

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

REPORT

The promotional campaign will begin in June 1998 in Calgary and will travel throughout the US and Canada for the next fourteen months. In addition, a direct mail campaign will be launched to further inform all members of Clydesdale Associations throughout the world. Funds will also assist the promotional campaign by providing a permanent office location, staff, phone, fax and internet connection. A copy of the draft budget is attached at Annex B.

Under the 1996 and 1997 Economic Development Grants Program, this organization received a total of \$15,000 to cover basic office expenses until major sponsors could be secured.

If approved, the amount requested from the Region, \$100,000, would be paid in two equal installments of \$50,000 in 1998 and 1999 respectively, with the possibility that the organization would not require the second installment. It is anticipated the show will produce a profit over \$500,000 enabling the repayment of the loan and funding the next show in 2001.

A three tiered sponsorship program has been designed to raise funds. Sponsors will be asked to provide a down payment of 25% upon signing and the balance in 1999. A list of current sponsors is attached at Annex C. To attract sponsorship, promotional guarantees have been secured from local media outlets and the show will be promoted through TV (CJOH), and the newspaper (The Citizen). A full web site will also be used as well as signage throughout the Region to promote this event internationally and locally.

The economic impact to Ottawa-Carleton will be tremendous. Millions of dollars will be available to the retail and tourism sectors with incredible exposure to all sponsors. It is an opportunity to promote our Region to exhibitors and tourists from across Canada, the United States, Great Britain, Europe and Australia. A letter of support has been received from the Ottawa Tourism and Convention Authority and is attached at Annex D.

PUBLIC CONSULTATION

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

Mary Jo Woollam

FINANCE DEPARTMENT COMMENTS

Approval of a \$50,000 grant in 1998 and \$50,000 grant in 1999 would represent a pre-commitment of the budget for those respective years. It is recommended that if CS&EDC and Council approve the 1998 grant request, funding be provided from the 1998 Corporate Provision for Unforeseen.

A separate loan agreement between the Region and the organization will be required.

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

ANNEX A

**WORLD CLYDESDALE HORSE SHOW AND TRADE**

24 WOODBRIDGE CRESCENT
KANATA, ON K2M 2N8
1 613 599 8022
CELL 1 613 851 2846

March 3, 1998

Ms Mary Jo Woolam
Regional Clerk
Regional Municipality of Ottawa Carleton
111 Lisgar Street
Ottawa, ON, K2P 2L7

RE: Application for Repayable Grant

Dear Ms Woolham,

In August 1999, the bi annual World Clydesdale Horse Show and Trade will debut at the Carp Fair Grounds in Ottawa Carleton. The total economic impact on the region will be in the tens of millions of dollars and will substantially increase awareness for tourism in the region. Our research shows that almost 60% of the over 100,000 visitors we expect will be from outside the Region and be able to experience, some for the first time, all that the Region has to offer.

The pre show promotion and sales program will start in Calgary in June 1998 and travel throughout the US and Canada for the next fourteen months promoting our show and the Ottawa-Carleton region. In order to get to the Calgary kick off we need to find a source of funding to enable us to put together the professional sales and promotional kit needed to raise \$450,000 in corporate sponsorships and to pre sell approximately \$260,000 in tickets and passports. We have started this on a very small scale locally and have had considerable success. A list of current sponsors is attached.

In order to complete the program we need the stability and credibility that can only be achieved through a permanent location, staff, phone, fax, Internet connection and professional sales package. The amount we are requesting is \$100,000 to be drawn down in two payments of \$50,000. The first to be as soon as possible in 1998 and the second in fiscal 1999. There is an excellent chance that we would not require the second draw. Sponsors will be asked to provide a down payment of 25% upon signing and the balance in 1999.

STAN CARRUTHERS • SHOW CHAIRMAN

2476 DIAMONDVIEW ROAD • P. R. # 1. CARP • ONTARIO • CANADA • K0A 1L0 • TEL (613) 839-2059 • FAX (613) 839-1684

Ms Mary Jo Woolham

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March 3, 1998

The business plan we presented was the middle of the road plan that showed a gross profit of over \$500,000. This would allow us to fund the next show in 2001, repay our loan and still make a substantial contribution to the community. As the show will be a bi annual event, the very considerable economic benefit to Ottawa-Carleton will continue for many years to come and the opportunity to promote our region will be ongoing and far reaching. Our exhibitors will not only come from the Ottawa Valley, home of the current Worlds Champion Clydesdale Stallion and Mare as well as the World Record Fifty Horse Hitch, but from all comers of Canada, the US, Great Britain, Europe and Australia.

To be successful every event needs the right people with the right stuff. We are extremely pleased to have a Board of Directors that is comprised of some of our most knowledgeable and successful citizens. They have joined us to provide assistance in their own areas of expertise and in most case to head one of our committees. With this talent pool and the enthusiastic efforts of our committee's, success is guaranteed. A list of our directors is also attached.

We have the plan in place. The event is new, unique, and has the right appeal. The people capable of making it a success are ready to go. Corporations are poised to get on board. All that is missing is the seed money to provide the stable base needed to launch the first World Clydesdale Horse Show and Trade. We are looking to the Region to provide that seed money through a loan of \$100,000 to be repaid as our first expense. If I can provide any additional information please do not hesitate to call. Thank you again for your assistance.

Regards,



Scott McClelland
General Manager

JSM/sm
Enclosures (2)

Cc: Stan Carruthers, President
file



**World Clydesdale Horses Show and Trade
Preliminary Budget**

REVENUE

Sponsorship Grant	\$15,000
Grant	\$10,000
Sponsorship Sales Revenue (see notes on Sponsor list)	\$450,000
RMOC Repayable Grant	\$100,000
Show Revenue (ticket sales, concessions, entry fees etc.)	\$1,365,855
Total Revenue	\$1,940,855

EXPENSES

Consulting services	\$15,000
Salaries	\$226,800
Legal Services	\$17,000
Accounting Services	\$10,000
Computer Equipment	\$3,500
Phone/Fax/Internet	\$20,000
Administration & Office	\$25,000
Bank Charges	\$390
Insurance	\$4,000
Logo, Design and Printing	\$5,000
Advertising	\$40,000
Travel	\$43,500
Entertainment	\$6,500
Show Wagon	\$15,000
Public Relations	\$82,500
Sponsorship Incentives	\$67,500
Show and Trade Expenses	\$801,415
Volunteer expenses	\$6,000
Total Expenses	\$1,383,605

Cash Flow (deficit) \$557,250

STAN CARRUTHERS • SHOW CHAIRMAN

ANNEX C



World Clydesdale Horse Show and Trade

Sponsor List

The following is the list of sponsors has either committed are in negotiation as of 4 March 1998. Only those who have either agreed to sponsorship or expressed an interest in negotiating an agreement are included.

GM Canada	Co Sponsorship of the Travelling Team being negotiated.
Volvo Canada	Co Sponsorship of the Travelling Team being negotiated.
The Ottawa Citizen	All printing requirements and advertising space as needed.
CJOH	Advertising and video production support
Y105	Official Radio Station, advertising and entertainment
Canadian Waste Services	\$12,000.00 for original research & business plan.
E.B.Eddy	Provision of all paper needs.
Labatts	Provision of goods and services as relates refreshment tents
City of Nepean	Requested \$25,000
City of Kanata	Requested \$25,000
Township of West Carleton	Requested \$10,000
City of Gloucester	Goods and Services as well as advertising.
City of Cumberland	No specific amount requested as of now
Carp Fair Board	Rent / Building Fund exchange
Federal Dept of Human Resources	Job Creation Program Salary and Office \$31,476.00
Ontario Dept. Agriculture	Management Salary Assistance Program \$30,000.00

The above are either agreed to or in negotiation. All negotiations are on hold pending the success of this application for the repayable loan that will provide the seed money that will allow everything else to go forward.

There will be over three hundred solicitations sent to corporations, seeking sponsorships ranging from \$10,000 to \$50,000, as soon as the seed money is in place and the promotional package can be finalized.

The total amount of sponsorships we expect to sell, in cash, goods and services, is \$450,000. These will include those items shown on the current sponsor list attached..

STAN CARRUTHERS • SHOW CHAIRMAN

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March 25, 1998

TO: Judy Barbeau
Office of the CAO

FROM: Les Miller
President, OTCA

On behalf of Ottawa Tourism, I would like to support the request for financial support for the World Clydesdale Horse Show scheduled for August 1999. OTCA has been one of the advisors to this organization from the beginning, and certainly supports its plans. The event is one of a kind and stands to attract visitors from around the world. As such, the economic impact would be substantial. The show will also undoubtedly raise awareness of Ottawa in both the agricultural and tourism sectors. We are also pleased that the event will take place in a site outside the downtown core.

In summary, Ottawa Tourism would like to encourage the RMOC to provide the requested loans, especially since two year repayment plans are in place and the promotional program seems well thought out.