



**SCHEDULE "B"**  
**MUNICIPALITY OF BARRINGTON**  
**APPLICATION FORM**

**ORGANIZATIONS REQUESTING CAPITAL GRANTS**

Grant Requests of \$501 to \$2,499 and Grant Requests of \$2,500 or Above

NAME OF APPLICANT ORGANIZATION: The Shag Harbor Incident Society

CONTACT PERSON: Danny Reid

ADDRESS: \_\_\_\_\_

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, Argyle and Yarmouth. Our goal is to hold an annual event on or close to the anniversary date of the Shag Harbour Incident (Oct. 4<sup>th</sup>) that attracts folks from all over who are fascinated and curious about the whole UFO phenomenon. Our first year in 2022, we had just under 80 paid attendees, this past year we more than doubled our attendance numbers selling 177 tickets and having close to 200 people in attendance (including VIP's, promotional give aways, contest winners etc..). Our long-term goal is to raise funds by holding the UFO XPO and use the money to upgrade, renovate and improve the Shag Harbour Interpretive Centre, which will help draw tourists and visitors to our local area.

**3. Please describe your organization's capital project. (If additional space is required, please attach a separate sheet):**

Our mission to hold the UFO XPO annually that would be on par with the UFO festival/conference that is held annually in Roswell, New Mexico (attracts between 10,000 to 12,000). We have an opportunity to become known as "Canada's Roswell" by creating

awareness about the Shag Harbour Incident that took place on Oct 4<sup>th</sup>, 1967 and by holding a weekend long event that includes a full day conference (with some of the world's top ufologist speakers, a bus tour to the actual "crash site" and other events such as a meet and greet on Friday evening and a Shy Watch party which this year was hosted by the national director of MUFON Canada. We are also excited that it is at the end of the traditional tourist season, so it's a great opportunity to draw visitors to our local area on what otherwise would be a quiet time of year (with arguably the best weather).

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

This past year, with close to 200 attendees, we attracted folks from all across Atlantic Canada, with some attending from Quebec, Ontario and parts of the US. As our conference on Saturday broke for lunch 200 people headed out to find somewhere to eat and the same thing happened at supper time. Most of those in attendance had to book local hotel rooms and even our society had multiple rooms books for our guest speakers and society members who travel from away. I heard a story that at a local antique shop, a couple stopped in spend a little over \$500, they were asked where they were from, the responded with "Ontario, we came here to attend the UFO XPO". It's a great time of year and those in attendance made comments that they found the area beautiful and hope to come back. Along with the tourist it attracts to our area, we are spending money locally just holding the event. We book multiple hotel rooms (as I mentioned), we rent the conference center at the Grand Hotel, we filled the upstairs at Rudders Brew Pub and Restaurant Friday evening during our Meet and Greet, we rent a local bus for the tour on Sunday and filled the Anchors Away Restaurant Sunday as part of the bus tour. We even stopped at Boxing Rock brew Pub and those on the bus bought 100% of the special Shag Harbour UFO Beer that has brewed for us!

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**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
- DETAILS OF FUNDRAISING EFFORTS AND FUNDING SOURCES TO SUPPORT PROJECT
- YOUR ORGANIZATION'S BUDGET FOR THE UPCOMING YEAR OR PROJECT

# Recap of the UFO XPO 2023

Dear Council Members:

First, I would like to say a sincere thank-you from all our members for the grant you provided to the Shag Harbour Incident Society to help hold the UFO XPO 2023. By all accounts, our event was a great success and we received many positive comments and feedback from those who attended. We heard comments such as "What an utterly amazing time, I would like to thank everyone who worked on this event and of course the presenters, this was a weekend I will always hold in my heart." Kristen Clarke and "This was our first year coming, and we will absolutely be returning next year. Thank you!!!" Elizabeth Boittiaux.

For our first event last year, we sold just under 70 tickets and had approximately 100 people in attendance (including complimentary promotional tickets). We increased our tickets sales to 177 sold, with over 200 in total attendance. We also sold out the Sunday bus tour, with 100% of available seats filled!

We added activities this year on Friday evening, turning the XPO from a two-day into a three-day event. We added a "Meet and Greet" Friday evening at Rudders Brew Pub and Restaurant that had their upstairs area filled almost to capacity. We had the Direct of Mufon (Mutual UFO Network) Canada attend and host a "Sky Watch Party" on the waterfront after the Meet and Greet. Unfortunately, due to heavy cloud cover it was turned into a Q & A session, which was still enjoyed by those in attendance.

We felt our event added a nice boost to the local economy on an otherwise relatively quiet Saturday in late September. As we broke for lunch and supper, it was great to see the 200 plus individuals head out looking for a

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place to have lunch and supper. I heard the Old World Bakery was sold out of all types (except one) of buns by mid-afternoon. An employee who works at a downtown business mentioned to me that a couple was in shopping and after spending over \$500, they were asked where they were from, they replied "We're from Ontario, we're here to attend the UFO XPO". On Sunday, we filled the Anchors Away restaurant in Clyde River as we stopped for lunch and made a "pit stop" at Boxing Rock Brewery in Shelburne and bought 100% of the Shag Harbour UFO beer they produced to help promote the UFO XPO.

It's the testimonials and stories that I have mentioned above that really makes the Society feel good about the job we did putting on a truly world class event that attracted people from across Canada and parts of the U.S..

We are certainly getting noticed with Global TV, CBC Radio and an "all-news radio station" in Halifax contacting us prior to the XPO looking for interviews. We also had a request from "This Hour has 22 Minutes" asking to come down to cover the event for their TV show. We respectively declined their request, thinking it would take away from the seriousness of the XPO for those in attendance and our guest speakers. Still pretty cool knowing they heard about the UFO XPO and were curious!

Plans are already underway to hold the UFO XPO in the Fall of 2024 and our hope is to expand and grow the event even further. Having filled the conference room at the Rodd Grand Hotel this year, we are looking to reconfigure the seating and are aiming for 300 plus to attend along with adding a Sunday evening to cap off the weekend (and hopefully have more folks stay in the area longer).

Danny Reid



UFO XPO Organizing Committee  
Treasurer, The Shag Harbour Incident Society

for Henry

got there on Feb 26 2018



Nova Scotia

**CERTIFICATE OF INCORPORATION**  
Societies Act

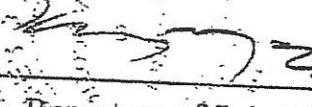
Registry Number

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

**Income and Expense Statement**  
**UFO XPO 2023**

**Income:**

\$26,390.00 Ticket Sales, Event Bright  
\$ 3,200.00 Ticket Sales, At The Door  
\$ 7,930.00 Grants  
\$ 200.00 Vendor Tables

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**\$37,720.00 Total Income**

**Expenses:**

\$3,816.06 Flights & Ferry  
\$1,058.64 Hotel for Speakers (airport)  
\$4,185.75 Speaker Fees

\$2,365.55 Rodd Grand Hotel, Hotel Rooms (speakers & society members)  
\$1,357.00 Rodd Grand Hotel, Conference Room  
\$1,150.00 Ocean Blue Music (audio/video)

\$1,497.12 Tri-Star Charters (bus rental)

\$1,869.62 Event Bright  
\$ 715.88 Website updates etc.  
\$ 16.23 Square Reader

\$ 377.29 Printing, Lanyards, Signage etc.

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**\$18,409.14 Total Expenses**

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**Attendance:**

140 advance sales (56 bus seats, sold out)  
37 sold at the door

# UFO XPO 2024

## 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

### Projected Revenue

\$33,750 Ticket Sales (55 @ \$250, 125 @\$160)  
\$ 1,500 Town of Yarmouth Grant  
\$ 1,500 Municipality of Yarmouth  
\$ 1,500 Municipality of Argyle  
\$ 1,500 Municipality of Barrington  
\$ 1,500 Grant from YASTA

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\$41,250.00 Total Revenue

# Shag Harbour Incident Society

## Year End Statement 2023

### Expense Statement 2023

|             |                |                                       |
|-------------|----------------|---------------------------------------|
| \$          | 119.65         | Bank Fees                             |
| \$          | 4.53           | Square Reader Fees                    |
| \$          | 18,976.61      | UFO XPO                               |
| \$          | 144.23         | Penguin Random House                  |
| \$          | 2,396.44       | Shelburne County Business Development |
| \$          | 618.25         | Gas Reimbursement for Laurie          |
| \$          | 747.75         | Phone Bill                            |
| \$          | 454.33         | Nova Scotia Power                     |
| \$          | 23.00          | Website Renewal (XPO)                 |
| \$          | 279.57         | Office Supplies                       |
| \$          | 31.15          | Joint Stock                           |
| \$          | 119.87         | Municipality of Barrington            |
| \$          | 345.00         | DMS Snow (septic pumping)             |
| \$          | 1,305.50       | Wawanese Insurance                    |
| \$          | 43.70          | St Elmo Fire Extinguishers            |
| \$          | 120.00         | Anchors Away                          |
| \$          | 7,272.28       | Merchandise for Museum                |
| \$          | 271.38         | Cleaning Supplies                     |
| \$          | 13.79          | Antifreeze                            |
| \$          | 50.00          | Barrington Chamber of Commerce        |
| \$          | 947.47         | Vista Print                           |
| <hr/>       |                |                                       |
| \$34,284.50 | Total Expenses |                                       |

## Income Statement 2023

\$11,953.93 Admission and Sales Museum  
\$ 2,200.00 Donations  
\$20,992.33 UFO XPO (ticket sales and grants)  
\$ 160.00 Membership Dues  
\$ 302.00 Wawanese Insurance (refund or premiums)  
\$ 2,250.00 Museum Brochure Sponsors  

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\$37,858.26

\$ 9,854.46 Opening Balance Sept. 1<sup>st</sup>, 2022

-\$34,284.50 Expenses

+\$37,858.26 Income

\$ 13,428.22 Closing Balance August 31<sup>st</sup>, 2023