



# Fonthill Kinsmen

## Home Show Cancellation Impact Information

### Summary

In April of 2024, equipment failures at MCC caused the Town of Pelham to call for the cancellation of the Kinsmen Home Show. Although there are many unknowns during any emergency situation, it is the position of the Fonthill Kinsmen that the town's efforts to avoid or remedy the situation were not proportional to the commercial impacts that resulted from the failure to provide the facilities as contracted.

Therefore, our goal with this document and presentation is to:

- a) make sure the town understands the full set of downstream impacts resulting from the cancellation;
- b) explore options for compensation; and,
- c) encourage the Town of Pelham to make appropriate commercial efforts when renting facilities.

### Direct Losses

In preparation for the show, the Kinsmen spent more than \$8,000 on rentals and advertising - none of which was recoverable. More importantly, we lost approximately \$32,000 in expected revenues. These revenues are used to benefit the community as detailed later.

### Vendor Losses

In conversations with our show vendors, we are hearing that the show usually accounts for between \$50-100k of business for each of them. There are 82 vendors - mostly local tradesmen and service providers. Their losses are tough to quantify, but the number would certainly be greater than one million dollars.

### Reputational Losses

Successful trade shows like the Kinsmen Home Show demand consistency year-over-year. Changes in timing alone can greatly impact the show's success. Complete cancellations because our facility failed to deliver are an extreme blow to the show's on-going viability. We hope that we have built sufficient goodwill over years to weather this blow, but the facility failure has certainly impacted our reputation.

### Membership Engagement Impacts

The Fonthill Kinsmen are uncommonly successful in attracting and maintaining the members that we have. But broadly, fraternal community organizations are dwindling in numbers, everywhere. Collectively our members spent well over 200 hours preparing for the Home Show. It's challenging enough to attract and retain members, but when busy people dedicate dozens and dozens of hours into a project only to have the project canceled at the last minute and without a natural disaster to blame, it's incredibly deflating.

## **Community Impacts**

The Kinsmen are a non-profit organization. Our revenues are dispersed to a wide range of community interests. We support large charities like Pelham Cares and Wellspring. But we also support numerous other groups and individuals throughout the town. Our revenues help feed people. They help people go to university. They help celebrate citizenship and volunteering. Our revenues give poinsettias to seniors at Christmas and wreaths to honour our fallen heroes during Remembrance Day. Our revenues help schools purchase equipment. They help kids buy hockey equipment. They help fight Cystic Fibrosis. They help kids get dance lessons, play drums or play hockey. Our donations to the community are proportional to our revenues, so throughout this year, multiple organizations and individuals will have less help, less funding, less opportunity because of the MCC power failure.

## **Opportunities to Compensate the Kinsmen**

### **Cover Our Costs**

We would like the Town to compensate the Kinsmen for our unrecoverable costs for the show. These are approximately \$8,000 and details can be made available.

### **Waive Future Rental Costs**

We understand that the Town provides grants to all community groups and doesn't want to be seen as giving preferential treatment to one group. However, we are not just another community group. We have a commercial relationship and we have suffered commercial damages that deserve commercial efforts of redress. Free rentals over and above the grants for a period of five years would help us recover our revenue losses.

### **Provide Preferential Date Selection**

Generally, our show has enjoyed the greatest success when it can occur in the first week of April. A similar show in Thorold runs the 2nd weekend in April, so both shows suffer when our show is pushed into the 2nd week. As shown in the schedule below, the first weekend in April is the usual weekend for the show. Going forward, we would like the venue to be made available to us for the first weekend in April, each year (except in years where Easter occurs on the first weekend when the 2nd weekend is preferred.)

## **Conclusion**

We greatly hope that this presentation will help the Town of Pelham understand that the Fonthill Kinsmen play an important role in the community, and that our home show is an important event in the community. We look forward to continuing our work with the community and with the Town of Pelham, but we hope we can do so with greater understanding of the importance that our commercial agreements with the town have and the impacts that occur when failures occur. And, of course, we hope the Town will agree that the compensatory actions proposed above are appropriate, fair and justified.