

## **Memorandum to the Council of Corporation of the Municipality of Temagami**

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**Subject:** Temagami Fire Tower Summer Concert Series 2025

**Memo No:** 2025-M-159

**Date:** June 26, 2025

**Attachment:** None

**Prepared By:** John Shymko - Economic Development Officer

### **Recommendation**

BE IT RESOLVED THAT Council receives Memo 2025-M-159 as presented;

AND FURTHER THAT Council:

1. Approves the use of the Temagami Fire Tower lookout site and existing electrical outlets on Tuesday, July 1, 2025 (with a rain date of Saturday, July 5, 2025) for a free "Live from the Tower" concert to mark Canada Day, and further approves recurring use of the site through September 2025 for free outdoor concerts promoting tourism;
2. Directs staff to schedule and coordinate event dates, performer confirmations, and all related safety requirements;
3. Supports the hosting of the concert series by the Municipality of Temagami, aligned with the Municipality's strategic priority to support tourism, as part of the "Temagami – The Joy of Summer" campaign, which was initiated by TREDCO.

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### 1. Executive Summary

This report recommends Council approval to use the Temagami Fire Tower lookout and its existing electrical outlets to host a free summer concert series titled “Live from the Tower”, beginning on Canada Day (July 1, 2025), with recurring concerts through September 2025.

The concert series will feature local musicians performing in a distinctive natural setting, enhancing visitor experience and supporting local cultural development. The initiative aligns with the *"Temagami – The Joy of Summer"* tourism campaign, which was initiated by TREDCO. The Municipality will lead the hosting and coordination, ensuring zero additional cost and full safety oversight.

Local blues trio The Dirty Ol’ Vultures have committed to perform for the inaugural concert free of charge. The series leverages existing infrastructure, with confirmed electrical and safety protocols managed by Public Works and Fire Services. Insurance coverage is in place under the Municipality’s existing liability policy.

Upon approval, staff will finalize scheduling, coordinate logistics, and promote the events via digital channels and trail signage.

## 2. Purpose

The purpose of this initiative is to host free outdoor concerts on a recurring monthly or biweekly basis from July through September 2025. These concerts aim to:

- Celebrate Canada Day and enhance visitor experience;
- Promote Temagami tourism during the summer season through live local music in a distinctive natural setting;
- Leverage existing infrastructure with minimal cost or new investment.

## 3 Background

- At its May 2025 meeting, TREDCO reviewed the *"Joy of Summer"* social media and tourism strategy, including the "Live from the Tower" concert concept.
- The Fire Tower lookout is one of Temagami's most prominent attractions, offering panoramic views of Lake Temagami and surrounding forests, accessed via a maintained trail.
- In response to Council's direction to explore low-impact, tourism-enhancing programming, staff identified the lookout site as suitable for limited, well-managed outdoor music events.
- In early June 2025, "The Dirty Ol' Vultures", a local blues trio, agreed to perform free of charge for the inaugural concert. Additional local acts have expressed interest in performing at future events.

## 4. Discussion / Analysis

### 4.1. Event Concept & Value

- Live from the Tower Series: Free concerts at the Fire Tower lookout. First concert scheduled for Canada Day, with monthly or biweekly events through September.

- **Tourism Promotion:** Combines local music with Temagami’s natural beauty, generating compelling media content (#LiveFromTheTower).
- **Community Engagement:** Supports local artists, provides free public events, and strengthens ties between residents and visitors.
- **Economic Spin-Off:** Encourages visits to local businesses and may lengthen visitor stays.
- **Infrastructure Requirements:** Minimal. Uses existing outlets and municipal equipment.
- **Environmental Consideration:** Low-impact format, no structures or trail changes; attendees remain on lookout platform and adjacent rock ledge.

#### **4.2. Electrical & Safety Considerations**

- **Electrical Capacity:** Public Works has confirmed outlet locations; load testing to be finalized prior to July 1.
- **Equipment Use:** Outdoor-rated extension cords, GFCI protection, municipal PA system.
- **Site Oversight:** Staff/volunteer present during events; Fire Department consulted for safety planning.
- **Timing:** 1:00–3:00 PM preferred to avoid wildlife and nuisance concerns.
- **Trail Management:** Temporary signage at trailhead to inform visitors of event and crowd limits.
- **Insurance:** Covered under the Municipality’s existing general liability policy. Performer waivers may be used for future events.

#### **4.3. Scheduling & Frequency**

- **Canada Day:** Tuesday, July 1, 2025; rain date Saturday, July 5.
- **Recurring Options:**
  - Monthly (e.g., August 16, September 13)

- Biweekly (every second Saturday July–September, subject to availability)
- Coordination: To avoid conflicts with other events, e.g., Temagami Community Market.

#### 4.4. Performers

- First Performer: The *Dirty Ol' Vultures*, free of charge.
- Ongoing Acts: Acoustic, folk, and blues artists have expressed interest. Staff will maintain a curated performer list to ensure musical diversity and suitability for the natural setting.
- Sound Setup: Basic PA or acoustic amp setup with respectful volume levels.

#### 4.5. Alternatives Considered

- Strictly Acoustic Events: Considered to eliminate electrical use; ruled out as many performers require minor amplification.
- One-Time Event Only: A recurring series was selected to sustain momentum and maximize tourism potential.

### 5. Financial Implications

- Electricity: Minimal; covered under municipal utilities.
- Equipment: No cost; items borrowed from municipal inventory.
- Staff Time: Included in Economic Development Office work plan.
- Marketing: Primarily digital; no new spending required.
- Insurance: No additional premium required.
- Total Estimated Cost to Municipality: \$0

## 6. Strategic / Policy Alignment

- Tourism Temagami Strategy: Directly supports “Joy of Summer” campaign.
- Economic Development Goals: Promotes local business and cultural programming.
- Community Wellbeing: Free, accessible events for residents and visitors alike.
- Asset Management: Makes use of existing infrastructure without capital expansion.
- Emergency Preparedness: Safety measures developed in consultation with Fire and Emergency Management.

## 7. Communications

### 7.1. Internal

- Public Works: Confirmed trail and electrical readiness.
- Fire & Emergency Management: Reviewed event plan, emergency response, weather contingency.
- Insurance Provider: Confirmed liability coverage.

### 7.2. External

- Performers: *Dirty Ol’ Vultures* confirmed; additional acts being contacted.
- Public Promotion:
  - Municipal and Tourism Temagami websites
  - Social media posts and hashtag campaigns
  - Trailhead signage
  - Post-event media coverage

## **8. Implementation Timeline**

### **8.1. Upon Council Approval**

- Finalize electrical equipment and safety protocols
- Confirm performer and event agreements
- Coordinate with Public Works and Fire Services for site readiness

### **8.2. Two Weeks Before Canada Day**

- Begin event promotion online and via signage
- Confirm weather monitoring and rain date procedure

### **8.3. July 1 (Canada Day Concert)**

- On-site setup by noon
- Concert from 1:00 PM to 3:00 PM
- Staff present for oversight, electrical monitoring, and trail traffic

### **8.4. July – September Recurring Events**

- Adjust and confirm schedule based on public feedback and staff capacity
- Book additional performers and promote events

### **8.5. End of September**

- Evaluate series outcomes (attendance, engagement, business feedback)
- Report findings and recommendations for 2026 season

## **9. Conclusion**

The proposed "Live from the Tower" concert series offers a unique opportunity to enhance Temagami's tourism appeal through low-cost, community-focused cultural events hosted at an

iconic location. By leveraging existing infrastructure and local talent, the Municipality can advance the "*Temagami – The Joy of Summer*" campaign goals while maintaining environmental stewardship and visitor safety.

Council approval will enable staff to deliver a high-quality, engaging program that supports local artists, encourages longer visitor stays, and enriches community wellbeing—at no additional municipal cost.