



Corporation of the Municipality of Temagami
Memorandum to Council

Memo No.

2024-M-003

Subject:	2024 Ice Fishing Challenge
Agenda Date:	January 11, 2024
Attachments:	Flyer and Sponsorship Form

RECOMMENDATION

BE IT RESOLVED THAT the Council for the Municipality of Temagami does hereby receive report 2024-M-003 regarding the '2024 Ice Fishing Challenge' and;

FURTHER THAT the Council for the Corporation of the Municipality of Temagami does hereby direct staff to proceed with the community sponsorship in the amount of one thousand dollars (\$1,000.00) plus applicable taxes.

INFORMATION

This event is organized by Anglers Atlas and MyCatch with sponsorship from Ontario Power Generation. This will be the 4th Annual Ice Fishing Challenge. These tournaments use their mobile app called MyCatch. Anglers take a picture of the fish on a measuring device and MyCatch does the rest.

Here are some ways our community can benefit:

- Helping local anglers have fun this winter doing what they love - fishing!
- Supporting local businesses with an event that generates local sales for gear and supplies.
- A shoulder season event for both local and travelling anglers to help boost your tourism economy.

Our community as a sponsor will be called out many times!

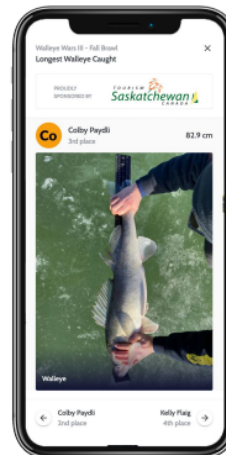
The Idea

We are hosting the 4th Annual Ontario Ice Fishing Challenge for Ontario anglers from February 1 to 29, 2024.

Your town will have their own leaderboard showing the catches of your local anglers. The "collective catch" will compete with other towns to be crowned the ***Ice Fishing Capital of the year.***

Below are the key stages of this real *and* virtual event:

1. Promotion and recruitment will begin shortly and are driven through social media.
2. Rules meeting and award ceremonies are held on Facebook Live.
3. Possible prizes for weekly themes, such as pike, walleye, trout.
4. Local prizing for local anglers will be listed with sponsor call outs if applicable.
5. Final awards ceremony to crown the ***Ice Fishing Capital.***



Example of a catch photo from Walleye Wars in Saskatchewan.

The Buy-In

Community sponsorship support:

- \$1,000 + tax commitment to the event
- Agree to support promotion through community social media channels
- Where possible, introduce MyCatch team to local leaders in angling and business community

In Return, each community receives:

- A safe and fun way for local anglers to escape the Covid blues and go fishing!
- A venue to boost the tourism economy
- Dedicated event page for the tournament
- Local leaderboard with local anglers
- Chance to win the *Ice Fishing Capital*

Who will wear the
2024 Ice Fishing Crown?



MyCatch
Tournaments

As per By-law 20-1499 Policy 1.3.1 Council Donation Policy:

APPROVAL PROCESS

Requests for Municipal Donations will be received by the Office.

In the month following an application intake period, staff will prepare a report summarizing requests received. Included in this report will be the value of any cash and "in-kind" contributions requested as well as any previously approved requests and the approved budget for donations.

Council will review the report and make their decision in the form of a resolution.

Requests made outside the application intake periods where Council has decided to consider the request as it is received, will be presented to Council through a Staff report. The report will include the value of the contribution requested, other contributions approved by Council in the fiscal year as well as the budget approved for donations. Again, Council will review the report and make their decision in the form of a resolution.

AFTER APPROVAL AND REPORTING

Applicants must recognize the Municipality of Temagami contribution (for example a banner or sign at their event with the Municipality logo.

If a municipal contribution of more than \$500.00 is approved, a report detailing how the funds were spent must be sent to The Municipality Council within 60 days following the event or events. Staff will track the value of 'In Kind' donations and add this amount to the financial donation made.

Respectfully Submitted

Rhonda Smith