

From: [Town of Niagara-on-the-Lake](#)
To: [Clerks](#)
Subject: Webform submission from: Delegation Request Form
Date: December 5, 2024 11:06:57 AM
Attachments: [2025 Niagara on the Lake Icewine Festival Townhall Presentation -Dec 10.pdf](#)

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Submitted on Thu, 12/05/2024 - 10:45

Information

Name

Sumie Yamakawa

Organization Name

Wineries of Niagara On The Lake

Address

PO Box 344 Virgil PO
Niagara On The Lake. L0S 1J0

Email Address

[REDACTED]

Telephone Number

[REDACTED]

Presentation

Agenda Delegation

Non Agenda Delegation

Topic

I have never spoken on this issue before

For Agenda delegations please include the title of the item. In point form, provide an overview of what points you will be speaking to:

Fund Request for Niagara On The Lake Icewine Street Festival

-Ask

\$50,000 from the Town of Niagara-on-the-Lake to support the re-launch of the Wineries of Niagara-on-the-Lake Icewine Festival from the Town of Niagara-on-the-Lake to support the re-launch of the Wineries of Niagara-on-the-Lake Icewine Festival

-GOALS

- Deliver a festival worthy of national/international news coverage – put NOTL on the map as key winter destination
- Drive visitation
- Engage new visitors & tourists
- Engage a younger or “new to me” Icewine audience

PRIORITIES

- Event attendance and visitation to NOTL/Niagara
- Visitor engagement – on social, word-of-mouth
- Produce a variety of programming to engage multiple audiences – fine wine, new to wine/experience-seekers, families with young children
- Engage residents and business community – a Festival they are excited to be a part of

CHALLENGES:

- Budget – winter events are 1.5x more costly than other seasons

Terms

I have read and understand the Delegation Protocol and acknowledge the information contained on this form, including any attachments, will become public documents and listed on Town Meeting Agendas. I also understand presentation materials including speaking notes and electronic presentations must be submitted by email to clerks@notl.com no later than 12:00 p.m. on the Monday prior the scheduled meeting.

Yes

Meeting Time

I wish to appear before:

Council

Date

Tue, 12/10/2024 - 00:00

Presentation Requirements

Do you have a visual presentation (slideshow or photos) to accompany your delegation?

Yes

I agree

Yes

Upload

[2025 Niagara on the Lake Icewine Festival Townhall Presentation -Dec 10.pdf](#)

Delegation

I will be appearing:

In person

I also understand presentation materials including speaking notes and electronic presentations must be submitted by email to clerks@notl.com no later than 12:00 p.m. on the Monday prior to the scheduled meeting.

Yes

I acknowledge I have 10 minutes to delegate

Yes

I give permission to be audio and video recorded on the Town of Niagara on the Lake's livestream

Yes

Do you require accessible accommodation to participate:

No

Privacy Disclaimer

I have read and understand the above Privacy Disclaimer.

Yes