



Committee Report

Grants and Donations Committee

Meeting Date: January 8, 2021
Meeting Time: 1:00 p.m.
Location: Town Hall, Council Chambers
32 Mill Street, Thornbury, ON

Grants and Donations Committee Recommendations

NOTE: The following are time-sensitive recommendations from the Grants and Donations Committee to be considered for adoption by Council

C Matters for Discussion

C.2 [Alternative to Winter Gala 2021 due to COVID-19 Pandemic](#)

Recommended (move, second)

THAT Council of the Town of The Blue Mountains receives the January 8, 2021 Grants and Donations Committee recommendation as follows:

THAT the Grants and Donations Committee endorses the concept of a "Chase the Ace" style lottery as a substitute for the 2021 Winter Gala;

AND THAT the Grants and Donations Committee request the concept be brought to Council for endorsement in principle at the January 11, 2021 meeting, Carried.

AND THAT Council of the Town of The Blue Mountains endorses in principle a "Chase the Ace" style lottery event as a substitute for the 2021 Winter Gala.

E.1.1 Surplus Christmas Dinner Funds to St. George's Anglican Church

Recommended (move, second)

THAT Council of the Town of The Blue Mountains receives the January 8, 2021 Grants and Donations Committee recommendation as follows:

THAT the Grants and Donations Committee requests Council approve waiving of BVCC rental fees and payment of \$6,000 collected through public donations for the Christmas Dinner 2020 initiative;

AND THAT the Grants and Donations Committee request this matter be brought directly to Council at the January 11, 2021 meeting, Carried.

AND THAT Council approves waiving the BVCC rental fees for the event and approves payment of \$6,000 collected through public donations to the St. George's Anglican Church.

Chase the Ace

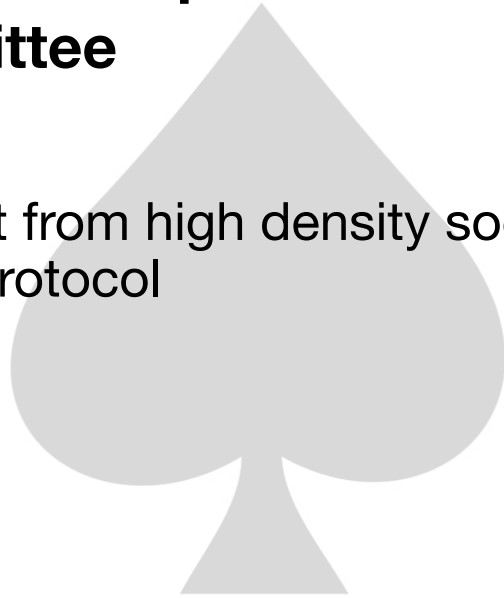
Fundraising Strategy During COVID

Michael Caron, Grants & Loans Committee

Our Objective:

Raise min of \$100,000 to be split between Meaford Hospital and Grants & Loans Committee

- COVID has forced to pivot from high density social events to low contact events that comply with protocol



What is Chase the Ace?

Canadian born idea!

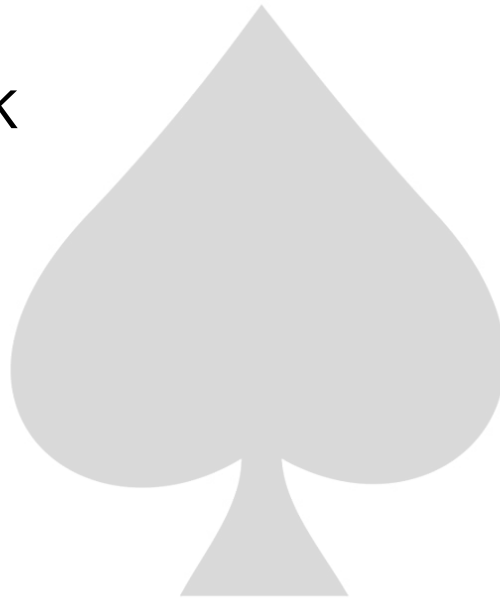
- Chase the Ace is a form of lottery that has gained popularity since 2013 in parts of Canada. The game is used to raise funds for charities.
- The jackpot accumulates from week-to-week until it is won, and the game is then over. Each week participants buy lottery tickets. The funds from ticket sales are divided into three parts. Typically the organizers keep 50%, the winner of the weekly lottery takes 20%, and the remaining 30% goes into the jackpot. The lottery winner also then draws a card from a deck of playing cards and wins the accumulated jackpot if the ace of spades is drawn. If not, the reduced deck is kept for the following week's game, and the jackpot rolls over to the next week.
- This lottery is managed and instituted by the Grants and Donations Committee of the Council of The Town of The Blue Mountains. (“G and D”)



Proven Success in Other Communities

These locales have raised between \$100K - \$1.5M

- Noel, Nova Scotia - \$210K
- Renfrew



Advantages of Chase the Ace

As compared to alternatives

- Minimal fixed costs
- Community involvement and “buzz” despite COVID constraints
- The worst case scenario would be the “ace” being drawn in the first week. In this case, a new “game” can be started.
- Extremely high R.O.I.
- Easy to promote through current TBM marketing platforms such as website and social media
- Several organizations, such as United Way & Sick Kids are running their program virtually during COVID using a company, Sportech, that specializes in the needed tech.



Challenges:

To be addressed

1. Cash purchase of tickets I.E. - Can't use point-of-sale machines at ticket retailers
2. High person-to-person interaction required at retailers
3. High involvement of retailers. Likely will require a % of sales to engage and make win-win.
4. Security of tickets and cash
5. Volunteers need to follow tight rules and timelines
6. Lottery license approval process might be lengthy

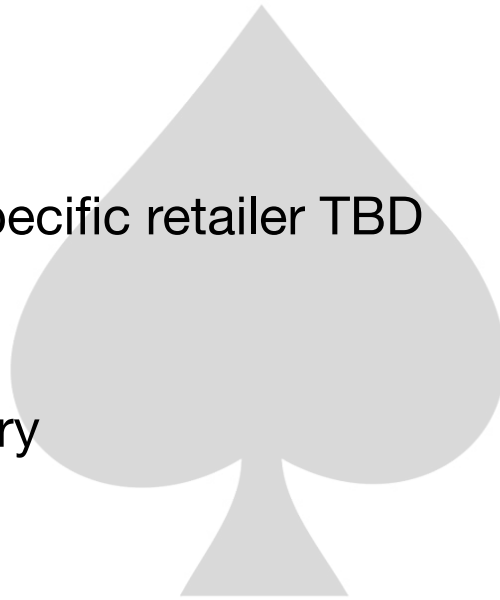
Note: 1, 2 & 3 are eliminated if program is run virtually



Sample Retail Locations:

Require good geographic coverage & availability

- Foodland - Thornbury
- Blue Mountain Village - specific retailer TBD
- LCBO - Thornbury
- Cheese Gallery - Thornbury
- Surf Cafe - Craigleith



How It Works:

Summary of key details

- A locked cabinet contains 52 numbered envelopes with each envelope containing a card for a 52 deck of playing cards (one envelope then contains the Ace of Spades). The cards are placed in the envelopes at the beginning of the draw (supervised by an independent party) and then randomly sorted and then a number from 1 to 52 is placed on each envelope.
- Customers buy a ticket for \$5 from assigned vendors who have tickets available. Each ticket has a ticket stub for the draw and an attached corresponding ticket receipt. Both section have a box where the Customer manually enters an envelope number.
- The Customer enters their name and personal contact information, and the selected envelope number on the ticket stub and the ticket receipt, and then places the stub in the ticket entry box. The Customer keeps the ticket receipt.
- Available envelope numbers are noted on a poster at each point of sale for the tickets as well as the main Chase the Ace web site. As envelopes are drawn and not declared winners, these envelope numbers are crossed off the list.



How It Works - Con't:

Summary of key details

- Weekly draws are made at a selected location at a designated time and date noted on the ticket stub and the ticket receipt.
- Members of the Town will be required to collect all sold ticket stubs and unsold tickets from the Designated Locations and deliver to the draw location on the draw date after noon on the draw date.
- Weekly ticket sales revenue is divided as follows:
 - 20% for the selected ticket stub each week
 - 23% to the G & D
 - 23% to Meaford Hospital
 - 4% to ticket retailer
 - 30% to the progressive prize



How It Works - Con't:

Summary of key details

- Each week one ticket stub is selected from the collection of tickets sold that week
- The envelope noted on the selected ticket stub is removed from the safe location and opened. If the envelope contains the Ace of Spades, then the weekly winner will also win the Progressive Draw amount (30% of the accumulated previous weekly draws, including the current week draw).
- If the envelope does not contain the Ace of Spades, the numbered envelope and the playing card in the envelope are destroyed and the 30% weekly progressive amount continues to the next draw.
- The beneficiary earns 50% of each weekly draw revenue.



Ticket Sales:

Summary of key details

- Tickets are \$5.00 each.
- Participants must be at least 18 years of age – proof of age may be required at ticket outlets.
- Tickets can be purchased with CASH only at Designated Locations.
- Ticket DRAW time and LOCATION will be identified on the TICKET and posted where tickets are sold.
- Cash tickets are in TWO parts; one the ticket itself (retained by the purchaser) and the larger ticket stub



Ticket Sales - Con't:

Summary of key details

- Cash tickets will be sold on a weekly basis starting Thursday evening at the end of the current draw and terminating the next week on Thursday at noon at the draw location.
- Tickets will be sold on a weekly basis at Designated Locations until 12:00pm on the day of the draw. Tickets will be available for purchase at the Draw Location until Noon on the day of the draw, with the draw commencing at 6:00pm.
- The tickets are ONLY eligible and valid for the weekly draw in which they were purchased



Suggested Timeline of Action Items:

Length of lottery is dependent on when the ace is drawn

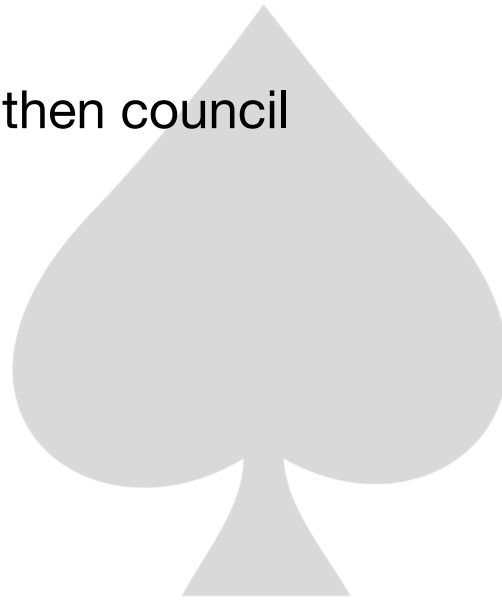
Action	Start Date	Length of Time	Resources Required
Approval by TBM Council			
Lottery License Approval			
Recruitment of Volunteers			
Marketing Pieces Designed			
Marketing Start			
Recruitment of Retail Locations			
Lottery In Process			



Our Ask to You (or Next Steps):

Approval of concept

- By G & D Committee and then council



Our Ask to You (or Next Steps):

Approval of concept

- By G & D Committee and then council

