



Ontario Visited, P.O. Box 272, Cobourg, ON, K9A 4K8, Canada  
 www.ontariovisited.ca gary@ontariovisited.ca (888) 818-0255

## INSIDE THIS ISSUE

- 1 What's Right?
- 1 Festival Nomad's Report...
- 3 On Location...
- 3 Who's Looking?...
- 5 Ontario Forage Focus...
- 6 Who Knew?

## What's Right?

By Gary McWilliams, *the Festival Nomad*

In May of this year, I wrote an article about a dispute between the *Aurora Town Council* and the *Aurora jazz+ Festival*. I had hoped that time would resolve their differences. Last month, I wrote about "*Missed Opportunities*". This article discussed other challenges faced by towns and their volunteers. This month I was going to write about "*Opportunities Gained*". It was going to give examples of how well communities and towns have worked together. Because of a new situation, I am going to postpone that article until next month.

What has happened to change my focus, was an event that took place in October between the *Aurora Town Council* and the *Aurora jazz+ Festival*. I want to make it clear that the *Aurora jazz+ Festival* has advertised with us for the past 3 years. We are proud to have served them. Equally, if the *Town of Aurora* had placed an ad with us, we would have been happy to have worked with them. My concern is not so much with the individuals than with the concept. I realize that there are always two sides to a story, but the main circumstances remain true. Here is the situation, in Aurora, as I understand it. My facts may be wrong, so if they are I hope people will step forward to correct them. On October 23rd, an Aurora town

Please see *What's Right?...* on page 2

## Festival Nomad's Report...

The beginning of *October* maintained the charm of autumn colours and great fall Fairs. The latter part of the month brought lots of rain and wind due to the storm, Sandy. I hope that everyone weathered the storm without too much trouble. I know that in our area several older large trees succumbed to the strong winds.

Let's hope that *November* brings us clear and sunny periods on the weekends! Wishful thinking at best! Here's a list of some of the festivals and event taking place this month.

*November 2012 - January 6, 2012* - [War of 1812 Exhibition](#)  
 (Canadian War Museum - Ottawa)

*November 2 - 4, 2012* - [The Maker's Hand](#) (Picton)

*November 2 - 11, 2012* - [Royal Winter Agricultural Fair](#) (Toronto)

*November 16 - 18, 2012* - [Ottawa Kennel Club Dog Show](#)

*November 24 - 25, 2012* - [Westben Arts Festival Theater - Elijah' Angel](#) (Campbellford)

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



"Playing at the Festival"  
 Aurora jazz+ Festival - 2010



"Visit the War of 1812 Exhibition"  
 at the [Canadian War Museum](#)  
 in Ottawa

*Festival Nomad's Report* page 1

November 24 - 25, 2012 ~ [Buckhorn Community Centre - In the "Nick" of Time](#)

November 27, 2012 ~ [Forage Focus - Ontario Forage Council \(Winchester\)](#)

November 28, 2012 ~ [Forage Focus - Ontario Forage Council \(Shakespeare\)](#)

November 30 - December 2, 2012 ~ [A Country Christmas Remembered](#) (Spencerville)

December 1 - 2, 2012 ~ [Westben Arts Festival Theater - Elijah' Angel](#) (Campbellford)

**Remember:** There are a lot more event to choose from... visit [Ontario Event Calendar](#) and [Ontario Event Finder](#) (search engine) to discover other Ontario events!

*What's Rights?..* page 1

councilor presented a notion that states "*NOW THEREFORE BE IT HEREBY RESOLVED THAT TOWN STAFF be directed to prepare an invitation to compete for facilities of the Town Park for the purpose of a music festival on the August holiday weekend in 2013*". To the best of my knowledge, this notion was passed by the Town Council. Here are my concerns:

1. According to information given to me, the *Aurora jazz+ Festival* had booked that park in April 2012 for the August 2013 long weekend.
2. This festival has been established in Aurora in the Town Park since 2009 for this August weekend.
3. The festival and its organizers have spent 1000's of dollars and countless volunteer hours in the promotion of this event.
4. Judi and I have visited the event twice and were impressed by the attendance and the enthusiasm of the volunteers and the quality of the music.

So here are my questions:

1. Why would a Town Council not work with a successful event to make it better?
2. Why would a Town Council work to take a successful event from one group and give it to another?
3. Do you have the legal and/or the moral right to do this?

When I first heard about this dispute, I was sure that time would resolve the two groups differences. Surely the community is much better represented by co-operation rather than confrontation. While the situation seems to be getting worse, I still hope that clearer minds will prevail and that a great festival, a *Top 100 Ontario Event*, will continue to flourish and make the citizens and volunteers of Aurora proud.



"Listening to the Music"  
Aurora jazz+ Festival - 2010



"On Stage"  
Aurora jazz+ Festival - 2011



"Sher & George St. Kitts ~ Festival Founders"  
Aurora jazz+ Festival



"Tammy Wilson"  
Grail Lady Faire - Bancroft



"Benn Fisher"  
Battle of Queenston Heights - Queenston



"Carol Law"  
200 Years of Peace - Canada Scouts  
Fort George - Niagara-on-the-Lake



"Kevin Stuart"  
Bayfest - Sarnia

## On Location...

by Gary McWilliams

As we have mentioned in previous Newsletters, we have been fortunate to have a number of "festival enthusiasts" step forward to become "Festival Nomad Correspondents". Judi and I, of course are much obliged to these wonderful people and thank them for their support. To honour them, we are including a number of excerpts from their reports. To see their full report articles, please visit *Ontario Visited* ([Link](#)) home page a scroll down to "Recent Events Visited"

*Grail Lady Faire* (Bancroft) by *Tammy Wilson*  
Women Fill Their Cups of Life...

Two hundred women made their way to a majestic three hundred acre property on Bay Lake Road in Bancroft, to be part of the third annual *Grail Lady Faire - A Celebration of Women 'The Rise of Smart Power'*. Click [HERE](#) to read the entire article.

*Battle of Queenston Heights* (Queenston) by *Benn Fisher*

The *Battle of Queenston Heights* was one of the most defining moments in the War of 1812. It was the first time blood was shed since the declaration of war (signed in June 1812), and another victory for the undefeated, most powerful people in the world: The British Empire. This battle was fought on October 13, 1812 and I was there to recreate it. Click [HERE](#) to read the entire article.

Please see *On Location...* on page 4

## Who's Looking?

by Judi McWilliams

Lately calls have been coming into *Ontario Visited* asking us how many people will "see their ad". Web advertising is a powerful marketing tool. It allows easy access for those who are investigating specific subjects or products and it provides advertisers an important link to these large number of "investigators", a win...win for both customers and advertisers. As I work daily with *Ontario Visited* websites, I have gained understanding about the importance and significance of web advertising. (*I am always learning more*) A while ago I wrote a series of Blog articles on our *Ontario Festivals Visited* website, "**THE INSIDE SCOOP**", featuring Mr. Shawn King of *Web World Strategies*. Shawn told us "that it is vital to attract new clients/visitors to your website! Through our Social Media World today 'Exposure' is the 'Virtual Bible! You need to be seen in the millions/billions of choices out there. Awareness is essential." *Ontario Visited Banner Advertising Programs* are customized to suite most financial budgets and marketing/promotional needs. *Ontario Visited* works with the customer to maximize their efforts in an extremely cost effective way. A little investigating and you will see just how costly print media is, from major newspapers at 2" x 1" for a one day ad costing over \$800, to glossy magazines ¼ page costing over \$1,000.

Please see *Who's Looking?...* on page 5

*On Location...* page 3

*200 Years of Peace - Scouts Canada* (Fort George, Niagara-on-the-Lake) by *Carol Law*

**Celebrating Peace**

*Scouts Canada* is celebrating *200 Years of Peace!* The War of 1812 at Fort George, Niagara on the Lake was re-enacted by over 2300 Scouts from Canada and the United States. The Scouts recreate the battles, wearing full period style uniforms, accoutrements, brandishing muskets that fire caps (for a satisfying "*bang*"), and hauling cannons that the boys and their leaders have made. Click [HERE](#) to read the entire article.

*Bayfest* (Sarnia) by *Kevin Stuart*

**Exciting Event...**

There are many music festivals that provide a wonderful backdrop to an Ontario summer and they can be found in various sizes and locations, especially throughout July and August. Since 1999, *Bayfest* has added excitement and has been a boon to the economy of Sarnia and area. What's most fascinating is its growth from a simple showcase of all-Canadian talent to featuring some of the biggest names in the music world. Acts such as Aerosmith, Keith Urban, Foo Fighters, Lady Antebellum have graced the massive stage over the years. In 2012, visitors were treated to the likes of Toby Keith, John Mellencamp, Alice Cooper, Iron Maiden and Simple Plan among others. Click [HERE](#) to read the entire article.

*International Plowing Match - 2012* (Roseville) by *Anne Brooks*

**Up Early...**

Most people sleep in on their days off. Not me. On Friday, September 21st I got up bright and early, picked up my sister and drove to Roseville, Ontario for the *International Plowing Match*. We got to the Plowing Match around 9:30 a.m. I recommend getting there early. We heard that those who got to the Plowing Match an hour later, had an hour long wait to get into the parking area. Click [HERE](#) to read the entire article.

*Orono Chili Cook-Off & Pie Auction* (Orono) by *Terry Mulcahy*

**Great Chili Cook-Off...**

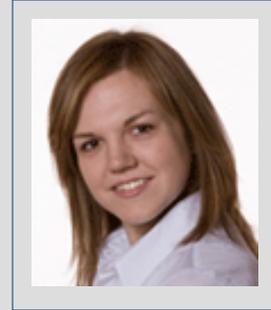
The main street of Orono was closed to traffic on Saturday, September 22nd. The reason? To make way for the 14th annual *Great Chili Cook-Off* and Pie Baking Contest. This event was organized by a subcommittee of the Orono Downtown Business Improvement Association, led by Scott Story. Click [HERE](#) to read the entire article.

The following is a list of all of the *Festival Nomad Correspondents* who reported for us the year:

*Jan Bonhomme*

*Anne Brooks*

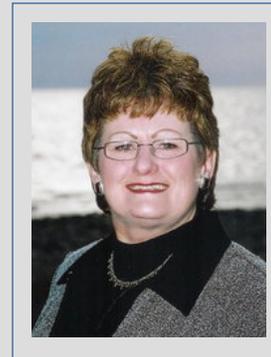
Please see *ON Location...* on page 5



"Anne Brooks"  
**International Plowing Match 2012  
Roseville**



"Terry Mulcahy"  
**Orono Chili Cook-Off & Pie Auction**



"Jan Bonhomme"  
**War of 1812 - St. Lawrence 1812 Alliance**



"Jon Law"  
**Peterborough Citizens Band**



"Chris Spraakman"  
Western Ontario

*On Location...* page 4

*Thomas Coke*  
*Benn Fisher*  
*Carol Law*  
*Jon Law*  
*Terry Mulcahy*  
*Chris Spraakman*  
*Kevin Stuart*  
*Tammy Wilson*

We'd like to give a special thanks to *Kevin Stuart* and his family, *Joanne and Matthew*, who visited over 10 events for us this past year!



"Tom Coke"  
Eastern War of 1812

*Who's Looking?...* page 3

Yes, the distributions of these types of print advertising are great. However, it is difficult to ascertain the numbers of people who actually read the ads in them.

*Ontario Visited* websites are dedicated to helping promote tourism throughout Ontario. Our websites attract 1,000's of festival/event web visitors each day. Visitors to our websites are searching, through major search engines such as *Google*, *Yahoo* and *Bing*, for information about things to do and see in Ontario.

As a result of our first page positioning on these search engines, more than 600,000 potential web event visitors are able to learn about activities throughout Ontario. In addition, we offer great exposure for organizations, festivals, events, attractions, communities, heritage sites and fairs by providing *Direct Links* to all Banner Advertiser's websites.

As I have interviewed industry leaders across Ontario, I have discovered that proper marketing of events is essential. A balance of traditional media, social media, and Internet marketing is the key. As event and festival organizers and leaders and their volunteers ponder this aspect of managing an event, it will be important for them to identify and put in place a clear marketing strategy. Being aware of your options is key... being *SEEN* is critical!



## Ontario Forage Focus...

*"As part of our ongoing commitment to promote Ontario fairs and agriculture, we have invited the Ontario Forage Council to promote their upcoming Forage Focus which takes place this month on November 24th (in Winchester) and November 25th (in Shakespeare)"*

by Patricia Ellingwood, Ontario Forage Council

The 2012 growing season presented some unexpected challenges for farmers. Much focus was placed on the lack of precipitation, however, the dry conditions were only a part of the issue. An extremely warm February and March, followed by several April nights with heavy frost, combined with some leaf hopper problems, the forage producers have experienced major challenges throughout the season.

With all of these issues making an appearance in one growing season, we feel it is important to provide farmers with information necessary to cope with these challenges, and/or use them to become a more profitable operation next season. The Ontario Forage Council is proud to announce our upcoming annual Forage Focus Conference 2012, this year's theme is: *"Managing Profitable Forages - Now and for the Future"*. The conference will be held in Winchester on Tuesday, November 27th at the Winchester Community Centre, and in Shakespeare on Wednesday, November 28th at the Shakespeare Optimist Hall.

Please see *Ontario Forage Focus...* on page 6

This year's keynote speaker is Dr. Michael Hutjens from the University of Illinois. Dr Hutjens will be speaking on two topics, "*The Role of Forages for a Profitable Operation*", and "*Lessons Learned from a Challenging Season*". Mr. Hutjens will be joined by Joel Bagg, an OMAFRA pasture specialist, who will speak specifically on the challenges faced during this growing season in his presentation entitled "*Coping with the Forage Challenges of 2012*". Agricorp will also be sending a representative to speak on "*Crop Production Insurance, Now and in the Future*" to educate farmers on the importance of having a plan in place to combat these challenges before they occur.

There are still tradeshow and sponsorship opportunities available for both locations of this conference, but please do not hesitate, spaces are filling quickly. Conference registration is only \$40 and includes proceedings and hot roast beef lunch. To enquire about tradeshow/sponsorship, or conference registration, please call: 1-877-892-8663 or 519-986-1484.

## Who Knew?...

by Gary McWilliams

This November marks our 60<sup>th</sup> issue of "*THE INSIDER*". Our first issue, then named "*Festival News*", was published on December 1<sup>st</sup>, 2007. Judi and I were excited about the 1<sup>st</sup> issue. We had been visiting Ontario festivals and events for almost a year and we wanted to give our friends and readers a more personal description of what we were experiencing on the road. A lot has happened since that first issue. Our websites are now about to enter our 7<sup>th</sup> year, I have written over 500 blogs, Judi has written over 220 blogs and articles. Our 13 "*Visited*" websites now attract over 600,000 festival/event web visitors per year. Not bad for a "*retirement*" idea! Of course, "*retirement*" is no longer an "*option*". Judi and I spend more time (*and love*) working on our websites, then we ever did "*in business*". Working from home, we work 7 days a week, both of us! When I was ill this past spring and in the Kingston hospital, Judi managed the website from my hospital room. Her hard work and dedication resulted in the websites growing substantially. She also kept in touch with our wonderful advertisers. As a result she managed not only to increase the number of organizations purchasing *Ontario Visited* banner advertising packages by 54%, but she was able to renew 85% of our previous year's advertisers. Not to mention our amazing 10 *Festival Nomad Correspondents* (see above article) from across Ontario, who stepped up to the plate and reported on the many wonderful festivals/events during the spring and summer months. For the next 60 issues, who knows where it will lead us! We have plenty of plans for the future, so life should be very interesting and "*busy*"! *Retirement ...who needs it!*



["Festival Notes"  
Issue - December 2007](#)



["Festival Notes"  
Special Issue - Lang Pioneer Village \(2011\)](#)

### [Ontario Visited](#)

P.O. Box 272  
Cobourg, ON K9A 4K8 CANADA

Phone/Fax:

1-888-818-0255

E-mail:

[gary@ontariovisited.ca](mailto:gary@ontariovisited.ca)