



TILLSONBURG



www.turtlefest.ca

TURTLEFEST

JUNE 14th · 15th · 16th, 2019!

Outline

- TurtleFest 2018 Recap
 - 2018 Overview
 - By the Numbers
 - Attendance #'s
 - Successes
 - 2016 ~ 2018 Financial Comparisons
- Planning for 2019
 - Request
 - Budget
- Thank you to all of our sponsors, donors and volunteers

2018 Overview

- 8th year for the event
- 3 Day Event
(Friday/Saturday/Sunday)
- 4 different event venues
 - Downtown Block Party
 - Family Festival @ Fairgrounds
 - Annandale NHS
 - Station Arts Centre
- The return of old favourites like the Block Party and Canine Watersports Canada as well as introducing a new EV Car Show component to the Downtown Block Party



By the Numbers

- More than 50 activities throughout the weekend.
- Over \$59,000 in sponsorships from private donors, businesses and in kind.
- Anticipating more sponsorships in 2019.
- Attendance:
 - 7,063 - Block Party & Stage
 - 4,563 - Family Festival
 - 606 - Annandale NHS
 - 212 - Outdoor movie
 - Plus other venues
- **Estimated \$1,086,400 in economic spinoffs for the Town of Tillsonburg.**



Attendance #'s

Location		2016		2017		2018
Memorial Park		4,418		3,691		4,563
Block Party		5,038		6,047		7,063
Museum *		573		650		606
Station Arts Centre		46		52		48
Total		10,075		10,440		12,280

* Estimated attendance is for visitors to the museum only and does not include lawn activities

Volunteer #'s	53	65	66
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Successes

- One entrance fee for Family Festival at Fairgrounds
- No crowd control issues
- Extensive community support
- Integration with Discover Tillsonburg and the Discover Tillsonburg Magazine



IT'S TIME FOR TURTLEFEST

An unforgettable weekend full of family fun

What's guaranteed to get your toes tappin', your kids smilin' and your dogs flyin'? Why Turtlefest, of course.

Now celebrating its seventh year, Turtlefest (June 16-18) has become a Father's Day weekend tradition in Tillsonburg.

"We've got three full days of fun lined up," says Turtlefest's Les Anderson. "We kick things off with the Downtown Block Party on Friday night and then spread out to a variety of locations on Saturday and Sunday. As always, there will be plenty for the kids, but lots to keep adults entertained as well."

Friday, June 16

Downtown Tillsonburg is known for having one of the widest main streets in Ontario which makes it the perfect venue for a giant street party.

"We're really excited about the new street performers that are going to be joining us," says Virginia Armstrong, Executive Director of the BIA.

The Flockey Circus Show is a family-friendly hockey tribute show that combines acrobatics, juggling, and one-of-a-kind circus stunts into three periods of 'arena' rocking fun.

Also new this year is Flightless Floyd, a snack-stealing, wise-cracking giant ostrich.

"Brant the Fire Guy is always a crowd favourite, and we'll have the hula hoopers back to show their stuff as well," Armstrong adds.

Down at the south end of Broadway, the Country 107.3 stage will host some of the biggest names in Ontario country music, including Longton darlings Small Town Girls, Western Swing Authority, Eric Ethridge and Marshall Dane.

"We encourage people to make a night of it," says Armstrong. "We're so proud of what Country 107.3 has achieved these past few years, and this is a great opportunity to come and celebrate with them."

Saturday, June 17

"There are three venues to visit on Saturday including the Station Arts Centre, Anandale NHS and Memorial Park," says Anderson.

The Station Arts Centre will kick things off in the morning with the traditional Turtlefest Baking Contest, and in the afternoon, Anandale NHS will host free activities on their lawn, as well as a turtle coast and Turtle Tea inside.



2016-2018 Financial Comparisons

REVENUE	2016	2017	2018
Sponsorships	\$47,251	\$62,569	\$59,163
Gate admissions	\$21,910	\$13,538	\$15,930
Other	\$14,266	\$12,300	\$11,665
Total Revenue	\$83,428	\$88,407	\$86,759
Expenses (Entertainment)			
Entertainment	\$26,499	\$27,360	\$25,907
Other	\$24,153	\$23,668	\$27,547
Subtotal	\$50,652	\$51,029	\$53,454
Expenses (Administrative)	\$18,521	\$10,739	\$22,628
Advertising	\$8,328	\$5,238	\$8,649
Total Expenses	\$77,501	\$67,005	\$84,731
Net Income	\$5,927	\$21,402	\$2,028

Planning for 2019

Return of:

- Annandale NHS Fun on the Lawn
- Canine Watersports Canada
- Carver Kings
- Downtown Block Party
- Grand River Inflatables
- Station Arts Centre's Creative Imaginations Festival



Planning for 2019

- New entertainment for both the Block Party and Memorial Park to keep the festival fresh and appealing
- Father's Day celebration at Memorial Park on Sunday, June 16
- Increased marketing to a broader area to attract new visitors
- Custom mascot costume



2019 Request

Requesting an increased contribution of \$15,000 from the Town to add:

- Higher profile entertainment acts on the Saturday/Sunday
- Purchase of custom mascot costumes
- Creation of a Father's Day signature event

2019 Budget

REVENUE		2018 Budget		2018 Actual		2019 Budget
Sponsorships - Government		\$15,000		\$15,500		= \$10,000 + \$3,500 + \$5,000 + \$2,000
Sponsorships - General		\$75,950		\$43,664		\$60,000
Subtotal		\$90,950		\$59,164		\$80,500
Other Revenue						
Admissions		\$17,893		\$15,930		\$17,000
Silent auction		\$1,000		\$2,558		\$3,000
Vendors		\$7,250		\$2,500		\$3,000
Merchandise		\$1,000		\$1,351		\$6,000
50% of Memorial Park bar		\$500		\$357		\$250
Kinsmen concert		\$0		\$0		\$2,000
Subtotal		\$27,643		\$22,695		\$31,250
Total Revenue		\$118,593		\$81,859		\$111,750
EXPENSES						
Expenses (Entertainment)						
Contingency		\$2,316		\$0		\$3,000
Cost of sponsorship		\$1,326		\$1,001		\$1,000
Entertainment		\$16,134		\$17,553		\$20,000
Entertainment logistics		\$18,650		\$8,154		\$10,000
Other logistics/volunteer meals		\$5,350		\$4,698		\$6,250
Father's Day celebration		\$0		\$0		\$3,000
Inflatables		\$23,000		\$22,049		\$25,000
Subtotal		\$66,776		\$53,454		\$68,250

2019 Budget (continued)

EXPENSES		2018 Budget		2018 Actual		2019 Budget
Expenses (Administrative)						
Contract staff		\$16,000		\$16,000		\$15,000
Insurance		\$750		\$1,188		\$7,000
Legal & Accounting		\$0		\$0		\$4,600
Merchandise		\$0		\$0		\$3,000
Office		\$713		\$540		\$1,500
Subtotal		\$17,463		\$17,728		\$31,100
Advertising						
Radio, print, web		\$6,480		\$4,612		\$5,000
Signage		\$800		\$877		\$500
General (SOP)		\$3,000		\$3,160		\$4,000
Subtotal		\$10,280		\$8,649		\$9,500
Total Expenses		\$94,519		\$79,831		\$108,850
Net Income		\$24,074		\$2,028		\$2,900
Mascot Costumes		\$0		\$0		\$15,000
Kinsmen concert		\$0		\$0		\$1,500
Tables & chairs		\$0		\$0		\$7,000
Net Income after additional expenses		\$24,074		\$2,028		-\$20,600

Moving Forward – 5 year Plan

2019	2020	2021	2022	2023
<ul style="list-style-type: none"> • Signature Mascot • High level entertainment • Start Father's Day celebration @ Memorial Park • Incorporation • Obtaining own event insurance • Work on expanding Block Party/ ANHS 	<ul style="list-style-type: none"> • Start reinvesting in our natural habitat • Enlist more volunteers • Continue developing Father's Day celebration • Expand Block Party and ANHS 	<ul style="list-style-type: none"> • Continue reinvesting in our natural habitat • Continue developing Father's Day celebration • Expand Block Party and ANHS 	<ul style="list-style-type: none"> • Goal of 20,000 people • Continue reinvesting in our natural habitat • Continue developing Father's Day celebration • Expand Block Party and ANHS 	<ul style="list-style-type: none"> • Continue reinvesting in our natural habitat • The Father's Day celebration • Expand Block Party and ANHS



THANK YOU!!

The 2018 TurtleFest Committee would like to thank all of their sponsors, partners, supporters and volunteers for helping to make this years event a tremendous success!

Thousands of people came Downtown, to the Fairgrounds as well as Annandale NHS to enjoy TurtleFest and see what our great community has to offer! This festival continues to grow and would not be possible without the strong support of the Tillsonburg community. If you or your company would like to be involved in the planning of the next TurtleFest, please contact us through our website at www.turtlefest.ca or by emailing us at info@turtlefest.ca.

EXECUTIVE COMMITTEE: Cephas Panschow, Rick Cox, Colleen Pepper, Tabitha Verbuyst, Carolyn Lamers, Patricia Phelps, Jason Collins, Jason Kane, Terry Fraser

BLOCK PARTY COMMITTEE: Carrie Smith, Denise Haley, Lori Arnold, Lindsay Morgan-Jacko, Sarabeth Strathdee, Karlee Slattery, Sue Wright, Erica Patenaude

TURTLEFEST STAFF: Les Anderson, Suzanne Fleet

VOLUNTEERS

Kayla Agro
Mackenzie Anderson
Dave Beres
Matthew Boldt
Neil Boldt
Paige Boldt
Tonyia Boldt
Beth Boughner
Chris Bowyer
Robert Boyd
Bobbi Braun
Cullen Braun
Peter Braunz
Shawn Brooks
Mike Cerna
Dave Clergy
Megan Collins
Sian Cox
Mandi Deckers

Alexandra Drennan
Shirley Elbourne
Janet and John Everett
Cat Forbes
Mel Getty
Andrew Gradish
Carter Hall
Holly Hanson
Mike & Kathy Holly
Veronica Holly
Meg Holmes
Shelley Imbeault
Michael Kadey
Caiden Kirkey
Mackenzie Kraushaar
John & Janet Kueppers
Logan Ladell
Maddie Ladell
Rayburn Lansdell
Vangie Legel
Jason Leighfield

Sloane Leighfield
Dianne MacKeigan
Lance Mackenzie
John Mackintosh
Liz Mestyan
Clare Mitchell
Mayor Stephen Molnar
Ethan Nesplic
George Papadakos
Linda Pitter
Margaret Puhr
Dolores Ross
Terry Ross
Joey Sanders
Maggie Sanders
Gerald Sandham
Marianna Sandham
Mary Lou Sergeant
Jared Smith
Skylar Smith
Don Spence

Ches Sulkowski
Cedric Tomico
Annie Toonen
Julie Vandaele
Amy Verbuyst
Ryan Verbuyst
Frank Voth
Arianna Walgrave
CJ Watters
Aleksandra Webber
Hunter Wellink
Janet Wery
Joan Weston
Terry Wilson
Kara Woodburn
Sean Wright
Hannah Young
Kate Young
Susie

Another Chance Wildlife Rehabilitation
Friends of the Annandale Kindergarten Classes
Hobbitstee Wildlife Refuge
Skunk Haven
Soul Vibes
Theatre Tillsonburg
Tillsonburg Branch of the Oxford County Library
Tillsonburg Pioneer Performing Troupe
Tillsonburg Retirement Residence
Tillsonburg Seniors Centre Volunteers

CONGRATULATIONS TO OUR TURTLEFEST 2018 COLOURING CONTEST!

Landon Babcock
Cole Hodgins
YaYa

Prizes donated by:
Co-operators - C. L. Smith Insurance Group Inc.

SILENT AUCTION DONATORS AND WINNERS

PRIZE - DONATOR - WINNER

Cat Gift Basket - Pet Valu - Joan Weston
Dog Gift Basket - Pet Valu - Jim Calcutt
Yard Wagon - Wellman Pipe & Supply - Johan Kneless
2 Decorator Cushions - Fabricland - Lisa Chevers
Tote Bag - Trivias - Patricia Phelps
2 Larders - The Anchor Shoppe - Patricia Phelps
Scalp Care Kit - Salon 108 - Crystal Purkiss
Sony Headphones - Staples - Shelley Inebault
Virtual Reality Glasses - VR Quest - Sue Beecroft
Laundry Room Plaque - Blooms - Jennifer Groszold
Gift Basket - From The Meadow - Sue Beecroft
Medlow Waterhouse Pillow - Back In Motion - Grant Mitchell
Herbal Gift Basket - From The Meadow - Crystal Purkiss
Gift Basket - Metro - David Abrams
Gift Basket - Metro - Doreen Paszek
Gift Basket - Cayles - Hannah Young

Logitech Keyboard & Mouse - Personal Computer Systems (PCS) - Sue Beecroft
Gift Basket - Escapes - Jayne Anval
Charcuterie Board - Otter Creek Woodworking - Lauren Verwegen
Tervis Water Bottle - Bamford Homes - Lisa Chevers
Tervis Drinking Glasses - Bamford Homes - Lisa Chevers
Handcrafted Turtle Necklace - Vargel Lager - Sue Beecroft
Busch Roofcoating Saw - Tillsonburg RCMP - Freida Kralj
Earrings & Neckase Set - Mary Barron - Jacki McDowell
Gift Basket - Special Occasions Cakes - Jayne Anval
Gift Basket - Tillsonburg Sobey's - Sue Beecroft
Maple Syrup - Danbrook Automotive - Sue Beecroft
Candle & Holder - Twigs - Lenda Wellink
Door Seag - XQZT Floral Design - Eileen Trevors
Doreas Essential Oils - Katherine McSpadden - Sue Beecroft
Gift Card - The Country Table - Sue Beecroft
Gift Certificate - The Komer Park - Patricia Phelps
Gift Certificate - Tillsonburg Garden Gate - Robert Verhoeve
Gift Card - Tillsonburg Bell Advanced Cellular - Jim Weston
Gift Certificate - Wave Wellness Retreat - Helen Evans

Gift Certificate - Wave Wellness Retreat - Pat Turner
Gift Certificate - Laplante Health Supply Centre - Bill Walsh
Gift Card - Tillsonburg Pita Pit - Sue Beecroft
Gift Card - Tillsonburg Boston Pizza - Helen Johnson
3 Gift Cards - Irish Kitchen Deli Cafe - April Muller
Gift Certificate - Brook Street Barbers - David Hetkani
Gift Certificate - Brook Street Barbers - Helen Evans
Gift Certificate - Haven Salon & Spa - Fred Henning
Gift Certificate - Tranquility Spa And Salon - Shelley Lester
Gift Certificate - Horizon Natural Health Centre - Scott Lewis
Gift Certificate - Optometrists On Broadway - Ann Hicks
Gift Certificate - The Ripped Club - Nicole
Gift Certificate - Tillsonburg Swiss Chalet - Sue Beecroft
Gift Certificate - Peacock Motors - Sue Beecroft
Gift Certificate - Tillsonburg TSC - Sue Beecroft
Gift Certificate - Simply Sold Photo - Lauren Verwegen
Gift Certificate - Tillsonburg Flight School - Nicole
Gift Certificate - Kettle Creek Conservation Authority - Shelley Megen
Gift Card - Tillsonburg Kelsey's Original Roadhouse - Sue Beecroft

If you or your organization had donated a prize and it's not listed here, thank you! A number of prizes were given away from the TurtleFest Stage Friday night.

OUR CORPORATE SPONSORS AND PARTNERS

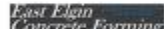
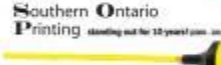
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A SPECIAL THANK YOU TO THE CARVER KINGS AND ALL OF OUR ENTERTAINERS!
Thank you to everybody who had a hand in making Tillsonburg TurtleFest Ontario's Best Turtle Festival!
Our apologies if we have missed anybody by name, but you have our gratitude! We will see you all next year!

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Thanks and see you at TurtleFest 2019!!

