

REGIONAL MUNICIPALITY OF OTTAWA-CARLETON
MUNICIPALITÉ RÉGIONALE D'OTTAWA-CARLETON

REPORT
RAPPORT

Our File/N/Réf.
Your File/V/Réf.

DATE 24 February 1998

TO/DEST. Co-ordinator
Corporate Services and Economic Development

FROM/EXP. Regional Clerk

SUBJECT/OBJET **ICE STORM RELIEF & APPRECIATION DAY "HEROES & HORSES EVENT" - GRANT REQUEST**

DEPARTMENTAL RECOMMENDATIONS

That the Corporate Services and Economic Development Committee recommend Council:

- 1. Approve the Region's participation as a joint partner with the Ministry of Agriculture Ontario in the Heroes & Horses Event to recognize local heroes of the ice storm and raise funds for the Ice Storm Relief Committee;**
- 2. Approve a \$10,000 grant to coordinate the Applause Parade of Ice Storm Heroes.**

BACKGROUND

The Heroes & Horses Day will be held at the Ottawa-Carleton Raceway on Saturday August 29th, 1998. This benefit will recognize local heroes from the ice storm and raise money for the Ottawa-Carleton Relief Committee. This event will be community based and designed to bring out and applaud every small and large village/town in the area.

A number of local representatives from the region (Annex A) will be involved in specific sectors of the premier event.

The event will feature a parade of ice storm heroes, a horse spectacular and a full day of fair activities from 10:00 a.m. to 10:00 p.m. All residents in Ottawa-Carleton, Canadian and American tourists will be invited to participate with the hopes of reaching an attendance of 50,000.

The Applause Parade of Ice Storm Heroes will include community and business leaders, the military, politicians and exceptional individuals who deserve recognition for their efforts during the ice storm. The Horse Spectacular features the world record holding Famous Fifty team of Clydesdales, a center track show involving the Governor General's Foot guards, RCMP mounted Riders, horse demonstrations, clowns, pony wagon races and a prestige horse auction. Throughout the day, the public can enjoy fun fair activities such as farm food fair, displays and competitions from step dancing and fiddling to horse merchandise and crafts. The event will also include rides, races and a showcase of truck and vans. An evening grandstand show is planned with country, celtic and gospel groups entertaining.

DISCUSSION

We have received a request from the organization to support this event in the form of a financial contribution by sponsoring the Applause Parade of Ice Storm Heroes. A letter of support is imminent from the Ottawa-Carleton Disaster Relief Fundraising Sub-Committee and will be distributed at the meeting. All area municipalities will be invited to gather their own Ice Storm Heroes, load them into a wagon, lay on their town's most impressive decorations and gallop into the opening parade. The organization of this sector will be done in concert with all the partners under the direction of the RMOC.

Services in kind have also been requested in the area of transportation to include traffic control around the raceway and possibly, shuttle service to and from designated locations.

The event hopes to raise \$320,000 from admission ticket sales for registered non-profit community causes. 80% will go to Ice Storm Relief and 10% each to TROtt - Therapeutic Riding Ottawa-Carleton and the RP - Retinitis Pigmentosa Research Foundation. Revenues will be generated through reserved seat sales, the event currency "horse bucks", proceeds from merchandise and by general admission fees (\$10.00 for an adult and \$2.00 for children).

Principal organizers have donated \$20,000 cash and the Rideau Carleton Raceway is providing their \$60,000 venue at no cost. Also providing strong support is the Ministry of Agriculture, Ontario and the Province of Ontario by matching ice storm relief contributions with four dollars for every one raised. In addition, a three tiered sponsorship program has been designed to raise \$95,000 in corporate support. A copy of the draft budget is attached as Annex B.

This event provides an opportunity for all communities to celebrate local heroes while having family fun and raising contributions. Besides the community benefits the event will assist the victims of the ice storm, the disabled riders of TROtt and the battle against blindness by the RP Research Foundation.

PUBLIC CONSULTATION

The public consultation process is not applicable for individual grant requests.

*Approved by
Mary Jo Woollam*

FINANCE DEPARTMENT COMMENTS

Approval of a \$10,000 grant would represent a pre-commitment of the 1998 Budget.

If CS&EDC and Council wish to approve the grant request, it is recommended the funds be provided from the 1998 Corporate Provision for Unforeseen Account.

*Approved by Tom Fedec
on behalf of the Finance Commissioner*

**HORSE A ROUND
The Famous Fifty
MASTER ACTION PLAN
BUILDING THE TEAM**

REPRESENTATIVES FROM EACH OF THE FOLLOWING KEY GROUPS WILL BE INVOLVED IN SPECIFIC SECTORS OF THE PREMIERE EVENT:

1. Rideau Carleton Raceway - Glen Pearson, Al McDowell, Dan Mombourquette
2. Clydesdale Associations agri-businesses and farmers in the National Capital area - key individuals from the 1995 Hitch
3. Professionals & Lawyers - Gerry Dust, Linda Wright, Accountant, Insurance companies - Woodburn/McWilliams and Rideau Carleton Raceway
4. Departments of Agriculture for Ontario and Quebec (Shawville, Buckingham) - for contacting food marketing groups and publicity
5. Tourism Organizations - OTCA, NCC, Tourism Ontario and Tourism Canada, for publication listings and the Internet
6. Educational Institutions - for student participation, publicity, displays, activities:
 - Kempville Agricultural College (blacksmith course)
 - MacDonald College in Montreal
 - Alfred College in eastern Ontario
 - Sir Sanford Fleming - Horse Logging Course
 - Algonquin College & St. Lawrence College - event management and agricultural faculties
7. Heritage
 - CANADA, antique horse carriages
 - Governor General's Landeau
 - Municipal Historical Museums
 - Museum of Science & Technology
8. Media Programs
 - CBC On the Road Again
 - CTV Country Canada (Winnipeg)
 - CJOH Regional Contact
 - CBC Rob Clipperton, In Town & Out (Saturdays)
 - Y105, Rogers 22 & 23 Calendar/Events
9. Municipal Governments - RMOC, Funding from OCEDCO & Transportation, Gloucester & Cumberland community groups
10. Police
 - RCMP Musical Ride(rs) to lead and/or perform
 - Regional Police and/or Police Youth Centre for security

HORSE A ROUND, Block Budget February, 1998

ITEM	RESERVE
IDENTIFICATION, PROMOTION, MERCHANDISE	
logo design, letterhead, cards, fax covers	
printing/copying - 1,000 col letterheads, 1,000 fax covers, 1,000 Cards	
stamps and ink pads - 1 large 1 small	
1,000 flyers, 300 col posters, design & art & printing	
internet web page, national/local tourist listings	
tv logo and web page transfer	
tickets - advance 5,000 reserved seats - dining, patio, grandstand, benches	
print ads - design & art	
2 vinyl banners - 4' x 8' for off-site ticket sales	
advertising - TV, radio, print	
horse bucks - 700,000	
T-shirts 2,000	
peak hats 2,000	
bandannas 10,000	
	64,400
ON-SITE, HEROES PARADE, HORSE TEAM	
programs 60,000	
auctioneer	
entertainers - evening show	
security & cleaning	
go-huts	
applause ceremony - rentals, equipment	
volunteer expenses	
sound, stage, light	
wagon signage & refurbishing	
rentals, harnesses, decorations, equipment	
costumes, meals for 100 horsemen	
veterinarian, blacksmith, outriders	
	255,000
SERVICES	
legal trademark & incorporation	
insurance, accounting	
management & administration - 10 months	
office phone, equipment, supplies	
taxes & contingencies	
Rideau Carleton Raceway equipment, staff	
	150,100
	TOTAL EXPENSES \$469,500
REVENUE	
reserved tickets - 500 x 100, 300 x 25, 3,500 x 20	127,500
general admission - 30,000 x 10, 10,000 x 2	320,000
horse bucks - 20%	140,000
sponsorships - cash	115,000
T-shirts & hat sales - 2,000 + 2,00 x 10	40,000
bandanna sales - 9,000 x 3	27,000
	TOTAL REVENUE \$769,500
	POTENTIAL PROCEEDS \$300,000