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Date: August 16, 2021
To: Mayor and Council
Author: Doug Plumb
RE: Highland Games Kingsville Tartan Request
Report No.:

RECOMMENDED ACTION

That Council approves the purchase of fabric for the purpose of producing various merchandizing items to be sold at the Highland Games. (Merchandising plan attached)

BACKGROUND

The fabric was adopted by Council as our official tartan for the Town of Kingsville and has now been registered with the Scottish Register of Tartans. Fabric will be produced by Locharron of Scotland.

Money to be taken from the Highland Games Reserve fund.

DISCUSSION

Merchandizing items will be manufactured by The Canadian distributor and liaison for Locharron of Scotland is Burnett's & Struth Scottish Regalia Ltd. in Barrie, Ontario.

Expected revenue from the sale of products ... \$1,176

Money to be taken from the Highland Games Reserve fund

Due to the unique nature of having tartans designed, registered and produced, additional quotes are not available.

LINK TO STRATEGIC PLAN (highlight one(s) you believe it connects to)

Promote the betterment, self-image and attitude of the community.

Link to Council 2021-2022 Priorities

- ☐ COVID-19 and the health and safety of the community
- ☐ Customer Service: Training, Technology, Staff, Review Standards/Level of service
- ☐ Housing: Affordability (lot sizes, developer incentives, second dwellings, density, etc.)
- ☐ Greenhouse: lights & dark sky, odours (site plan compliance, bylaws, other tools)
- ☐ Programming Increase: Youth and Seniors
- ☐ A development plan for Downtown Kingsville / Main Street
- ☐ Financial savings: Schools closings, Migration Hall
- ☒ Economic Development: strengthen tourism/hospitality
- ☐ COVID - economic recovery
- ☐ Communications: Strategy – Policy (social media), Website refresh and other tools, Public engagement
- ☐ Housing: Migrant Worker Housing – Inspections (Building/Fire), regulate, reduce, or increase
- ☐ Committees / Boards: Review and Report
- ☐ Policy Update: Procedural Bylaw
- ☐ Economic Development: diversify the economy, create local jobs, industrial, Cottam
- ☐ Infrastructure (non-Municipal): Union Water expansion & governance
- ☐ Infrastructure (Municipal): Asset Management Plan update, the infrastructure funding deficit
- ☐ No direct link to Council priorities

FINANCIAL CONSIDERATIONS

| | |
|---------------------------------|------------|
| Fabric purchase | \$3,893.21 |
| Revenue from the sale of items. | \$5,070.00 |
| Profit to The Town | \$1,176.79 |

*Due to the unique nature of having a tartan designed, registered and produced, additional quotes are not available.

*The Kingsville Highland Games made a substantial profit from the first event. Money is available within this fund.

Tartan Merchandising Plan:

Attached.

Doug Plumb - Highland Games Chair

Karen Loney

Karen Loney, MA
Manager of Recreation Programs and Special Events

Kingsville Highland Games (KHG) Tartan Merchandise Recommendation – July 19, 2021

The Town of Kingsville Tartan has now been registered with the Scottish Register of Tartans and will be produced by Locharron of Scotland in the Scottish Border town of Selkirk. The tartan can be produced in 3 different weights: Strome Heavy Weight (16oz) which is used for Traditional and Casual Kilts, Medium Weight (13oz) which is used for Casual Kilts, Jackets & Waistcoats and Reiver Weight (10oz) which is used for ties, sashes, scarves and trousers. The minimum order requirement for production of each weight is 11 metres of double width fabric (140-150cm wide). There is a price break per metre on orders over 30 metres. The Canadian distributor and liaison for Locharron of Scotland is Burnett's & Struth Scottish Regalia Ltd. in Barrie, Ontario.

While Burnett's & Struth can produce items made from the Reiver Weight Tartan, it is much more cost effective to have those items produced in Scotland. Traditional and Casual Kilts however, because they are custom made to order, would be made by Burnett's & Struth in Canada.

The wholesale cost for production of the Tartan ranges from \$92 per metre for Reiver Weight to \$99 per metre for Medium and Strome Weight and the price break at 30+ metres is \$68 and \$74 respectively. These custom tartans typically retail for around \$200 per metre. Lead time for production is 12 to 14 weeks.

All fabric must be purchased in advance of any production. The ordering and production of Kilts and the resultant retail cost will be managed by Burnett's & Struth. Strome Weight Tartan would be purchased by KHG from Locharron of Scotland and Burnett's & Struth would warehouse it for KHG. When a kilt is ordered KHG would be reimbursed for the tartan used at an agreed-to price. The estimated cost of production by Burnett's & Struth is \$265 for a Traditional Kilt using 4 metres of fabric and \$130 for a Casual Kilt using 2 metres of fabric. KHG's revenue stream from the production of kilts will come from the mark-up on the tartan only and the retail price is beyond our purview.

Burnett's & Struth have provided production costs for the production of specific items along with the amount of fabric required to make each item. It is recommended that the following items be produced to get started and their costs are as follows:

| ITEM | FABRIC COST* | PRODUCTION | TOTAL COST |
|------------------|--------------|------------|------------|
| Tie | \$ 15.35 | \$ 9.75 | \$ 25.10 |
| Mini Rosette | \$ 15.33 | \$ 16.08 | \$ 31.41 |
| Scarf | \$ 30.67 | \$ 16.08 | \$ 46.75 |
| 90" Sash | \$ 42.32 | \$ 16.08 | \$ 58.40 |
| * \$92 per metre | | | |



Based on a review of competitive pricing and the costs of production, the following retail prices are recommended:

| ITEM | TOTAL COST | UK RETAIL | B&S RETAIL | KHG RETAIL |
|------------------|------------|-----------|------------|------------|
| Tie | \$ 25.10 | \$ 85.00 | \$ 36.00 | \$ 35.00 |
| Mini Rosette | \$ 31.41 | \$ 42.50 | NA | \$ 40.00 |
| Scarf | \$ 46.75 | \$ 68.00 | \$ 60.00 | \$ 60.00 |
| 90" Sash | \$ 58.40 | \$ 107.00 | \$ 80.00 | \$ 75.00 |
| * \$92 per metre | | | | |



TARTAN MINI ROSETTE

The mini rosettes are custom made from our light weight (Reiver 10 oz.) tartan fabric.

These should be worn across the shoulder and fastened on the upper chest with a pin to allow to drape down the back. Rosette Dimensions: 14 x 85 ems.

Made in Scotland. Dry Clean Only.

Retail Price \$40



TARTAN SCARF

These scarves are custom made from our light weight (Reiver 10 oz.) tartan fabric. They measure 24 x 148 ems and are beautifully hemmed and fringed.

Made in Scotland. Dry Clean Only.

Retail Price \$60



TARTAN SASH

Sashes are custom made from our light weight (Reiver 10 oz.) tartan fabric. There are various ways you can wear these sashes: Can be worn across the body and fastened at the hip with a brooch; Can be worn as a belt or sash on a dress. Sash Dimensions: 30 x 230 cm and is hemmed and fringed.

Made in Scotland. Dry Clean Only.

Price \$75



TARTAN SKINNY TIE

These skinny tartan ties are custom made from light weight tartan fabric (Reiver 10oz). Tie Dimensions: 6 ems x 142 ems. Please note: tie lengths and widths may vary slightly.

Made in Scotland. Dry clean only.

Retail Price \$35

KHG Tartan Merchandise Purchase Recommendation & Budget:

It is recommended that 30 metres of Strome Weight Fabric be purchased at a cost per metre of \$74 and resold at a blended price of \$100 per metre (\$74 and \$140).

Since the demand for finished product is unknown, it is recommended that only 11 metres of Reiver Weight Fabric be purchased at this time. One of each item produced will be kept for marketing and merchandising purposes and therefore will not be reflected in revenue. Once demand has been determined a larger purchase can be made and will be included in the 2022 KHG budget. It is recommended that the following items be produced: 19 Ties; 18 Mini Rosettes; 6 Scarves; 6 Sashes

KHG Tartan Merchandise Budget

| <u>Item</u> | <u>Expense</u> | <u>Revenue</u> | <u>Profit</u> |
|-------------------------|-------------------|-------------------|-------------------|
| 30 metres Strome Tartan | \$2,220 | \$3,000 | \$780.00 |
| 19 Ties | \$476.89 | \$630.00 | \$153.11 |
| 18 Mini Rosettes | \$564.44 | \$765.00 | \$199.56 |
| 6 Scarves | \$280.48 | \$300.00 | \$19.52 |
| 6 Sashes | \$350.40 | \$375.00 | \$24.60 |
| TOTAL | \$3,893.21 | \$5,070.00 | \$1,176.79 |