



# City Council Committee Report

**Date: 08 December 2010**

**To: Mayor & Council**

**Fr: Lake of the Woods Development Commission**

**Re: Report and Recommendations re Special Events**

## **Recommendation:**

THAT Council receives the November 12, 2010 Special Events Ad Hoc Committee Recommendation Report; and  
THAT Council receives the Lake of the Woods Development Commission 2011 Special Events Business Plan.

## **Background:**

In 2008, the Lake of the Woods Development Commission and the City of Kenora adopted the Tourism Strategy. The Strategy identified four critical areas on which the City should focus to become a tourism destination:

1. Marketing
2. Product Development
3. Hospitality Training & Awareness
4. Special Events

In January 2010, the budget committee of the City of Kenora "directed that responsibility for funding both the KAR programs and the \$17,000 donations previously given to the three major events, namely Canada Day, Harbourfest and KBI, be transferred to the Lake of the Woods Development Commission. The KAR funds are to remain intact under the KAR budget lines, although moving KAR will be seen to better coordinate activities between KAR and the Commission."

On February 24, the Commission Executive met to discuss this item and on March 5, the Lake of the Woods Development Commission established an Ad Hoc Committee to work on a transitional plan regarding KAR and special events.

From March – September 2010, the Ad Hoc Committee met with many people and organizations for in-depth interviews regarding special events, security, washrooms, grass cutting and plantings and solid waste.

Interviewees included:

- KAR – Rae Bath, John Berringer and Bill Richards
- Buck Matiowski
- Bill Preisenzanz
- OPP Dave Lucas
- Parks Department, Barb Manson
- Kenora Recreation Centre, Colleen Neil and Meagan Derouard
- Jim Corbett, formerly with LOWEIDA

The Ad Hoc Committee explored the delivery of special events in other jurisdictions including Orillia and Muskoka, Timmins, Revelstoke and Turino.

Finally, members of the Ad Hoc Committee met with special events organizers and staff members shadowed special events during the summer of 2010.

The Recommendations Report is structured into categories which capture the many aspects of the delivery of special events and related services on the harbourfront from an events booking system, through infrastructure, staffing, Thistle Pavilion, washrooms, grounds keeping, security and the Farmer's Market.

On November 12, 2010, the Recommendations Report and Business Plan were accepted by the Lake of the Woods Development Commission Board. Since that time, and in order to meet 2011 funding program deadlines, two applications for funding have been submitted to facilitate the delivery of special events:

1. Ontario Trillium Foundation: ½ salary for on-site facilities person for two years plus funding for purchase of ½ ton truck for transporting events infrastructure
2. Celebrate Ontario: Purchase of events infrastructure including new tables and chairs in partnership with Harbourfest

**Budget:** 2011 Budget process

**Communication Plan/Notice By-law Requirements:** Agenda and minutes