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"Walking the show"
 Peterborough Garden Show



"Dawn Tack of Gardens Plus gives demonstration"
 Peterborough Garden Show

What Were They Thinking?

By Gary McWilliams, *the Festival Nomad*

What Were They Thinking?

A number of weeks ago, I read an article about a non-profit event in Aurora that had lost its free use of the town park. Instead, the town council decided to charge them for the use of the park, \$1,300. If this were a "profit" group, I could see the rational, however, this was a non-profit group who donated their profits to local charities. In essence, the town was taking away a potential charitable donation of \$1,300. *What were they thinking?!* Besides the charitable donation, the festival attracts thousands of people to the town, bringing dollars to the town's merchants! At a time when tourism is so vital to communities, why would a town, any town, penalize such an event? It seems to me that they should be encouraging this kind of enterprise, not discouraging. Planning a successful event is hard enough, without politicians' and their bureaucrats adding additional burdens. Unfortunately Aurora is not the only town whose council had this kind of mindset. There are all too many other towns like them. Surely these leaders of our communities can find better ways of increasing revenues or, for that matter, decreasing expenses. However, saying that, I want to leave the article on a positive note. On that same day, I read another article where the town council had decided it was going to charge local volleyball groups a large fee for the use of the town's beach.

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Festival Nomad's Report...

It's May already! It's hard to believe that time has moved on so quickly! For Judi and me, *April* was kind of a "get ready" for the busy upcoming festival/event season, made more so with the start of the War of 1812 Bicentennial. Judi and I did manage to visit a few events. There was the *Peterborough Garden Show* at the beginning of the month. We visited the show with our friends, *Laurence and Barb Stevenson* and had a great time. In mid month we traveled to Hamilton for the *War of 1812 Regional Bicentennial* meeting. Plans in all regions are well underway, so mark your calendar to visit as many events as possible. We will include each month's War of 1812 Bicentennial event dates in this report.

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

Festival Nomad's Report page 1

Here is a list of festivals and event we or our Festival Correspondents hope to visit in *May*...

- May 5th ~ [Battle of Longwoods](#) (London)
- May 12th ~ [Lilia! by Libby Skala - St. Lawrence Shakespeare Festival](#) (Prescott)
- May 13th ~ [Rice Lake Fishing Festival](#) (Bewdley)
- May 19th ~ [Spring Craft Show](#) (Buckhorn)
- May 20th ~ [Garrison Weekend - Fort Wellington](#) (Prescott)
- May 26th ~ [Carassauga Festival](#) (Mississauga)
- May 26th/27th ~ [All About Horses](#) (Lindsay Ex Fairgrounds)
- June 1st ~ [The Great Canadian Cheese Festival](#) (Picton)
- June 2nd ~ [City of Barrie War of 1812 Celebrations](#)
- June 3rd ~ [Waterloo Air Show](#)

What Were They Thinking?... page 1

When the volleyball group leaders protested, the council reconsidered their original decision and after meeting with the leaders, reduced the amount of the fee to a more manageable amount. In the end it was a win/win situation for everyone! It's important that event organizers and town councils and their staff work together so that these events can be run to the benefit of the whole community and the people who visit.

Culture In Abundance...

by Judi McWilliams

This May, the *Festival Nomad* and I will be traveling with great excitement and anticipation to the **Carassauga Festival of Cultures** ! This year, the festival has 26 Pavilions representing 60 cultures located in various cultural and recreation centres in Mississauga which will give visitors the opportunity to "*travel the world*". All this, without leaving the City! During the 3 days, visitors can move from 1 Pavilion to another having their passports stamped as they enter each Pavilion.

From looking at the pictures on the *Carassauga Festival's* website, it look like inside the Pavilion's, visitors will be surrounded by the sights, sounds, & tastes of the country in which they are visiting. Each Pavilion depicts culture of the country of origin and provides a line up of entertainment that is offered throughout the 3 days. Interactive entertainment including dance classes and performances, story telling, skits, fashions shows, games, music, theatre & film allows each visitor the opportunity to create his/her own personal idea of a "*great*" time. There are activities in which children participate, including music, story telling, arts and arts & crafts. Cooking classes and samples of each country's food are showcased.

Please see *Culture In Abundance...* on page 3



"Heat of the Battle"
Battle Of Longwoods (London)



"Show Ring"
All About Horses - Lindsay Ex



"Inside the Crystal Palace"
The Great Canadian Cheese Festival - Picton



"Croatian Dancers"
Carassauga Festival - Mississauga

Culture In Abundance from page 2

Many Pavilions exhibit the art of their country and hold a marketplace where visitors can purchase products and souvenirs of their Pavilion's respective country. *Every year Carassauga looks for ways to enhance the visitor experience, with 60 countries represented in 26 pavilions at 12 locations across Mississauga, there is a lot to experience.* To find out more about this great festival, visit their website at <http://www.carassauga.com/>.

Water... Water...

by Gary McWilliams

A year or so ago, I wrote an article about "GOING GREEN". In the article I talked about "portable" water. I felt that it was an important issue then, and I still do. Coincidentally, I received an e-mail from a company who specializes in providing mobile water refill stations to festival and events. The company is called **WATER-ON-WHEELS** or **WOW**. The idea is that they connect to existing sources of municipal water to allow visitors to an event to refill their re-usable water bottles. Here's what **WOW** says helps festival/events ...

- ⇒ *Decreases the number of attendees presenting with dehydration at the event's First Aid stations*
- ⇒ *Hydrates attendees using existing water sources (hose bibs, fire hydrants)*
- ⇒ *Improves their environmental impact by decreasing the presence of commercially bottled water at the event site*
- ⇒ *Avoids the high waste management costs and environmental impact of disposing of used and wasted water bottles.*

Being a strong advocate of refilling water stations, I think that this type of service is a must. In addition to festival/event's becoming environmentally friendly, they can also capitalize on it by selling their own refillable water bottles. I know of a number of events that have purchased water bottles with their name imprinted on them. Unfortunately some smaller events don't have enough extra capital to take a chance on buying their own water bottles. Fortunately there is a solution! Recently, I received an e-mail from **HOPE STREAM WATER BOTTLES**. **HOPE STREAM** is offering festivals and events the opportunity to sell refillable water bottles on a consignment basis. This, of course, means no up front costs! There are other benefits too. Festivals/Events are providing a great service to their visitors, they are earning additional revenue from the sale of the water bottles and finally, **HOPE STREAM** donates proceeds from the sale of their bottles to mental health and poverty issues. I do, however, want to make one disclosure. **HOPE STREAM**, since my initial talking with them, has decided to place ads on our websites.

Please see *Water... Water...* on page 4



"Refillable Water Bottle"
Home Stream Water Bottles



"Mobile Refillable Water"
Water-On-Wheels

Water... Water... from page 3

This should not detract from my belief that this is a wonderful service! Actually, I believe that both the "refillable water stations" and "reusable water bottles" are very important, so I am going to provide you with the contact information for both companies, in case you want to learn more **GO GREEN!**

Water-On-Wheels (WOW)

Contact: Rebecca Cotter

Telephone: (416) 551-5504

E-Mail: bookings@wateronwheels.ca

Website: Wateronwheels.ca

Hope Stream Water Bottles

Contact: Marsaye Treen

Telephone: (519) 823-9333

E-Mail: marsaye@bbs42.net

Website: Hopestream

INSIDE with the Festival Nomad...

Festival/Event Review ~ Canadian International Military Tattoo & Festival (Hamilton)

by Gary McWilliams

If you have never been to a *Military Tattoo*, you are in for a major treat when you do go! The start of the 2011 Canadian International Military Tattoo & Festival in Hamilton at *Copps Coliseum* began with the Fanfare of *2nd Marine Aircraft Wing Band*. I watched Judi as she tried to keep in rhythm to the beat of the drums. *The Massed Pipes and Drums* stirred the hearts of all those listening. Throughout the entire Tattoo we sat with mixed emotions... excitement as the bands marched and performed, sadness when the "*Band of Brothers Requiem*" was sung and patriotic when the MC said over the PA that he "*would like us all to stand for the anthems but I can see you are all standing already*". What was interesting was that those around us all sang all the Anthems including *God Save the Queen*. As I stood listening to those around us, it made me think of Judi's and my participation in the upcoming *War of 1812 Celebrations*. It made me think how fortunate we were to have such great friends in the *U.S.A.* and to have 200 years of peaceful co-existence. This festival/event/show performance is one of the most highly ranked for professional quality and execution. This festival should and could be performed around the world, "*Internationally*". We are blessed they are in Ontario.

Website Link - [Canadian International Military Tattoo](#)

Ontario Festivals Visited Link - [Canadian International Military Tattoo](#)



"Copps Coliseum"

Canadian International Military Tattoo - Hamilton



"Prelude"

Canadian International Military Tattoo - Hamilton



"Dancing"

Canadian International Military Tattoo - Hamilton

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"Final March"

Canadian International Military Tattoo - Hamilton



"Portraits of Honour Display"

Canadian International Military Tattoo - Hamilton

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*Interview with Joe Corrigan,
Museum Manager, Lang
Pioneer Village Museum
* Event Review of
Peterborough Garden Show

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Event Advertising & Promotion - Rating 5

The Canadian International Military Tattoo & Festival has a well put together website which includes the latest Tattoo news, a section about upcoming performers and ticket information. The Tattoo program that they hand out at event is excellent and very informative. The organizers make good use of all media to promote the event.

Curb Appeal - Rating 4

The Canadian International Military Tattoo & Festival is held in Hamilton's Cops Coliseum. This is a high profile facility that is located in downtown Hamilton. Outside the Coliseum was a tractor trailer, provided by *Kin Canada*, displayed paintings by *Dave Sopha* entitled "Portraits of Honour". Inside, once the doors were open we were greeted by friendly Tattoo staff who offered us an event program and directed us to our seats. The Tattoo has a pre-purchase ticket system that makes entering the event quite efficient. Inside the building, around the perimeter walkway, there were a variety of Tattoo related displays and merchandise. A couple of challenges to note. First is the parking. This is a large event, attracting many people and cars, so parking space is at a premium. It's best to get to the event early to secure a convenient parking spot. The other challenge is directional signage. Unless you know the city well, the Cops Coliseum can be difficult to find. If event signage is possible, the event, or perhaps the city, could put out directional signs for out-of-towners.

Festival Site & Activities - Rating 4/5

Before the Tattoo started, Judi and I had the opportunity to wander the halls and look at some of the displays being offered. Although I have never had anything to do with the military, I could feel pride and patriotism portrayed in both the displays and the merchandise being offered for sale. The Canadian International Military Tattoo & Festival, as mentioned above, was excellent, stirring, exciting and memorable. The execution of the Tattoo, at least the audience, seem perfect! The way that the Coliseum seating was arranged allowed everyone a great view of the performances. The quality of the musicians and dancers was top-notch. One unfortunate occurrence happened during the show when we were distracted by a few Tattoo volunteers talking in the hallway. I believe that all staff and volunteers should be schooled on how to conduct themselves during a performance. Fortunately the volunteers eventually moved away and we able to enjoy the remainder of the Tattoo. While this may seem to be a small isolated problem, it can effect the enjoyment of a performance for many people. This incident in no way effected the quality and enjoyment of the overall show.

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