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**REPORT RE: Sargant Event Communications Inc**  
**REPORT NO: 001**

**SUBJECT: Festivals and Events in the Town of South Bruce Peninsula**

**RECOMMENDATION:**

THAT, Council considers investing in the Future of Festival and Events within the town of South Bruce Peninsula. Renew and renegotiate the Event Coordinator contract to a 5 year or fulltime contract AND THAT,

Council create a new non for profit that will facilitate and manage the Festivals Events and possible other duties within the Municipality AND THAT,

Council invest in the Sauble Beach 24 weeks of summer program by reinvesting parking revenue back in the Festivals and Events creating off season events AND THAT,

Council considers a new event in 2011 at Bluewater Park called the Bruce Peninsula Stone Festival.

**BACKGROUND:**

Council hired Shane Sargant of Sargant Events Communications Inc. on May 17th for a one year Contract. The position was to assist the Town with Warton Willie Festival, Sandfest, Canada Day and create new festivals and events.

**Brief description of Success.**

**Shoppers Drug Mart Sandfest**

- Turned Sandfest into a three day festival from one day. Events included, a car show, Bocce Ball tournament, Volleyball, Live Bands, Sandcastle building and more.
- Generated \$30,000 in new corporate sponsorship and \$4,000 in Grants.
- According to the Ontario Government Sandfest generated more than \$1 Million directly into the local economy

**Wiarthon Willie Festival**

1. Revamped entire festival with major changes and new programming
2. Created over 30 new events for the Wiarthon Willie Festival
3. Generated \$30,000 in cash sponsorship
4. Generated \$90,000 of in-kind services and sponsorship
5. Total Value of positive media just from Breakfast TV is Value at \$150,000
6. According to the Ontario Government Wiarthon Willie generated more than \$ 8 million into the local Economy

**Overall Success of the Festivals and Events**

- Over \$60,000 in Corporate Sponsorship
- Over \$150,000 in in-kind sponsorship
- Over \$198,000 in government grants and counting.
- More than \$9 million directly into the local economy

**New Not-for-profit**

**Recommendation**

To create a Festivals and Events Office a non-for-profit organization.

**A Not for Profit would**

1. Reduces the municipality risk and liability
2. The non-for-profit can attract more grants and sponsors
3. They pay less for budget items.

4. Truly community based organization that depends on the community support.
5. Bring all the area festivals under one umbrella to work together on grants, sponsorship, volunteers, media and most importantly BUYING POWER
6. Utilizes its partners when necessary to apply for Grants, Town, BIA, Chamber, Library, Museum, First Nations, etc

**The board would have the following members.**

The executive

1 Mayor or Town Councilor

1 Sauble Chamber member

1 Warton Chamber member

1 Tourism representative/Hotel/Restaurant/Campground

The rest of the board would be made up of the Chairperson of each festival under this organization's umbrella

**Example**

1. Sauble Sandfest
2. Warton Willie Festival
3. Winterfest
4. The Kite Festival
5. Thanksgiving Giant Sidewalk Sale.
6. The Bruce Peninsula ROCK and STONE festival.

**Funders**

1. Town of South Bruce Peninsula
2. Warton Chamber
3. Sauble Beach Chamber
4. Warton BIA
5. Parking Revenue
6. Grants
7. Sponsorship

8. New Revenue Streams
9. Bruce County
10. Parking

To create this non-for-profit could be done very easily. Community futures develop of Canada would pay for the cost of its terms of reference, business model, accounting, legal etc.

**Staff could also;**

1. Create the new tourism event visitors guide
2. Work with local business to create a Social Network on things going on pictures video Twitter, Fan of Sauble Beach.
3. Look after signage at the beach
4. Wedding planning
5. Year round tourism booth information
6. Sauble Beach general marketing
7. Create new benefits for chamber members
8. Recruit new members
9. Create new recreational programs
10. Help with the Sauble Beach Bulletin.
11. Recreation events and programs such as, New Bocce Ball Leagues, Volleyball, Kite Flying Clubs, Soapbox Derby Clubs, Running Clubs; Hiking Clubs, Sandcastle Building Clubs etc.
12. Assist with office management for Both Chambers, and BIA etc.

## THE 24 Weeks of Summer

The Sauble Beach Chamber of Commerce primary purpose is to promote local business. Sauble Beach is a small tourist area therefore it has to be the catalyst behind all the community stakeholders in keeping the beach clean and safe. The Sauble Beach Chamber handles all correspondence from all levels of government and visitors and locals. The Sauble Beach Chamber also looks after the operation of the Tourism Visitor's office. They give information on things to do, places to stay and places to eat. The Sauble Beach Chamber is the main source of information as it produces its own publication, The Sauble Bulletin, and they do mass e-mails to locals. The paper is a monthly publication of what is happening in the area. We promote the Arts and Cultural Events such as Native Pow Wows, The Classical Guitar Festival, Sandfest, Canada Day and more.

Sauble Beach is the number 1 tourist attraction in Bruce County. Sauble Beach has been voted as one of the top 10 beaches in Canada ever year. It is the number one beach in Ontario. We draw 30,000 visitors each weekend and over 60,000 for long weekends. 98% of our Chamber members are directly related to the tourism industry. 85% of the Sauble Beach population is employed in the Tourism industry.

Tourists coming to Sauble Beach tend to visit and explore the entire Bruce County. Tobermory is popular with our Beach Tourists along with taking advantage of the Explore the Bruce passport book. Visitors also enjoy taking advantage of our kayaking, canoe guide, lighthouse and waterfall tours. Owen Sound Tourism also can take advantage of our tourists by having them visit the Tom Thompson Arts Gallery, Downtown and the Heritage Square Mall. While in Sauble Beach, visitors can golf, mini putt, visit Giggles amusements, or the new Sauble Amusements. Sauble Beach has lots of shopping and great restaurants. 90% of the businesses in Sauble Beach are in the Tourism Business.

Sauble Beach is 10km of beautiful beach with clear water and no seaweed. Sauble Beach also has the best sunset in Canada!

Our primary events that we run are the Sauble Sandfest and the Canada Day Event. Sauble Sandfest is a 3 day beach festival with live entertainment, a giant car show on the beach, more than 100 sandcastles builders, beach volleyball and a bocce ball event. For the kids we have a family arts and craft tent with family friendly entertainment

Canada Day runs from June 21 - July 1 with activities such as live entertainment and fireworks. We also assist with other event organizers to incorporate other events on the beach.

To develop an event marketing strategy, to increase tourism in the offseason and weekdays. Sauble Beach has only 2 months of prime tourist season and it is mainly on the weekends and often over capacity on long weekends when the town has to turn people away. We propose to create the 24 weeks summer program and add festivals and events in the offseason by adding weekly events that support more tourism during the weekdays. Our new festival events will support the New Branding of the Area that Bruce Tourism is currently undertaking by adding events that relate to the 50'60's retro theme of Sauble Beach. We will also support the New Town Square that will have a permit hosting area for Special Events that will consist of new washrooms and a 24 foot by 30 foot permit stage and pavilion located downtown Sauble Beach on the main strip. This will support local business, stimulate the local economy and increase jobs. We will support the branding of the area into 24 weeks of Festivals and Events increasing the tourist season from 9 weeks to 24 weeks.

The 24 Weeks of Summer campaign will focus in on three things. The first is Sauble Beach's summer doesn't start when school is over. It starts May 24th weekend as we plan on partnering with the First Nations to host a Grey Bruce Music Awards Event on the May long weekend to kick off the summer. This event would showcase local talent and bring in media. The event has been a proven success in Hamilton and Niagara. This will be first time where an event in Grey Bruce will support young artists to get recognition. This also will help secure an event and tourist relationship with the Saugeen First Nations and The Town of South Bruce Peninsula to do more events in partnership as they share the 10km stretch of beach. The second is summer does not end after Labour Day. The weather is still great and the water is still warm. We want to add events in September and October such as:

A National Kite Surfing and Kite Flying Event. Sauble Beach and Oliphant have the best kite surfing in the world. For kite flying, we always have wind! This is an up and coming sport and will help Sauble Beach secure its self as the kite boarding capital of the world. We have several businesses that sell kite boarding equipment, classes and rentals. All the local merchants also sell kite equipment as it is also very popular. This event is driven by the consumer. The Local Kiteboarding community and tourist has been wanting an event like this for years. We can turn this event into the national or world championship. We will partner with Kiteboard magazine and corporate sponsor that sell apparel and equipment, Kite Boarding is a life style. People are earn on average over \$60,000 per year and are professionals. Doctors and lawyers ect. This event will be sponsorship driven. We have been approached by Niel Pride, Quick silver. Op to help us with this event. Also all of our apparel merchants sell Kiteboarding apparel. This will also give us world media attention. Over the next 3 years we will position ourselves as being the Kite Boarding Capital of the World.

A Thanksgiving Festival with the First Nations People. This would be the last weekend of the 24 Weeks of Summer. This would give local merchants an opportunity to have one last summer sale of their merchandise at discounted prices. We would also invite First Nations artists and crafters to participate in the Festival. We will also have entertainment this weekend, celebrating our friendship with the First Nations people, taking us another step closer in more partnerships. This event is also driven by the consumer interest. Sauble Beach has become known as a Shopping destination for people looking for deals on this weekend. This is the weekend where cottages close up for the winter and start thinking about Christmas Shopping. We will attract the Bus Tour operator that cater to the bargain shopper. Accommodations are very inexpensive this time a year. We hope to create a major shopping destination. We will cater to the bargain shopper. Mainly women ages 40 - 65. Our main target markets will Be Kitchener Waterloo, London and Michigan State.

The third focus would be to keep more people for the week rather than just the weekends. We propose to add weekly events that support the new branding of the 50'60's retro with events such as:

- Every Tuesday Classic Car Nights with a 50'60s street dance.
- Monday Drive in Movie Night on the Beach with Classic Movies from the 50' 60's.
- Thursday Nights will be Classic Albums Live. Tribute Artists from the 50's 60's and 70's will perform classic albums live for example, The Beatles White Album etc.

These events will encourage more visitors to stay the entire week rather than the weekend. It will also bring in more day trippers to stay longer. This idea is driven by the new branding of Sauble Beach as 50'60's Retro and the need for the consumer to experience the theme and events. We will be able to attract sponsors for each event as it will give them 24 weeks of a captive audience.

With this enhanced programming, we will increase the tourist season from 2 months to 4 months creating huge economic spin offs in the area. Sauble Beach cannot rely on a two month season because if we have a bad month, like in 2009, it cuts the season down to 1 month only. We will see increases in overnight stays as more people will plan week trips instead of weekends and we will see September to be as busy as July or August. Our target market is all of Southern Ontario and into Michigan. Sauble Beach has been voted as Ontario's number one beach destination. This is a major opportunity for sponsors to tap into one

of Ontario's natural resources and major tourist attractions. The Beach attracts 30,000 new visitors each weekend. For the first time ever, corporate sponsors can advertise at the beach through our festivals and events. In the past there had been a by-law forbidding it.

After Labour Day, everyone leaves Sauble Beach. Stores start to board up and go home. With climate change Sauble Beach will have its best weather in September according to environment Canada.

Sauble Beach has been kept a secret for the past 50 years because there had been no room for business expansion. Sauble Beach has been at capacity because it has no sewer and water. The environment can only take so much septic system in the area. The town is getting sewer and water this winter. Already there is a proposal for a new car wash and laundromat. With water and sewer Sauble Beach can now be open for business. The tourist business opportunities are the most significant in Ontario. The key to any major development is sewer and water.

The Beach attracts 30,000 new visitors each weekend. For the first time ever, corporate sponsors can advertise at the beach through our festivals and events. In the past there had been a by-law forbidding it.

For the First time ever the Town of South Bruce Peninsula has hired a Special Events Coordinator. They have hired Shane Sargant with more than 20 years experience in Festival and Event Management. Go to [www.sargantevents.com](http://www.sargantevents.com). For the first time the Sauble Beach Chamber has aggressively invested into Festivals and Events to see its potential, to increase tourism, jobs and quality of life for its residents. They now have a brand new tourist office and brand new Festival Events Office for the first time, located at 672 Main Street Sauble Beach in the brand new medical building.

The enhancement will support our goal of being more than a two month beach town. We will be the place for festivals and events on days that do not bring in the beach tourists. The problem with the Beach is that when it is cloudy or cool, no one goes to the Beach. If Sauble Beach is seen as a place that there is always something going on, or always a Festival or Event, we will attract people just for the experience of the event. Sauble Beach is equipped to handle a hundred thousand people for long weekends. When the weather is bad, stores close up shop and send workers home. If we have events, people will still go to the Beach and stores can remain open.

Our enhancement will give tourism operators an opportunity to sell packages for Festivals and Events in the off season. The weekends are booked but we only have 50% occupancy during the week and only 30% occupancy after September and before June 21. In Sauble Beach, we have more accommodations, camping, cottages and motel and hotel than anywhere in Ontario. We have an opportunity to increase or off season bookings. This will also support other tourist operator like restaurants attractions, museums and the entire Bruce and Grey County Tourism.

With our enhancement we will see significant increase in Sauble Beach membership and coop advertising opportunities with our tourist operators to help with the cost of future events. Also over the past years the Sauble Beach has been approached by corporations to do promotions and advertising at the Beach but there is a by-law preventing this revenue opportunity. Now with the 24 weeks of summer campaign we can offer corporations a vehicle to sponsor our festival and Events. This will give us sponsorship money to host and expand new festival and events in the off season. It will also increase our membership all this will finance or Sustainability and future tourist events. Our Goal is to add one new off season event to add

to the 24 weeks of summer campaign. Over the next 3 years we will see new revenue streams for the community and its partners. We will also see increase provincial taxes collected and federal. We will see return visits to our community as we are a year round tourist destination.

#### **ADVERTISING AND PROMOTION**

We will develop a comprehensive advertising and promotion strategy which will be implemented by the best possible means when funds are secured. We expect to have a presence in local and national media as well as an internet web site, billboards and business to business marketing. We will produce our own ads and be a part of the ad campaigns of our strategic partners and alliances.

Our publicity plan is to remain in constant contact with editors and writers of the tourism, entertainment and travel trade journals that serve our industry and seek stories and coverage that will enhance our reputation and introduce us to the locals and tourists from around the world.

#### **Local and Regional Marketing Plan**

We will leverage media and partners with

**TV** - Partner with Rogers TV A channel News from Kitchener o and run ads with, contests, live liners, promos and added value. The ads will drive people to our website to register or to local participating retail stores. \$10,000 plus -in-kind

**Radio** -We will partner with local and regional radio and utilize on air personalities for live remotes, liners and ad libs. Added value is key Radio advertisements: 94.5 the Bull, 101.7 the one. 98 The Beach 105.3 Kool fm KFUN 99.5FM, 92.5 Jack Fm 106.1 Mix Fm. We will run 30 and 60 sec spots on each radio station 10,000 plus-in-kind

**Newsprint** -Sun Media will be the primary print advertising sending readers to the website and to look for our Festival magazine as an insert. The Event Magazine 100,000 distribution in Bruce/Simcoe County and Kitchener/Waterloo area. The Publication will be a full colour publication that will used in Tourist information centers across Ontario along with DMO's, government offices, recreation centers schools ect.. The Publication will also be used as our event day program. We will work with editorial staff and have our sponsors and partners in the newspaper for photo opportunities. \$10,000 plus in-kind

**Press and PR** -Bruce County Tourism will assist in media relations press release info.Brochures and posters will be distributed to schools, recreation centers, gyms, restaurants etc.

We will have a monthly newsletter and a Facebook, MSN Live and My Space account for the festivals and events.

The Mayor or Council will be asked to do all photo Ops. We start Pr and Media in December

**Website** -The website will be important as all media will direct people to the website for registration, payment, directions, rules, advanced parking passes and schedules. We are creating and new website that will track visitors and e-mails. It will be linked to MSN Live, Face book and My Space. New Website will be completed in December, In-kind. \$5,000

Road Side Billboards -13 Billboards will be used from Nov1 – February 8th 5 Billboards on Highway #6, 2 on Hwy #7, 4 on Hwy on Hwy 10, 2 on 26 highway \$10,000

**Social Networks**

We will create a 24 weeks of Summer site for MSN Live, Face book and My Space.

- Website: logo and link to Wiarion Willie website with over 1 million visits
- Electronic bulletins to Wiarion Willie news letter and data base
- Member of Facebook, Myspace and MSN live will be able to send Wiarion Willie as a gift.

**The Bruce Peninsula Stone Festival**

This Festival would be located in Blue Water Park with Quarries from throughout the Bruce Peninsula participating. The Festival will offer tours of Quarries, Stone carving demonstration, Recruiting. Suppliers, Contractors ECT. The event will also have entertainment associated with the event. The event will attract buyer's suppliers from around the world.

Respectfully Submitted,            Shane Sargant