

# CANAL DAYS

PRESENTED BY  GIO RAILWAYS

## 2024 RECAP PRESENTATION TO COUNCIL



# 2024 AT A GLANCE





**60,000**

unique visitors to the festival over four days



**30,000**

attendees at the Canal Days concert series



**20,000**

spectators at the fireworks show



**60**

sponsors and community partner groups



**45+**

bands, singers & musicians throughout the festival grounds



**9**

restaurants and bars serving alcohol to go



**150+**

food, artisan, craft and other vendors



**900**

cars at the classic car show



**150+**

event volunteers supporting the festival



**51%**

visitors from within the Niagara Region

# CANAL DAYS BUDGET



**CANAL DAYS**  
FESTIVAL  
PORT COLBORNE - EST. 1979

# Budget & Forecast

	<b>2024 Budget</b>	<b>2024 Forecast</b>	<b>2025 Budget</b>
<b>Revenue</b>			
Advertising and Sponsorships	200,000	263,600	212,000
Donations	20,000	6,180	10,000
Other Revenue	10,000	10,100	10,000
Fees	150,000	105,900	120,000
Grants - Other	100,000	40,000	100,000
Grants - Provincial		125,000	
Sales	300,000	220,150	220,000
MAT Tax	20,000	20,000	170,000
	<hr/> 800,000	<hr/> 790,930	<hr/> 842,000

# Budget & Forecast

	<b>2024 Budget</b>	<b>2024 Forecast</b>	<b>2025 Budget</b>
<b>Operating Expenses</b>			
Comm and Public Relations	60,000	84,000	70,000
Contract Services	180,000	235,500	180,000
Cost of Goods Sold	150,000	134,300	110,000
Equipment - Rental	70,000	86,200	70,000
Financial Expenses	5,900	1,100	5,900
Grants and Sponsorships Expense	43,000	50,300	45,000
Program Supplies	485,000	510,900	440,100
R&M Hydro - Grounds	20,000	27,000	20,000
Utilities - Hydro	2,000	800	1,000
	<hr/> 1,015,900	<hr/> 1,130,100	<hr/> 942,000
	<hr/> - 215,900	<hr/> - 339,170	<hr/> - 100,000

# SPONSORS RECAP



# Corporate Sponsorships

- All new sponsorship approach in 2024
- Twice as many sponsors compared to 2023
- \$300,000+ in sponsorships between Canal Days and Community Events



RECAP PRESENTATION  
TO COUNCIL



# THANK YOU, SPONSORS!

**ADMIRAL \$75,000**



**GIO RAILWAYS**

Presenting the 46th Annual Canal Days  
Marine Heritage Festival

**LIEUTENANT \$30,000**



Co-presenting the fireworks display



**CAPTAIN \$20,000**



**VALE**

Presenting the volunteers and  
medical tents



**Labatt**

# QUARTERMASTER \$10,000



Co-presenting the Empire Sandy



Presenting the Captain's Lounge



Presenting the Kids Zone



McAvoy, Belan & Campbell  
Insurance and Financial Services Ltd.

Joint sponsorship



public entities



Corporation de Gestion de la Voie Maritime du Saint-Laurent

The St. Lawrence Seaway Management Corporation

Presenting the Recreation Zone

# FIRST MATE \$5,000



YMCA of Niagara



PORT COLBORNE



Grant Thornton



FRIENDS OF ROSELAWN CENTRE

# BOATSWAIN \$3,000

No Frills Niagara Region  
BMI Industrial  
Canadian Niagara Power  
Jungbunzlauer  
Scotia Wealth Management

London Agricultural Commodities  
McKeil Marine  
O'Hara Trucking & Excavating  
Peters Group

Port Colborne Marine Terminal  
Stolk Construction  
West Pier  
Sid Grabell Contracting

# DECKHAND \$1,000

Associating Engineering  
Azure Sustainable Fuels Corp  
Barber Hymac Hydro  
Canadian Marine Careers  
Foundation  
Chamber of Marine Commerce

CIBC Commercial Banking  
Fontaine Transportation  
GEI Consultants  
GFL Environmental Services  
Hebeler of Canada  
Logistec

Niagara Inflatables  
Niagara Soils Solutions  
Niagara Trailers  
Parrish & Heimbecker  
Royal Bank of Canada

# CADET \$500

Sobeys Port Colborne

# COMMUNITY PARTNERS



# SPONSORSHIP GOING FORWARD

- Continuing to grow the program in 2025
- Additional opportunities for sponsorship of community events outside of Canal Days



RECAP PRESENTATION  
TO COUNCIL

# FEEDBACK MATTERS



**CANAL DAYS**  
FESTIVAL  
PORT COLBORNE - EST. 1979

# Feedback Collected

- Online Surveys
- In-person
- Debrief Meetings
- Social Media Monitoring



2024 STAFF & VOLUNTEER  
TRAINING SESSIONS

# From Community Partners

“I loved working with the City team. Everyone is so kind and helpful. I hope we can partner more in the future!”



RECAP PRESENTATION  
TO COUNCIL

# From Volunteers

“Every year I am more impressed with how smoothly the event runs. To run an event where people want to return year after year (and bring their friends and family) is an amazing accomplishment and the [canaldays.ca](http://canaldays.ca) website was extremely helpful!”



RECAP PRESENTATION  
TO COUNCIL

# From Local Businesses

“I would like to thank everyone who works for the city of Port Colborne for all the behind-the-scenes work that may go unnoticed....

I appreciate it!! Thank you.”

“My personal business is not greatly impacted however I feel Canal Days helps local businesses very well.”



RECAP PRESENTATION  
TO COUNCIL



# From Vendors

“I would love to applaud you and the team on vendor safety, especially with the incoming storm — I have seen events coordinators handle this very poorly and I think you guys are one of the best. Putting our safety and that of patrons at the forefront! Set up is always easy, communication is great and the trust that you have with us is great and reciprocal.”



RECAP PRESENTATION  
TO COUNCIL

# From Event Goers

“For a small town to hold a festival of this size is astounding and I'd like to thank City of Port Colborne staff, organizers and volunteers for pulling it off yet again. We didn't see one unhappy face in our travels!”



RECAP PRESENTATION  
TO COUNCIL

# From City Staff

“The concerts I feel are the most attended and anticipated venue for all. We had even more of a hiccup this year on a Saturday night and hoping to see some changes for upcoming years.”



RECAP PRESENTATION  
TO COUNCIL

# THIS YEAR'S FESTIVAL



**CANAL DAYS**  
FESTIVAL  
PORT COLBORNE - EST. 1979

# Top Recommendations

- Continued Focus on Safety & Security
- Refocus on Vendors
- Family Friendly Programming
- Concert Series Operations
- Sunday Programming



RECAP PRESENTATION  
TO COUNCIL

# Continued Focus on Safety and Security

- Security Services RFP
- Security Director
- Emergency Control Room
- NRP and Tactical Unit Presence
- EMS Services

# Refocus on Vendors

- Vendor guide and streamlined application
- Tiered vendor pricing by zones
- Return of the artisan market
- Vendor Setup

# Family Friendly Programming

- Relocation of Recreation Zone
- Extended Kids Zone Programming



# H.H. Knoll Lakeview Park Concerts

- Friday and Saturday Programming
- Continued Partnerships



RECAP PRESENTATION  
TO COUNCIL

# Sunday Programming

- Rooftop Concert



THANK YOU!



**CANAL DAYS**  
FESTIVAL  
PORT COLBORNE - EST. 1979

Our festival would be impossible without the amazing staff and dedicated volunteers. We look forward to an exciting 47<sup>th</sup> Annual Canal Days Marine Heritage Festival!

THANK YOU!



2024 STAFF & VOLUNTEER  
TRAINING SESSIONS

# QUESTIONS



**CANAL DAYS**  
FESTIVAL  
PORT COLBORNE - EST. 1979