



# THE INSIDER

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## INSIDE THIS ISSUE

- 1 Tightening Belts...
- 1 Festival Nomad's Report...
- 2 Ontario Tales ...
- 3 War of 1812 Bicentennial...
- 4 INSIDE with the Festival Nomad...

## Tightening Belts...

By Gary McWilliams, *the Festival Nomad*

The Ontario Government just announced its new budget. It doesn't appear to be good news for the festivals who count on Provincial Government grants. The same goes for the Federal Government. When Judi and I visited Ottawa last February, we heard that the Harper government was poised to reduce expenses. These moves, by both the Federal and Provincial governments, must mean that local reductions will also be on their way. Many festivals and events depend on some form of financial help from one or more levels of government. For a few events, this may cause their cancelation. This will certainly be too bad, because community events are the lifeblood of communities. Festivals and events bring communities together and give pride to community residents. They also bring in much needed tourist dollars. However, as the old saying goes, "When the going gets tough, the tough get going". This is definitely true with the festival/event community. Even though government funding may be down, there are lots of other ways to raise money. I've talked about this before, but here are some ideas to consider:

1. Signage - Allow sponsors to place their names on signs and charge for the opportunity.
2. Volunteer Identification - Allow Volunteer clothing (T-shirts, aprons, hats, etc.) to be sponsored and charge for the opportunity. Sports teams do this all the time, why not festival "TEAMS".

Please see *Tightening Belts...* on page 2



"Great Signage"  
The Great Canadian Cheese Festival

## Festival Nomad's Report...

That was quite the March, weather wise! I am sure that there have been others like it, but none, as warm, that I can remember. It was a great month for parades and flowers. On March break, Festival Nomad Correspondent, Kevin Stuart, and his family traveled north to Peterborough for their *St. Patrick's Day Parade*. Towards the end of the month, we visited the Canada Blooms festival in Toronto. We went our friends, Barb (the horticulturalist) and Laurence (the picture taker) Stevenson. We had a great time and were treated not only to *Canada Blooms* but to the *National Home Show*. Both Shows have combined to form once giant experience.

Please see *Festival Nomad's Report...* on page 2



"It's Irish"  
Peterborough St. Patrick's Day Parade

*Festival Nomad's Report* page 1

Hopefully April will bring just as beautiful weather as March did. Here is a list of some of the events we hope to visit this month:

April 6th ~ [Peterborough Garden Show](#)

April 15th ~ [Kawartha International Wine & Food Festival](#) (Peterborough)

April 21st ~ [Eat & Drink Norfolk](#) (Simcoe)

*Tightening Belts Report* page 1

3. Water Bottles/Stations - Sell water bottles for potable water and allow sponsors to put their name on the bottle and on the potable water station(s) (along with your festival/event name). You'll be helping the environment and earning dollars for your event.
4. Shuttle Buses - Shuttle Buses are a great service for events whose parking is a distance away. You can both charge for the service plus you can allow sponsors to advertise both inside and outside the shuttle (*for a fee!*). Visitors will appreciate the service and sponsors will love the opportunity to promote their products and/or services.
5. Seniors/Accessibility Challenged Centres - Here's an opportunity to be Senior and Accessibility "*friendly*". Have the centre (s) sponsored by local businesses who specialize in this area of expertise. Allow them to put up signs and give out handouts to the visitors who use the centre (s). This type of idea could also apply to "*Child Care*" centers.

These are just a few ideas to help event organizers to bridge the financial gap between loss of government funding and remaining viable!

## Ontario Tales...

Ontario has a very unique Heritage. Each week *Ontario Tales* brings you true stories about the people who pioneered this wonderful province. If you have a story to tell, please let me know and I will try to include it in this *Ontario Tales* Blog.

This Blog is one of the stories about *William Leonard Hunt* of Port Hope, Ontario where he is now buried in Union Cemetery. However, Hunt or as he was better known, Signor Farini, was really a "*gentleman*" of the world! His story, as told by Canadian Author, *Shane Peacock* in his book, *The Great Farini - The Hire-Wire Life of William Hunt*, is one of adventure, intrigue and passion.

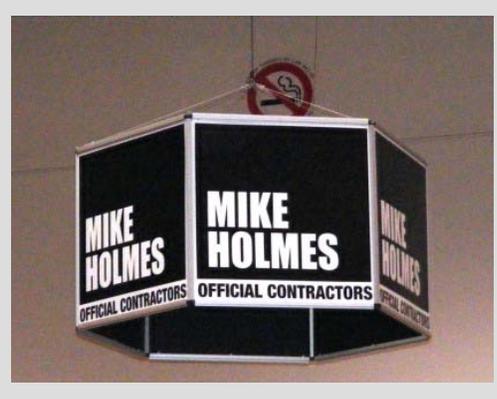
### The Lives of Farini-Hunt - Back in Niagara

After a stint in New York, *Farini* and his "*Brothers*" parted ways. *Farini* traveled back to Niagara Falls where he was planning a fantastic feat! He was going to walk "*along the brink of Niagara Falls*" on stilts!

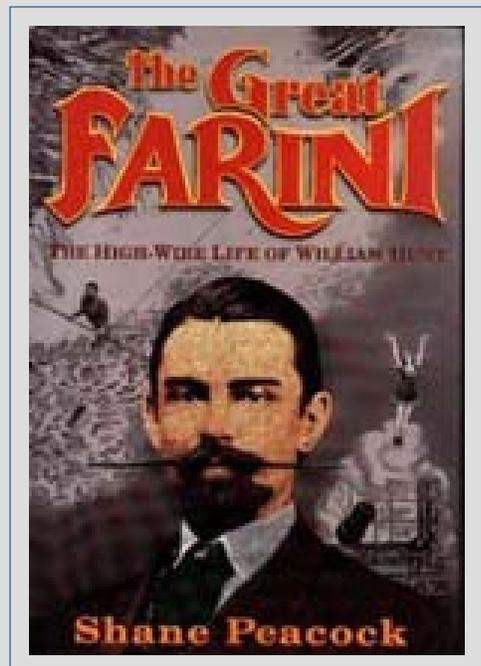
Please see *Ontario Tales...* on page 3



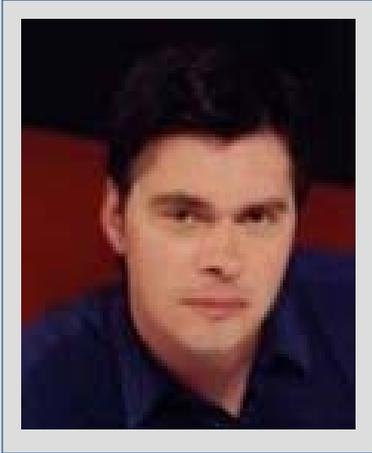
"Beautiful Floral Display"  
at Canada Blooms



"Make It Right!"  
at National Home Show



"The Great Farini"  
Ontario Tales



"The Great Farini"  
Author Shane Peacock



"Grand Finale"  
Canadian International Military Tattoo & Festival - Hamilton



"Historic Authenticity"  
Gary McWilliams poses  
with Re-enactor Expert  
David Brunelle

*Ontario Tales* from page 2

After much "practicing and modifying", he decided that the feat was possible. A few days prior to his announced performance date, *Farini* decided to make a "dress rehearsal" walk. The "dress rehearsal" went well until one of his stilts became wedged in a rock bed! *Farini* tried desperately to pull it out, but eventually he lost his balance and fell into the rapids! Here is how *Shane* describes it ... "Never, during any of his feats, had he been this close to death. He saw nothing but a blur, the water pounded in his ears and the world began to spin. Summoning all his strength he frantically snapped the jammed stilt off, then did the same with the other; desperate to free himself. But the instant he was loose the water picked him up ... and shot him toward the edge! Below the surface he drove a foot into the rocks and dug the pike pole in. Like an enraged murderer the rapids pulled him, trying to rip him out and sweep him over the brink. He looked up and saw Robinson's Island; it was fifty feet away in the mist. He decided his only chance was to make for it.

NOTE: Mr. Peacock has written several books. His latest series is about "The Boy Sherlock Holmes" This is a wonderful look at the legendary *Sherlock Holmes*, in the beginning! To learn more about Shane and all of his works, please visit his website at [www.shanepeacock.ca](http://www.shanepeacock.ca).

To read further *Ontario Tales* Blogs, click [HERE - Ontario Tales](#)

## War of 1812 Bicentennial...

War of 1812 Celebrations Articles ~ Mr. John Terence

by Judi McWilliams

The following is an excerpt of my interview with *Mr. John Terence, Producer, Canadian International Military Tattoo & Festival*

*"HISTORICAL AUTHENTICITY & ACCURACY ... ?!" ...*

I understand that producing a quality show such as the *Canadian International Military Tattoo & Festival* can be challenging. I wrote a *Blog* article for our *War of 1812 Celebrations* website ([Link](#)) that spoke of "The Ten Foot Rule". Basically, it reflected on the challenges of "authenticity" depicting *War of 1812, battles, reenactments, living history* alike. My question to Mr. Terence, in particular, with the *War of 1812* being part of the focus for the *Canadian International Military Tattoo & Festival*, how do you meet (or overcome) some of the challenges presented by the *unique criteria* to keep the "authenticity" and "historical accuracy"?

Mr. Terence does extensive travel, reading and research. With the *War of 1812* being part of the performance this year, John recognizes that he will need to enlist assistance when needed, saying that "nobody has that much knowledge".

Please see *War of 1812 Bicentennial...* on page 4

*War of 1812 Bicentennial...* from page 3

*John Terence and Canadian International Military Tattoo & Festival* work diligently on being as true to accuracy as possible. He feels you can overcome some of the "challenges" of "staying true to authenticity" by "diverting them in the first place". Again, do your homework! He said that "some of the challenges are in the context of presenting history today, but, at the same time entertaining the audience. After all, it is a show!" He goes on to say that in his opinion, "history can be dry and factual". (I have to agree, although through reenactments, Tattoo's and many other documentaries and visual aids, history is becoming exciting for me personally). Last year John said it was a bit risky trying to not bore the audience. They did a scene last year of a *Veteran from Hong Kong* depicting a story. John's idea was that during the narration by the *Veteran*, a single music piper would play in accompaniment. This added to the entertainment value while still getting this Soldiers message out!

NOTE: To read my entire interview with Mr. John Terence, please visit my Blog at [War of 1812 Celebrations Articles](#).

## INSIDE with the Festival Nomad... Festival/Event Review ~ All About Horses by Gary McWilliams

If you love horses, then [All About Horses](#) at the *Lindsay Ex* is for you! This event, held in May at the *Lindsay Exhibition Fairgrounds*, features various demonstrations, displays and activities all aimed at helping visitors learn more about this splendid animal that we call "HORSE". In the "Exhibition Building" you'll find plenty of displays featuring the latest in equestrian products, equipment and tack. In the main show ring, demonstrations take place. Interested crowds can learn everything from the training of young horses to the displaying of horsemanship. In the horse barn you'll be able to be "up close and personal" with your favourite friends! At the Grandstand there are also plenty of activities. The most popular of which is the "Extreme Rodeo". If you love horses, it's "All About Horses"!

Website Link - [Lindsay Ex](#)

Ontario Festivals Visited Link - [All About Horses](#)

### Event Advertising & Promotion - Rating 4

[All About Horses](#) is well promoted through its website, television and radio ads, newspapers and the internet. I was disappointed this year, when I went to their website to find that there were no admission prices or times. This might well be the result of timing. The event takes place at the end of May, so perhaps event and pricing haven't been confirmed yet. This is likely the answer. Other than that small glitch, everything else was very well done, including the "Handout" we received when we entered the grounds.

Please see *INSIDE with the Festival Nomad...* on page 5



"Lots of Planning - John Terence"  
Canadian International Military  
Tattoo & Festival - Hamilton



"Living History"  
at the  
Canadian International Military  
Tattoo & Festival - Hamilton



"Randy Bird ~ The Canadian Horse  
Whisperer"  
All About Horses - Lindsay



"Judi - Making Friends"  
All About Horses - Lindsay



"Judi - Making Friends"  
Terry Grant (aka THE MANTRAKER)  
All About Horses - Lindsay

### Inside the Next Issue

\*Interview with the organizers  
of **Carassauga**, Canada's  
second largest multicultural  
festival

\* Event Review of Canadian  
International Military Tattoo

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*INSIDE with the Festival Nomad...* from page 4

### Curb Appeal - Rating 5

*Lindsay Exhibition Fairgrounds* are very impressive. We approached the grounds westbound on Hwy #7 and passed several large buildings. Even the entrance roadway into the grounds is impressive. There was good directional signage as we came in to Lindsay. The grounds have plenty of "close by" free parking and the All About Horses staff directing traffic were friendly and efficient. The event pricing was all inclusive and quite reasonable.

### Festival Site & Activities - Rating 5

The fairgrounds are large and clean, with plenty of space between buildings. This allows for excellent traffic flow. There could be some accessibility challenges if the grounds became too wet. All About Horses did provide a (you've got it!) horse-drawn people mover! In the exhibition building, where equine products and services were being displayed, there was a nice eating area with good food. The washrooms were clean and conveniently found. The show ring, which is located west of the exhibition building, held events that help educate All About Horses visitors. When we visited, *Randy Bird*, aka, the *Canadian Horse Whisperer* was demonstrating how he trained his horses. Other interesting demonstrations came later, including the *Canadian Cowgirls*. In the horse building Judi and I were able to walk amongst "the Giants". Other activities during All About Horses included horse-drawn wagon displays, riding demonstrations and, the Extreme Rodeo. The event, the year we visited, featured *Terry Grant*, aka *THE MANTRAKER*, Judi's new BFF!

### Festival Theme - Rating 5

This event certainly lived up to its "All About Horses" theme. The entire event contained plenty of activities, displays and demonstrations devoted to our equine friends.

### Final Thoughts - Overall Rating 5

This was a great event that included lots of interesting events and displays. All About Horses is a specialty event geared towards people who are interested in learning more about horses. However, All About Horse is presented in such a way that it appeals not only to the "hardcore" enthusiasts but also to all people, adults and children, who just love the beauty and majesty of this magnificent animal. Judi and I thoroughly enjoyed ourselves, especially when we walked through the large horse building and became "up close and personal".

NOTE: To read our entire "Review" on this event or other events, please visit our *Ontario Event Review* website at <http://www.ontarioeventreview.ca/> .

