

Shag Harbour Incident Society  
P O Box 13  
Shag Harbour, NS  
B0W 3B0

Dear Members of the Barrington Municipal Council,

I am writing to you to thank you for the grant you provided to our organization for our UFO XPO, held Oct. 1<sup>st</sup> and 2<sup>nd</sup>, 2022, and to provide a recap how our event went, along with a detailed Income and Expense statement showing the financial details.

Overall the XPO went very well and we had nothing but excellent comments and positive feedback from those who attended. There was a 'buzz' around town after the XPO, I had people coming up to me on the street saying they heard about it and congratulated me on its success, I experienced that on social media as well. We had close to 100 people attend, some of those were from tickets that were used as promotional giveaways (radio/social media). We think we did lose attendees due to ongoing Covid issue (folks reluctant to commit to purchasing tickets and booking travel) and from Hurricane Fiona that hit Atlantic Canada the weekend before.

As you can see in the Income and Expense Statement we wouldn't have been able to cover our costs without the various grants we received. Some of our expenses were higher than we had budgeted for three years ago (pre Covid). The biggest issue was the cost of flying the speakers in from the US, airline tickets prices were double (compared to pre Covid) and we had to provide layover hotel rooms for all of our speakers (both flying in and out) due to issues with timelines around connecting flights. On top of this, we had to purchase insurance to cover costs related to the risk of being quarantined.

On the plus side, the XPO did provide a boost to our local economy. We took a survey and about 75% of those who attended were from out of town. That helped local hotels, restaurants and shops. We also spent money from our budget locally to hold the event, everything from the chartered bus, brochures, sound equipment rental, hotel rooms and meals for the speakers and even the flights and hotels were booked through Maritime Travel. All providing dollars back into the local economy. During the bus tour on Sunday, we stopped at Anchors Away restaurant in Clyde River and had close to 50 people who purchased lunch.

I would like to ask again for your financial support for 2023 by applying for a grant. Plans are underway to expand the XPO for 2023 by adding additional events and building on the positive success from 2022. We sent a random survey out to some who attended and most said they would look forward to attending again and we asked for suggestions on how to improve the XPO. We'll incorporate as much of that we can.

We will also be looking for corporate sponsorship this year to help with promotional and advertising costs. We didn't have any money in our budget last year and feel this is needed. We did work hard to promote the event through various ways that didn't require money. We were on The Y-95 weekender, we were interviewed for the "Outside my Window" podcast with Gary Nickerson and Quinn Taggart and interviewed on Wade Cleveland's Ignite Podcast. We did a live interview on Global TV's morning show, did a live interview and promotion on The Bend 91.9 radio station out of Moncton, ran a promotion on Y-95 and on WQRY 106.com out of Maine. We secured ferry tickets from Bay Ferries for The Cat and Fundy Rose and hotel rooms from the Rodd Grand Hotel and Tru Hotel by Hilton to use in our various promotions.

Last, Quinn Taggart documented the UFO XPO on video and has put together five shows that will air on East Link TV recapping the highlights from the 2022 XPO. After they air, they will be edited and made available on line (YouTube, XPO website, sharing on social media etc.). We hope this will go a long way in helping to promote the 2023 UFO XPO!

We would appreciate any feedback or suggestions you have and look forward to your support again.

Sincerely,

Danny Reid  
Treasurer, Shag Harbour Incident Society

# UFO XPO

## Income and Expense Statement, 2022

### Income:

\$ 1,100.00 grant, Town of Yarmouth  
\$ 1,500.00 grant, Municipality of Yarmouth  
\$ 1,000.00 grant, Municipality of Argyle  
\$ 3,000.00 grant, Municipality of Barrington  
\$ 1,500.00 grant, YASTA  
\$13,236.34 Ticket Sales

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\$21,336.34 Total Income

### Expenses:

\$2,448.35 Tri-Star Bus Charters  
\$3,583.40 Rodd Grand Hotel (conference room and hotel rooms for speakers)  
\$ 575.00 Ocean Blue Music (audio/video)  
\$4,426.50 Speakers Fees  
\$5,560.92 Flights/Hotels (hotel for layovers)  
\$ 426.94 Travel Insurance (coverage for the speakers in case of quarantine)  
\$1,851.50 Website  
\$ 138.00 Brochures  
\$ 68.99 Square Card Reader (to accept payment by visa/debit)  
\$ 26.39 Badge Name Tag Holders/Pens  
\$ 126.48 Pro Presenter/Laser Pointer  
\$ 23.68 Weekend Pass Tickets Printing

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\$19,256.15 Total Expense

\$2,080.19 Net Gain

# UFO XPO 2023

## Budget

\$2,500 Charter Bus Rental

\$3,600 Rodd Grand Hotel (Conference Centre and rooms for speakers)

\$ 575 Audio/Video

\$5,500 Flights for Guest Speakers

\$5,000 Speaker Fees

\$1,000 Website updates and design

\$ 500 Ticket, Brochure, Poster printing

\$5,000 Advertising

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\$23,675 Total Projected Cost



SCHEDULE "C"

MUNICIPALITY OF BARRINGTON  
APPLICATION FORM

ORGANIZATIONS REQUESTING CAPITAL GRANTS - Above \$2,500

NAME OF APPLICANT ORGANIZATION: The Shag Harbour Incident Society

CONTACT PERSON: Danny Reid

ADDRESS: 5615 NS Trunk 3, P O Box 13, Shag Harbour, NS B0W 3B0

TELEPHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

NS REGISTRY OF JOINT STOCKS NUMBER: 3183074

FEDERAL CHARITABLE STATUS NUMBER: \_\_\_\_\_

If you do not have either of the above numbers, provide the name and contact information of the organization that you are affiliated with: \_\_\_\_\_

1. Please indicate the grant amount for which you are applying: \$ 3,000

2. Please identify the community, area and/or group(s) your organization serves:

Our Society Serves the Municipalities of Barrington and Yarmouth by attracting tourists to our area. Our goal is

to hold an annual "UFO XPO" that would be on the same scale as what is held in Roswell, NM.

Their event attracts between 10,000 and 14,000 over a four day weekend. Drawing even 1/4 of

that many tourists would be a big boost to the local economy.

3. Please describe your organization's specific project/program/service. (if additional space is required, please attach a separate sheet):

We hear all the time that the "event that happened in Shag Harbour" is "Canada's Roswell" if an annual

conference/XPO is held with world class speakers and with attendees getting to visit the actual

crash site, we feel we can attract many visitors who would attend, return home tell their friends

about it and return the next year. Again, money raised would be put towards turning the Shag

Harbour Interpretive Centre into a true world class destination that would attract thousands.

**4. Please describe the benefits your project/program/service will provide to the community and/or municipality:**

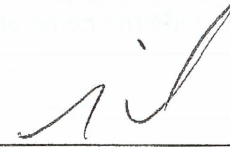
Having held our first XPO this past fall, we attracted over 100 people. About 2/3rds of those were from out of town and would have stayed in local hotels/air B&B's. Also, spending money locally on meals, gas, etc.. The bus part of the tour took approximately 50 people to the crash site and then stopped at a local restaurant for lunch. Most of the money spent to put on the XPO was spent locally, from printers, hiring for sound and video, booking flights for the guest speakers, hotel rooms and meals for the guest speakers, etc..

**5. Please ensure your submission includes the following:**

- COMPLETED APPLICATION FORM
- PROOF OF CURRENT REGISTRATION AS A NON-PROFIT OR CHARITABLE ORGANIZATION
- MOST RECENT FINANCIAL STATEMENT AND DETAILS OF ALL BANK ACCOUNTS ASSOCIATED WITH THE APPLICANT
- DETAILS OF FUNDRAISING EFFORTS AND FUNDING SOURCES TO SUPPORT PROJECT
- YOUR ORGANIZATION'S BUDGET FOR THE UPCOMING YEAR OR PROJECT
- LIST OF YOUR BOARD OF DIRECTORS OR ORGANIZING COMMITTEE MEMBERS

**6. Authorization:**

Application prepared By:  
(Contact Person)

  
Signature

Danny Reid  
Print

14/11/2022  
DD/MM/YY

Board/Committee:  
(Signing Officer)

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Print

\_\_\_\_\_  
DD/MM/YY

**7. SUBMISSION:**

**MAIL:** MUNICIPALITY OF THE DISTRICT OF BARRINGTON  
GRANTS PROGRAM  
P.O. BOX 100  
BARRINGTON, NS  
BOW 1E0

**EMAIL:** [info@barringtonmunicipality.com](mailto:info@barringtonmunicipality.com)  
**DROP OFF:** 2447, Highway #3, Barrington, NS  
**ONLINE:** [www.barringtonmunicipality.com](http://www.barringtonmunicipality.com)



\$295.00	\$8.25	Sept. 3/21	#1493	S.C.B.D.C	\$343.53
\$1,275.00	\$8.25	Sept. 27	#1501	Kathryn Ross	\$219.67
<u>\$1,605.00</u>	<u>\$11.77</u>	Oct. 31	#1494	S.C.B.D.C	\$343.53
\$3,540.00	\$108.38	Oct. 12	#1502	Nova Scotia Power	\$80.23
		Oct. 12	#1503	Mun. of Barrington	\$118.00
		Oct. 12	#1504	Laurie Wickens	\$335.24
		Oct. 12	#1488	D.M. Snow Contract.	\$276.00
		Oct. 31	#1505	Reg.of Stock Comp.	\$31.15
		Nov. 1	#1506	Laurie Wickens	\$294.18
		Nov. 3	#1495	S.C.B.D.C.	\$343.53
		Dec. 31	#1496	S.C.B.D.C.	\$343.53
- \$115.00 (Laurie October, 2021)		Dec. 8	#1507	Nova Scotia Power	\$120.40
- \$23.75 (unknown - no receipts)		Dec. 31	#1509	Laurie Wickens	\$395.87
<u>\$17,360.80</u>		Jan. 1/22	#1497	S.C.B.D.C.	\$343.53
\$17,222.05		Feb. 3	#1498	S.C.B.D.C.	\$343.53
\$16,800.05		Feb. 16	#1510	Nova Scotia Power	\$22.75
<u>\$422.00</u>		March 3	#1499	S.C.B.D.C.	\$343.53
\$17,222.05		March 9	#1511	St. Elmo's Fire Ext.	\$37.95
		March 21	#1512	Receiver General	\$201.24
		March 21	#1513	Wawanesa Insurance	\$396.00
		April 3	#1500	S.C.B.D.C.	\$343.53
		April 18	#1514	Balcoms Electric	\$887.71
		April 18	#1515	Nova Scotia Power	\$193.34
		May 3	#1516	S.C.B.D.C.	\$60.33
		June 3	#1517	S.C.B.D.C.	\$60.33
		June 27	#1519	Laurie Wickens	\$392.94
		July 3	#1518	S.C.B.D.C.	\$60.33
		July 18	#1520	Laurie Wickens	\$2,653.85
		July 20	#1521	Wawanesa Insurance	\$302.00
		July 29	#1525	Nova Scotia Power	\$42.26

Aug. 3	#1522	S.C.B.D.C.	\$343.53
Aug. 15	#1526	Penquin Random	\$144.23
Aug. 15	#1527	D.M. Snow Contract	\$345.00
Aug. 29	#1528	Laurie Wickens	<u>\$5,378.78</u>
			\$16,141.55

CASH:           \$67.00  
                  \$355.00  
                  \$422.00

BANK  
CHARGES       \$108.38

**Service Nova Scotia**

Registry of Joint Stock Companies

Societies Act

**Notice of Directors and Officers for**

The Shay Harbour Incident Society

Appointment Date: 2022.10.23<sup>rd</sup> (society name) 20 3183074  
(yyyy/mm/dd)

Director or Officer: Danny Reid [Signature]  
(print or type name) (signature)

Date Signed: 2022, 10, 25  
(yyyy/mm/dd)

\* The number of directors must correspond the number of directors listed in the most recent set of society by-laws..

Check one or both:  Director  Officer Chairperson  
(position held if officer)

Name: Laurie Wickers  
(first name and middle initial) (last name)

Occupation: Retired

Residential Address: \_\_\_\_\_  
\_\_\_\_\_  
(city) (prov) (postal code)

Check one or both:  Director  Officer Vice chair person  
(position held if officer)

Name: Wanda Mood  
(first name and middle initial) (last name)

Occupation: Retired

Residential Address: \_\_\_\_\_  
\_\_\_\_\_  
(city) (prov) (postal code)

## Service Nova Scotia

Registry of Joint Stock Companies

Societies Act

Check one or both:  Director  Officer Secretary  
(position held if officer)

Name: Linda Rafuse  
(first name and middle initial) (last name)

Occupation: Museum Director

Residential Address: \_\_\_\_\_  
(city) (prov) (postal code)

Check one or both:  Director  Officer Treasurer  
(position held if officer)

Name: Nanny Reid  
(first name and middle initial) (last name)

Occupation: Financial Planner

Residential Address: \_\_\_\_\_

Check one or both:  Director  Officer \_\_\_\_\_  
(position held if officer)

Name: Chris Styles  
(first name and middle initial) (last name)

Occupation: Bus Driver

Residential Address: \_\_\_\_\_



for Henry

got there on Feb 26 2018



Nova Scotia

## CERTIFICATE OF INCORPORATION

Societies Act


Registry Number

3183074

Name of Society

THE SHAG HARBOUR INCIDENT SOCIETY

I hereby certify that the above-mentioned society was incorporated this date under the Societies Act.

  
\_\_\_\_\_  
Registrar of Joint Stock Companies

October 19, 2006  
Date of Incorporation