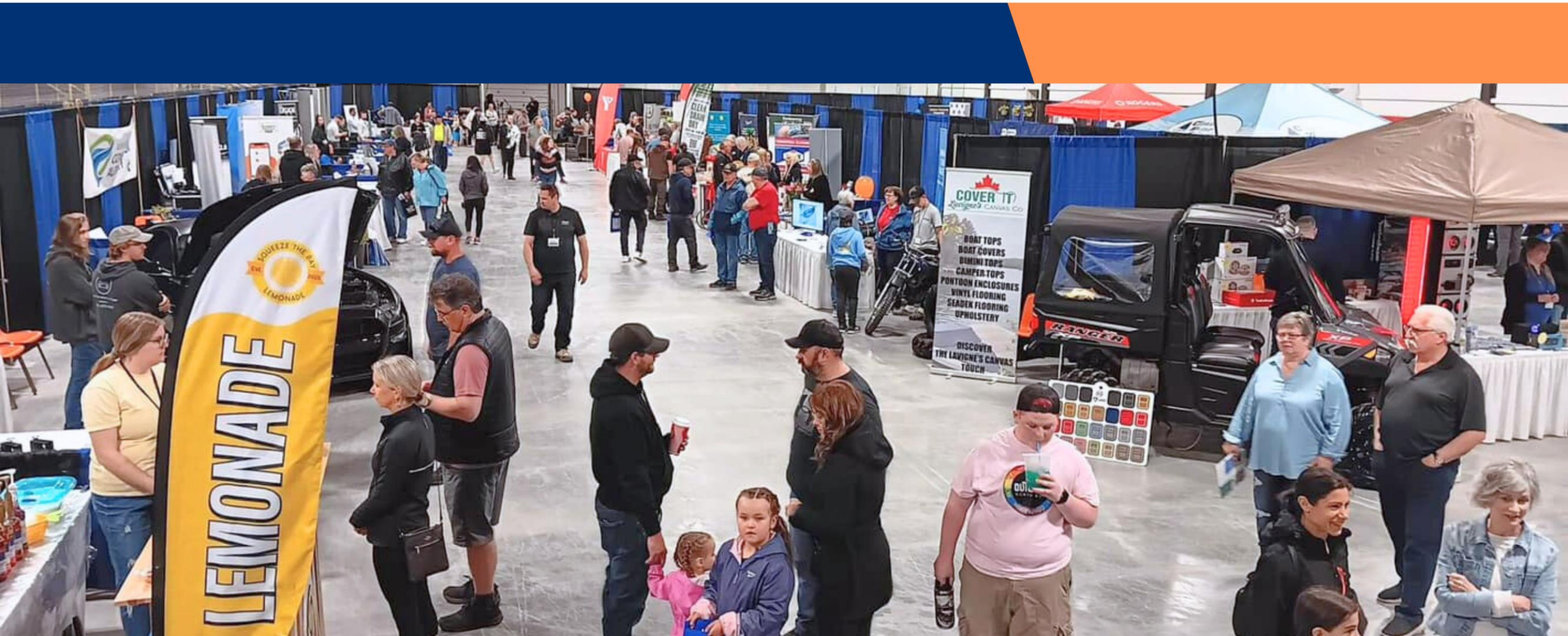




# COUNCIL MEETING

## East Ferris Tradeshow 2024 Review





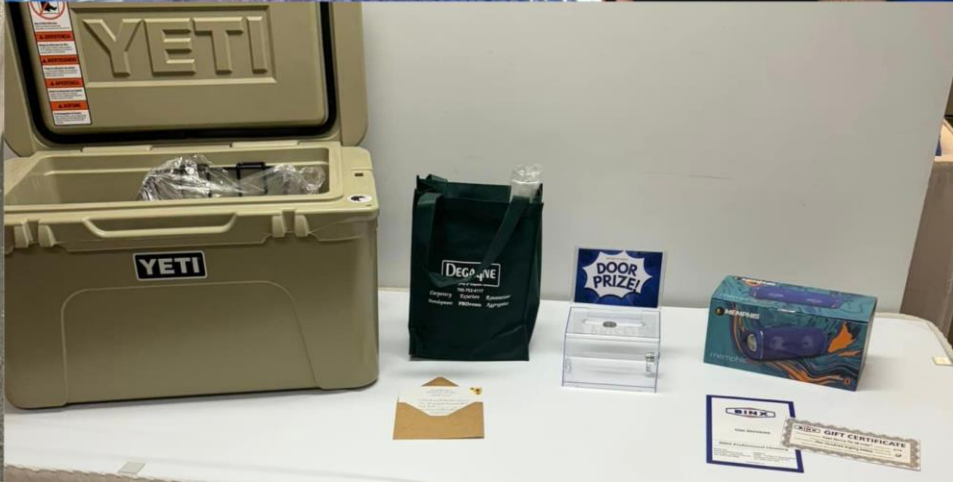


# TOPICS

- ★ Highlights of 2024 Event
- ★ Budget Review
- ★ Event Sponsors
- ★ Participating Businesses
- ★ Floor Plan(s)
- ★ Vendor Feedback Survey & Responses
- ★ Community Participation
- ★ Perennial Sale
- ★ Infant Food & School Snack Cupboard
- ★ Food & Entertainment
- ★ Looking to 2025



# HIGHLIGHTS OF 2024



# BUDGET REVIEW

## Expenses **\$28,386.90**

• Bay Events	\$7,000
• Bubble Soccer	\$780
• Tickled Teals	\$1,062.19
• Balloon Artist	\$485
• Drapery & Linens	\$5,125
• Electrical	\$2,300
• Inflatables	\$1,715.68
• Magician	\$791
• Advertisements	\$2,568.35
• Printing & Materials	\$3,524.33
• Food	\$2,625.84
• Other	\$409.51

## Revenue **\$22,958.50**

• Sponsor Revenue	\$12,000
• Booth Registrations	\$10,715.50
• Insurance	\$243

**\* Deficit: \$5,428.40.40**





## PLATINUM SPONSORS



## GOLD SPONSORS



## SILVER SPONSORS



## BRONZE SPONSORS

# EVENT SPONSORS

- Perron Timber Mart
- Degagne Group of Companies
- North Bay Plastic Molders
- NECO
- United Rentals
- Canadore College
- RBC
- KRMT Wellness
- Bernard Rochefort Ltd.
- GFL Environmental
- East Ferris Pharmasave
- Labonte Concrete
- Patterson Construction & Renovation
- Lucky 13
- Jennifer Laframboise Mortgage Outlet
- The Labour Market Group
- Run of the House Dog Adventure Camp

THANK YOU!  
to our sponsors!



# LOCAL BUSINESSES

- North Bay Plastic Molders
- United Rentals
- NECO
- RBC
- Canadore College
- Battery Battery
- Clean Water Solutions Inc.
- MPP Vic Fedeli
- Nurse Next Door
- BINX Professional Cleaning
- North Bay Mattawa Conservation Authority
- North Bay District Chamber of Commerce
- Eagle Tree
- Beyond Wireless (Rogers)
- East Ferris Horticultural Club
- NyDock by Evergreen Landscaping
- Degagne Aggregates
- Degagne Exteriors
- Degagne Renovations
- Degagne Carpentry
- Profound Mechanical, Electrical, Plumbing
- Rip & Tear Repair
- Arborworks
- Century 21 Blue Sky
- Nosbonsing Curling Club
- YMCA North Bay
- Moore Propane
- Northern Detail and Polish
- Security Today
- Lavigne's Canvas Co.
- OUTloud North Bay
- North Bay Insiders
- Northern Mobile Small Engines
- Children's Aid Society of Nipissing
- Tripped
- Heritage Trim & Doors
- White Oak Blinds
- Arnstein Lawn & Garden
- Lucky 13
- Marina Point Village
- CTS Canadian Career College
- Remissio Wellness Inc.
- Northern Podology
- Celine Degagne - Inner Beauty Movement
- KMD Premium Detailing
- Nosbonsing Anglers and Hunters
- East Ferris Public Library
- North Bay Royal Canadian Air Forces
- East Ferris Infant Food & School Snack Cupboard
- Squeeze the Bay Lemonade
- Alderdale General Store











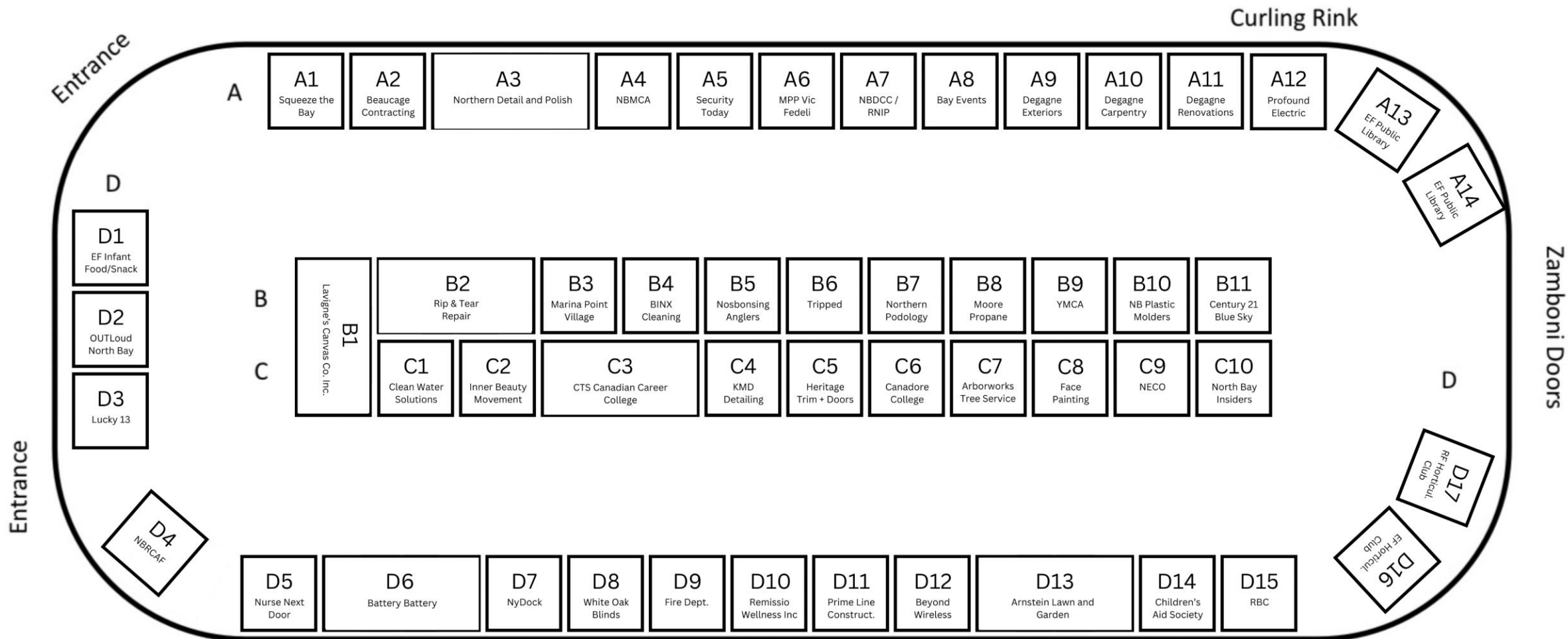




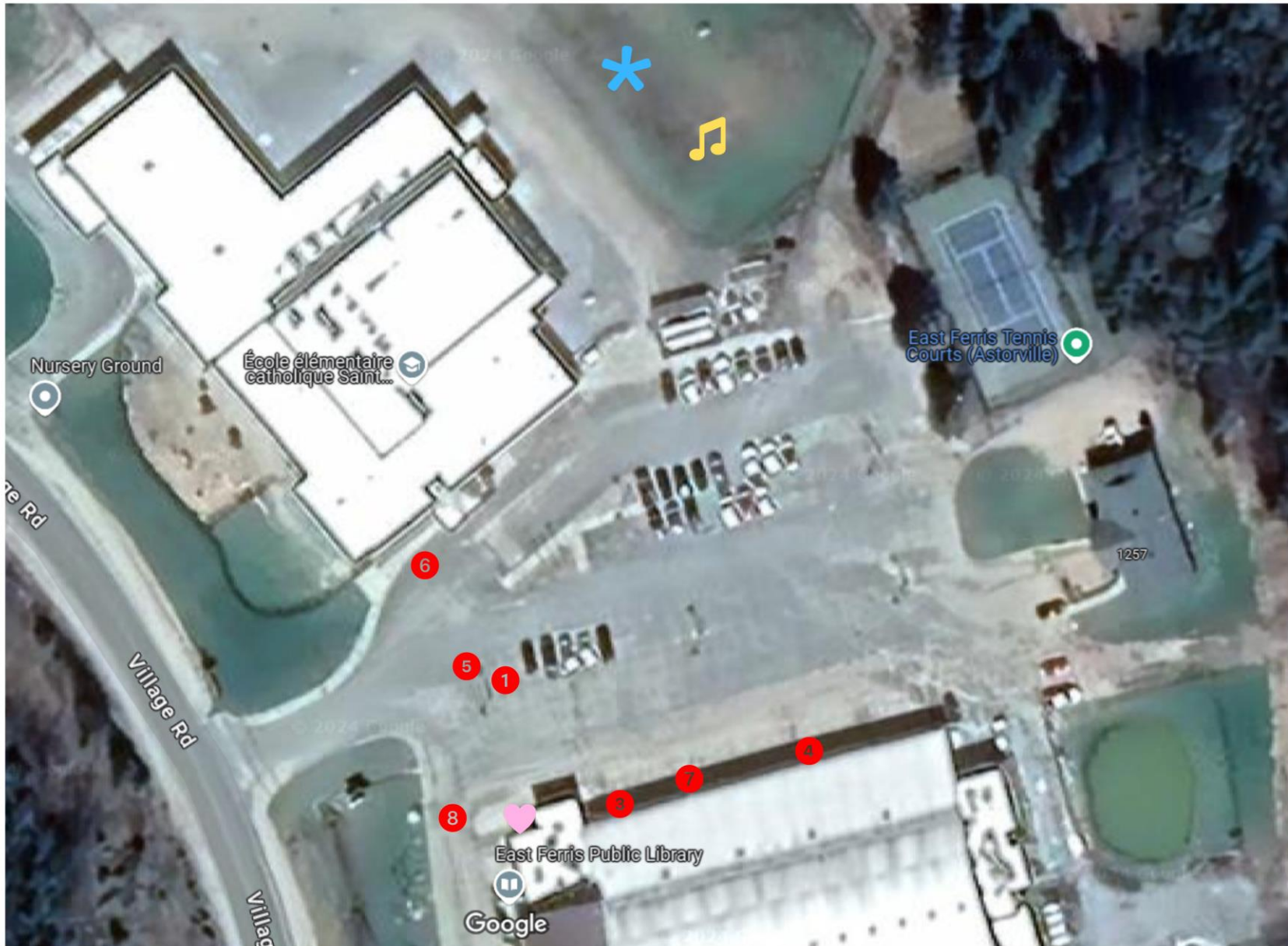












- 1 The Noble Steed
- 3 Raptor Kayak Canada
- 4 United Rentals
- 5 Arborworks Tree Service
- 6 Eagle Tree
- 7 Degagne Aggregates
- 8 Northern Mobile Small Engines

- \* Bubble Soccer
- ♥ Stage / Musical Performances
- 🎵 Inflatables





# VENDOR FEEDBACK

## Questions Included on Vendor Feedback Survey:

- First & Last Name
- Company Name
- Email Address
  
- I have attended the Tradeshow as a vendor in previous years
- The pre-tradeshow information and service this year was timely and helpful
- I was pleased with the venue
- The booth space provided was adequate
- The booth fee and amenities provided in the cost of the booth met my needs
- The check-in process the day before, and morning of was smooth and well-organized
- I felt the tradeshow was well advertised
- I would be interested in participating in the East Ferris Tradeshow again next year for the tenth anniversary
- Are there any general comments you would like to leave about your experience at the East Ferris Tradeshow this year?



# OVERVIEW OF RESPONSES

**16**

**TOTAL RESPONSES**

**31%**

**TOTAL BUSINESSES**

## Respondents:

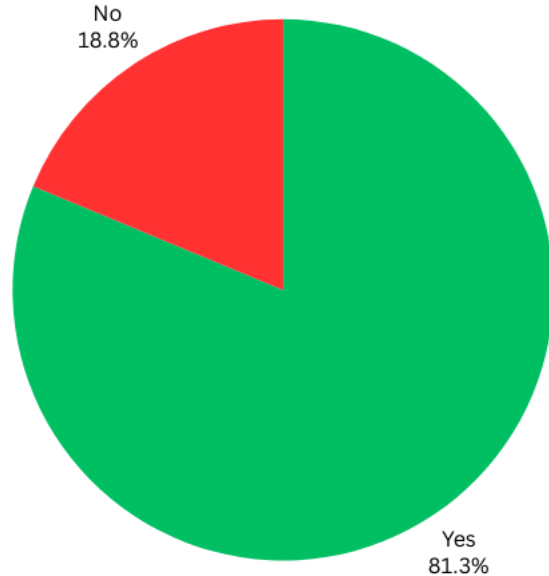
- OUTloud North Bay
- Eagle Tree
- Moore Propane
- NECO
- Beyond Wireless
- Arborworks
- YMCA
- Nurse Next Door
- North Bay & District Chamber of Commerce
- Nurse Next Door
- Battery Battery
- Remissio Wellness Inc.
- KMD Premium Detailing Services
- East Ferris Horticultural Club
- North Bay Plastic Molders
- Degagne Group of Companies

*As of May 28, 2024 at 11:36AM*

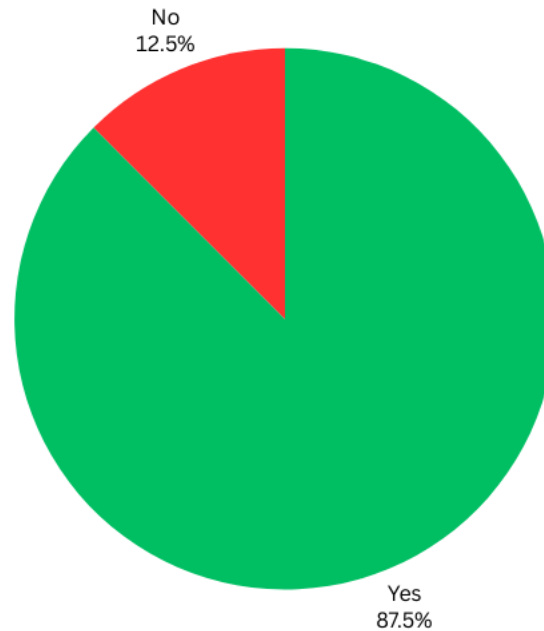


# OVERVIEW OF RESPONSES

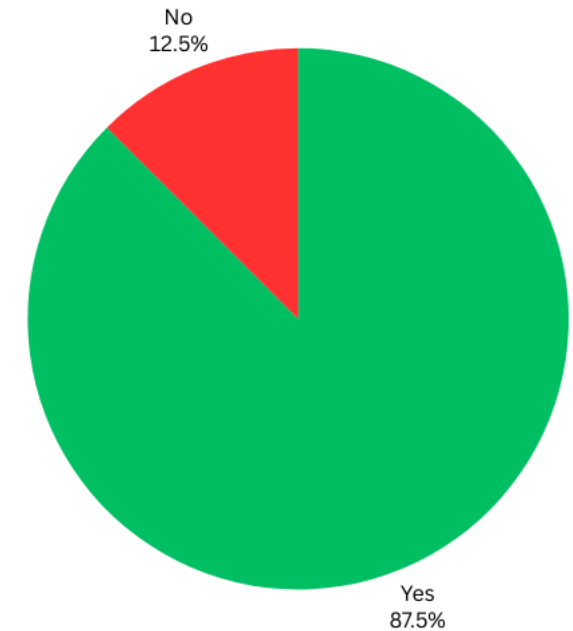
*I have attended the Tradeshow as a vendor in previous years*



*The pre-tradeshow information and service this year was timely and helpful*



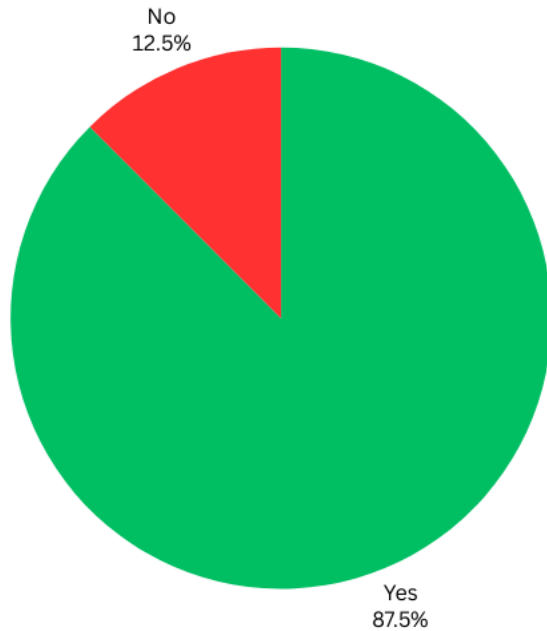
*I was pleased with the venue*



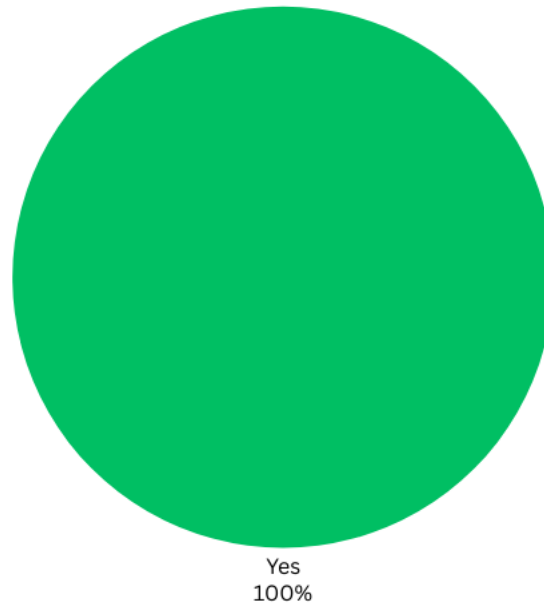


# OVERVIEW OF RESPONSES

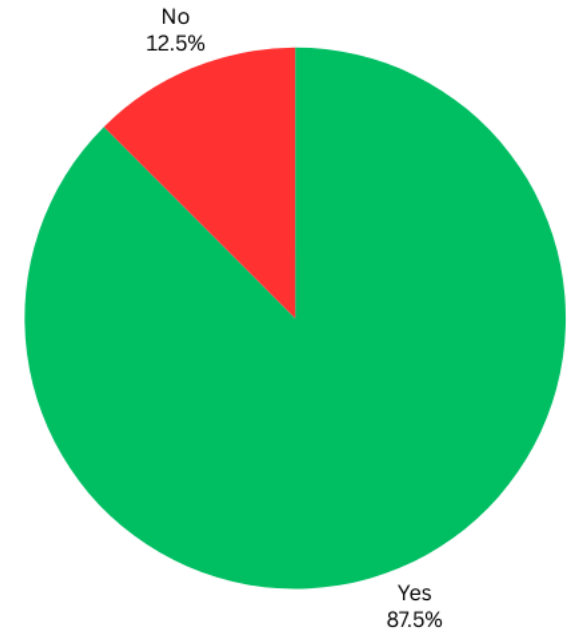
*The booth space provided was adequate*



*The booth fee and amenities provided in the cost of the booth met my needs*



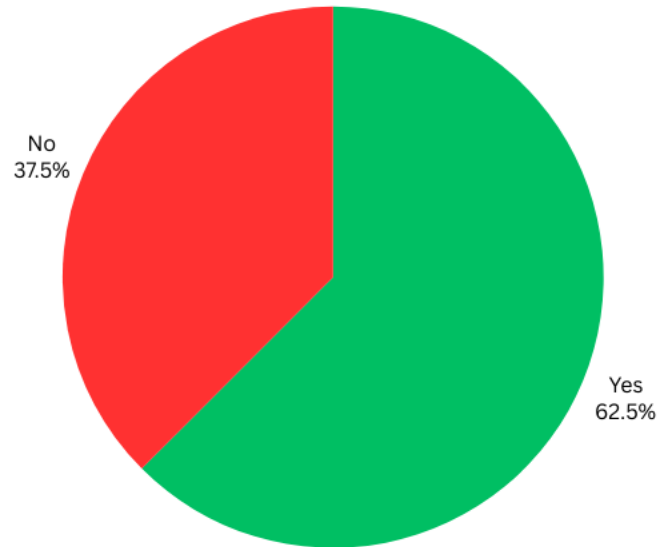
*The check-in process the day before and morning of was smooth and well-organized*



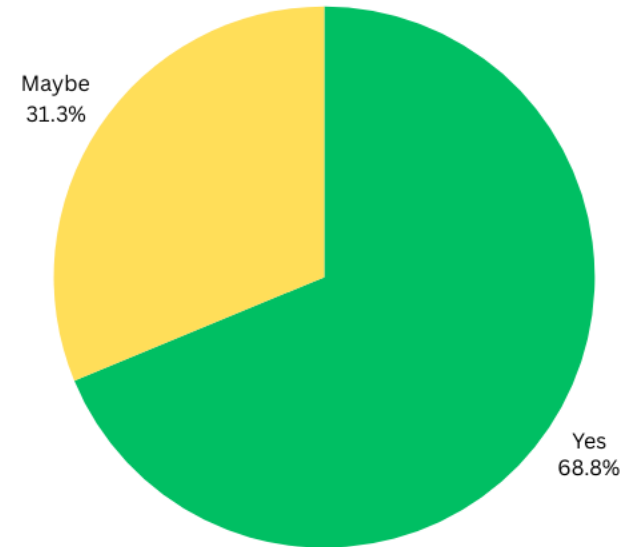


# OVERVIEW OF RESPONSES

*I feel the Tradeshow was well advertised*



*I would be interested in participating in the East Ferris Tradeshow again next year*





# GENERAL COMMENTS

*The lunch was very untimely and unorganized, a chip truck as opposed to a catered lunch was time consuming and did not fit well - with being present at my booth. Also spent quite a bit of time in the rain waiting for lunch.*

*Our booth this year was turned sideways to every other booth there making it more difficult for people to get in and see our products. Other than that, all was great as always. Excellent job of putting it on and great selection of services offered by locals.*

*Thank you Shannon and Greg - great job! We were especially thankful for the extra large booth you provided for our club - and the extra tables! We had a successful event, raising \$1,200 for our club.*

*Terrible marketing and overall attendance was poor compared to previous year. Needs great improvements for next year otherwise I feel a lot of us will not be attending. Good luck!*

*I would recommend not having the musicians inside, at least not close to the businesses. There were a few performers that were a little loud, and it made it hard to have conversations with community members that came to talk to us.*

*Lunch took a little too long to get. Was outside in the rain for 45 minutes. The attendance was low compared to previous years, not sure if the weather had an impact on it. Have always enjoyed this show.*



# GENERAL COMMENTS

*WIFI worked well, liked access to hydro and it was well attended. I liked that there was a lot of staff there to answer questions. The last tradeshow we were catered water and food to the tables to avoid the tables left unattended. It would have been super helpful to have carts on hand to help bring in equipment and it was inconvenient to have to pay in person for debit at the Municipality and that there was no option for credit card/E-Transfers options. I did not like the food options, a healthier menu would be better. There was not butter/jams/toppings for the croissants so they were dry. The food took too long to order/serve (especially in the rain) and it was disappointing that they ran out considering they had tickets handed out and the amount accounted for.*

*Great event! We are so glad we were able to be a part of it and we are looking forward to next year!*

*My biggest suggestion would be an adjustment to the food process. I loved the food but I have seen at other shows the event staff would take the orders and deliver it, this to me allowed the food supplier the chance to keep up with the demand and not get overwhelmed. It was very clear that the food truck team were overwhelmed and perhaps not ready for the volume they saw. Perhaps also consider two food suppliers as one can focus on vendors and the other on guests. My other train of thought on food would be the vendors not getting soaked and having to continue hosting while wet. Otherwise the show was great and we really appreciated being there. I also listen to the radio enough and I listen to Country FM I can't recall hearing any ads for the show leading up to it. Also along the highway and the side roads having some sort of signage may attract more guests.*



# GENERAL COMMENTS

*Everything went very well this year. I think with the rain, it was busy and steady in doors - feel bad for the outdoor activities, but that couldn't be helped. Loved the indoor bands throughout the day. Just a note of caution - the food truck undercooked the chicken fingers, and I did go and tell them (showed them) to ensure they made others appropriately. I think because they had such a line up of vendors and public, they were trying to rush things too much. I believe in other years, we just had sandwiches which were fine too. I get that we want to support the food truck but I think they got overwhelmed. Fries were good. Like the time - 9am to 3pm works well. In the past going to 4pm it is usually very slow the last hour, but really liked the time this year.*

*My outdoor spot got changed and when I asked to move it back to where I was supposed to I was denied because they let my competition (who didn't purchase an outdoor site) take it and park there bucket truck there. Preventing us getting any traffic flow by the front doors. Extremely disappointing and disrespectful.*

*Although weather was not the best, the event was still a success and we enjoyed attending! A few comments were there was a lack of parking for visitors, this might have discouraged people from stopping in since parking was along the road. Suggestion was to have vendors park elsewhere and have the outside vendors arranged in the park lot differently. Explore different ways to advertise the event and increase advertising for the platinum sponsors. We look forward to next years event!*



# COMMUNITY PARTICIPATION





East Ferris Horticultural Club

# PERENNIAL SALE

# \$1,200 Raised





# East Ferris Infant Food & School Snack Cupboard



## *Message from Chantal Degagne*

Just want to let you all know that the Tradeshow was FANTASTIC, it appears to have been a tremendous success again this year! Shout out to Shannon and her crew from Bay Events... spectacular organizational skills - it seemed to run seamlessly (although I'm sure there were a few behind the scenes glitches... as there always is in life!!!)

Thank you for showcasing the East Ferris Infant Food and School Snack Cupboard this year... attendees were extremely generous! We collected \$324 in cash and got a \$200 cheque... so a total of \$524 in monetary donations (just a perfect amount - not too much, not too little) as well, a few food items were donated too. We have an account at Perron Freshmart, so I will add the \$324 cash to that account, and the \$200 cheque will go into our bank account managed by Community Living North Bay.

Saturday I was also able to speak to a lady who questioned me about the service, looking like she could use some help. When she left, she hugged me and said she would contact me - I really hope she does! At present the cupboard services 4 families in the East Ferris area (one with an infant and three with school aged children) - a total of 11 children between those 4 families.



















# LOOKING TO 2025

## Areas for Improvement Based on Feedback:

- Food (Specifically Lunch) Process
- Vendor Check-In Process
- Event Advertisement
- Musical Performers
- Parking
- Greater Sponsor Perks/Distinguishing

## General Considerations

- Earlier Registration
- Earlier Deadline
- Larger Celebration for 10th Anniversary
- Day-Of Schedule for Volunteers