

THE CORPORATION OF THE TOWNSHIP OF ASSIGINACK

MINUTES OF THE SPECIAL COUNCIL MEETING

The Special Meeting of the Council of the Corporation of the Township of Assiginack was held in the Council Chambers on Friday, June 12, 2015 at 4:30 P.M.

Present	Reeve Paul Moffatt Councillor Hugh Moggy	Councillor Leslie Fields Councillor Brenda Reid
Excused	Councillor Robert Case	
Staff	Alton Hobbs, CAO Jackie White, PEC	Jeremy Rody, Clerk
Press	Alicia McCutcheon, Expositor	
Others	Dave Ham John Coulter Wayne Fisher Robert Maguire	Paul Bonwick Abby Stec Elaine Kelly

OPENING:

#204-13-15

B. Reid H. Moggy

THAT the Special Meeting of the Council of the Corporation of the Township of Assiginack be opened for business with a quorum of members present at 4:30 p.m., with Reeve Moffatt presiding in the Chair.

CARRIED

AGENDA:

#205-13-15

H. Moggy B. Reid

THAT the agenda for this meeting be accepted as presented.

CARRIED

DISCLOSURE OF PECUNIARY INTEREST:

Nil

DELEGATION(S)

The Meeting moved from the Council Chambers to the Library for a power point presentation from Paul Bonwick of Compenso Communication Inc. and Abby Stec, Executive Director for the S.S. Norisle Steamship Society. The presentation was titled, "S.S. Norisle: The Return of a Great Lakes Passenger Steamship," and is attached to these minutes. The presentation outlined the purpose and process of the proposed fundraising campaign; a few highlights are listed below.

- The purpose of the campaign is "to raise the necessary funds to refit the Norisle and return her to service as a heritage passenger steamship on Great Lakes Cruises."
- A feasibility study has indicated there is a significant market for multi-day berthed passenger cruises on the Great Lakes and St. Lawrence River from mid-May through October. Potential has also been shown for winter operations for a restaurant and tours.
- The financial requirements and fundraising goal is \$18 million.
- Fundraising Campaign will include two phases. The first phase will be a "quiet phase" where they attempt to secure major gifts, solicit donors close to organization, 50-70% of the funds could be raised in this phase. Phase two will be the "public phase" where the audience is much wider, and will use social media and direct mail to raise the remaining funds. Focus in phase two is on small to medium gifts.
- The vision of the project as it stands right now in the early stages is to have the Norisle berthed out of Collingwood. Mr. Bonwick explained that it would be a natural place for the boat as that is where it was built and has strong ties in that community. He also suggested that Collingwood is desirable because the market in Toronto is very crowded.
- Expected economic impact: 102 jobs created in Ontario for the refit of the ship and 58 jobs would be created on the ship once in operation as a passenger vessel.
- Potential funding is expected to come from various sources including: Government, Corporations, Individuals, Foundations and Associations.

#206-13-15

B. Reid L. Fields

THAT we thank the Friends of the Norisle and their fundraising campaign management team for attending this meeting and making their presentation to Council.

CARRIED

CLOSING:

#207-13-15

L. Fields H. Moggy

THAT we adjourn until the next regular meeting or call of the Chair.

CARRIED

Paul Moffatt, REEVE

Jeremy Rody, CLERK

5:45 p.m.

These Minutes have been circulated but are not considered Official until approved by Council.

S.S. Norisle



The Return of a Great Lakes Passenger Steamship



***If not for our heritage, if not for
our culture, why else would we
fight?"***

-Sir Winston Churchill

The Return of a Great Lakes Passenger Steamship

The Campaign-The Mission



To raise the necessary funds to refit the Norisle, return her to service as a passenger steamship and become a time honoured treasure as a world class Canadian and Northern Ontario heritage tourist experience

How Compenso Will Help

1. Define the need and focus of the campaign
2. Provide comprehensive leadership and reporting
3. Identify the specific and incremental financial goals
4. Determine a time frame for meeting the goal
5. Identify/recruit/train campaign team and volunteer base
6. Focus on identifying and securing major gifts
7. Develop a plan for the recognition of major gifts

Market Potential

As Identified in the Feasibility Study conducted by the EPGC:

There is evidence of a significant market being available for multi-day, berthed passenger cruises on the Great Lakes and St Lawrence River from mid May through October.

There is also strong anecdotal evidence that specific Ports could support winter restaurant operations/tours.

Charitable Status

Obtaining charitable status for the *Friends of the Norisle* will provide unique benefits for funding philanthropy and “in kind” support in the future.



For the purposes of the Capital Campaign, this can continue to be achieved through a municipal or charitable link.

Organizational Leadership

- Executive Director
- Campaign Co-Chairs
- Board of Directors
- Campaign Staff
- Leadership Volunteers



Financial Requirements

Accurate cost projections are key to setting the funding goal levels and ultimately meet the mission of the organization

Item	Cost*
Ship refit	13.5 million
Contingency Allowance	2.7 million - 20% of overall
Shore equipment	\$25,000
Pre-opening/start up costs	\$440,000
Operating deficiencies	\$666,000 - first 2 years

*Numbers are taken directly from the feasibility study and are not inclusive of campaign costs

Campaign Phases

Phase 1 - Quiet



Major Gift Focus

- Securing first major gifts and sponsors
- Soliciting donors close to the organization
- The size of the gifts now will reflect the success of the campaign later
- Many campaigns reach 50-70% during this phase

Campaign Phases

Phase 2 - Public



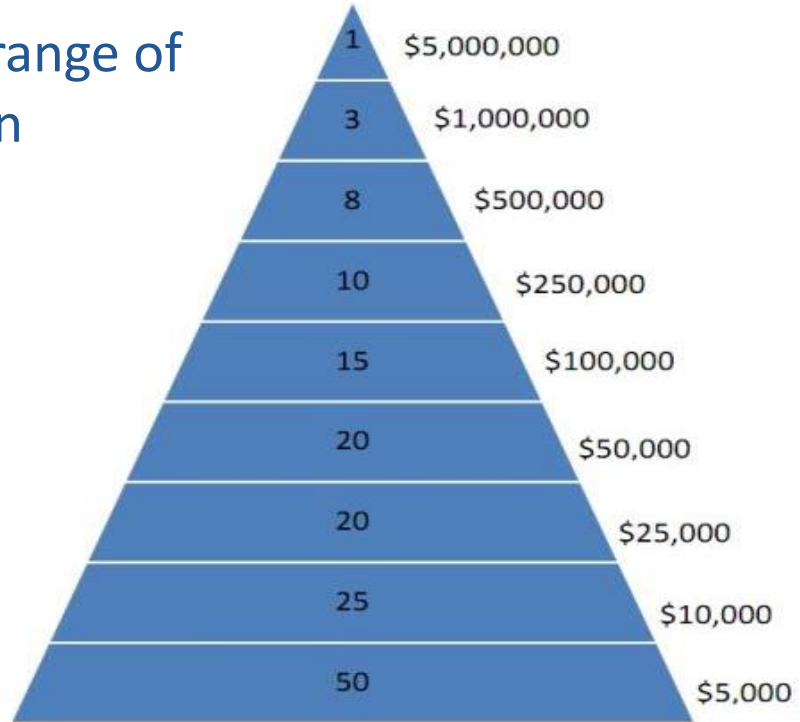
- Expand outreach to a wider audience
- Marketing tools: Social Media, Direct mail
- Reach the goal

Donation Focus - Small to Medium Gifts

Gift & Donation Pyramid



Suggested number and range of gifts required to reach an \$18,000,000 goal



Target Markets

Geographic Segments

- Ontario residents, particularly from the Golden Horseshoe
- Quebec residents , particularly in the Montreal area
- Other Canadians
- U.S. border states, particularly New York and Chicago which are priority markets for the Ontario Tourism Marketing Partnership (OTMP)
- U.S. longer haul markets, particularly those markets which are targeted by the Canadian Tourism Commission (CTC) and OTMP, such as Boston, Los Angeles,
- International Markets, particularly Ontario's priority overseas markets with an interest in historic luxury travel, including Germany, the UK and France

Target Markets

Demographic Segments



- Families, Seniors
- Mature, empty-nester adults
- Family reunion groups

Target Markets

Other Markets

- Persons with a strong interest in heritage, cruising, northern Ontario, and/or wilderness adventure
- Affinity groups: university and bank groups from the US
- Incentive travel markets, both domestic and international
- Group tours travelling with high end tour companies, such as Tauck World Discovery Cruising
- Small corporate groups on meetings/getaways
- Getaway markets from Toronto Golden Horseshoe area and US boarder states
- Steamship and steam related theme groups (large European membership)

Benefits

Culture/Heritage

- Showcase, build awareness, and celebrate culture and heritage including First Nations
- Build awareness of our heritage of Great Lakes marine transportation

Community

- Foster pride and self awareness within communities through Norisle's contributions to each port of call – its uniqueness and special values for residents and visitors

Education

- Partnerships with community colleges-technical tours, seasonal employment

Unique Selling Propositions



- Steamship
- Heritage of the Great Lakes
- Canada's wilderness
- Small number of passengers: easy for embarking and disembarking
- Interesting shore excursions
- Regional cuisine/wine
- Access to smaller ports

Economic Impact & Job Creation

Initial Refit: 102 jobs in Ontario, \$6.1 million in employment income and \$4.5 million in taxes

Passenger Revenues: 58 jobs, \$4.9 million in total spending \$2.3 million in employment income and \$1.5 million in taxes to all levels of government as well as over \$2.3 million in gross domestic product

Ten Year Period: Operations will generate over \$49 million in spending in the economy, 580 person years of employment, \$23 million in employment income and \$15 million in taxes

Potential Funders



Government

Corporations

Individuals

Foundations

Associations

Off Season Revenue



- Restaurant/Lounge
- Corporate Functions
- Suites
- Slots
- Artwork
- Heritage Museum

Projections

Year 4 Financial Performance	(rounded)
Number of passengers	1,355
Passenger days	8,723
Average per diem retail fare (excluding shore excursions)	\$461
Average occupancy percentage	85%
Gross revenue	\$4,003,000
Revenue net cost of sales	\$3,709,000
Total Operating Costs	\$3,282,000
Operating Profit	\$427,000

Capital Funding

There are essentially five potential sources of capital available to finance the Norisle refit and other costs associated with the start up of the proposed cruise operation

1. Government (provincial, federal, & municipal)
2. Private Sector Investment
3. Public – Private Partnership opportunities (Fed Funding)
4. Potential Partners
5. Fundraising and Sponsors (in-kind donations and financial)

Tourism & Heritage Opportunities



- Tourism Industry Partnership Program
- Ministry of Tourism and Culture
- Ontario Tourism Marketing Partnership (OTMP)
- Ministry of Agriculture, Food and Rural Affairs
- Rural Economic Development (RED)

Possible Partnerships

- Government, economic development agencies and other partners looking to support economic growth opportunities
- Wealthy philanthropic individuals sharing an interest in cruising, the Great Lakes, and Canadian heritage
- Private/Public Partnership
- Suppliers to ships on the Great Lakes
- Steamship/steam enthusiasts



The Friends of the S.S. Norisle and Compenso Communications



Compenso
Communications Inc.

Bringing History and Economic Development to our Communities

Thank You