

# Proposed Business Plan for Goderich Homecoming 2027

Date: June 24 - 27, 2027

## Mission Statement

To commemorate Goderich's 200th anniversary through a vibrant homecoming weekend that celebrates our community's history, fosters connections among residents, and attracts visitors to showcase the spirit of Goderich.

## Goals and Objectives

1. **Host a Successful Event:** Attract at least {\_\_,000 – what is the goal?} attendees over the week/weekend.
2. **Raise Funds:** Generate at least {\$ \_\_,000 – what is the goal?} in revenue for community projects and initiatives.
3. **Promote Community Engagement:** Foster connections among residents, local businesses, and visitors.
4. **Celebrate Goderich's Heritage and Marine Heritage:** Create a platform to share and celebrate Goderich's 200 years of history and culture.

## Target Audience

1. **Primary Audience:** Goderich residents (past and present), families, and local community members.
2. **Secondary Audience:** Visitors from surrounding communities and former residents of Goderich.

## Event Activities and Programming

### Proposed Activities

1. **Parade:** {Kick off the week/weekend or choose the Saturday of the weekend – Choose What date applies for the event} with a festive parade featuring local organizations, schools, and community groups.
2. **Entertainment:** Live music and performances by local artists and bands.
3. **Theatre/Livery:** Cultural showcase highlighting Goderich's history; record of events in the order they happened – Dave Armour has reached out to elected officials and staff.
4. **Children's Zone:** Family-friendly activities, games, and crafts for children.
5. **Senior Events:** Activities, social hours, and entertainment for seniors.
6. **Teen Programming:** Sports tournaments, pageants, scavenger hunts for kids and teenagers.
7. **Food and Beverage Vendors:** Partnerships with local restaurants and food trucks to provide diverse dining options.
8. **Historical Exhibits:** Display artifacts, host history forum(s) at the Goderich Museum that provides a detailed account of historical events (including Marine) to educate attendees.

9. **Royal Canadian Navy:** The Mayor and CAO have been in discussions with the Royal Canadian Navy to bring a navy vessel to Goderich either before, during, or after the Homecoming (TBD).
10. **Reunion Areas:** Designated spots for groups to reconnect and share stories.
11. **Fireworks or Drone Show:** Commence or close the festivities with a fireworks or drone show that illuminates the sky to celebrate Goderich's spirit.

## **Marketing and Promotion Strategy**

### **Marketing Channels**

1. **Social Media:** Utilize Facebook, Instagram, Homecoming website for regular updates and engagement.
2. **Local Media:** Partner with local newspapers, radio stations, and community blogs for coverage.
3. **Flyers and Posters:** Distribute promotional materials in local businesses, schools, community centres, and medical clinics.
4. **Email Campaigns:** Use newsletters to keep the community informed about planning progress and volunteer opportunities.
5. **Collaborations:** Work with local businesses, service clubs and organizations to promote the event.

## Budget Overview

Expenses	Expense Category	Estimated Amount
Advertising	Website/Advertising/Promotions	\$
	Signage	\$
	Tickets/Information	\$
Events	Parade	\$
	Children's Events	\$
	Teen Events	\$
	Senior Events	\$
	Theatre/Livery	\$
	Special Events Held prior to Main Event	\$
	Day Time Entertainment	\$
	Fireworks/Drone	\$
	History	\$
Set-Up/Tear Down	Sanitation/Clean-up	\$
	Security/EMS/First Aid/Buses/Parking	\$
	Decorations	\$
	Set-Up/Tear Down	\$
Food	Food Vendors/Meals	\$
Contingency Fund	Contingency	\$
<b>TOTAL EXPENSES</b>		<b>\$</b>

## REVENUE SOURCES

Revenue Source	Description	Estimated Amount
Sponsorships/Donations	Different tiers of sponsorship packages for local businesses	\$
Fundraising	# of fundraising events between 2025 – 2027	\$
Ticket Sales/Dances	Hosting Friday/Saturday/Sunday dances	\$
Bar/Licensing	Daily beer gardens and nightly dances	\$
Souvenirs	Event related merchandise. If the Committee decides to proceed with the Commemorative Coin, additional \$'s will need to be added	\$
Vendor Fees	Charges for food vendors who set up food trucks/booths	\$
Grant Opportunity	Apply to Community Anniversaries – Government of Canada	\$200,000 Maximum Grant
<b>TOTAL REVENUES</b>		<b>\$</b>

## Funding Strategy

- **Initial Funding Request:** {\$\_\_\_\_,000} in seed funding from Goderich Town Council, to be repaid from revenue generated through the event.
- **Sponsorship Packages:** Establish a tiered sponsorship system encouraging local businesses to invest at various levels.
- **Community Fundraising Events:** Organize fundraising events leading up to the homecoming to generate additional revenue.

A successful homecoming event relies on a **diverse funding strategy**: combining internal and external sources, and a detailed **implementation plan** managed by a dedicated committee with clear communication.

The funding strategy should leverage the community's spirit and alumni engagement that surrounds homecoming.

- **Ticket & Merchandise Sales:** This is a core revenue stream. Offer tiered ticket options (e.g., individual event access, weekend passes, VIP perks). Sell school-branded merchandise like T-shirts, hats, and accessories through online stores and physical booths at events.
- **Corporate Sponsorships & Local Business Partnerships:** Reach out to local businesses to sponsor specific events (e.g., legends hockey game, a gala, concert) in exchange for promotional opportunities. In-kind sponsorships, where vendors provide services or products (like catering or equipment rentals) at a reduced or free cost, can also significantly lower expenses.
- **Alumni & Individual Donations:** The majority of donations often come from individuals.
  - **Peer-to-Peer Fundraising:** Empower engaged alumni and students to create their own fundraising pages and reach out to their personal networks.
  - **Donation Matching Challenges:** Secure a challenge gift from a major donor or local business that agrees to match all other donations up to a certain amount, creating a powerful incentive for others to give.
  - **Giving Societies:** Establish exclusive donor clubs with unique perks like early event access or special recognition to foster loyalty among top contributors.
- **Event-Specific Fundraisers:** Integrate specific fundraising activities within the main events:
  - **Auctions/Raffles:** Host silent or live auctions for unique items like signed memorabilia, local artwork, or exclusive experiences (e.g., a scenic flight with Papple Aviation, an underground Compass Minerals tour, etc.).

- **Concession Sales:** Maximize sales of food and beverages at high-traffic events like the hockey game or concert.
- **Activity Fees:** Charge entry fees.

## Implementation Strategy

A clear, organized implementation plan ensures a smooth and memorable event.

- **Early Planning & Goal Setting:** Planning commences 22-24 months in advance of the event. Define clear, measurable goals (e.g., attendance numbers, funds raised for the Homecoming) to guide decision-making.
- **Committee Formation:** The Homecoming will oversee the entire process, with sub-committees (Chair and their teams) for specific areas like marketing, logistics, entertainment, and fundraising – see the following Organizational Structure (each Sub-Committee listed under item 9.1 of the November 5, 2025, Agenda).
- **Budgeting & Financial Management:** Create a detailed, itemized budget that includes all potential expenses and revenue streams. Monitor this closely to stay on track and have a contingency plan for unexpected costs.
- **Venue & Logistics:** Secure all necessary venues and permits early. Plan all logistical details, including catering, equipment, seating, and signage, ensuring accessibility for all guests.
- **Marketing & Promotion:**
  - **Multi-channel promotion:** Utilize social media, email campaigns, event websites, flyers, and local media to build excitement and inform the community.
  - **Create a theme, logo, and hashtag:** A unifying theme and a catchy event hashtag help to tie all activities together and generate buzz online.
  - **Offer incentives:** Use "early bird" discounts on tickets to drive initial sales and ensure early cash flow.
- **Execution & Day-Of Management:** Conduct a full run-through a week before the event to spot any potential problems. On the day, have a clear chain of command and ensure all team members and volunteers know their roles and responsibilities.
- **Post-Event Follow-Up:** After the event, thank all attendees, sponsors, and volunteers. Gather feedback through surveys to identify what worked and what can be improved for the following year.

## Organizational Structure

**Bi-Centennial Homecoming Committee:** Composed of community volunteers and appointed Committee Chairs to various Sub-Committees:

Grouped Sub-Committees:

- 1) Event Planning – Dances, Entertainment, Meals, Bar, Children, Teen and Senior Programs, Fireworks, Parade, Socials (Churches)
- 2) Marketing and Promotion – Marketing & Promotion, Website, Ticketing & Information, Decorations
- 3) History – History, Theatre/Livery
- 4) Sponsorship and Fundraising – Special Events Prior to the Homecoming Celebrations, Decorations, Souvenirs, Vendors
- 5) Volunteer Coordination – Community Members, Service Clubs, Schools, Organizations
- 6) Logistics and Operations – Set-up and Tear Down, Sanitation, Security, Parking & Transportation, Accessibility, and Support (e.g., general administrative assistance to the main committee and other event sub-committees – CAO, Treasurer, Clerk, Tourism & Community Development Manager, Public Works and Parks staff, etc.).

## Suggested Timeline

DATE	MILESTONE
September 2025 – March 2026	Form/confirm the Steering Committees and appoint subcommittee chairs
	Secure initial permits and venue arrangements.
	Finalize the event budget and initial funding requests.
	Begin outreach for sponsorships and community partnerships.
April 2026 – September 2026	Launch marketing and promotional campaigns.
	Confirm entertainment acts and vendors.
	Finalize the detailed event schedule and programming.
	Open volunteer recruitment and training sessions.
October 2026 – December 2026	Confirm logistics such as transportation, caterers, and supply orders.
	Finalize all event details, including layouts and schedules.
	Distribute promotional materials, focusing on social media and local outreach.
	Hold final meetings with all committees to coordinate efforts.

January 2027 – May 2027	Conduct ongoing communication with volunteers and subcommittees to ensure preparations are on track.
	Implement community engagement activities to maintain momentum (e.g., local previews of event programming).
	Finalize vendor contracts and confirm final details with entertainers.
	Continue promoting the event through social media, community flyers, and local media.
	Secure final sponsorships and donations.
	Host pre-event community meetings to keep the public informed and engaged.
	Conduct training sessions for volunteers regarding their roles and responsibilities.
	Finalize logistics, including the setup schedule and inventory checks.
	Finalize logistics and confirm all vendors and entertainment.
	Conduct a pre-event meeting with all volunteers.
	Start physical setup of the event venue.
June	Ensure all aspects of the event are in place and functioning smoothly.
TBD	Execute the event with ongoing evaluations and adjustments as necessary.
September 2027	Evaluate event success through feedback surveys and committee debriefing sessions.
	Thank volunteers and sponsors publicly for their contributions.
	Report back to the community regarding funding raised and future initiatives.

**Monitoring and Evaluation**

- **Feedback Surveys:** Distribute surveys to attendees to gather feedback on their experience.
- **Financial Analysis:** Conduct a review of the budget vs. actual expenses and revenues.
- **Post-Event:** Hold a debriefing meeting with the Homecoming Committee to discuss successes and areas for improvement. Submit Event Report to Goderich Town Council.

**Conclusion**

The Goderich Homecoming Event 2027 aims to bring the community together in celebration of our rich history while supporting local initiatives. With the commitment of dedicated

volunteers, a well-structured plan, and the backing of the Goderich Council, we envision a successful and memorable weekend for all who attend.