNDING REQUEST TO THE THOUSAND ISLANDS ACCOMMODATIONS PARTNERS (TIAP) ONCE MORE INFORMATION ON THE GBM OUTDOOR ARENA IS AVAILABLE.

RECOMMENDATION:

BE IT RESOLVED THAT THE TOURISM ADVISORY PANEL (TAP) SUB-COMMITTEE OF THE TOWN OF GANANOQUE RECOMMENDS THAT TAP APPROVES THE FUNDING REQUEST TO THE EPILEPSY SOUTH EASTERN ONTARIO (ESEO) IN THE AMOUNT OF **\$15,701.50** AS PRESENTED IN THE TOURISM ADVISORY PANEL REPORT 2021-05 SUBJECT TO ALL REQUIRED DOCUMENTATION 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 Marketing Budget and Products / Events Budget.

INFORMATION / DISCUSSION:

Two (2) Applications were submitted for consideration.

1. 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.
2. The ESEO is applying to the Tourism Advisory Panel (TAP) for funding to bring the Gananoque Blues Fest 2022 to our community. The idea behind the Gananoque BluesFest is to host two well-known and established Blues Bands (Jack Dekeyzer – 2x Juno Award Winner and Maple Blues Nominee and Monkey Junk – 2x Juno Award Winner) at the 1000 Islands Playhouse Firehall Theatre on February 11 and 12, 2022. The ESEO would also like to host 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.

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 the Tourism Products/Events 2021 TAP budget is \$16,000.00. As of December 2, 2021 the Panel has awarded 54,000.00 of the Products/Events funding.

The remaining funds for Marketing in the 2021 TAP budget is \$6,500. As of December 2, 2021 the Panel has awarded \$3,500 of the marketing funding.

CONSULTATIONS:

NONE