



TILLSONBURG



[www.turtlefest.ca](http://www.turtlefest.ca)

# TURTLEFEST



**JUNE 14 ~ 15 ~ 16, 2019**

# Outline

- Turtlefest 2019 Recap
  - 2019 Highlights
  - The Numbers
  - Successes
- 2020 Planning
- Budget Request
- Thank you to all of our sponsors, donors and volunteers



# 2019 Overview

- 9<sup>th</sup> year for the event
- 3 Day Event  
(Friday/Saturday/Sunday)
- 4 different event venues
  - Downtown Block Party
  - Family Festival @ Memorial Park
  - Annandale NHS
  - Station Arts Centre
- The return of fan favourites ~ the Downtown Block Party, Canine Watersports Canada and the family movie at Annandale NHS
- The addition of Little Tracks Petting Zoo and Dad's Day Challenge
- Kinsmen Bandshell Bash



# 2019 Financials

REVENUE	BUDGET	ACTUAL
Sponsorships	\$80,500	\$57,475
Other Revenue	\$33,750	\$11,602
Town Loan	\$0	\$7,000
<b>Revenue Sub-Total</b>	<b>\$109,750</b>	<b>\$69,077</b>
Rogers Concert	\$15,000	\$15,000
<b>Total Revenue</b>	<b>\$124,750</b>	<b>\$84,077</b>
EXPENSES		
Contingency	\$3,000	\$0
Cost of Sponsorship	\$1,000	\$77
<b>Total Cost of Sponsorship</b>	<b>\$4,000</b>	<b>\$77</b>
Entertainment	\$19,200	\$19,417
Entertainment Expenses	\$10,000	\$2,074
Inflatables	\$25,000	\$27,763
Other Expenses	\$12,000	\$8,923

# 2019 Financials continued

EXPENSES	BUDGET	ACTUAL
Dad's Day Challenge	\$3,000	\$137
Kinsmen Concert	\$1,500	\$1,418
Rogers Concert	\$15,000	\$12,568
<b>Total Block Party Memorial Park Expenses</b>	<b>\$89,700</b>	<b>\$72,377</b>
General Expenses	\$33,150	\$19,216
Marketing & Promotions	\$24,500	\$15,234
<b>Total Expenses</b>	<b>\$147,350</b>	<b>\$106,827</b>
2019 Profit/Loss	-\$22,600	-\$22,750
Accumulated Surplus	\$15,709	\$15,709
Revised Profit/Loss	-\$6,891	-\$7,041
Town Loan	\$0	\$7,000
End Profit/Loss	-\$6,891	-\$41

# Budget Impacts

Revenue Losses	2018	2019
Lower attendance at Memorial Park due to weather	\$15,930	\$6,314
Lower Silent Auction revenue	\$2,558	\$467
Lower merchandise sales	\$1,351	\$83
Lower sponsorship donations	\$59,164	\$57,475
<b>Unexpected Expenses</b>		
Memorial Park fencing cost (50%)	\$0.00	\$1,418
Stage inspection fee	\$0.00	\$791

# 2017-2019 Financials

REVENUE		2017	2018	2019
Total Revenue		\$82,407	\$81,859	\$84,077
EXPENSES				
Total Expenses		\$67,005	\$84,731	\$106,827

2017 Attendance	2018 Attendance	2019 Attendance
11,496	12,207	9,236



# The Numbers

- More than 50 activities throughout the weekend
- Over \$80,000 in sponsorships from private donors, businesses and in kind
- Anticipating more sponsorships in 2020.
- Attendance:
  - 7,063 - Block Party & Stage
  - 1,571 - Family Festival
  - 470 - Annandale NHS
  - 107 - Outdoor movie
  - Plus other venues
- **Estimated \$761,866 in economic spinoffs for the Town of Tillsonburg**





# Partnerships in the Community

- New Signature Sponsors including De-Groote Hill, MyMotors, East Elgin Concrete, Seven Gables, Tobler's Woodland and more!
- Continuing sponsorship/partnerships with Country 107.3/Easy 101, Shaw's Ice Cream, Tillsonburg BIA, Discover Tillsonburg, Tillsonburg Hydro, The Town of Tillsonburg, Bamford Homes, Hayhoe Homes, Tillsonburg KIA and many others
- 64 community partners
- 70 volunteers
- Service Clubs
- Businesses
- Churches
- Individuals
- Organizations
- Charities



# Town of Tillsonburg Support

In 2019, the Turtlefest Committee reduced its requests to the Town and eliminated other requirements through increased efficiencies (signs, stage) and no last minutes items.

## **2018 Support**

- Funding support
- Staff support
- Insurance
- Road closure
- Signage placement
- Maps
- Last minute requests
- Event clean up for all three days

## **2019 Support**

- Funding support
- Staff support
- Insurance
- Road closure
- Maps
- Event clean up for all three days



# Successes & Challenges

Successes	Challenges
Dad's Day Challenge	Weather
Custom Mascot <ul style="list-style-type: none"><li>Planned to purchase 2 but only purchased 1 due to lack of funds</li></ul>	Celebrate Ontario funding <ul style="list-style-type: none"><li>Submitted application on Jan. 9</li><li>Response received on May 31</li></ul>
More Social Media coverage	
Kinsmen concert	
Petting Zoo	
Movie at ANHS	
Rogers Block Party concert	



# TILLSONBURG TURTLEFEST

A FATHER'S DAY WEEKEND TRADITION

Thank you to everyone!

Festival & Venue Sponsors (\$3,500+)



TILLSONBURG NEWS

## Show Sponsors (\$2,000-\$3,499)



## Gate Sponsors (\$750-\$1,999)



## Entertainment Sponsors (\$500-\$749)

C.L. Smith Insurance (Co-operators)

Chrissy's Catering

G C Lounsbury Inc.

George's Auto Repair

Good Redden Klosler

Kinette Club - Tillsonburg

M & J Tirecraft

Manulife - Judie Rice

Martinea International

McFarland Rowlands Insurance

Meyer Chiropractic

3E Power

Sangsters

Servicemaster Restore

Seven Gables B&B

Sobeys Tillsonburg

Verne's Carpet One

Optometrists on Broadway

## Activity and Community Sponsors (\$50-\$499)

A&W Tillsonburg

The Anchor Shoppe

Annandale NHS

Anytime Fitness

Avondale United Church

Backyard Water Creations

Boston Pizza Tillsonburg

BreezeWood Floors

Broadway Family Dental

Cardio Plus Fitness & Day Spa

The Copper Mug

Long & McQuade

Lux Salon & Spa

Ostrander Veterinary Clinic

Ostrand's Funeral Home

Parker Right Driving Academy

Personal Coffee Service

Pioneer Cabinetry

Pita Pit Tillsonburg

The Ripped Club

Simply Bombs and Scrubs

St Paul's United Church

## Turtlefest is an amazing community festival held every Father's Day weekend in Tillsonburg.

Turtlefest 2019 could not have happened without the generous support of our community.

Whether you were a sponsor, a volunteer, or an enthusiastic participant, we want to take this opportunity to thank you for your support and encouragement. Although the weather presented some challenges, we didn't let it stop us from coming together for the summer's biggest party.

We want to say a special thanks to the Carver Kings, Canine Watersports Canada and all our entertainers.

Next year is our 10th Anniversary and we're looking forward to our biggest celebration yet! If you'd like to contribute or be a part of the organizing team, please drop us a line at [info@turtlefest.ca](mailto:info@turtlefest.ca) or call 519.983.2748.



Country Table  
Crompton Home Hardware  
Dowler Karn  
Escapes Salon & Spa  
Green Lea Ag Centre  
The Haines Group  
Horizon Natural Health Centre  
Hue Salon  
j.d. lighting  
Kettle Creek Conservation Authority  
Korner Perk  
Knights of Columbus -Tillsonburg

The Haines Group  
Tillson Pizza  
Tillsonburg District Historical Society  
Tillsonburg Plumbing Centre  
Tillsonburg Tri-County Ag. Society  
Tillsonburg Veterinary Centre  
Tranquility Spa & Salon  
Trinkets Gift Shoppe  
Wareing Cremation Services  
XQZT Floral Design

## Tillsonburg Turtlefest Committee



## Community Volunteers

Aleksandra Webber  
Alexandra Drennan  
Amber Radu  
Amy Verbuyst  
Asha Agro  
Aurora Grey  
Barb Morgan  
Beth Boughner  
Brent Shepherd  
Brittany Bell  
Caiden Kirkey  
Cassie Vanwynsberghe  
Cat Forbes  
Christine Buruma  
Christine Nagy  
Cierra Nevill  
Dale Morgan

Dan Develter  
Dianne MacKeigan  
Dolores Ross  
Don Spence  
Eleas Kyriakopoulos  
Emily Harder  
Faith Patrick  
Gerald Sandham  
Haleigh Cole  
Janet & John Everett  
Janet Wery  
Jared Smith  
Jessica Arlow  
Jessica Phelps  
Jill Vermeeren  
Joseph Matisz  
Kaiden Weber

Karen Demaree  
Kayla Agro  
Keira Spanjers  
Kelly Ongena  
Laurie Kirwin  
Linda Hawken  
Linda Pitter  
Lorraine Bloomfield  
Luke Cox  
Lydia Byl  
Mackenzie Siliker  
Maddy Lee  
Marion Sandham  
Mary Lou Sergeant  
Matt Byl  
Matthew Boldt  
Michael Manchester

Natalie Hessel  
Neil Boldt  
Nick Smart  
Pam Papadakos  
Pat Carroll  
Rebecca Cupples  
Reg Hayward  
Ryan Verbuyst  
Skylar Smith  
Sloane Leighfield  
Steve Tupper  
Stephen Gradish  
Summer Hayes  
Terry Williams  
Tonyia Boldt  
Tristan Stefan  
Zack Carpenter

**Festival Director**  
Suzanne Fleet

**Executive Committee**  
Les Anderson  
Jason Collins  
Rick Cox  
Terry Fraser  
Jason Kane  
Carolyn Lamers  
Cephas Panschow  
Colleen Pepper  
Patricia Phelps  
Mark Renaud  
Karlee Slattery  
Tabitha Verbuyst

**Block Party Team**  
Lori Arnold  
Denise Haley  
Lindsay Morgan  
Colleen Pepper  
Cheryl Rapai  
Karlee Slattery  
Sarabeth Strathdee

**Memorial Park Team**  
Rick Cox  
Shelley Imbeault  
Margaret Puhr  
Tabitha Verbuyst

**Annandale Team**  
Patricia Phelps



# Planning for 2020 10<sup>th</sup> Anniversary Celebration!





# Planning for 2020

**Looking forward to further discussions as part of the  
2020 budget process**

**Thank You and see you at our  
10<sup>th</sup> Anniversary in 2020!**

