

**Town of North Rustico Council**  
**REQUEST FOR DECISION**  
**Topic: Hauling In Day Festival 2020**

<b>Date:</b> February 10 <sup>th</sup> , 2020	<b>Request No: 2020-09</b> <i>(Office Use Only)</i>
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<b>Person:</b> Marley Doucette	<b>Representing:</b> Town
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**Background:**  
 With Canada Day and Fall Flavours, the Town has experience hosting events. We are looking to create new events so when the new event center facility is operational, we will have events pre-established so we can build onto them.

Since I have started with the Town in 2014, we have never hosted an event that celebrates our local fishermen and the end of their lobster fishing season, which provides employment and economic spinoff to our community and surrounding areas.

**Request:**  
 To host a “Hauling In Day Festival” on Tuesday, June 30<sup>th</sup>, 2020.

<b>Advantages</b>	<b>Disadvantages</b>
<ul style="list-style-type: none"> <li>• A new festival will bring visitors to our area</li> <li>• Will support our local fishermen</li> <li>• Potential to generate some revenue</li> <li>• Potential to grow if event is well received</li> </ul>	<ul style="list-style-type: none"> <li>• Costs</li> <li>• Because it is the first year of the festival, outcomes are unknown.</li> </ul>

<b>Required Resources:</b>	<ul style="list-style-type: none"> <li>• Versatile Management Group – to help with marketing, advertising, ticket sales and other items of event</li> <li>• Funding from sources like ACOA, Tourism PEI, Innovation PEI, ALC</li> <li>• Volunteers</li> <li>• See included budget</li> <li>• Support from local businesses and fishermen/Harbour Authority</li> </ul>
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<b>Staff Comments</b>	
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<b>CAO's Review / Comments</b>	
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## Hauling In Day Proposed Event Budget

### Revenue

Ticket Sales	\$	5,500.00
Funding for Event (Tourism PEI, Innovation, ACOA)	\$	20,000.00
Beverage Sales	\$	2,500.00
Total	\$	28,000.00

### Expenses

Food Costs	\$	5,000.00
Entertainment & Production	\$	3,500.00
Security	\$	750.00
Tent & Equipment Rental	\$	7,000.00
Supplies & Décor	\$	1,050.00
VMG Cost (Advertising, Marketing)	\$	7,000.00
Comps for Local Fishermen	\$	1,000.00
Licenses/Fees	\$	200.00
Administration & Salaries	\$	1,500.00
Miscellaneous	\$	1,000.00
Total	\$	28,000.00

## Cost Estimates for Event

<b>Food Costs</b>	<b>Estimates</b>
Oysters	\$ 500.00
Lobster	\$ 1,000.00
Mussels	\$ 500.00
Other	\$ 1,000.00
Alcohol/Beverages	\$ 1,000.00
Misc.	\$ 1,000.00
	\$ 5,000.00

<b>Ticket Sales</b>	<b>#</b>	<b>Ticket Cost</b>	<b>Total</b>
Entrance Ticket	150	\$ 10.00	\$ 1,500.00
Food Ticket	100	\$ 40.00	\$ 4,000.00
			\$ 5,500.00