

REPORT FROM THE MANAGER OF ECONOMIC DEVELOPMENT

DESCRIPTION

Re: 2023 Ice Fishing Derby

RECOMMENDATION

THAT the report of the Manager of Economic Development be received;

AND THAT Council direct staff to proceed with undertaking the 2023 Ice Fishing Derby on Horne Lake on February 18, 2023

BACKGROUND

The City has traditionally hosted an Ice Fishing derby on Horne Lake on Family Day weekend. One of the advantages to the date is that the Province typically allows for licence-free fishing on those days. This encourages both the casual and traditional anglers to participate.

The event spans the Friday and Saturday with set up and early pass pick up on the Friday with the event being held on the Saturday. Ticket prices were set at \$100 plus tax. In previous years, anglers were allowed on the ice in batches based on their ticket number. The event would run from Noon to 3. At the end, participants would go to the Miners Memorial and wait for the announcement of the winner and door prizes. This format led to a large crowd sitting in the memorial and a mass exodus of cars from Highway 108 once the last prize was awarded. For many, this made for a long day and exhausted and cold anglers were eager to head home.

The prize structure consisted of; 50% of ticket sales as the grand prize, a snow machine or ATV as the second, plus 8 more prize packages for spots 3-10. There were also dozens of door prizes for those that chose to brave the elements and stand in the parking lot after a day on the lake.

The last Ice fishing derby was held in 2020. The 2 subsequent events were cancelled due to the pandemic. Historically the event has been well attended with 476 attendees in 2019 and 423 in 2020. The last 2 events saw the municipality realize a \$2,374 profit in 2019 to an \$8,366 loss in 2020.

ANALYSIS

Staff feel that this event presents the opportunity to offer positive economic impact to the local business community as well as generate revenue to offset the costs of hosting other events in the City.

Historically, a large amount of the revenue generated by ticket sales was reinvested back into the prize purse. Staff are recommending that this be revisited. The suggestion is that the grand prize of 50% of the purse remain, with the second prize being a more reasonable \$4-5,000 ice fishing package. Spots 3-10 would be eligible for \$1-200 prizes each. In lieu of a traditional door prize, Staff are recommending a prize that can be won by visiting one of our local businesses (hospitality or retail) and earning a ballot with purchase. This served very successful at the recent "Night On The Town" event and would stimulate economic activity in the community vs "the fish and leave" scenario. This prize would be in the \$750-1,000 range and certainly worth shopping locally.

To further generate revenue, there would also be "first on the ice" lottery. To participate, ticket buyers would have the opportunity to add \$5 to their ticket price and this would enter them into a random draw. This would allow them to be first on the ice and therefore have their choice of holes. Based on a 50% uptake of 450 anglers, this would generate an additional \$1,125 and added excitement to the event.

Based on a 450 attendee scenario, the following is a sample budget:

Admission Fees	\$46,125
Sponsorships	\$1,000
Sundry Expenses	\$1,050
Advertising and promotions	\$5,000
Printing	\$1,500
Contracted Services	\$1,500
Grants and Donations	\$3,000
Prizes and awards	\$30,100*
Total Profit	\$4,975

*This is based on the assumption that staff will not be able to gather donations from local businesses to assemble prize packages and will need to purchase prizes for spots 3-10.

Time is of the essence to begin ticket sales. This makes a wonderful Christmas gift and it would be in the best interest of the event to start selling these as soon as possible.

FINANCIAL IMPACT

Ultimately, the prize purse is based on entry fees so profits would vary based on those. Costs based on zero ticket sales are \$18,650.

SUMMARY

Staff are recommending that council approve moving forward with the event.