



## **AGENDA**

### **SPECIAL MEETING OF COUNCIL**

held in the Council Chambers  
French River Municipal Complex  
Wednesday, January 14, 2015 at 6pm

1. Call to order, roll call and adoption of the agenda
2. Disclosure of Pecuniary Interest
3. Action Report - Canada Day Event
  - 3.1 Resolution - Approval of Funding Application to Celebrate Canada Grant Program
  - 3.2 Resolution - Approval of funds in the amount \$6,000 towards the Canada Day Event pending the result of the Celebrate Canada Grant
4. Adjournment

## **ORDRE DU JOUR**

### **ASSEMBLÉE SPÉCIALE DU CONSEIL**

qui aura lieu dans la salle du conseil  
Complexe municipal Rivière des Français  
Le mercredi 14 janvier 2015 à 18h00

1. Appel à l'ordre, présence et l'adoption de l'ordre du jour
2. Révélation d'intérêt pécuniaire
3. Rapport d'action - fête du Canada
  - 3.1 Résolution - Approbation de la Demande de subvention à Canada en fête
  - 3.2 Résolution - Approbation de fonds de 6,000\$ envers les activités de la fête du Canada
4. Ajournement



# The Corporation of the Municipality of French River

## Action Report

<b>REPORT TO:</b> Special Council Meeting	<b>REPORT FROM:</b> Economic Development	<b>MEETING DATE:</b> January 14, 2015
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### CANADA DAY EVENT- JULY 1, 2015

#### Subject

To inform Council of plans for the 2015 Canada Day event and request funding.

#### Background

Council has funded three Canada Day events dating back to 2012. The Economic Development team has organized and managed these events the past two years. These events have been exceedingly successful and have produced rave reviews from residents, Council, and tourists in the past.

#### Discussion

The 2015 event, being on a Wednesday, will be similar to the 2014 event, held on a Tuesday. We anticipate starting the event at noon with a lunch, with the food ongoing throughout the day (hamburgers, hot dogs, etc). Entertainment will be held throughout the day like 2014, as well as a kids zone full of activities. The event will also be fully licensed within a certain area near the Alban Community Centre. The fireworks will be launched at approximately 10:00pm in partnership with the Henvey Inlet First Nation Fire Department.

#### Financial Considerations

Staff is requesting a \$6,000 contribution from Council for this event, representing less than 50% of the total costs for the entire event. The following expenses and revenues are anticipated for the event, and are approximations:

<b>Expenses (approximate)</b>		<b>Revenues (approximate)</b>	
Fireworks:	\$4,500	Municipal Contribution:	\$6,000
Entertainment:	\$2,000	Celebrate Canada Grant**:	\$1,500
Equipment/Tent Rental:	\$1,900	Sponsorship/In-Kind:	\$1,500
Food/Drink/Condiments:	\$1,600	Ontario Sport and Rec Grant:	\$1,500
Kids Zone:	\$1,500	Liquor Revenues:	\$1,000
Liquor:	\$850	Food Revenues:	\$1,000
Decorations:	\$500	Vendors Market Revenues:	\$800
Staff/Volunteer Attire:	\$350		
Liquor License:	\$75		
<b>Total:</b>	<b>\$13,275</b>	<b>Total:</b>	<b>\$13,300</b>

\*\*Staff recommends applying to the Celebrate Canada program for \$6,450, however we can only anticipate that a maximum of \$1,500 will be accepted by the fund. If more than \$1,500 is received from this program, we will decrease the municipal contribution by the same amount.

**Strategic Plan**

Economic Development Strategic Plan: Capitalize on Arts, Culture and Heritage

**Communication Plan**

The event will be communicated through a multi-media strategy, including mailouts, social media, website, hard copy posters, signage throughout the community, and word of mouth.

**Recommendation**

Staff recommends that the Municipality submit an application to the Celebrate Canada program for \$6,450 and that Council provides a \$6,000 contribution towards the execution of the event.

**Document(s) Attached**

N/A

\*Original Reports have been signed by:

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**Prepared by: Brennan Kenny, Economic Development Manager  
Trista Verbiwski, Tourism Coordinator**

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**Reviewed by: Julie Bouthillette, Treasurer**

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**Approved by: Mélanie Bouffard, Acting CAO/Clerk**