

AGREEMENT

THIS AGREEMENT DATED THIS 8TH OF APRIL, 2024

BETWEEN:

WEST COAST BLUES INC.
(hereinafter “WCB”)

OF THE FIRST PART

and

ROYAL LEPAGE HEARTLAND REALTY
(hereinafter “Royal LePage”)

OF THE SECOND PART

and

GODERICH SALT AND HARVEST FESTIVAL
(hereinafter “Salt and Harvest”)

OF THE THIRD PART

And

**THE CORPORATION OF THE TOWN OF GODERICH
FOR GODERICH TOURISM**
(hereinafter “Goderich Tourism”)

OF THE FOURTH PART

WHEREAS the parties agree to holding the West Coast Blues Festival and the Goderich Salt and Harvest Festival on the same weekend;

AND WHEREAS the parties have agreed to a distribution of duties among them for this purpose;

AND WHEREAS the parties wish to enshrine the division of these duties in this Agreement;

NOW THEREFORE in consideration of the payment of One Dollar (\$1.00) Canadian by each of the parties to the other and the provisions of this Agreement and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties hereto agree as follows:

1. The West Coast Blues Festival and the Salt and Harvest Festival will be held jointly on Labour Day Weekend, August 30th to September 2, 2024.

2. WCB will have sole use of the fenced in area (tent, bar, performance stage and all space in the fenced in area from 7:00 p.m. Saturday August 31, 2024 until 1:00 a.m. Sunday, September 1, 2024.
3. Royal LePage will have sole use of the fenced in area (tent, bar, performance stage and all space in the fenced area) from 7:30 p.m. August 30, 2024 to 1:00 a.m. Saturday August 31, 2024.
4. WCB will be responsible for the following:
 - a. donate the use of the fencing, tables & chairs for the tented area.
 - b. bring back the "Downtown Shuffle" during that time having up to 8 venues participating (one being in the tent) from 7:30pm - 11:00pm and a main event on the performance stage from 11:00pm - 1:00 am.
 - c. hire and pay all musical acts for the Downtown Shuffle including the Main Stage event.
 - d. provide bartenders for the bar from 7:00pm Saturday Aug 31 - 1:00am Sunday Sept 1, 2024.
 - e. provide the volunteers to run the Downtown Shuffle including the main stage event.
 - f. maintain its own funding and expenses. Funds raised during the Downtown Shuffle and "After Party" would remain with WCB.
5. Goderich Salt and Harvest Festival would maintain its own funding and expenses.
6. WCB will be under the umbrella of Goderich Salt and Harvest Festival - any literature and marketing will be for Goderich Salt and Harvest Festival showing the WCB "Downtown Shuffle" as one of the events being held during Goderich Salt and Harvest Festival. Any expenses incurred would be the responsibility of Goderich Salt and Harvest Festival and funds raised would remain with Goderich Salt and Harvest Festival.
7. Royal LePage will be responsible for the following:
 - a. provide bartenders for the bar from 7:30pm Friday, August 30, 2024 until 1:00am Saturday, August 31, 2024.
 - b. produce and fund the harvest portion of the Saturday events including: Wagon Rides, Photo Booth, Petting Zoo and more. Any changes or additions will be discussed with Town of Goderich Staff as needed.
8. Goderich Tourism will be responsible for the following:
 - a. come up with a mechanism for approval of marketing in which all parties involved will follow.
 - b. provide an alternative location in the event of rain (Memorial Arena). Each party will be responsible for facilitating the move of additional gear pertaining to their own entertainment schedule.

- c. provide set-up and tear-down support of fencing and will manage to the overall site management. (ie. Coordination of security, arrival of vendors, food trucks, road closure, etc.)
 - d. engage the Goderich BIA for Festival support.
9. WCB, Royal LePage and Goderich Tourism will share the following duties:
- a. will commit to a Weekend Pass for the festival (Pricing TBD), with each party being compensated proportionately to their ticket cost.
 - b. share one SOP for the weekend of the event.
 - c. supply sound needs and technician for their individual events.
 - d. work together to have a weekend pass. The passes will have a discount from the individual events, so a secondary price will be set for each event and whomever sells the tickets will provide the others with ticket revenue for their respective events. Example Royal Lepage event \$10, West Coast Blues \$40, Salt \$40, the weekend pass will sell for \$75, saving \$5 for each event.
 - e. choose one person as the primary contact for the event that will communicate to their committee/organization.
 - f. let the other parties know of any large changes that may affect communications to the public.
 - g. split on the major expenses used by all three parties including:
 - i. portatoilets
 - ii. tent rental
 - iii. ice cooler rental
 - iv. SOP
10. This split would be determined after a review of all stage time is considered. See chart below:

Main Stage/Park Usage	
Friday	
7:30 pm – 8 pm Goderich Tourism	0.5 hrs
8:00 pm – 1:00 am Royal Lepage	5 hrs
Saturday	
1:00 pm – 5:00 pm Goderich Tourism	4 hrs
7:00 pm – 1:00 am WCB	6 hrs
Sunday	
1:00 pm – 12:00 am Goderich Tourism	11 hrs
TOTALS	26.5 hrs
WCB – 6 hrs of 26.5 = 22.6%	
Royal Le Page – 5 hrs of 26.5 = 18.9%	
Tourism Goderich – 15.5 of 26.5 = 58%	

11. In consideration of all the elements (financial, capital and otherwise), parties will agree to a split of 25%, 25%, 50%, with Goderich Tourism taking the 50% portion for many of the costs. The chart below shows an estimate of the full costs:

Item	Full Cost (Approx)	Goderich Tourism/Salt	West Coast Blues	Royal LePage
Tent (Could cost more as we will require it for one more day)	\$2000.00	\$1000.00	\$500.00	\$500.00
Porta-Johns (8 standard, 2 accessible, 2 hand wash stations plus delivery, extra clean-up and refill, booking of the items)	\$2500.00	\$1255.00	\$625.00	\$625.00
Cooler Truck – 6X12, 3 days, plus ice (booking of the item)	\$900.00	450.00	\$225.00	\$225.00
Marketing (all planning, designing, booking and administration)	\$12,000.00	\$12,000.00	\$0.00	\$0.00
Insurance (waiting on response)	Waiting on response	Waiting on response	Waiting on response	Waiting on response
SOP	\$525.00	\$175.00	\$175.00	\$175.00
Volunteer Recruitment (Event coordinators are paid to support with volunteer recruitment)	\$1000.00	\$1000.00	\$0.00	\$0.00
Administration (tickets online, online payment system, cost split calculation)	\$500.00	\$500.00	\$0.00	\$0.00
Event Signage (entrances, exits, beverage tent etc)	\$1500.00	\$1500.00	\$0.00	\$0.00
Event Fencing Rental	\$2000.00	\$0.00	\$2000.00 **	\$0.00
TOTAL	\$22,925.00	\$17,880.00	\$1,525.00	\$1,525.00

*Other considerations that may be split, if needed by more than one party include: Overnight Security, Sound System Additions, Lighting Additions, some sponsorships.

** The cost of the fencing is ad hoc from West Coast Blues

12. TicketScene will be used for online booking of tickets. Goderich Tourism will collect and track these sales and then distribute the dollars to the other parties after the event.
13. Town of Goderich staff will create a detailed marketing and communications plan to promote the festival weekend through various media. They will promote all events and create individual promotions for all separate events. All partnering parties will approve the plan and follow it in detail. Along with this plan there is a \$12,000.00 budget for promotion.
14. This Agreement may be executed in any number of counterparts and by the parties hereto by separate counterparts, each of which when so executed and delivered shall be an original but such counterparts together shall constitute one and the same instrument.

DATED AT GODERICH, ONTARIO THIS DAY OF , 2024

WEST COAST BLUES INC.

Per: _____

Per: _____

I/We have the authority to bind the corporation.

DATED AT GODERICH, ONTARIO THIS DAY OF , 2024

ROYAL LEPAGE HEARTLAND REALTY

Per: _____

Per: _____

I/We have the authority to bind the corporation.

DATED AT GODERICH, ONTARIO THIS DAY OF ,2024

GODERICH SALT AND HARVEST FESTIVAL

WITNESS:

DATED AT GODERICH, ONTARIO THIS DAY OF ,2024

THE CORPORATION OF THE TOWN OF GODERICH
FOR GODERICH TOURISM

Per: _____
Trevor Bazinet, Mayor

Per: _____
Andrea Fisher, Clerk

I/We have the authority to bind the Corporation