

MINUTES

Business Improvement Area February 20th, 2024 Town of Bracebridge – 1000 Taylor Court - Council Chambers

1) CALL TO ORDER

Chair – L. Alexander called the meeting to order at 6:35pm and the following board members were recorded as being present.

Attendees: L. Alexander
M. Baudendistel
M. Dorbyk
B. Hammond, Town of Bracebridge, Councillor
D. Vernon, Town of Bracebridge, Councillor

Absent C. Jordan
A. Brown
P. Veloira
K. Luker

Guest NIL

Staff: T. Larkman, BIA Manager
J. Clancy – Town of Bracebridge – Economic Development Manager

2) DECLARATION(S) OF PECUNIARY INTEREST

NIL

3) CONFIRMATION OF PREVIOUS MINUTES

BIA Board reviews previous meeting minutes from December 5th, 2023, and the following correction was noted.

- I. Section 5C in in the last bullet point in the last sentence the wording needs to be corrected as currently says “The team is **not** needing to look at other options in case of the use of the groomer is not an option.” and it should read as “The team is **now** needing to look at other options in case the use of the groomer is not an option.”
- II. Board asks J. Clancy how the launch of the gift card went. She indicates that they \$10,000 worth of gift cards and they are starting see those getting redeemed now. M. Baudendistel did indicate that he had not received his refund from December. J. Clancy to investigate and get back to him.

Motion: To approve the Board of Management meeting minutes from February 20th, 2024, with the adjustments being made to section 5C.

Moved by: D. Vernon

Seconded by: M. Baudendistel

CARRIED

4) FINACIAL REVIEW

T. Larkman provides the board with a copy of the current financial reports, see appendix “A” for details. As per the report the main spending for the past month was for Fire and Ice and the monthly invoices. She does indicate she does not have the year end report completed yet but once

she does will provide a copy to the board. spending for Festival of the Lights, annual general members meeting. The following discussions occurred.

- I. **Fire and Ice** – T. Larkman does indicate that this year she is over budget but will not know the extend until the final invoices are submitted and all the sponsorship cheques and tickets sales have been received.
- II. **Detour Signs** – Board discusses the purchase of the detour signs and would like to have an agreement outlining roles and responsibilities of the contractor. T. Larkman will create an agreement with the contractor and create a plan for renting out the signs to another organization so that the BIA can recoup some of the costs associated with purchasing the signs.

Motion: To approve current financial report as presented.

Moved by: M. Dorbyk

Seconded by: B. Hammond

CARRIED

5) **STAFF ACTIVITY REPORT**

T. Larkman provides the BIA Board with preliminary Fire and Ice review versus a staff activity report. See Appendix “B.”

- I. **Fire and Ice Review** - Board discusses the event and the challenges it encountered. Discussion included the delay in the permits due to the groomer changes and insurance issues, the lack of snow and the fact that it was not cold enough to make snow. Board asks if there is a thought of changing the date however determined this year was a very unusual year with weather and it would not have mattered if in January or February and determine it is best to keep the date to the last weekend of January. The new volunteer portal was a huge success and can see the use of that throughout the year, that the event encountered and will review the report and bring any further questions can be brought up at the next meeting.
- II. **My Main Street Grant** - Board indicates they saw that the Government has relaunched a Main Street Grant and would like to see more details on the grant. T. Larkman to investigate and report back to the board.
- III. **New Spring Event** – T. Larkman indicates she has met with Muskoka Arts and Crafts about doing a Mother’s Day event to tie in the fashion week concept. Muskoka Arts and Crafts is interested in joining this concept with their Mother’s Day tea. T. Larkman to reach out to the shops that sell clothing to see if there is interest.
- IV. **Event Calendar** – T. Larkman indicates she is working on firming up the dates for the calendar of events board would just like to make sure members or given ample time to plan with these dates as some members last year were not aware of the sidewalk sale dates.
- V. **New Summer Event** – T. Larkman advises the board she is working with a group that will be bringing an indigenous Pow-Wow to Annie Williams Park in Bracebridge the weekend before Canada day on June 29-30 and is trying to develop a plan that will bring this aspect to the Canada Day event in downtown with the idea of doing a mural by an indigenous artist as well as look at how to bring some of their vendors to the street.
- VI. **New Tourism and Cultural Officer for Town of Bracebridge** - J. Clancy indicates that T. Watson has taken over the Economic Develop Officer position and that the Town has filled the position of Tourism and Cultural Development Officer for a 10-month contract to cover a maternity leave. The new staff member H. Besseau-Onion started today.

6) **BEAUTIFICATION**

T. Larkman indicates that she is unable to get the BMLSS to do the new flower barrels as the teacher went on a leave and the substitute teacher is not able to commit to it. Board suggests reaching out to the other high school St. Dominics to see if they can do the project. B. Hammond to set the contact for T. Larkman to reach out.

7) HEALTH AND SAFETY

T. Larkman indicates she has no concerns.

8) COUNCIL UPDATE

- I. Bandshell Replacement - B. Hammond indicates the town has just approved for the bandshell will be replaced.
- II. 2024 Budget has been approved with a 6.8% increase.
- III. Foodbank is currently looking for a new space.
- IV. Hotel MAT tax is also being investigated by the Town of Bracebridge.

9) MEMBER CONCERN

D. Vernon indicates the Town of Bracebridge received a request from a concerned downtown worker about the lack of accessible spaces that area all day. Would like the town to consider adjusting some of its spots to all day accessible parking. D. Vernon is seeking feedback from the board. The board discusses and indicates it would support the town looking into a permitting option for those that work in the area to apply to qualify for all day parking in the lots in the area. J. Clancy will approach the Town of Bracebridge Accessibility committee on how to proceed with this type of request.

10) OTHER BUSINESS

- I. **Bracebridge 150 Celebrations** - J. Clancy indicates that the Bracebridge 150 Celebration committee has started to meet and there is a survey currently out asking for ideas as well as groups wanting to host activities. She requests the T. Larkman fill out the Engage Bracebridge Survey if the BIA is planning any activities.
- II. **Taylor Road Bridge Construction** – T. Larkman indicates that she received an email from the District of the Muskoka indicating they are in the process of awarding the contract for the Taylor Road Bridge construction. It is expected to start in April and run from 7am – 7pm until June. Notice to the membership will be required once the contract is approved.
- III. **BIA Conference** – T. Larkman indicates that as part of the budget the BIA can send another board member to the conference. C. Jordan who originally had planned to attend can no longer attend an T. Larkman is asking if there are any other board members interested. M. Baudendistel asks if T. Larkman can send him the schedule of courses and the details about the conference to see what type of budget was remaining. T. Larkman to follow up with M. Baudendistel
- IV. **BIA Members** – T. Lakman indicates that Kitchen’s Butter Tarts has just closed, and the space is not up for rent and the property owner is currently not wanting to put food back in this location. Also, Footprints of Muskoka is set to return to downtown in Black Velvets space.

11. SCHEDULING OF NEXT MEETING

The next Board of Management scheduled the next meeting for November 12th, 2024, as it was adjusted as several board members could not make the following week. Also, adjustments to be made to the rest of the meetings to accommodate the new budget deadlines. Meeting adjourned 8:40pm.

APPENDIX "A"

BIA FINANCIAL REVIEW BIA Board Meeting – February 5th, 2024

Comments below are based on the BIA budget reports that were run on February 15th, 2024 and do not reflect the invoices that were just submitted on February 16th.

REVENUE

a) Fire & Ice Revenue

Current Deposit - \$35846.25

Outstanding Fire and Ice Revenue

- Just deposited - \$10,000 that is not included in the Report.
- Sponsors - \$1000
- Ticket Sales - \$38,641.50
- Town of Bracebridge Tourism Grant - \$5000

TOTAL EXPECTED REVENUE - \$85,487.75

b) Miscellaneous Revenue

Detour Sign Grant – District of Muskoka - \$2500

Pride of Muskoka Grant to help cover detour signs- \$2606.50

TOTAL MISC REVENUE TO DATE – 5106.50

EXPENSES

Regular Monthly bills

- BIA Wage & Deductions
- Storage Unit Rental – 366.12 (Winhara Road) – 152.55 for Graye Rd Storage (new locker)
- Office Rental – 400.20
- Security Camera's -301.71
- Office Phones / Internet – Lakeland Energy – 123.17
- Health Benefits – 400.45

Membership Fees

- OBIAA membership fee – 637.01

Dtwn Snow Removal

- \$3206.11

BIA Cultural Beatification

- Selfie Wall installation – Tanya List Design - 226.00

Fire and Ice - \$65,461. 78

Invoices submitted Feb 16, 2024

Still awaiting some final invoices

General Ads

- Gift Certificate Redemption

OUTSTANDING PURCHASED GIFT CERTIFICATES – 2020 - 2023

Clearing Account Current Balance - \$3675

Outstanding

2020 - \$4525 / 2021 – \$2950 / 2022 – \$3930 / 2023 – \$1165

OTHER COMMENTS

NIL

TOWN OF BRACEBRIDGE
General Ledger Summary



Fiscal Year : 2024
 Account : 01-1-820000-????? To 01-2-820000-?????
 Period : 1 To 12

Account Code	CC1	CC2	CC3	Account Name	Opening Balance	Debit	Credit	Balance
FUND	1							
CLASS	1		REVENUE					
CATEGORY	820000		BIA					
01-1-820000-19999				BIA Tax Levy	0.00	0.00	0.00	0.00
01-1-820000-29060				BIA Municipal Grant	0.00	0.00	0.00	0.00
01-1-820000-29063				BIA Partner Contributions	0.00	0.00	0.00	0.00
01-1-820000-29066				BIA Reconnect Ontario Grant	0.00	0.00	0.00	0.00
01-1-820000-30000				BIA Rev from District	0.00	0.00	0.00	0.00
01-1-820000-45112				BIA Father's Day Car Show Revenue	0.00	0.00	0.00	0.00
01-1-820000-45113				BIA Midnight Madness Revenue	0.00	0.00	0.00	0.00
01-1-820000-45114				BIA Colourfest Revenue	0.00	0.00	0.00	0.00
01-1-820000-45115				BIA Canada Day Revenue	0.00	0.00	0.00	0.00
01-1-820000-45118				BIA Fire & Ice Revenue	0.00	8,500.00	-44,346.25	-35,846.25
01-1-820000-70000				BIA Donations received	0.00	0.00	0.00	0.00
01-1-820000-80000				BIA Misc revenue	0.00	2,500.00	-7,606.50	-5,106.50
01-1-820000-86000				BIA Trans from Reserve	0.00	0.00	0.00	0.00
			Category Total		0.00	11,000.00	-51,952.75	-40,952.75

	REVENUE Total				0.00	11,000.00	-51,952.75	-40,952.75**
CLASS	2		EXPENSE					

CATEGORY	820000		BIA					
01-2-820000-10001				BIA Wages FT	0.00	3,985.50	0.00	3,985.50
01-2-820000-10002				BIA Wages PT/Contract	0.00	0.00	0.00	0.00
01-2-820000-15000				BIA EHT	0.00	116.58	0.00	116.58
01-2-820000-15001				BIA WSIB	0.00	194.28	0.00	194.28
01-2-820000-15002				BIA EI	0.00	138.93	0.00	138.93
01-2-820000-15003				BIA CPP	0.00	331.68	0.00	331.68
01-2-820000-15004				BIA OMERS	0.00	538.05	0.00	538.05
01-2-820000-15005				BIA AD&D/Life	0.00	0.00	0.00	0.00
01-2-820000-15006				BIA Ext Health Benefits	0.00	400.45	0.00	400.45
01-2-820000-15007				BIA LT/ST Coverage	0.00	0.00	0.00	0.00
01-2-820000-30002				BIA Office supplies	0.00	0.00	0.00	0.00
01-2-820000-30004				BIA Advertising	0.00	0.00	0.00	0.00
01-2-820000-30005				BIA Memberships	0.00	707.37	-70.36	637.01
01-2-820000-30006				BIA Training/Conferences	0.00	0.00	0.00	0.00
01-2-820000-30007				BIA Mileage	0.00	0.00	0.00	0.00
01-2-820000-30009				BIA Office Phones/Internet	0.00	123.17	-12.25	110.92
01-2-820000-30012				BIA Misc Expenses	0.00	0.00	0.00	0.00

TOWN OF BRACEBRIDGE
General Ledger Summary



Fiscal Year : 2024
 Account : 01-1-820000-????? To 01-2-820000-?????
 Period : 1 To 12

Account Code	CC1	CC2	CC3	Account Name	Opening Balance	Debit	Credit	Balance
FUND	1							
CLASS	2	EXPENSE						
CATEGORY	820000	BIA						
01-2-820000-30014				BIA Minor Capital	0.00	0.00	0.00	0.00
01-2-820000-30015				BIA Member Meetings	0.00	0.00	0.00	0.00
01-2-820000-30022				BIA Signs	0.00	0.00	0.00	0.00
01-2-820000-30023				BIA Sign Repair/Install	0.00	0.00	0.00	0.00
01-2-820000-30024				BIA Website	0.00	0.00	0.00	0.00
01-2-820000-32900				BIA Office rent/lease	0.00	888.82	-88.42	800.40
01-2-820000-32901				BIA Storage rent/lease	0.00	1,098.36	-109.26	989.10
01-2-820000-39018				BIA Other Communication	0.00	0.00	0.00	0.00
01-2-820000-39020				BIA Guidebook/Brochure	0.00	0.00	0.00	0.00
01-2-820000-39021				BIA Fire and Ice Festival	0.00	72,178.85	-6,717.07	65,461.78
01-2-820000-39022				BIA Paper/Copies	0.00	0.00	0.00	0.00
01-2-820000-39024				BIA Street Activation	0.00	0.00	0.00	0.00
01-2-820000-39025				BIA Classic Car Show	0.00	0.00	0.00	0.00
01-2-820000-39026				BIA Memorial Park Winter Village	0.00	0.00	0.00	0.00
01-2-820000-39027				BIA Festival of Lights	0.00	0.00	0.00	0.00
01-2-820000-39028				BIA Midnight Madness	0.00	0.00	0.00	0.00
01-2-820000-39029				BIA General Advertising	0.00	129.22	-293.80	-164.58
01-2-820000-39030				BIA Other - Branding	0.00	0.00	0.00	0.00
01-2-820000-39031				BIA Planters & Flowers	0.00	0.00	0.00	0.00
01-2-820000-39032				BIA Seasonal Decorations	0.00	0.00	0.00	0.00
01-2-820000-39033				BIA New Banners	0.00	0.00	0.00	0.00
01-2-820000-39034				BIA Webcam Project	0.00	0.00	0.00	0.00
01-2-820000-39035				BIA Cultural Beautification	0.00	301.71	-30.01	271.70
01-2-820000-39036				BIA Canada Day	0.00	0.00	0.00	0.00
01-2-820000-39037				BIA Downtown Snowremoval	0.00	3,206.11	0.00	3,206.11
01-2-820000-39130				BIA Seasonal Lights Repair/Install	0.00	0.00	0.00	0.00
01-2-820000-40005				BIA Legal	0.00	0.00	0.00	0.00
01-2-820000-40006				BIA Audit	0.00	0.00	0.00	0.00
01-2-820000-50003				BIA Tax Write-Offs	0.00	0.00	0.00	0.00
01-2-820000-62000				BIA Community Support	0.00	0.00	0.00	0.00
01-2-820000-76000				BIA Trans to Reserves	0.00	0.00	0.00	0.00
Category Total					0.00	84,339.08	-7,321.17	77,017.91
EXPENSE Total					0.00	84,339.08	-7,321.17	77,017.91**
OPERATING Total					0.00	95,339.08	-59,273.92	36,065.16****

General Ledger Summary



BRACEBRIDGE
The Heart of Muskoka

Date : Feb 15, 2024

Time : 1:32 pm

Fiscal Year : 2024
 Account : 01-1-820000-????? To 01-2-820000-?????
 Period : 1 To 12

Account Code	CC1	CC2	CC3	Account Name	Opening Balance	Debit	Credit	Balance
FUND	1							
CLASS	2	EXPENSE						
CATEGORY	820000	BIA						
REPORT TOTAL					0.00	95,339.08	-59,273.92	36,065.16

APPENDIX "B"

2024 FIRE AND ICE FESTIVAL

PRELIMINARY DETAILS

This year's event was filled with many challenges, but we had a strong committee that were able to overcome the challenges that came our way. Overall, the event ran smoothly with very minor issued that popped up though out the event.

OVERALL

EXPECTED COST OF EVENT (EXCLUDING IN-KIND)	2024	2023
	104,000	70,883.00
EXPECTED OVERALL REVENUE	91,610.00	126,727
Event Revenue		
Ontario Grant	0	26,900
Town of Bracebridge Tourism Grant	\$5000	\$5000
RTO12 – Explorers Edge -Marketing Partnership	in-kind	in-kind
Sponsorship	21,500	20,500
Ticket Sale Revenue after Bandwango fee	\$65,110	\$76,837

Previous years Ticket Revenue

- 2016 -\$18,480,
- 2017 -\$40,430,
- 2018 - 31,848
- 2019- 27,000
- 2020 - \$28,000
- 2023 – 76,837

- Pre-Ticket Sales - \$16,979
- Day of Sales - \$22,662
- Cash Sales Day of - \$25,742.00.
- Instore Cash Sales – 727.33

Fees to Bandwango approximately \$4360.00, which would attribute to the smaller amount in ticket sales

Online Ticket Sales leading up to the event.

Jan 8 - 1600
Jan 9 - 2000
Jan 10 - 2400
Jan 14 - 3857
Jan 15 - 4200
Jan 16 - 4500
Jan 17 - 4745
Jan 18 - 5315
Jan 19 - 5685
Jan 22 - 7900
Jan 23 - 11,000
Jan 24 - 12000
Jan 25 - 14,000
1/26/2024 - 15979

Overall comments regarding tickets are we are losing a lot of sales to people just not buying the tickets and walking past the gates or entering in areas that do not have a ticket booth. There were several comments from locals that indicate they should not have to pay. This is our main issue that needs to be solved to ensure the event can continue. It shows that the BIA only sold approximately 7300 but there was clearly more than that number on the street.

- Better messaging leading up to the event is needed locally regarding purchasing the ticket as many feels if they are not going on the tube run, they do not need to pay.
- Need to put a focus on Ticket Roomers that stand at each open area to capture people entering the festival.
- Setting up ticket booths so that people cannot go past that point without paying or showing their e-ticket.

FIRE AND ICE BUDGET

ORIGINAL BUDGET - \$80,000

FINAL COST – 113,369.00 (this included HST) after HST deductions – 104,000.

Over budget approximately by \$24,000

The cost of the event this year ballooned as we had several additional one-time costs and a few surprised while planning.

Detour Plan - \$12, 663.00

Smellies	Sign covers	\$447
Graphic Encounters	Purchase of orange - Detour signs	\$4,252
Jeff Dewittering	Cost to install Signs	\$4,000
Jeff Dewittering	Building Supplies for Detour- 123.16,137.43, 115.49,	\$1,284
Smellies	More signs for closure	\$2,034
BTS	BTS Traffic Plan	\$396
Jeff Dewittering	Adjustments to traffic plan	\$250
Total spent F&I		\$12,663

Ticket Booth Sheds - \$9960.00

Extra Hats for us to sell - \$1950.00.

TOTAL ONE TIME COSTS - \$24,573.00

Plus, we had some additional costs we did not anticipate for Hay for the tube run, additional fees for street maintenance and security and we have now had to rent a storage locker for all the new detour signs that we purchased to cover all the events for the BIA.

EVENT HOURS

- The event ran from 9am – 6pm with the tube run line closing at 5pm to ensure those that wait in line get a chance to ride before the end of the event.
- We still have issued trying to engage the membership as well as local business to offer programing either during or after the event on the Sunday.

ONLINE TICKET SALES

- Overall working with Bandwango went well.
- Challenges occurred getting the link added to the website and had to hire an IT person so make that happen but once up and working and ran smoothly.

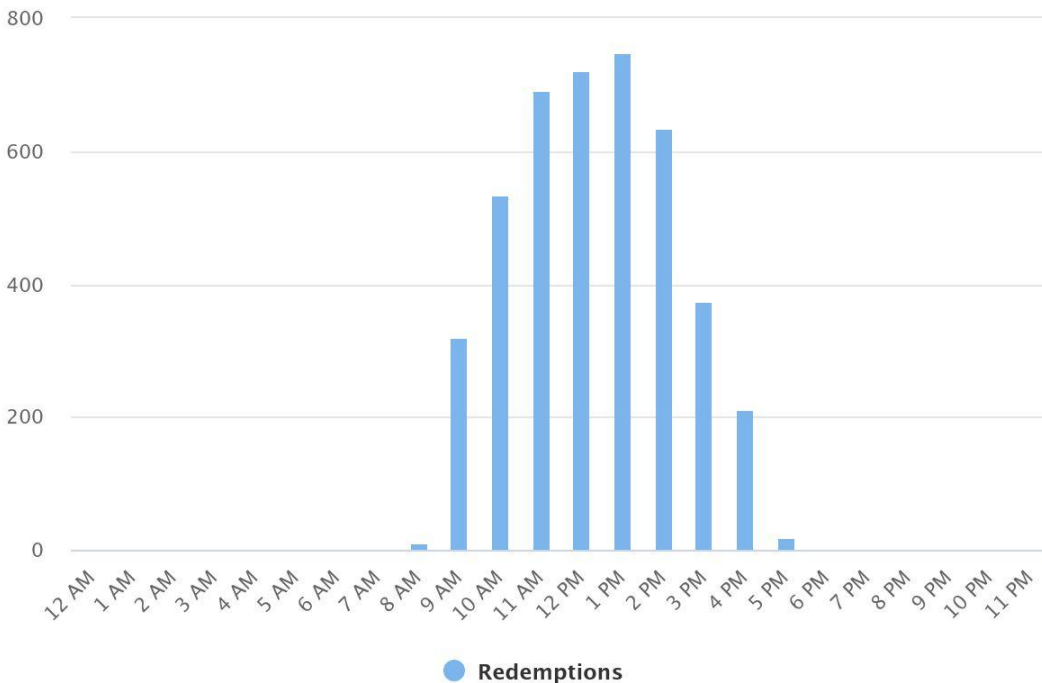
- Equipment was shipped and overall worked well once we got them up and running. There were some connectivity issues in the morning, but Bandwango rep was able to walk us through.
- Need extra equipment to check people in faster. We had 12 sent to us but need more if we want to have 2 at each location and add scanners to the bus.
- Buses we removed the option for cash purchases and only offered online tickets this worked well however feedback on the bus indicate that if we could have the tickets then those that purchase online can just swap out for there ticket on the spot.
- A dedicated team will need to be added to the volunteer list to manage the new equipment. Jen and Taylor kept things running but we need to look at adding a few more bodies to changing out equipment and ensuring things run smoothly.
- Battery longevity in the cold was low and depending on how the volunteer stored the phone determined how fast the battery depleted.

Online Ticket Sales Data

Adult Ticket	3451
Child Ticket	812

Ticket Sales

3931	Ontario				
254	--				
7	British Columbia				
6	New York		4191	CA	Canada
2	Nova Scotia		12	US	United States
5	Florida		7	KH	Cambodia
1	Wisconsin		1	IL	Israel
4	Alberta		4211	Total	
1	Newfoundland and Labrador				
4211	Total				



Sales by City

Highcharts.com

redemptions	state	city
723	Ontario	Bracebridge
463	Ontario	Toronto
254	--	--
211	Ontario	Barrie
149	Ontario	Huntsville
144	Ontario	Gravenhurst
120	Ontario	Mississauga
94	Ontario	Orillia
86	Ontario	--
69	Ontario	North Bay
69	Ontario	Parry Sound
79	Ontario	Hamilton
52	Ontario	Oshawa
74	Ontario	Oakville
30	Ontario	Ajax
41	Ontario	Vaughan
37	Ontario	Burlington
38	Ontario	Whitby
46	Ontario	Port Sydney
48	Ontario	Brampton
33	Ontario	New Tecumseth
35	Ontario	Innisfil
38	Ontario	Kawartha Lakes
37	Ontario	Markham
37	Ontario	Port Carling
42	Ontario	Newmarket
27	Ontario	Minden
33	Ontario	Pickering
35	Ontario	Richmond Hill
17	Ontario	Haliburton
19	Ontario	Georgina
26	Ontario	Bala
17	Ontario	Waterloo
13	Ontario	London
19	Ontario	Guelph
19	Ontario	Brechin
19	Ontario	East Gwillimbury
22	Ontario	Midland
13	Ontario	Angus
14	Ontario	Washago
16	Ontario	Bradford West Gwillimbury
17	Ontario	Oro Station
18	Ontario	Rosseau
21	Ontario	Milton

22	Ontario	Simcoe County
29	Ontario	Greater Sudbury
29	Ontario	Burk's Falls
10	Ontario	Halton Hills
12	Ontario	Wasaga Beach
16	Ontario	St. Catharines
16	Ontario	Kitchener
16	Ontario	Severn Bridge
18	Ontario	Beaverton
18	Ontario	Baysville
7	Ontario	Stayner
8	Ontario	Aurora
11	Ontario	Powassan
13	Ontario	Uxbridge
14	Ontario	Cambridge
15	Ontario	Sunridge
15	Ontario	Woodville
16	Ontario	Peterborough
18	Ontario	Tottenham
20	Ontario	Novar
5	Ontario	Milford Bay
10	Ontario	Mattawa
11	Ontario	Sturgeon Falls
13	Ontario	Cannington
2	Ontario	Everett
3	Ontario	South River
4	Ontario	Welland
5	Ontario	Bancroft
5	Ontario	Collingwood
6	Ontario	Sprucedale
6	Ontario	Acton
6	Ontario	Shanty Bay
7	Ontario	Dorset
7	Ontario	Cookstown
7	Ontario	Brantford
7	Ontario	Penetanguishene
8	Ontario	Puslinch
8	Ontario	Niagara Falls
11	Ontario	Coldwater
0	Ontario	Orangeville
2	Ontario	Renfrew
2	Ontario	MacTier
3	Ontario	Springwater
3	Ontario	Thornton
3	Ontario	Port McNicoll

4	Ontario	Warminster
4	Ontario	Elmvale
4	Ontario	Lakefield
4	Ontario	Parry Sound District
4	Ontario	Nobel
5	Ontario	Kearney
6	Ontario	Port Perry
6	New York	Buffalo
6	Ontario	Sunderland
7	Ontario	Grimsby
7	Ontario	Kinmount
7	Ontario	Callander
9	Ontario	West Montrose
10	Ontario	Courtice
0	Ontario	Bond Head
0	Ontario	Glencairn
0	Ontario	Eagle Lake
0	Ontario	Algonquin Highlands
0	Ontario	McKellar
0	Ontario	Phelpston
1	Ontario	Warton
1	Newfoundland and Labrador	Saint Anthony
1	Ontario	Barry's Bay
1	Ontario	Ottawa
1	British Columbia	North Vancouver
1	Wisconsin	Delavan
1	Ontario	Sandford
2	Ontario	Cameron
2	Ontario	Belleville
2	Ontario	Cambray
2	Ontario	Dashwood
2	Ontario	Wellandport
2	Ontario	Port Hope
2	Ontario	Sebright
2	Ontario	Zephyr
2	Ontario	Little Britain
2	Ontario	Mount Brydges
2	Ontario	Trout Creek
2	Ontario	Kingston
2	Ontario	Tilden Lake
2	Ontario	Grafton
2	Nova Scotia	Upper Musquodoboit
2	Ontario	Smiths Falls
2	Ontario	King
2	Ontario	Thomasburg

2	Ontario	Corbeil
2	Ontario	Sutton West
2	Ontario	Fergus
2	British Columbia	White Rock
2	Ontario	Severn
2	Ontario	Schomberg
2	Ontario	Clarksburg
2	Ontario	Badjeros
2	Ontario	Utopia
2	Ontario	New Lowell
2	Ontario	Astorville
2	Ontario	Limehouse
2	Ontario	Cavan
2	Ontario	Tweed
2	Ontario	Moonstone
2	Ontario	Amaranth
3	Ontario	Dwight
3	Ontario	Beachburg
3	Ontario	Caledon East
3	Ontario	Waubauskene
3	Ontario	The Archipelago
3	Ontario	Madawaska
3	Ontario	Erin
3	Ontario	Sauble Beach
3	Ontario	Hawkestone
3	Ontario	Mono
3	Ontario	Stratford
3	Ontario	Elora
3	Ontario	Rockwood
4	Ontario	Tillsonburg
4	Ontario	King City
4	Ontario	Kendal
4	British Columbia	Victoria
4	Ontario	Lucan
4	Alberta	Calgary
4	Ontario	Chatham
4	Ontario	Cayuga
4	Ontario	Union
4	Ontario	St. Thomas
4	Ontario	Dundalk
4	Ontario	Whitney
4	Ontario	Kirkland Lake
4	Ontario	Bolton
4	Ontario	Delhi
4	Ontario	Cumberland Beach

4	Ontario	Caledon
4	Ontario	Gilford
4	Ontario	Port Severn
4	Ontario	Chaput Hughes
5	Florida	Quail Heights
5	Ontario	Stevensville
5	Ontario	Windsor
5	Ontario	Bowmanville
5	Ontario	Springfield
5	Ontario	Katrine
5	Ontario	Baldwin
6	Ontario	Brighton
6	Ontario	Regional Municipality of Niagara
6	Ontario	Essex

- **Permission to Received Information on future Downtown Activities.**
We had 509 visitors that opted in to get information on what is happening in downtown Bracebridge so an opportunity to develop and season “What’s Up” newsletter.

DAY OF CASH SALES

- \$25,742.00
- Stats were taking via survey at each of the ticket booths. Below are the stats based on the tickets booths that collected the details.

Adult	Child	Town
2		Ajax
2		Aurora
1	2	B.C.
2		Bala
22	7	Barrie
6	1	Baysville
2	1	Belleville
2		Bobcaygeon
2		Bowmanville
542	175	Bracebridge
2	2	Brantford
2		Brechin
1		Burlington
1		Calgary A.B.
5		Cambridge
2		Chatham
2		Colbourne
2	1	Coldwater
4	3	Collingwood
1		Dorset
2	2	Elliot Lake
4	3	Elmsdale
6	1	Fenlon Falls
2		Fergus
56	13	Gravenhurst
4		Guelph
4	2	Haliburton
7	5	Hamilton
5		Holland – Netherlands
2		Hollands Landing

45	11	Huntsville
2		Kawartha
4	2	Keswick
2		Kilworthy
3		Kirkfield
8	1	Kitchener
2		Lagoon City
8	3	Lindsay
2		Little Britton
3		London
1	2	Manitoba
2		Miami
12	3	Midland
9	3	Milford Bay
9	2	Minden
3		Mississauga
2	1	Moonstone
1		Mount Albert
2		New York
4		Newfoundland and Labrador
2	1	Niagara Falls
3	2	North Bay
2		Oakville
4	4	Orangeville
31	8	Orillia
3		Oshawa
17	2	Parry Sound
1		Penetang
6		Peterborough
12	3	Port Carling
4	3	Port Sydney
2		Powassan
2	2	Rama
6	1	Richmond Hill
3	1	Scarborough
4	1	Seabright
2		Sparrowlake
2	2	St. Catherines
2		Stouffville
2		Sundridge
5		Sutton
1		Thornhill
121	21	Toronto
2		Tweed
4	2	Utterson
16	1	Uxbridge
1	2	Vankoughnet
2		Vaughn
4		Wasaga Beach
14	6	Washago
7	4	Waterloo

TOTAL: Adult – 648 / Children – 143

How did they hear about the event?

- Social Media - 127
- Word of Mouth - 72
- Radio -12
- Other – 70 (Local, Bridge Banner)

Hotel Stays

Pre-Booked rooms - I am still waiting for final numbers to see if additional overnight stays happened.

Quality Inn – 55 Rooms

Sleep Inn – 11 of 63 Rooms

Inn at the Falls – 19 of 20 rooms

Taboo – 25 Rooms

NEW TICKET BOOTHS

- Set up was so much easier with the booths we do however need to find a new location to store the sheds. Town of Bracebridge originally was able to store them however due to the arena build the Town does not have the space to store them so now looking for space to put them in the spring/summer.
- Set up of booths need to be worked on to make it flow better but overall comments from the volunteers is that it was much better to have the booths than the tents and it was not cold this year but is good to have as the weather is unpredictable.

NEW DETOUR ROUTE REQUIRMENTS

- Cost of the comments was much more than anticipated due to the requirements set out by the District of Muskoka. Located signs this past summer was difficult and because of this the BIA had to purchase the orange detour Signs.
- Road Barriers – there was shortage of road barriers something that the BIA has not encountered before. In the past the BIA has used the Town of Bracebridge Road barriers and the district large Road Closure signs. When counted in the fall the Town of Bracebridge had 25 barriers which would have covered the closure however when we went to setup the week prior it was determined the town only have 7 left and we had to scramble to find the other barriers. This has never been an issue in the past and might be another cost that we need to take on to ensure we have what we need to do our road closures.
- Cost this year was \$12,663 but included some one-time purchases for 2025 event I expect approximate cost will be \$5000 as we have already purchased the signs, we need it will be the install fees and the updates to the date on the large road closure signs.
- The BIA hired a contractor to manage this aspect of the event who is trained through Book 7 to do manage the closure.

VOLUNTEERS

- This year we launched a new volunteer portal which made it much easier for volunteers to sign up and set their shifts.
- We had 276 shifts to fill, and we filled 199 of those shifts. Spaces that did not fill were – Parking Lot Ambassador, Floaters, Ticket Booth Roomer, Clean up. Only about 5 volunteers did not show up for their shift and we did have some walk-in volunteers that just wanted to help.
- Volunteer headquarters was at the Bracebridge Active Living Center which continues to work great, and we received an amazing donation from Home Depot and Muskoka Lumber for the floor covering we used at the headquarters and 9 Manitoba Street.
- We moved into headquarters on the Friday of the event, we are going to request moving in on the Wednesday prior to the event to give more time for set up and organization as we ran into issue with year with many items being packed into the cube van and had to wait a lot to get things unloaded.
- Volunteer Training – the week prior to the event we hosted a volunteer training night that 31 volunteers attended. This training covered all the details about the event and reviewed each of the positions at the festival.
- Tube run closed at 5pm as did the ticket sales to allow those in the tube run time to go through the line.
- Volunteer appreciation night will be held on February 22nd at Bracebridge Hall.

- Our main position that we did not fill was the parking ambassador. We need to rethink how we fill these positions.

Key	Pos 1	Pos 2	Pos 3	
1	6/8	2/2		8
2	16/15			16
3	9/10	2/2		11
4	4/10	1/2	2/2	7
5	6/8			
Beer Garden	8/9			
Carnival	7/9			
Floater	7/24			
Mascot	2/2			
Mascot Attendant	2/2			
Parking	6/33			
Ticket Booth	46/48			
Ticket Bus	6/12			
Ticket Roaming	8/10			
Toque	6/6			
Tube Run	42/45			
Tube Run Line	7/12			
Volunteer HQ	4/4			
	199/276			

STAFF

- BIA Staff – This year with all the automation the workload was much easier to keep up with. Overtime hours were reduced by over ½ from the previous year.
- Had lined up a person to help with marketing and was to be a paid position but 3 weeks prior to the event the individual backed out. The Town of Bracebridge assisted to help manage the workload.
- Town Staff – The Economic Development Department continues to play a key role in the event.
- Detour Signs – We have hired a contractor to manage this aspect of the event has alleviated many extra hours that would normally be done putting out signs.

FIRST AID / EMERGENCY

- Simcoe-Midland CERT came in again to assist with first aid, and we had the police that walked the area throughout the day. We had one minor incidents with children playing in the park. We had one incident on the street.

OVERALL ACTIVITY COMMENTS

TUBE RUN

- This year's tube run was a challenge. Issues with securing the groomer and insurance was our main challenges and lack of snow.
- Fowlers was able to truck in 55 loads. Most of the snow was pulled from the new MLCC parking lots as it was the cleanest snow we could get, and it was not cold enough to make snow this year. Next year we will not have this option.
- Ontario Federation of Snowmobile Clubs (OFSC) denied us the use of the groomer and drag due to insurance concerns and liability. Glen Goodale from the Compound Muskoka / Goodale Marine stepped up and assisted with groomer and Fowlers assisted with transportation and permits needed to bring the groomer in.
- Due to the mild temperatures, we did not have the Fire Department water the tube run as the snow already had enough water in it. So at Midnight we contacted the fire department to advise.
- New this year we had to use hay bales down the centre of the run as the new groomer was double the size and we could not cut the lanes. The hay bales worked however a lot of hay would come off the bales when the tubes brushed against it which made the run slower.
- Line-up set up was much better this year and new this year we closed the line up off at 5pm and stopped ticket sales at that time. The line was approximately 1hr 20minuest. Ideally if we could figure a way to put a 3rd lane in it would speed the process up.
- Security at the end of the day was hired for when we cut the line and overall, they reported no issues.

ICE COMPONENTS

- Reduced the number of sculptures that were done for this year's event and went with selfie stations and the carving demonstrations. Cost was reduced from \$15,000 to \$12,000. The carver is not as great as we once had, and I have been approached by an individual from the area that might be able to take on this aspect of the event.
- All but 1 ice carving was damaged/pushed over after the event. Consideration of what we should be doing with this component needs to be discussed as it is expensive to have them all ruined right after the event.

KIDS CARNIVAL ZONE

- This year we changed the kid's carnival zone to have just one hosting business and we reduced the games from 8 games to 4 games, mini putt, and mini curling for the kids. All these games were well attended, and we did place them together to make it easier for volunteers to manage the area.

PARKOUR COURSE

- This activity was an enormous success and was in Memorial Park.
- It was busy the entire day with kids and adults giving the obstacles a try.
- This course replaced the Kids Fun Dash.
- Challenge with this course is the location on where to store it. The BIA built it with the intention that the group running it would store it however that fell through, and we are again looking for a group that can store the obstacle course.

AX THROWING

The crowds continue to enjoy this activity.

MINI TUBE RUN

- We continue to bring in the snow valley mini tube run that allows younger kids a chance to ride the tubes. It continues to have a large line up and is something that we should continue with as it helps with the large tube run lines and gives the small kids and tubing activity.

SET UP

Wednesday – Cube Van pick ups

- Parkour needs to be the first to be loaded and unloaded so that we can split the cube vans for set up.
- Schedule volunteers 1 hour later to allow us time to grab the vans and get organized.

Friday Night – Set Up

- Overall, set up this year went smoothly and with the addition of the ticket booths it went faster. Consideration for next year.
 - Get Active Living Centre earlier for setting up this area.
 - All signage needs to be organized and in the Active living centre for a team to put out. This year all the signs got loaded to the cube vans and we had to wait for them to be offloaded.

Saturday Morning

- Cadets did an amazing job helping us get ready to go for 9am.
- Having the Friends and Family ride prior to the tube run opening was also a good addition so that could test the tube run. Cadets had the opportunity to ride a bit after
- Overall, the loading of vendors ran smoothly we do have some that still run late but both Lindsay and Jaden did a fantastic job getting them loaded in.

TEAR DOWN

- This year tear down went fast, and we were off the street by 10:30pm.
- We still are short with volunteers at the end of the day if we could get more it would certainly make the process move faster.

FLOATS / CASH / ATM

- Cheryl Kelley adjusted this process this year and used a Town vehicle to move from each ticket area. It made the job safer and easier as they did not need to walk through the crowd with copious amounts of cash.
- We added radios at each ticket booth to make communicating with them easier, however we did find if you attempted to radio them many did not answer as they did not hear it or were too busy.
- 2 ATM machines were brought in they were located at 9 Manitoba Street and Nicks Family Restaurant. Nicks was used a bit, but Manitoba Street was not. The event does not require us to bring in ATM's now that we have an online sales option.

PORTABLE WASHROOMS

- Washrooms were spread out further than we have done in the past and were well received. Washrooms in each of the parking lots were used and should be something we continue to do. We are working obtaining a list for Call of the Wild to determine if the 35 toilets we booked is enough and if there is any high traffic area that we need to consider moving forward.

GARBAGE

- We addressed the garbage concern by hiring 2 individuals to empty the bins between Noon – 6pm and hired Absolute Landscape to pick up the bags at the end of the day and deliver to the large bins. This worked well and needs to continue to happen moving forward.
- More bins are needed at activities and other key areas of the street. They were donated by GFL.

PARKING/SHUTTLE SERVICE

- Issued at Woodchester lot was fixed this year and we ran into no problems with that parking lot.
- Shuttle buses were full ALL day at all 4 locations. Issues with pick ups at Home Depot occurred and the driver was driving by many that were waiting. We tracked the driver down to clarify and the rest of the day went well.
- All but 1 car parked in proper designated parking spaces. So, the no parking signs worked this year. However, Ontario Street was so narrow it should have been a 1-way road due to snowbanks.
- There were no real incidents this year with bylaw. As we did our best to fix the concerns of those that live in the area.

VOLUNTEER FEEDBACK

Things to be improved on
Clear roles for volunteers. Seemed disorganized, lots of who to ask what to do, idle time. More leaders to take charge over what seemed like 1 person doing the job of 5 and not very effectively.
More than 1 parking lot attendant at a time - but I know that's based on volunteer numbers While the morning went well, there were far too many volunteers at the bottom of the hill. I wasn't able to walk around and see what the volunteer-level was like elsewhere but I imagine they could have been placed somewhere else. Most of the time they were standing around. I was told the volunteers pushing tubes down the hill in the morning were from the Rotary Club so maybe this criticism is misguided, but they did a poor job. They frequently were pushing tubes down despite one (a few times multiple) people still trying to get off the hill. They rarely looked up to check if the hill was clear and a few times didn't notice that volunteers were waving their arms and shouting to get their attention. With that in mind, it may be wise to have multiple attendants with walkie-talkies on the tube run. Maybe someone at the bottom, in the middle, and at the top? Maybe give a trusted volunteer one for their shift?
Had a few questions about "disabled parking". Also had one family who waited for bus to Home Depot but it was infrequent and when it came by was on opposite side of street and didn't stop.
the tear down was messy and hard to figure out what you are doing
Selling tickets on the bus to give relief to the lines. More shuttle map information posted so people can find their shuttles. I heard from a few volunteers who were not relieved at the end of their shifts.
I worked Ida street - 1 cash booth on one side and 3 scanners in three distinct lines.... No tables for scanner, maybe a mini one that doesn't allow people to stop and put their things down.... It was hard to move people away after they scanned in
Everything was clear. I can't think of any necessary improvements.
Both the "booths" were there to take cash. However, the lines were empty more than not. However, lines to get "ski tickets" to people who had pre-purchased tickets could get quite long, even though they moved quite quickly. I would structure the set-up as follows: 1. While we worked hard to greet everyone entering the area, people did try to avoid us because they didn't know why we were there and were perhaps worried we were asking for donations to charity? I would have some posts and cords set up to funnel folks through two entrances where we can help direct folks to the right table. 2. Some people were annoyed at being asked to pay to "just walk around and not do anything", while others were rather rude. Not a lot of them, but we approached them kindly and enthusiastically, asking them if they had their tickets. This helped identify those who had pre-paid to ensure that they got their ski ticket, and helped those who didn't know they needed a ticket to participate in the activities. There was a row of porta potties next to the sidewalk, so a lot of folks walked on the sidewalk had to be spoken to, to make sure they went to the right location to get tickets. It was hard to manage folks coming through on each sidewalk and those coming through the street. So a sign on the back of one of the portapotties saying, "Tickets this way. Pre-paid tickets holders - pick up your event pass here." with an arrow pointing around the potties to get the attention of those going the "back way around" and make sure they were directed through the lines. 3. Take one of the cash ticket booths and turn it into a debit/credit POS or use it to help with the pre-paid ticket holders and speed up the process for getting event passes. That said, it worked just fine I am sure by most people's estimation and these were just tiny recommendations to more folks through the lines more quickly and ensure that we captured people entering from sidewalks on either side.

I heard the tube run was 'sticky' not very fast
I encountered lots of people with no passes because they had paid online and were skipping the ticket booths assuming their qr code was good enough.
?? can't think of anything
The accessible parking lot across from Rona needed larger signs and possibly a barricade to narrow the entrance. The sign should probably read "Accessible Parking ONLY" as many people thought there was regular parking available there as well. Also, perhaps a universal text number for volunteers to reach out to HQ when they needed a break or assistance. The organizers had 2-way radios but the volunteers had no way to reach HQ without leaving their post.
when I came for my shift I was told to see AI somewhere around the tube slide. I couldnt find AI and I just replaced someone who was already on their first shift. the team leaders could wear a different colour safety vest to be highly visible. the 2nd team leader seemed to be having a hard morning and was yelling and had an angry face and didnt introduce themselves or give any words of encouragement. wasnt very welcoming.
Have explicit instructions for people about how to access their QR codes. Many had the email up, but didn't know how to get to their codes
Online ticketing was a bit cumbersome
More sand bags for peek a boos because people were leaning on them they almost fell over.
Less people on the tube run in the morning
I received a lot of questions from people parking about events and where to find things at the Festival. Consider having a list of events posted in each parking lot or QR code so people can scan and bring up the schedule of events from the parking lot, or ensure volunteers can access the information (via phone or pamphlet) to help festival goers.
As a tube run attendant, I found that the top of the run, where the tubes took off from could be a bit wider as it was hard to fit 2 tubes and riders trying to fit in them at the same time. The run itself should be a bit more level, not having the 2 runs slanted to the middle as the first shift experienced tubes running into the middle of the course and bouncing off the hay bales.
Line ups for certain things (axe throwing, tube run) seemed long and slow. Could there be a second axe throwing booth? Or could you get a number and announcements are made when your number is next? If the weather had been colder or wetter, I think I would have found my shift to be about an hour too long

MEMBERSHIP FEEDBACK

Overall feedback was great many businesses reported a great day. Restaurants that I spoke with had a great day. We had a few outside the festival area that said numbers were lower than in past years but those within the closed off area had a great day. And I did have some in the flats that indicted strong sales.

OVERALL COMMENTS

Overall, this year was another amazing year. There were many challenges that we worked through, but the work loads with the new automations we added have been reduced and it made my job a lot easier. The Town of Bracebridge Planning / Development – Economic Development branch was a huge help in getting the automations in place and were a huge help before, during and after the event. Our volunteers continue to be amazing and the feedback from visitors have been positive. This year event ran very smoothly thanks to an amazing organizing committee.

FUTURE CONSIDERATIONS

- Many are attending and not paying for their tickets need to create some messaging in our advertising about buying their tickets.
- Look at an incentive to get people to buy the tickets earlier.
- Sit down with Hammonds prior to ensure all the bus drivers know the routes.
- Book Volunteer Headquarters a few days earlier.
- We had issues with filling the parking lot with volunteers looking for a service group that we can pay to manage the lots might be a better way to go to ensure they are covered.
- Accessible Parking Lot at Bird Mill Mews was great some more signage at the front to indicate Accessible only is needed.

- Glen Goodale is interested in developing a Snow Cross rase weekend at the Fairgrounds for this event will need to start the planning of this early to see what is possible.
- Create a Clean Up task list so that those picking up items do not need to guess on what needs to be done next.
- Create a Plan B if the tube run cannot run.