

September 30, 2020

To: CRD

Re: Grant Application for Hot July Nights Event for 2021

The Hot July Nights Committee is in the process of registering with BC Societies to ensure its own identity for the future. The South Cariboo Chamber of Commerce has opted to focus on supporting the event through business and no longer be the lead in the show. It has been decided by the committee to register the event as its own identity. The Bylaws and Constitution is almost ready to submit to the committee for review and approval. Once approved we will submit to the BC Societies and will be able to provide the applicable registration number.

Information submitted is based on the 2020 Committee and Financials to date.

Purpose of the Organization:

To organize and host an event focused on all aspects of transportation, and provide a static show in 100 Mile House one time per year where vehicle enthusiasts and hobbyists can come together and share ideas, knowledge, vehicles, and opinions in a public venue.

Facilitate the establishment of mutually beneficial relationships with vehicle owners, the City of 100 Mile House enthusiasts, and local business.

Work in conjunction with clubs throughout BC and surrounding provinces/states for the exchange of ideas and suggestions, and encourage the sharing of goodwill and fellowship derived from owning a vehicle or and engaging in such social and other events in harmony with the society's general objectives.

Annual General Meeting: Due to Covid we did not have a final meeting but have attached a recap of the season.

I have also attached a copy of the final financial report that also covers the expenses covered by the 2020 grant.

Question 1 - What Plans has your organization made to fund its activities over the next 3-5 years.

Answer - Question 1 - Corporate Sponsorship, registration of event dues, sale of apparel, grants.

Question 2 - If your organization charges user fees/memberships/admission, attach your current fee structure.

Answer - Question 2 - Fee structure for 2020 was 10.00 for vehicle registration.

T-shirts \$25.00. Admission to dinner/dance was 25.00, Canim Lake Event \$25.00. Both Dinner/Dance and Canim Lake Event covered the full cost of both these events and there would be no financial benefit to the actual show. The not for profit or businesses that will host these events will gain the financial benefit.

Question 3 - What are your organization's specific goals and objectives for this year? How do they differ from previous years?

Answer - Question 3 - The specific goal of this event is to bring people from other communities from all over BC, other provinces, the US to 100 Mile House and surrounding areas to support local business, promote tourism currently and in the future. Participants come for a minimum of 3 days, booking hotels, eating in restaurants, supporting all local business in our area.

Question 4 - Who does your organization serve?

Answer - Question 4 - The organization and event services the entire South Cariboo and CRD. The event promotes tourism and supports business from one end of the South Cariboo to the other.

Question 5 - Does your organization receive a rental subsidy?

Answer - Question 5 - No

Question 6 - Does your organization receive any benefit from permissive tax exemption?

Answer - Question 6 - No

Question 7 - Does your organization use CRD or District owned facilities? If so, which ones?

Answer - Question 7 - The event is held either at Centennial Park in 100 Mile House, BC and was forecasted to be held on the streets of 100 Mile House if not been cancelled in 2020. 7 blocks of Birch Avenue and side streets from 7th down to 1st.

Question 8 - How will you indicate that the CRD and District are contributing to your organization.

Answer - Question 8 - The CRD and District contribute by supporting the event, being part of the committee, assist with grants and organization of the event, help with street or park set up and take down and any other support that is requested.

Project Summary Sheet:

Question 1 - Brief Description of Proposed Use of Grant Being Applied for:

Answer - Question 1 - The grant will assist in general costs of the show such as cost of website, administration costs, costs of event set up and take down. Plaques etc.

Question 2 - How do you know there is a need for this service/project in our community?

Answer - Question 2 - In the past this event has brought into the community an estimated amount of 1/2 million dollars. The event in the past has brought in an excess of 300 cars with 2/3rds from out of town for a minimum of 3 days. Many staying a week or 2 before or after the event. In addition, the event brings in 100's of spectators to the area. The economic impact to our local businesses, hotels, gas stations, restaurants, local stores is substantial. With the mills shutting down, covid and many other factors, the economy in our community is slowing and this event will in the end assist with local business's being able to remain open.

Question 3 - Is your agency applying for funds from other levels of government or other sources for this project?

Answer - Question 3 - Yes, we will be applying for a grant through Community Futures, Northern Development any other grant opportunities that will be available in 2021 as well as local business sponsorship.

Question 4 - Would you still be able to complete the project if you do not receive the other funds applied for?

Answer - Question 4. Yes, but it would not be to the degree expected by the vehicle enthusiasts and could affect their attendance in future years.

Question 5 - Please describe the impact of this application being denied or approval of an amount less than requested.

Answer - Question 5 - If denied, the event will proceed but could effect the quality of the event effecting future support to the local area. This event will bring in business and some financial stability for all businesses in the south cariboo. Projected revenue

to the local community is in the 100 of thousands. The better the show the more chance that vehicle enthusiasts will come to our area again, to visit, to buy, to retire.

Question 6 - Start date of Project - July 9, 2021 End date of Project, July 11, 2021.

Question 7 - Please describe the key activities that will take place to complete the project and any associated timelines.

Answer - Question 7 - The work on this event will start as early as November of 2020 and will continue until after the July 9-11 event. The committee will work on ensuring there is many activities available to those visiting, businesses willing to open, activities available and engage both not for profit and local business to participate.

Question 8 - Attached - budget is identical to 2020 - carried over after cancellation of 2020 event due to covid

Question 9 - Please explain how you will measure and evaluate the impact of this project on the community? How will you determine if it was successful?

Answer - Question 9 - We will determine the events success by the amount of participants visiting our community and participating in the event. The number of hotels/motels/resorts booked/gas stations/restaurants/increase in business for local companies, the increase of tourism throughout the summer of 2021 and future years.

HOT JULY NIGHTS 2020

Event date: July 10 to July 12, 2020

Location - Birch Avenue and Side streets - from Freshco Parking down to Save On Parking

Email: cars@hotjulynights.com

Email login and password for 2020 if required can be obtained from Jane Mahovlich or Karen Douglas

Website: <https://www.hotjulynights.ca/>

(both subscribed by ABC Communications - cost for 2020 will come in 2 bills, 41.95 in May which SCC has confirmed they received and 268.13 for the website in the fall of 2020). Cruzers have reimbursed SCC for the 2020 costs of \$310.08 (SCC has confirmed they received the payment)

COMMITTEE 2020

Donna Barnett - Chair, arrange Canim Lake Event

Maureen Pinkney - Secretary - Grants - permits

Jane Mahovlich - Treasurer, Registrar, Website

South Cariboo Chamber - Financial

Jim Williscroft - Corporate Sponsorship, Cruiser Representative

Marty Mahovlich - Events Coordinator, Rod Run, Car Club Liaison, Cruiser Representative

Jim Williscroft & Marty Mahovlich - Media

Martina Dopf - SCC representative, Advertising, Poster Design, Printing

Amanda Usher - SCC representative, Local business contact to engage participation, Walking Poker Run,

Saturday Event Breakfast

Rob Fry - Media, Entertainment

Dan Jackson - 108 Golf & Spa - Friday Night Rod Run Event, Cruiser Representative

Ted Shields - Poker Run

Stan Nekrash - Poker Run

Phil Pogue - Swap Meet Coordinator & Poker Run

Alvin Stroehmaier - Car Club Liaison - Local tourism contact, Pick a part

Margo Wagner - CRD Representative

Mitch Campsal

Dave Mingo

OTHER PARTNERSHIPS:

Karen Douglas - Website design and email back up

Work & Play - T Shirts/Shammies - supply and also have on demand

100 Mile Hospice - Representative - Tracy Haddow - Sunday Morning Breakfast by donation

Sunflower Catering - Contracted out for Dinner/Dance including Bar

RC Flying Club - display both Saturday and Sunday

BC Hot Rod Association - AGM

South Point Canim Lake Adventure

108 Golf & Spa

108 Heritage Site

Arcada Rentals

Live Music from Dutch Courage & Mark Allan

FINAL REPORT

A initial partnership was made with the South Cariboo Chamber that they look after the banking of all funds relating to the Hot July Nights. A process was agreed in order to ensure that monies would be deposited in a timely manner and all bills paid within 30 days. Due to personal circumstances the SCC contact had to leave and the position was replaced. In order for the employee to learn the position in full, the HJN issues were understandably not a priority so the Cruzers took over all banking and administration of the HJN funds for this year.

Consideration was discussed in prior meetings to have Hot July Nights registered as its own society in order to have its own identity. Decision to proceed this avenue has not yet been discussed in detail.

FINANCIALS - SPONSORSHIP, COSTS, PRE-REGISTRATION:

Jim Williscroft with assistance from Ted Shields raised \$13,650.00 in Corporate Sponsorship and a commitment of an additional \$4650.00 from local business that would be paid closer to the HJN event. A further commitment from Fortis BC, Arcada Rentals, 150 Mile Tire and 108 Resort to donate product and services.

South Cariboo Chamber released \$1369.81 balance raised from 2019 Hot July Nights event.

The CRD provided a grant of \$3000.00 (to cover expenses of \$1163.94 with remainder of \$1825.06 to be carried over to 2021 Event).

We also received a Grant of \$3500.00 from Community Futures (of which we reimbursed the full amount on May 13, 2020 based on their request).

Funds to Run 2020 Hot July Nights if it had proceeded - \$24,888.32, plus product and services. It is noted that other grants were available but suspect due to Covid19 they were never finalized.

Cost of registration \$10.00, T Shirts, \$25.00, Dinner \$25.00, Canim Lake Adventure \$25.00

- Based on the cost of plaques and events, including a small amount earned from T Shirts would have broken even except:
- Dinner/Dance was contracted out (for 2020 to Sunflower Catering) including Bar Service - Hot July Nights committed to paying for the cost of the facility and the music.

Only sponsor wishing reimbursement once the decision was made to cancel the event was \$1200.00 from Canadian Tire. All other sponsors advised Jim Williscroft after each visited in person requested we hold their sponsorship fee for a hopeful 2021 event.

Some minor costs to cover wooden back plaques, fuel, sample shirts, administrative, email, website and bank costs were accrued and paid to individuals who paid up front. The plaques will be available for 2021.

Hot July Nights event was cancelled due to COVID 19 on May 1, 2020 consensus of the entire committee and communicated by Donna Barnett. Jim and Marty gave heads up to all of the corporate sponsorship and car clubs a few days earlier in respect to those who supported the event. All appreciative that they were given heads up before the official word was released.

We had a commitment of over 200 out of town cars with an average of a 3 night stay per vehicle who had already booked accommodations wanting to attend this event as of March 15, 2020. Pre-registrations showed a high interest in the dinner/dance and t-shirts with some interest in the Canim Lake Adventure, proving all of our events planned showed strong interest.

Once the event was cancelled - all were notified by email and full refunds were issued.

Financial and final report will be circulated to all committee members.

FINAL - HOT JULY NIGHTS 2020

Date:	Comment	Spon/Grant	Expenditure	Balance
December 20/19	Exeter Sporting - Sponsor (addressed to Cruzers)	\$250.00		\$250.00
December 23/19	Work and Play - Sponsor (addressed to Cruzers)	\$250.00		\$500.00
December 19/19	Kranky's Garage - Sponsor (addressed to Cruzers)	\$500.00		\$1,000.00
January 30/20	Hagerty (addressed to Cruzers)	\$5,000.00		\$6,000.00
January 30/20	Home Hardware (addressed to Cruzers)	\$250.00		\$6,250.00
February 5/20	Napa (addressed to SCC)	\$1,200.00		\$7,450.00
February 5/20	Hammer Collision (addressed to Cruzers)	\$200.00		\$7,650.00
February 5/20	Shaver Comfort Solutions Ltd (addressed to Cruzers)	\$250.00		\$7,900.00
February 5/20	Tim Hortons (addressed to the Cruzers)	\$250.00		\$8,150.00
February 5/20	Coral Reefer Hoidings A & W (addressed to Cruzers)	\$250.00		\$8,400
February 14/20	Alvin Strohmaier for photocopying		\$27.55	\$8,372.45
February 14/20	Canadian Tire (address to SCC)	\$1,200.00		\$9,572.45
February 17/20	Bree Contracting (address to SCC)	\$1,200.00		\$10,772
February 19/20	Performance (addressed to SCC)	\$700.00		\$11,472.45
February 27/20	MSM Law (addressed to SCC)	\$700.00		\$12,172.45
March 2/20	Fawn Lake Lumber (addressed to SCC)	\$700.00		\$12,872.45
March 3/20	Country Tire (addressed to SCC)	\$250.00		\$13,122.45
March 3/20	New & Used (addressed to SCC)	\$250.00		\$13,372.45
March 10/20	100 Mile Feed (addressed to SCC)	\$250.00		\$13,622.45
March 24/20	Community Futures (addressed to SCC)	\$3,500.00		\$17,122.45
May 13/20	2019 Balance of HJN from the Chamber	\$1,369.81		\$18,492.26
May 13/20	Total			\$18,492.26
May 13/20	Return of sponsorship to Canadian Tire		1200	\$17,292.26
May 13/20	Cost of Plaques, Sample Shirts/Administration Cost		630.86	\$16,661.40
May 13/20	Fuel to Jim Willisroft (sponsor coordinator for HJN)		200	\$16,461.40
May 13/20	Return Grant to Community Futures		3500	\$12,961.40
	Confirmed by Jim Willisroft - all other sponsors who have paid have requested to roll over to next year.			
June 25/20	Paid internet & email fees for HJN to SCC		310.08	12,651.32

FINAL - HOT JULY NIGHTS 2020

June 25/20	Minus outstanding expenses not yet paid			
	Bank Fees - Cruzers		\$23.00	\$12,628.32
	(note: no fees for SCC as per Brad)			
	Total expenses and reimbursements		\$5,891.49	\$12,628.32
Received June 23	Reimbursement of expenses of 1163.94 through CRD	1163.94		13,792.36
	Paid 3000.00 - balance of CRD Grant to 2021 event	\$1,825.06		\$15,628.32
	Note: Committed 2020 sponsorship commitment	\$4,650.00		\$20,188.32
	See sponsor deposit & Commitment sheet.			
	Canadian Tire Commitment to re-donate in 2021	\$1,200.00		\$21,388.32
	2021 balance included committed businesses in 2020			\$21,388.32

Hot July Nights 2020
Financial/Corporate Sponsors Grants

Date:	Comment	Deposit	Committed	Balance
December 20/19	Exeter Sporting - Sponsor (addressed to Cruzers)	\$250.00		\$250.00
December 23/19	Work and Play - Sponsor (addressed to Cruzers)	\$250.00		\$500.00
December 19/19	Kranky's Garage - Sponsor (addressed to Cruzers)	\$500.00		\$1,000.00
January 30/20	Hagerty (addressed to Cruzers)	\$5,000.00		\$6,000.00
January 30/20	Home Hardware (addressed to Cruzers)	\$250.00		\$6,250.00
February 5/20	Napa (addressed to SCC)	\$1,200.00		\$7,450.00
February 5/20	Hammer Collision (addressed to Cruzers)	\$200.00		\$7,650.00
February 5/20	Shaver Comfort Solutions Ltd (addressed to Cruzers)	\$250.00		\$7,900.00
February 5/20	Tim Hortons (addressed to the Cruzers)	\$250.00		\$8,150.00
February 5/20	Corai Reefer Holdings A & W (addressed to Cruzers)	\$250.00		\$8,400
February 14/20	Canadian Tire (address to SCC)	\$1,200.00		\$9,600.00
February 17/20	Bree Contracting (address to SCC)	\$1,200.00		\$10,800
February 19/20	Performance (addressed to SCC)	\$700.00		\$11,500.00
February 27/20	MSM Law (addressed to SCC)	\$700.00		\$12,200.00
March 2/20	Fawn Lake Lumber (addressed to SCC)	\$700.00		\$12,900.00
March 3/20	Country Tire (addressed to SCC)	\$250.00		\$13,150.00
March 3/20	New & Used (addressed to SCC)	\$250.00		\$13,400.00
March 10/20	100 Mile Feed (addressed to SCC)	\$250.00		13,650.00
March 1/20	Community Futures (addressed to SCC)	3500		\$17,150.00
May 1 /20	CRD Grant (addressed to SCC)	\$3,000.00		\$20,150.00
Committed	Freshco (June 1/2020)		\$1,200.00	\$18,350.00
Committed	Kal Tire (April 1/2020)		\$500.00	\$18,850.00
Committed	Most Wanted Contracting		\$500.00	\$19,350.00
Committed	Canadian 2 for 1 Pizza		\$500.00	\$19,850.00
Committed	Central GM		\$500.00	\$20,350.00
Committed	Timbermart		\$250.00	\$23,600
Committed	Orvilles Backhoe & Septic Services		\$700.00	\$24,300.00
Committed	Cameo Plumbing		\$250.00	\$24,550.00
Committed	100 Mile Motel & RV		\$250.00	24,800
Committed	Fortis BC - Product			
Committed	150 Mile Tire - Product			
		\$20,150.00	\$4,650.00	\$24,800.00

Hot July Nights 2020 Tentative Budget

Show Costs	Date:	Comment	Expenditure	Authorized/Notes
Pre-costs		Pre-registration Prize	100	
		Printing	200	
Advertizing		Free Press	2000	
		Rob Fry	500	
		Show advertising signage	300	
		2 X Table rental for Friday to Sunday for registration	75	
Administration		Website	400	
		Banking Fees	50	
Friday	10-Jul	108 Golf Resort	0	
		Farmers Market	0	
		Meet & Greet A & W	0	
		Entertainment - Rob Fry	500	
		Rodrun - Printing	200	
		Rodrun - Prizes	200	
Saturday	11-Jul	Pancake Breakfast - Andres hosting	0	
		Poker Run Printing	300	
		Poker Run Prizes	500	
		Poker Run Lunch	700	
		Poker Run Signage	100	
		Water	100	Save On?
		BC Hot Rod Association Meeting	0	
		RC Flying Club event (coffee/snacks)	100	
		Canim Lake Adventure	0	?
		Canim Lake Adventure - transportation	400	
		Dinner/Dance Entertainment - Rob Fry	500	
		Dinner/Dance - food supplemented	0	
		if we only charge 25.00 per head		
		Community Centre Rental - Caterers paying	0	
		Dinner Tickets	25	approximate

Hot July Nights 2020 Tentative Budget

Show and Shine	12-Jul	Corporate Sponsor Advertising Board	400	
		Port a potties (4 - 2 on each end)	508	includes tax (confirmed)
		Goodie Bags	1000	
		Dash Plaques	1000	
		Breakfast (hospice)	0	
		Swap Meet/Trade Show - table rentals	100	8.00 a piece for rectangle
		Prize Table - table rentals	24	3 tables needed
		Walking Poker Run (Printing)	30	
		Walking Poker Run (Prizes)	700	
		Guess a car part (printing)	20	
		Guess a car part (prizes)	100	
		Other activities BMX, youth groups etc.	0	
		Rotary Club Stage Rental	400	
		Entertainment - Mark Allen	400	Confirmed
		Entertainment - Dutch Courage	600	Confirmed
		Rob Fry	500	Confirmed
		Event Prizes	4500	
		Trophies/Plaques - 50 Plaques (Do more) 30. tax in	1500	Confirmed
		Registration Card Printing & Design	200	
Misc		Park Rental if needed	150	
		Multi Purpose Show Signs	500	
		Corporate Sponsor T Shirts		
		Sale of T Shirts should offset Cost		
		T Shirt Costs S to XL equals 11.19		
		T Shirt Costs XXL to XXXL 14.55		
		Prices include 1 print small or large		
			19882	

January 2020

Hot July Nights Financial Guidelines in partnership with the South Cariboo Chamber of Commerce and the Hot July Nights Committee.

South Cariboo Chamber of Commerce and Hot July Nights Treasurer Responsibilities.

Acronyms

Hot July Nights (HJN)

Hot July Nights Committee (HJNC)

South Cariboo Chamber of Commerce (SCC)

Opening Statement:

Any outstanding invoices from HJN expenses prior to 2020 will be the responsibility of the SCC to settle.

Any balance from the 2019 HJN event currently held by the SCC will be carried forward to the 2020 HJN ledger.

SCC Role:

The SCC will take on the role of banker only. The SCC will submit a detailed financial statement within 7 days upon request of the Chair, Treasurer or Designated Alternate of the HJNC. (Note the Hot July nights treasurer will also keep a detailed financial statement). All requests for a detailed financial statement to the SCC will be given in writing by email.

HJN Treasurer Role:

The Treasurer of the HJNC will be responsible for the event budget, financial planning, and cash management. The Treasurer will work with the HJNC to ensure appropriate financial systems have been put in place and are being constantly followed.

Invoice or payment made directly to SCC bypassing HJNC:

Any monetary payment made directly to the SCC must be scanned and forwarded to the HJNC Treasurer for their reference.

Any invoice that is forwarded directly to the SCC must be returned to the HJNC Treasurer for approval. Once approved the invoice will be returned to the SCC for action.

Deposits:

All payments will be made out to the SCC on behalf of the HJN event (cash, cheques, e-transfers), including grants, corporate sponsorship, donations, registration fees, and any other form of monetary payment to be deposited into the Chamber Account and registered on the HJN Ledger. When possible, all deposits to be recorded within 7 days of receipt.

For HJNC purposes only:

Any expenditures of a HJN Committee Member in excess of 100.00 must be approved by the HJNC either at a meeting or by email.

Any expenditures of a HJN Committee Member less than 100.00 must be approved by Treasurer, Chair or alternate.

Invoices:

Every invoice must have 2 signatures for approval, Chair, Treasurer (or designated alternate) and will be given to the SCC to pay.

The SCC will be requested to pay the invoice within 7 days of receipt and no later than 30 days from receipt.

Treasurer/Ledger Account:

In the event of any discrepancies between the 2 reports, the Treasurer or Chair of the HJN Committee will work with the Chamber to balance the accounts.

From 2020 forward, any outstanding balance from the HJN weekend event will be carried forward to the following years HJN event.