CANAL DAYS

PRESENTED BY GIO RAILWAYS

2024 RECAP PRESENTATION TO COUNCIL



2024 AT AGLANCE





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



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



Budget & Forecast

	2024 Budget	2024 Forecast	2025 Budget
Revenue			
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
	800,000	790,930	842,000



Budget & Forecast

	2024	2024	2025
	Budget	Forecast	Budget
Operating Expenses			
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 Expenes	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
	1,015,900	1,130,100	942,000
	- 215,900	- 339,170 -	100,000

2024

2024

202E



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



THANK YOU, SPONSORS!

ADMIRAL \$75,000



Presenting the 46th Annual Canal Days Marine Heritage Festival LIEUTENANT \$30,000



Co-presenting the fireworks display







Presenting the volunteers and medical tents



QUARTERMASTER \$10,000









southcoasthomes.ca

Co-presenting the Empire Sandy

Presenting the Captain's Lounge

Presenting the Kids Zone







Seaway Management

Joint sponsorship

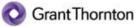
Presenting the Recreation Zone

FIRST MATE \$5,000















FRIENDS OF ROSELAWN CENTRE











PORT COLBORNE



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



FEEDBACK MATTERS



Feedback Collected

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



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!"



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 website was extremely helpful!"



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."



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."



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!"



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."



THIS YEAR'S FESTIVAL



Top Recommendations

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



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



Sunday Programming

Rooftop Concert



THANK YOU!



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

THANK YOU!



QUESTIONS

