



**REGULAR MEETING OF COUNCIL
AGENDA
MONDAY OCTOBER 7, 2024 AT 5:00 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 October 7, 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 Mattawa Voyageur Days 2025 – Report # 24-55R
- 9. In Camera (Closed) Session**
- 10. Return to Regular Session**
- 11. Motions Resulting from Closed Session**
- 12. Adjournment**
 - 12.1 Adjournment of the meeting
 - That the October 7, 2024 meeting adjourn at _____ p.m.

DATE: MONDAY OCTOBER 7, 2024

3.1

THE CORPORATION TOWN OF MATTAWA

MOVED BY COUNCILLOR _____

SECONDED BY COUNCILLOR _____

BE IT RESOLVED THAT the meeting agenda dated Monday October 7, 2024 be adopted.



INFORMATION REPORT

PREPARED FOR: MAYOR BÉLANGER AND MEMBERS OF COUNCIL

PREPARED BY: PAUL LAPERRIERE, INTERIM CAO/TREASURER

TITLE: MATTAWA VOYAGEUR DAYS 2025

DATE: MONDAY OCTOBER 7, 2024

REPORT NO: 24-55R

BACKGROUND

Council has directed staff to save the date for Voyageur Days 2025 and start working on a plan for next year's event.

ANALYSIS & DISCUSSION

Last year's theme for the 25th anniversary of Voyageur Days was "**Giving Back.**" The Town spent approximately an additional \$43,000 in "giving back", and while that was well received, it is not sustainable.

This year's theme is the "**Next 25 Years**" and how Mattawa Voyageur Days needs to adapt and position itself to meet the interest of the next generation.

Classic Rock will always be part of our lives and certainly the heartbeat of Voyageur Days' first 25 years. The reality, however, is that the musical landscape changes with each generation and any successful festival needs to change too, so as to meet the expectations of the new venue goers.

The 25th anniversary was the catalyst to this change. Country night brought in young talent that appealed to the growing young country fans that are fueling the popularity of this genre. Saturday night brought a departure from the classic rock with *Our Lady Peace* as an alternative rock group. The attendance Saturday night confirmed that venue goers are ready to see different and new genres.

The success of a music festival rests with the quality of its musical acts. Last year's bands cost \$240,000 with no Sunday night performances. We have heard the comments, both good and bad, and there appears to be an overwhelming consensus to bring back Sunday night performances.

So, we are going to bring back Sunday night performances. We are working on bringing fresh talent. Top bands are out of our price range with performers such as Bryan Adams, Nickelback and Avril Lavigne costing \$1 million per concert. We are looking at popular acts in both country and rock including tribute bands and our total budget is \$480,000 (last year was \$475,000). The Sunday night performances add significantly to the budget while the elimination of the "freebies" reduces expenses, such that overall, we are more or less in the same range as last year.

Our goal is to sign a few bands now and start to immediately sell wristbands. We've also heard from many that they didn't buy wristbands last year because they couldn't come for the whole

weekend and since we did not have single day tickets, they simply didn't buy a wristband. This year we will offer single day options.

We will also be looking at bringing back the Midway which would replace events like the circus, the inflatables and the Science North Exhibit.

Other activities such as the Big Canoe rides and dam tour will be encouraged.

We will continue to have vendors on Main Street, and we are looking at enhancing food on the point. Our beer sold well last year so we might look at rebranding our 25th anniversary beer logo.

FINANCIAL IMPLICATIONS

The budget for 2025 is \$480,500 as documented on the attached budget summary.

RELEVANT POLICY/LEGISLATION

RECOMMENDATIONS/RESOLUTION

It is recommended that Council receives this report and further that Council approves the 2025 Voyageur Days budget totalling \$480,500.

BE IT RESOLVED THAT the Council of the Town of Mattawa receives Report # 24-55R titled Mattawa Voyageur Days 2025.

AND FURTHER THAT Council approve the budget for Mattawa Voyageur Days 2025 totalling \$480,500.00.

TOWN OF MATTAWA

VOYAGEUR DAYS - 2025

Budget

	2025
REVENUE	
Wristbands	295,000
Sponsorships	40,000
Vendors	5,500
Merchandise	5,000
Bar	100,000
Grants	35,000
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Total	480,500
EXPENSES	
Entertainment	
Music	282,500
Other (family & kids)	15,000
Fireworks	9,500
Sound & lighting	32,000
Riders	8,000
Accomodations	6,000
Marketing	9,850
Merchandise	3,500
Safety	
Private security	12,000
OPP	9,000
Yellow shirts	7,500
First Aid	2,000
Electrical	7,500
Port-a-Potties rental	15,000
Beverages	
Alcohol	40,000
Bartenders	4,000
Ice	3,400
Refrigerated trailer	2,250
License	500
Insurance	4,000
Trailers/port-a-rooms	1,500
Supplies	2,500
Slocan	2,000
All others/miscellaneous	1,000
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Total	480,500
NET	0

DATE: MONDAY OCTOBER 7, 2024

18.1

THE CORPORATION TOWN OF MATTAWA

MOVED BY COUNCILLOR _____

SECONDED BY COUNCILLOR _____

BE IT RESOLVED THAT the October 7, 2024 meeting adjourn at _____ p.m.