

The *NEW* Rural Ramble

September 18, 2010 – October 10, 2010

2010 Site Criteria & Information

The *New Rural Ramble* will be a series of themed weekends located throughout Renfrew County. The themes include: Adventure & Exploration, Agriculture & Food, Arts & Culture, and Heritage & History. You must meet the following criteria if you are interested in being a site on the Rural Ramble. **All site applications are subject to approval by the OVT A Marketing Committee.**

Dates:

Saturday, September 18 & Sunday, September 19, 2010: Adventure & Exploration
Saturday, September 25 & Sunday, September 26, 2010: Agriculture & Food
Saturday, October 2 & Sunday, October 3, 2010: Arts & Culture
Saturday, October 9 & Sunday, October 10, 2010: Heritage & History

Please note: The themed weekends include two days of events – you must be prepared to accommodate visitors on both days.

Hours:

- **NEW:** Sites are able to choose their own hours of operation for this year's Ramble. Hours of operation must be the same for both days of the theme weekend.
 - **Ex:** *Ottawa Valley Restaurant* will host a wine and cheese tasting event featuring local musicians from 6:00 pm – 9:00 pm for the Agriculture & Food weekend.

Site Categories:

- Sites are grouped in the following categories
 - **Adventure & Exploration**
 - **Agriculture & Food**
 - **Arts & Culture**
 - **Heritage & History**

Site Requirements:

- Participation in the Rural Ramble requires that sites that charge admission provide **added value** to their visitors. The added value must be significant and provide incentive to the public to visit your site. Examples of added value include: discounts off admission prices, free samples and souvenirs, etc.
- Sites are encouraged to provide educational, interactive and demonstrative components of their event.
- Should you charge any admission to your site, the admission **must be** clearly noted in your site description.

Site Description:

- Demonstrations and activities must be listed in your description with allotted times (ie: “Milking demonstrations at 11 am and 2 pm” or if ongoing, “Horse grooming demonstration every 15 minutes”). It is recommended to post signs at your site indicating the location of demonstrations.
- On-site charges (including admission fees, if applicable) must be listed in your description in the Rural Ramble guide. **Added value** must be made obvious to the visitors through signage, site description or in a verbal welcome.



Samples / Items for Sale:

- Selling items can help offset the cost of participating in the Ramble and increase the use of your commodity in the long run.
- Keep in mind that if you will be selling food items you must adhere to health regulations (see **Food** section below).

Food:

- If you are considering having food for sale, you must complete the enclosed “*Special Events – Food Vendor Application*” from the Renfrew County District Health Unit, and return it with your completed site application package. Remember to provide details about any food sales in your 60-word description.
- A health inspector will contact you prior to the event in order to meet with you and review your planned food sales.
- Consider partnering with a local group (ie: community organization, 4H Club, local restaurant, etc.) to provide refreshments / food service.

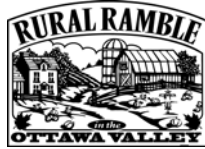
Staff and Volunteers:

- Once you have set out the plan for your site (parking area, greeters, tours, food service, activities, etc.) make certain that you have people in place to deal with specific tasks. Traffic flow is unpredictable; depending on the size of your site, a minimum of 5-6 staff is recommended.
- There are many sources of volunteers: local community organizations, 4H Clubs, your commodity group, students, friends and family, etc.
- If you will be using volunteers that are not familiar with your site, consider hosting an orientation session prior to the event to make certain everyone knows as much as they need to, including where to direct questions that they cannot answer.
- Being able to identify hosts at each site is important. Where a shirt or name tag with your logo or organization name on it.

Safety:

- Take an objective look at your site and imagine 15 - 20 people on it at one time.

- Use ropes to direct your guests as to where they can and cannot go and be sure to rope-off any moving or dangerous equipment.
- The weather is unpredictable, be prepared. For example: if you have pathways that could become muddy or slippery with increased traffic, sprinkle them generously with wood shavings. In case of bad weather, be prepared to move activities indoors, if possible.



Insurance:

- All sites must provide a minimum \$2 million commercial liability insurance coverage for the event. Contact your Insurance Agent to obtain a certificate of insurance and be sure to include a copy with your completed application package.
- Be sure to ask your Agent if an additional rider is required for these two days; in most cases, your existing coverage will suffice. If additional coverage is required, the fee should be nominal.
- For liability reasons, we ask that the owners of the site be present at all times.

Traffic:

- Traffic is difficult to predict, and varies from site to site; expect between 50 and 300 people each day.

Parking:

- Adequate parking is key to being able to easily access your site. Be prepared to accommodate at least 8 - 10 cars at one time and consider having one of your volunteers assist in directing traffic.
- Visitors will be advised to park on each site, **NOT** on roadsides.

Signage:

- Your site is required to post directional signage. Be sure to indicate your signage requirements on the application form. **All sites must purchase a minimum of 1 sign for each theme weekend they are participating in.**

Promotion:

- Letting as many people as possible know about the Rural Ramble is key to its continued success.
- Sites are requested to assist the organizing committee with guide & poster distribution to local businesses, etc.

Evaluations:

- Sites will be provided with an evaluation form to complete and return to the Organizing Committee following the event.

- Feedback is extremely important to the future success and growth of the event. Don't be shy to ask visitors what they think of your site, other sites and the overall event and include these comments on your evaluation form.



Cost:

- **NEW:** A tiered event listing fee designed so that those with limited budgets can participate in the Rural Ramble and benefit from the event's marketing campaign.

Tier 1 – Feature Listing (\$100 for OVTA Members, \$150 for non-OVTA Members)

- ◆ Site listing will include:
 - Business name & logo
 - Site location
 - Event date(s) & hours
 - 30 word site description
 - Listing will be featured at the top of the appropriate theme section in the Rural Ramble guide (**guide to be inserted in the Ottawa Citizen!**)
 - Feature listing on the Rural Ramble webpage and direct link to business website from OVTA's award winning website

Tier 2 – Regular Listing (\$50 for OVTA Members, \$75 for non-OVTA Members)

- ◆ Site listing will include:
 - Business name
 - Site location
 - Event date(s) & hours
 - 15 word site description
 - Regular listing on the Rural Ramble webpage
- **NEW:** All Rural Ramble sites are required to purchase a minimum of 1 sign. Signs are sold at a cost of \$10/sign. Please ensure that you fill out the signage section of the application form.

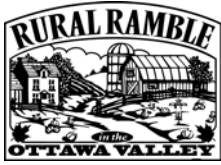
Registration Deadline:

- **Completed registration packages must be received by May 10, 2010.**

Questions / Comments:

- Any questions and/or comments should be directed to:

Lauren McIlffaterick
Ottawa Valley Tourist Association
9 International Drive
Pembroke, ON K8A 6W5
Tel: 613.732.4364
Fax: 613.735.2492
E-mail: lmcillfaterick@countyofrenfrew.on.ca



Site Application Form

Registration deadline: May 10, 2010

Site Category

Indicate the appropriate theme of your site.

- Adventure & Exploration Agriculture & Food Art & Culture Heritage & History

Site Information

Business Name: _____

Contact Name(s): _____

Mailing Address: _____

Location Address: _____

Town/City: _____ Postal Code: _____

Tel: _____ E-mail: _____

Township: _____

Indicate on the attached map where you are located.

Site Sponsor Information (if different from above)

Organization Name: _____

Contact Name: _____

Mailing Address: _____

Location Address: _____

Town/City: _____ Postal Code: _____

Tel: _____ E-mail: _____

Township: _____

If sponsoring more than one site, please submit a Registration Form and payment for EACH site.

Food

- We will be having food items for sale. I have completed and attached the Food Vendor Form.
 We will not be having food items for sale.



Site Registration Form

Registration deadline: May 10, 2010

Event Details

Please provide details (including times, etc.) and a description of the types of activities at your site. **Sites that charge admission must demonstrate that they will be providing visitors added value during their particular theme weekend.** The OVTA Marketing Committee reserves the right to refuse sites' participation if the added value is not deemed just.

Remember... what you put in print is what visitors will expect to see and enjoy.

Hours of Operation (must be the same for both days): _____

Admission (if any): _____

Added Value (ie: 25% off admission, free samples, guided tours, etc): _____

Children's Activity: _____

Educational Topics: _____

Guided Tours: _____

Demonstrations: _____

Free samples / Take-away items: _____

Driving directions to your site: _____



Event Listing Fee

NEW: There is no registration fee to participate in this year’s Rural Ramble, rather a minimum event listing fee.

The event listing fee is presented in a tiered format designed so that those with limited budgets can participate in the Rural Ramble and benefit from the event’s marketing campaign.

Tier 1 – Feature Listing (\$100 for OVTA Members, \$150 for non-OVTA Members)

Feature listing will include:

- Business name & logo
- Site location
- Event date(s) & hours
- 30 word site description
- Prime listing location at the top of the appropriate theme section in the Rural Ramble guide (**guide to be inserted in the *Ottawa Citizen!***)
- Feature listing on the Rural Ramble webpage and direct link to business website from OVTA’s award winning website

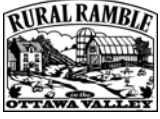
Tier 2 – Regular Listing (\$50 for OVTA Members, \$75 for non-OVTA Members)

Regular listing will include:

- Business name
- Site location
- Event date(s) & hours
- 15 word site description
- Regular listing on the Rural Ramble webpage

	OVTA Member	Non-OVTA Member
Total A	\$100.00 _____(Feature Listing)	\$150.00 _____(Feature Listing)
	\$50.00 _____(Regular Listing)	\$75.00 _____(Regular Listing)

Description for guide (30 words for feature listings, 15 words for regular listings):



Directional Signage

Please indicate the number of signs required for your site (**minimum 1 sign per site**). Signs are specific to each theme weekend and are 8" x 8" in size. Sites will be able to keep the signs purchased.

_____ Adventure & Exploration

_____ Agriculture & Food

_____ Art & Culture

_____ Heritage & History

----- Number of signs	X \$10.00/sign = \$ _____	Total B
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Please indicate the number and orientation of directional arrows required for your sign(s).

_____ Left Arrow

_____ Right Arrow

Total A + Total B + GST (5%) = _____

(Please make cheque payable to the Ottawa Valley Tourist Association).

Registration checklist

Be sure to include all items listed below with your completed application form. Please note that sites participating in more than one theme must submit a separate registration form for each weekend.

- cheque
- certificate of insurance
- food vendor form
- location identified on map



Renfrew County and
District Health Unit

SPECIAL EVENTS FOOD VENDOR APPLICATION

MUST BE COMPLETED BY INDIVIDUAL VENDOR AND RETURNED 10 DAYS PRIOR TO EVENT

ENSURE THAT FORM IS FILLED OUT BY A MEMBER OF THE EXEMPT ORGANIZATION LISTED ON THE BACK OF THIS SHEET IF SEEKING EXEMPT STATUS

FOOD CONCESSION PROHIBITED FROM OPERATING UNTIL APPROVAL IS GRANTED

Name of Concession: _____

Name of Event: _____ Event Dates: _____

Contact Person: _____ Home #: _____

Contact Address: _____ Business #: _____

Location: _____ Set up Date & Time: _____

Food Items: _____

Food Suppliers: _____

Food Preparation Location (On and Off-site): _____

VENDOR SITE:

Approved Enclosed Mobile Unit () Barbecue Adjacent to Approved Kitchen ()

Other: _____

Type of Water Supply System (hot and cold running water under pressured required)

Municipal Water () Well Water () Holding Tanks ()

Sinks: 3 compartment () 2 compartment () Handwash basin ()

Waste Water Disposal: Collection method: _____ Disposal site: _____

Cold Storage: Mechanical: _____ Ice: _____

Hot Holding: Method: _____

Thermometers Present: Yes _____ No _____

Garbage: Receptacles Provided: Yes _____ No _____ Disposal Method: _____

Comments: _____

I _____ certify and I accept the responsibility for ensuring the above-mentioned information is correct and will be adhered to.

Date: _____ Signature of Applicant: _____

Approved: Yes () No () Signature of Inspector: _____

Inspector Comments:

Under Section 16(2) of the Health Protection and Promotion Act, every person intending to serve food to the public at a special event is required to inform the Health Unit of the event. The completion of the Special Events Food Vendor Form is mandatory to satisfy this requirement. Your cooperation is appreciated.

The Renfrew County and District Health Unit is mandated to inspect all events that prepare and serve food to the public. However, amendments to the Food Premises Regulation 562/90 has resulted in significant changes to the way public health units address food safety issues at special events. Now, it is possible to serve food to the public at special events that are operated by a religious organization, fraternal organization, or a service club without having to meet the requirements set out in the Food Premise Regulation 562/90. However, if you are one of the exempt organizations (see definitions below) and your event is deemed exempt, you must meet the following two criteria.

1) The event organizer must post the following sign in a conspicuous place stating:

NOTICE TO PATRONS
THIS EVENT HAS NOT BEEN INSPECTED BY PUBLIC HEALTH IN ACCORDANCE WITH THE FOOD PREMISES REGULATION MADE UNDER THE HEALTH PROTECTION AND PROMOTION ACT

2) The event organizer must also keep a list of all persons who donate hazardous food for the special event meal and must provide a copy of that list to a public health inspector on request. The list must contain each donor's name, address, telephone number, and the food that was donated.

The special event organization may not wish to be deemed an exempt special event and therefore, must comply with the Food Premise Regulation 562/90.

By definition, an exempt special event is a food service event or occurrence that is open to the public and held by religious organizations, service clubs, or fraternal organizations and that is considered to be outside the normal scope of the organization's regular activities.

Definitions:

A **religious organization** is defined in the Income Tax Act as an organization, other than a registered charity, of which a congregation is a constituent part, that adheres to beliefs, evidenced by the religious and philosophical tenets of the organization, that include a belief in the existence of a supreme being.

A **fraternal organization** can be defined as any organized body of men (or of women, or both) who are banded together, not for pecuniary profit, but for mutual assistance, and to promote moral, intellectual or social benefits among the members. Examples of fraternal organizations include but not limited to Knights of Columbus, Masonic Lodge, Moose Lodge, Sisterhoods and Brotherhoods, etc.

A **service club** is defined in Webster's Dictionary as any of several organizations dedicated to the growth and general welfare of its members and the community. Examples of service clubs include but are not limited to Lions Club, Rotary Club, Optimists, Royal Canadian Legion, Boy Scouts, Girl Guides, Community Sports Association (i.e. hockey, baseball), etc.

Hazardous Foods as defined in the *Food Retail and Food Services Code* means any food that consists in whole or in part of milk or milk products, eggs, meat, poultry, fish, shellfish (edible mollusca and crustacean), or any other ingredients, in a form capable of supporting growth of infectious and/or toxigenic microorganisms. This does not include foods which have a pH level of 4.6 or below and foods which have a water activity of 0.85 or less.

Renfrew County and District Health Unit Office Locations

Pembroke
Phone: 613-735-8654
Fax: 613-735-3067

Arnprior
Phone: 613-623-2991
Fax: 613-623-8939

Barry's Bay
Phone: 613-756-2744
Fax: 613-756-5248

Renfrew
Phone: 613-432-5853
Fax: 613-432-3382

