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**Date:** April 20, 2018  
**To:** Mayor and Council  
**Author:** M. Durocher  
**RE:** Tall Ships America Host Port Agreement  
**Report No.:** PR-06-2018

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## **AIM**

To provide council with an update on the proposed 2019 Tall Ships America Great Lakes Tour and request council agree to enter into an agreement with Tall Ships America to host ships at the Kingsville Dock in 2019.

## **BACKGROUND**

The Town of Kingsville has participated in Tall Ships activities in 2013 and 2015 with great success.

The 2013 "The Sails to See Festival" in Kingsville was a major success for tourism. Hotel room occupancy was at capacity and restaurants saw increased business. Line-ups for the ships were long, and visitors enjoyed the experience, enhanced by entertainment located at the dock. The Harbourside Dinner, commemorative parade, field show, symphony of sound and light, train rides, horse drawn carriage rides and entertainment at various locations throughout town were very well received. Visitors spent \$617,000, with another \$923,000 being spent by local visitors.

A volunteer recruitment, reward and retention program was undertaken, that yielded 60 volunteers that performed beyond expectation during the events. Prior to the opening of the festival volunteers were taken through an ambassador-training program that educated them in how to be of maximum assistance to visitors. While at the same time positioning Kingsville as a preferred destination for future trips. Volunteers were provided with custom designed lanyards, shirts, and an ambassador guide. Following the event, all of the volunteers were welcomed to a volunteer dinner reception where they were provided with certificates and keepsake photos from the event. Many of these individuals have already expressed their willingness to volunteer for future events.

## **DISCUSSION**

In 2019 the Tall Ships America will once again be in the Great Lakes. In this area the ports that have been requested to participate are Kingsville and Sarnia.

Kingsville has been a favourite site of Tall Ships America and have successfully hosted ships in 2013 on two separate occasions and 2015 hosted the U.S Brig Niagara for a weekend at which time over 2300 visitors attended, topping the total number of visitors the ship saw the previous weekend in Toledo

According to the Economic Impact study provided by Enigma following the 2013 Tall Ship Visit to Southwestern Ontario, there is a considerable amount of both visitor and local spending totaling over 1.5 million dollars. In the 2013 visiting ships were divided among the Windsor, Amherstburg and Kingsville Ports, however in 2019 Kingsville will be the sole host in the area.

In addition, in 2013 Kingsville also hosted the ship Liana's Ransom. This Tall ships provided 1.5 hour sail away. Of 15 tours available 13 of those were sold out at 70 people per tour paying \$40 per person for a total of \$42,000 in revenue. In 2019 we will have the opportunity to host the Canadian Ship Empire Sandy who also hosts sail away and dinner cruises. The opportunity to host these ships adds revenue to the bottom line and provides added adventure for visitors.

In 2019 Tall Ships America preliminary indication is that they would be looking at sending 4 large ships to Kingsville Including:

The Blue Nose II, Empire Sandy, Picton Castle and Oliver Hazard Perry.

The presence of these ships at the dock will be an added incentive to visitors.

This report was presented to the Town of Kingsville Parks Recreation Arts and Culture Committee on April 25 2018 with the following motion being presented:

**P&R -36-2018** Motion made by B. Riddiford and seconded by S. l'Anson that the Parks Recreation Arts and Culture Committee are in support of this event being hosted in Kingsville in 2019.

**CARRIED**

## **LINK TO STRATEGIC PLAN**

Improve recreational and cultural facilities and opportunities within the Town of Kingsville.

Support growth of the business community.

## **FINANCIAL CONSIDERATIONS**

The total budget for this project is \$294,500 which includes ship fees, TSA port fees, advertising and more. The projected revenue is \$295,540 with \$25,000 already confirmed from Celebrate Ontario Block Buster Grant, and another \$20,000 has been set aside from the Economic Development Committee, leaving a net request to the town for \$40,000.

Financial considerations for 2018 are as follows:

Tall Ships America requires the following deposits be made in U.S Dollars in conjunction with the signing of the contract. This deposit may not be refundable should the event fail to be hosted by Kingsville in 2019.

\$7500 shall be payable on execution of the agreement

\$5000 shall be payable July 1 2018

\$5000 shall be payable March 1 2019

## **CONSULTATIONS**

Tall Ships America-Patricia Locke

Harmony Marketing-Lea Parrell

Peggy Van Mierlo West-CAO

Economic Development Committee-2017

Town of Kingsville Parks, Recreation, Arts and Culture Committee

Town of Kingsville Management Team

## **RECOMMENDATION**

That council approves the request to enter into an agreement with Tall Ships America to host Tall Ships in 2019 in Kingsville

*Maggie Durocher*

Maggie Durocher Hons. BHK

Manager of Parks and Recreation Programs

*Peggy Van Mierlo-West*

Peggy Van Mierlo-West, C.E.T.

Chief Administrative Officer