



**COMMITTEE OF THE WHOLE
AGENDA
MONDAY SEPTEMBER 16, 2024 AT 6:00 P.M.**

**DR. S. F. MONESTIME MUNICIPAL COUNCIL CHAMBERS
160 WATER STREET, MATTAWA ON**

**Zoom Meeting Access: 1-647-374-4685
Meeting ID Code: 864 9897 7862
Passcode: 651285**

- 1. Meeting Called to Order**
- 2. Announce Electronic Participants**
- 3. Adoption of Agenda**
 - 3.1 To Adopt the agenda as presented or amended
 - That the agenda dated September 16, 2024 be adopted
- 4. Disclosures of a Conflict of Interest**
- 5. Presentations and Delegations**
- 6. Notice of Motions**
- 7. Standing Committee Recommendations/Reports – Motions**
- 8. Information Reports – Motions**
 - 8.1 2024 Mattawa Voyageur Days – Report # 24-50R
- 9. In Camera (Closed) Session**
 - 9.1 Litigation Matter
 - In accordance with the Municipal Act, 2001 Section 239 (2)(e)
 - e) litigation or potential litigation, including matters before administrative tribunals, affecting the municipality or local board
- 10. Return to Regular Session**
- 11. Motions Resulting from Closed Session**
- 12. Adjournment**
 - 12.1 Adjournment of the meeting
 - That the September 16, 2024 meeting adjourn at _____ p.m.

DATE: MONDAY SEPTEMBER 16, 2024

3.1

THE CORPORATION TOWN OF MATTAWA

MOVED BY COUNCILLOR _____

SECONDED BY COUNCILLOR _____

BE IT RESOLVED THAT the meeting agenda dated Monday September 16, 2024 be adopted.



INFORMATION REPORT

PREPARED FOR: MAYOR BÉLANGER AND MEMBERS OF COUNCIL

PREPARED BY: PAUL LAPERRIERE, INTERIM CAO/TREASURER

TITLE: 2024 MATTAWA VOYAGEUR DAYS

DATE: MONDAY SEPTEMBER 16, 2024

REPORT NO: 24-50R

BACKGROUND

The 2024 Voyageur Days festival took place July 26 – 28, 2024. The following is a summary of the event.

ANALYSIS & DISCUSSION

This was the 25th anniversary of the Voyageur Days festival. Spectacular weather brought residents and tourists in droves with an estimated 5,000 people taking part in daily activities, especially on the Friday and Saturday.

So many individuals have commented enthusiastically and favourably on the line-up, the activities/events and of course, the fabulous weather.

Downtown was a hub of activity and Explorer's Point welcomed some 3,000 visitors both Friday and Saturday night.

EVENT PHOTOGRAPHY

Our event photographer, Keith Benard, has created an amazing album with hundreds of pictures of the weekend's events. This is truly a fantastic collection of 25th anniversary memorabilia.

The pictures will be uploaded to a website and the link will be provided once available.

GIVING BACK THEME

For the 25th anniversary, Council supported a theme of *Giving Back* to the Community in recognition of their support over the past 24 years.

Total "other" entertainment, free to all, amounted to nearly \$56,000 of family friendly events, of which just over \$43,000 can be categorized as events usually necessitating paid admission.

There were adults at these events who were observed as not having wristbands and therefore were not a revenue contributor. There is obviously a cost to this but in respect of the "Giving Back" theme, one can only conclude, mission accomplished!

DOWNTOWN VENDORS

There were 22 vendors in the downtown core. Conversations were had with a dozen or so vendors and all indicated they were pleased with the locale and the turnout.

TIMMINS PARK

Children and family activities were concentrated at Timmins Park. In addition to “Fun in the Sun” activities (balloons, face painting, clown) and the inflatables, there was a reptile show and a Science North Spooktacular exhibit.

The Firefighter BBQ on the Friday did not happen, and instead, we served free snow cones and popcorn for approximately 1 ½ hours.

ANNIE’S PARK

Local artists provided entertainment Friday and Saturday and New Ontario Brewing had a booth promoting the sale of our Voyageur Days beer – the **Mattawa Logger**. We were pleased that the sale of “our” beer at both Annie’s Park and at the Point were strong.

A mechanical bull was in play on Sunday and was a popular attraction. We also had a dunk tank for a few hours where locals got the opportunity to dunk Director Sarrazin, CAO Laperriere and Mayor Bélanger.

OTHER EVENTS/ACTIVITIES

Helicopter rides took place at the Janveaux yard on Saturday and Sunday. The Good Time Cruisers car show was held Sunday afternoon in what looked like a record number of participants.

The Legion hosted a breakfast on Saturday morning and bingo at the arena Sunday afternoon.

The Lions Club held a pancake breakfast Sunday morning.

EXPLORER’S POINT

An opening ceremony by the Algonquin of Ontario kicked-off the music festival Friday evening. The country music night was well attended.

Saturday brought even a bigger crowd as the headliner Our Lady Peace took the stage as the closing act.

The “local” talent shows on Sunday provided excellent entertainment, although the Sunday afternoon heat kept many away.

Traditional fire works closed out the event on Sunday evening.

FINANCIAL HIGHLIGHTS

A financial summary is presented as Appendix 1 to this report.

Wristband sales have been reconciled and despite a strong festival line-up and great weather, overall wristband sales were disappointing.

WRISTBAND TICKET RECONCILIATION

Purchase	6,000
Less: Volume sold	(2,726)
Sponsors	(213)
Staff, volunteers, radio and other	(132)
Balance	2,929
Remaining wristband inventory	(2,929)
Wristbands unaccounted for	-

We had budgeted wristband sales of 3,665 and were hoping to reach as many as 4,000 but final paid volume reached only 2, 726.

With a negative sales volume variance of 939 wristbands, the financial impact on revenue was actual results were less than budgeted by \$71,070 (see summary below). Fortunately, positive spending variances mitigated the revenue loss.

BUDGETED WRISTBAND SALES

	Price	Volume	\$
Early bird	70	2,250	157,500
Regular	80	1,000	80,000
At the gate	90	415	37,350
Total	75	3,665	274,850

ACTUAL WRISTBAND SALES

Early bird	70	1,710	119,700
Regular	80	736	58,880
At the gate	90	280	25,200
Total	75	2,726	203,780

VARIANCE (939) (71,070)

SPENDING COMMENTARY

Overall, total spending was \$453,167 on an approved budget of \$475,000. The \$21,833 favourable spending variance negated part of the revenue such that the final festival deficit came in at \$44,811.

Total cost of event security was approximately \$20,000 (budget was \$16,000). As a condition of our liquor license, we needed to double the paid OPP presence (from 2 to 4) and needed to increase the private security by 2 individuals. On the positive side, the OPP reached out after the event stating that from a security aspect, they were happy with this year's outcome.

Contract riders and accommodations were both well underbudget which reflects the efforts made by staff to contain these costs.

Alcohol was the main reason for costs being under budget, with an actual cost of \$31,170 after returns, on a budget of \$60,000. The actual cost includes the purchase of 2,000 cans of the Mattawa Logger.

\$55,815 was spent on other entertainment as documented below. As mentioned above, approximately \$43,000 are events that people pay to attend under normal circumstances.

VOYAGEUR DAYS

Other Entertainment

July 26 - 28, 2024

Event	Locale	Time	Amount
Fishing Derby	Mattawan St	Thursday	-
Science North Spooktacular Exhibit	Timmins Park	Fri - Sat	3,395
Amazin Fun Inflatables	Timmins Park	Fri - Sun	21,391
Balloons, Face Painting & Clown	Timmins Park	Fri - Sun	2,916
Opening Ceremony	Explorers' Point	Friday	3,395
Legion Breakfast	Legion	Saturday	-
Genoa Circus	Arena	Saturday	12,000
Reptile show	Timmins Park	Saturday	622
Firefighter BBQ - Snow Cone Give	Timmins Park	Friday	564
OPG Dam Tour (bus)	Otten Olden	Friday	476
Big Canoe Tour	Explorers' Point	Fri - Sat	-
Helicopter Rides	Janveau Yard	Sat - Sun	-
Vendors Market	Main Street	Fri - Sun	-
Music and NOB beverages	Annie's Park	Fri - Sat	-
Lions Club Breakfast	Lions Club	Sunday	-
Mechanical Bull	Annie's Park	Sunday	1,667
Dunk Tank	Annie's Park	Sunday	226
Good Time Cruisers/Touch a Truck	Water Street	Sunday	163
Bingo	Arena	Sunday	-
Music fest	Explores' Point	Sunday	-
Fire works	Explores' Point	Sunday	9,000
Total other entertainment			55,815

In an ideal world the event would have, at a minimum, broke even. It is fair to say that the Town as a whole benefitted from the event, and it was well celebrated.

FINANCIAL IMPLICATIONS

The event has a loss of \$44,811 and this will be covered by Voyageur Days surpluses carried forward from previous years.

RELEVANT POLICY/LEGISLATION

RECOMMENDATIONS/RESOLUTION

It is recommended that Council for the Town of Mattawa receives and accepts this report.

BE IT RESOLVED THAT the Council of the Town of Mattawa receives Report # 24-50R titled 2024 Mattawa Voyageur Days.

TOWN OF MATTAWA

VOYAGEUR DAYS FINANCIAL RESULTS

July 26-28, 2024

Appendix 1

	2024			2023
	Actual	Budget	Variance	Actual
REVENUE				
Wristband	203,778	274,850	(71,072)	167,262
Sponsorships	37,326	40,000	(2,674)	33,850
Vendors	4,950	5,000	(50)	7,517
Merchandise	5,560	5,150	410	3,080
Bar	86,742	80,000	6,742	85,006
Grants	70,000	70,000	-	106,250
	408,356	475,000	(66,644)	402,965
EXPENSES				
Entertainment				
Music	241,724	240,000	(1,724)	176,831
Other	55,815	40,000	(15,815)	38,703
Sound & lighting	31,136	36,000	4,864	35,371
Riders	5,311	15,000	9,689	9,696
Accomodations	5,093	10,000	4,907	
Marketing	9,733	10,000	267	5,449
Merchandise	5,180	5,000	(180)	4,649
Safety			-	
Private security	8,706	7,000	(1,706)	6,338
OPP	6,218	3,000	(3,218)	3,000
Yellow shirts	5,828	6,000	172	5,930
First Aid	1,711	3,000	1,289	
Electrical	11,750	5,000	(6,750)	9,603
Port-a-Potties rental	13,178	15,000	1,822	14,351
Beverages			-	
Alcohol	31,170	60,000	28,830	36,093
Bartenders	2,888	3,000	112	2,750
Ice	3,366	3,000	(366)	
Refrigerated trailer	2,142	2,500	358	2,260
License	450	500	50	450
Insurance	3,918	4,000	82	3,942
Trailers/port-a-rooms	1,370	1,500	130	750
Supplies	3,361	2,500	(861)	603
Slocan	2,000	2,000	-	2,000
All others/miscellaneous	1,120	1,000	(120)	11,548
	453,167	475,000	21,833	370,317
NET	(44,811)	-	(44,811)	32,648

THE CORPORATION TOWN OF MATTAWA

MOVED BY COUNCILLOR _____

SECONDED BY COUNCILLOR _____

BE IT RESOLVED THAT this Council proceed in Camera at _____ in order to address a matter pertaining to:

- a) security of the property of the municipality or local board;
- b) personal matters about an identifiable individual, including municipal or local board employees;
- c) a proposed or pending acquisition or disposition of land by the municipality or local board;
- d) labour relations or employee negotiations;
- e) litigation or potential litigation, including matters before administrative tribunals, affecting the municipality or local board;
- f) advice that is subject to solicitor-client privilege, including communications necessary for that purpose;
- g) a matter in respect of which a council, board, committee or other body has authorized a meeting to be closed under another Act;
- h) information explicitly supplied in confidence to the municipality or local board by Canada, a province or territory or a Crown agency of any of them;
- i) a trade secret or scientific, technical, commercial, financial or labour relations information, supplied in confidence to the municipality or local board, which, if disclosed, could reasonably be expected to prejudice significantly the competitive position or interfere significantly with the contractual or other negotiations of a person, group of persons, or organization;
- j) a trade secret or scientific, technical, commercial or financial information that belongs to the municipality or local board and has monetary value or potential monetary value; or
- k) a position, plan, procedure, criteria or instruction to be applied to any negotiations carried on or to be carried on by or on behalf of the municipality or local board.

DATE: MONDAY SEPTEMBER 16, 2024

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THE CORPORATION TOWN OF MATTAWA

MOVED BY COUNCILLOR _____

SECONDED BY COUNCILLOR _____

BE IT RESOLVED THAT the Committee of the Whole meeting reconvene at _____ p.m.

DATE: MONDAY SEPTEMBER 16, 2024

12.1

THE CORPORATION TOWN OF MATTAWA

MOVED BY COUNCILLOR _____

SECONDED BY COUNCILLOR _____

BE IT RESOLVED THAT the September 16, 2024 meeting adjourn at _____ p.m.