

Tourism Advisory Panel – Request for Funding Application (Tourism Event)



Applicant Information	
Organization	Town of Gananoque & the Gananoque Police
Contact Name	Mike Driscoll
Title	Organizer
Address	340 Herbert Street, Gananoque, ON
Phone #	613-382-4509
Email	mdriscoll@gananoquepolice.com
Event Website	tbd
Event Information	
Event Name	Kids, Cops & Canadian Tire Fishing Days
Event Dates	Sunday, August 9th, 2026
Event Organizer Name	Mike Driscoll
Event Organizer Phone #	613-382-4509
Event Organizer Email	mdriscoll@gananoquepolice.com
Funding Amount Requested	5,000

Tourism Advisory Panel – Request for Funding Application (Tourism Event) Continued



Please provide a description of event (300 words).

If there is not enough space, please answer the question on a separate page.

Police officers from the Gananoque Police Service as well as other Law Enforcement agencies will help kids cast a line and have a whole lot of fun during the Kids, Cops and Canadian Tire Fishing Day on Sunday August 9th, 2026.

The derby, which is sponsored by Canadian Tire Gananoque, Baldrees No Frills, Gananoque Police Association and Service, Police Association of Ontario, Gananoque Fire Service, Thousand Islands Boat Museum, The Worm Guy, WamBaits Canada, Limestone Lures, will take place from 9am to 12pm at Joel Stone Park.

Registration will occur under the stage at Joel Stone Park pavilion. There will be multiple agencies in attendance including R.C.M.P, O.P.P, Coast Guard, Ministry of Natural Resources, Canada Border Services, Oceans and Fisheries, Parks Canada all showing off their boats.

Learn to Fish will also be in attendance with their mobile unit to teach all the fundamentals of fishing and becoming an angler. Face painting and other activities along with lunch is provided.

This event is supported by the Canadian National Sportfishing Foundation, a not-for-profit organization dedicated to promoting and protecting recreational fishing for all Canadians, and by the generous financial contribution of Canadian Tire.

Additional items to be attached to the application:

- List of Board of Directors or Event Organizing Committee including emails and phone numbers
- Full Schedule of Events
- Detailed Event Budget/Financial Plan
- Please provide 2 letters of support from organizations and partners that support the project.
- The Town of Gananoque reserves the right to ask for copies of receipts validating expense claims.

Tourism Advisory Panel – Request for Funding Application (Tourism Event) Continued



If there is not enough space, please answer the questions below on a separate page.

1. Has this event been hosted before? If yes, when and where?

Yes. This is an annual event in Joel Stone Park. Mike Driscoll received the first-ever Keep Canada Fishing Volunteer of the Year Award bringing more notoriety to this event.

2. Who is your target market/audience?

Families, local, visitors from as far away as Quebec, Ottawa, Cornwall, Brockville, Kingston, and Northern New York. Families of tourists who are visiting Gananoque.

3. Estimated # of tourists/visitors your event will attract to Gananoque (from 40+km away)

1000

4. How and where will the event be advertised/marketed?

Facebook, Instagram, website, posters, radio, digital billboard on the 401



You agree that the information provide in this application is accurate. This is an application for funding and does not guarantee funding approval. Should the TAP and Council approve funding to your event, a funding agreement outlining the details of the funding and any associated recognition will be signed by both the Town of Gananoque and the organization receiving the funding.

Date: June 2nd, 2026 Title: Event Coordinator

Name: Mike Driscoll Signature: *Mike Driscoll*

Completed application (with all requested attachments) to be submitted to:

Attention: Tourism Advisory Panel

30 King St. East, Gananoque, ON K7G 1E9

Phone: 613-382-2149 ext. 1125

Email: businesscoordinator@gananoque.ca

Appendix 1

Sample Budget

TAP will fund up to 50% of costs that are deemed eligible by the Advisory Panel

Winter Event 2023

Budget

Host/Organization Name	Name of Event	Event Date	Total Event Budget	Confirmed
Jane Doe Event Management	Winter Event 2023	Feb 1 - Feb 26	\$30,000.00	YES

Events	Description	TAP Funding	Jane Doe Event Funding	Total Expenses
Curling tournament	Gananoque Curling Club	\$2,500.00	\$2,500.00	\$5,000.00
Children's Activity	1000 Islands History Museum	\$2,000.00	\$2,000.00	\$4,000.00
Craft	1000 Islands Boat Museum	\$2,000.00	\$2,000.00	\$4,000.00
Wagon Rides	Grier Family Percherons	\$1,000.00	\$1,000.00	\$2,000.00
Family Event - Hockey Game	Gord Brown Outdoor Rink	\$500.00	\$500.00	\$1,000.00
Subtotal Expenses		\$8,000.00	\$8,000.00	\$16,000.00

Product Development	Description	TAP Funding	Jane Doe Event Funding	Total Expenses
Artist and Programming Fees	Gananoque Arts Network	\$2,000.00	\$2,000.00	\$4,000.00
Live Band	Chickenwire	\$1,550.00	\$1,550.00	\$3,100.00
Live Theatre Performance	The Royal Theatre	\$1,500.00	\$1,500.00	\$3,000.00
Speed skating demonstration	Speed Skaters Brockville	\$1,500.00	\$1,500.00	\$3,000.00
Food Truck	Food Truck	\$450.00	\$450.00	\$900.00
Subtotal Expenses		\$7,000.00	\$7,000.00	\$14,000.00
Total Expenses		\$15,000.00	\$15,000.00	\$30,000.00

Jennifer Baril

Tourism and Event Development Coordinator
Town of Gananoque

June 8, 2026

Tourism Advisory Panel Grant Committee

**Subject: Letter of Support for Kids, Cops & Canadian Tire Fishing Days –
Tourism Advisory Panel Grant**

Dear Tourism Advisory Panel,

I am pleased to provide this letter of support for the Kids, Cops and Canadian Tire Fishing Day taking place on August 9, 2026, in Gananoque.

This event is a wonderful example of community collaboration, bringing together local businesses, community organizations, law enforcement agencies, and families to create a memorable and meaningful experience for youth. Through hands-on fishing activities, educational opportunities, and positive interactions with first responders, participants are introduced to the outdoors while building connections with community leaders in a fun and welcoming environment.

The event showcases the incredible partnerships that make our region special. With support from Canadian Tire Gananoque, Baldree's No Frills, the Gananoque Police Service and Police Association, the Gananoque Fire Service, Thousand Islands Boat Museum, Learn to Fish, and numerous provincial and federal agencies, children and families will have the opportunity to engage with organizations that play an important role in our community and our waterways.

As a waterfront destination situated in the heart of the 1000 Islands, Gananoque is uniquely positioned to celebrate recreational fishing and outdoor recreation. Events such as Kids, Cops and Canadian Tire Fishing Day help foster a lifelong appreciation for our natural resources while encouraging healthy, active lifestyles. They also contribute to community pride and attract families to our downtown and waterfront, creating positive economic and tourism impacts.

The organizers have built a successful event that continues to grow each year. The

requested funding of \$5,000 will help expand programming, enhance participant experiences, and ensure that this event remains accessible and free for local families and visitors alike. I strongly support this funding request and believe this investment will generate significant benefits for youth, families, community engagement, and outdoor recreation in our region.

Thank you for your consideration.

Sincerely,

A handwritten signature in cursive script that reads "Jennifer Baril".

Jennifer Baril

Tourism and Event Development Coordinator

Town of Gananoque

613-888-3623

jbaril@gananoque.ca

June 15, 2026

To the Tourism Advisory Program committee,

I am writing on behalf of the Thousand Islands Accommodation Partners (TIAP), the Destination Marketing Partner (DMP) for the 1000 Islands region. We are writing in support of the activities and promotion of the Town of Gananoque's request for funding for several important events.

The Tourism department of the Town of Gananoque both supports and delivers important events throughout the year in the Town. TIAP does and will support these events with marketing dollars and we encourage the TAP committee to assist with funding for the actual events including:

August 9th - Kids, Cops & Canadian Tire Fishing Days fifth annual event drawing families from Quebec, Ottawa, New York State as well as Kingston Brockville and Cornwall;

August 22nd – The special waterfront concert of the summer with the feature band, ODDS. This concert could prove to be the largest in a decade and requires extra funding for the more sophisticated set up;

September 19th and 20th – CSFL Bass Fishing tournament is on the MLF Canada Series which brings in all the fisherpeople and also a massive promotional component on television and online. This is excellent promotion for the region as a fishing hub in Ontario;

Fall 2026 – The BIA is critical in keeping our downtown vibrant and inviting. Ther events are proving to be very successful with attendees and lots of online outreach.

The Thousand Island Accommodation Partners are proud to support everything that the Tourism department of the Town of Gananoque does especially because their events include high and shoulder season events that create a vibrant and exciting vibe for our region. Our organization has also committed to providing financial support for marketing for their events.

Thank you for recognizing and assisting in the financial support these events require to continue the good work that helps drive tourism and our economy.

Sincerely,

K Christensen

Executive Director

1000 Islands Accommodation Partners

The Economic Impact of Kids, Cops, and Canadian Tire Fishing Days in South Eastern Ontario (RTO 9) in 2026

**This report was generated by
the Ontario Ministry of Tourism, Culture and Gaming TREIM model**

June 15,2026

Note: The Ministry of Tourism, Culture and Gaming does not take any responsibility for inputs that the user has provided, nor for the interpretation of the results.

1. Introduction

This report provides an estimate of the economic impact that Kids, Cops, and Canadian Tire Fishing Days is expected to have on Ontario's economy, in terms of Gross Domestic Product, employment and taxes generated. The analysis is based on the following information the user has provided to the MTCS Tourism Regional Economic Impact Model:

Number of Visitors for Activity (or Event) of Type Festivals/Fairs

	Total Number of Visitors	Same Day (% of visitors' origin)	Overnight (% of visitors' origin)	Average Length of Stay (nights)
Ontario	800	80.00%	20.00%	1
Rest of Canada	50	50.00%	50.00%	1
USA	100	90.00%	10.00%	1
Overseas	50	50.00%	50.00%	1
Total	1,000			

The user also has selected the following parameters:

- The visits take place in South Eastern Ontario (RTO 9) in 2026
- The impact is to be shown for South Eastern Ontario (RTO 9)
- Induced impacts of household spending are included
- Induced impacts of business investment are included
- Local government property tax revenue impacts are included

2. Summary of Findings

Table 1. Economic Impacts of Kids, Cops, and Canadian Tire Fishing Days in South Eastern Ontario (RTO 9) in 2026 (in dollars)

	South Eastern Ontario (RTO 9)	Rest of Province
Total Visitors' Spending	\$120,169	
Gross Domestic Product (GDP)		
Direct	\$54,372	\$0
Indirect	\$11,079	\$12,926
Induced	\$14,710	\$9,184
Total	\$80,161	\$22,110
Labour Income		
Direct	\$27,541	\$0
Indirect	\$7,323	\$8,318
Induced	\$8,940	\$5,918
Total	\$43,804	\$14,236
Employment (Jobs)		
Direct	1	0
Indirect	0	0
Induced	0	0
Total	1	0
Direct Taxes		
Federal	\$9,454	\$0
Provincial	\$16,009	\$0
Municipal	\$1,528	\$0
Total	\$26,991	\$0
Total Taxes		
Federal	\$14,037	\$3,098
Provincial	\$19,319	\$2,189
Municipal	\$3,664	\$769
Total	\$37,019	\$6,055

Table 2. Economic Impacts of Kids, Cops, and Canadian Tire Fishing Days in South Eastern Ontario (RTO 9) on GDP by industry (in dollars)

Industry	Impact on South Eastern Ontario (RTO 9)		Impact on Rest of Province	
	Direct GDP	Total GDP	Direct GDP	Total GDP
Crop and Animal Production	\$0	\$89	\$0	\$279
Forestry, Fishing and Hunting	\$0	\$18	\$0	\$44
Mining and Oil and Gas Extraction	\$0	\$163	\$0	\$187
Utilities	\$0	\$404	\$0	\$409
Construction	\$0	\$1,461	\$0	\$1,160
Manufacturing	\$952	\$2,624	\$0	\$1,619
Wholesale Trade	\$0	\$653	\$0	\$2,467
Retail Trade	\$5,567	\$7,923	\$0	\$875
Other Transportation and Warehousing	\$2,017	\$3,115	\$0	\$6,615
Ground Passenger Transportation (excl. Rail)	\$331	\$450	\$0	\$135
Information and Cultural Industries	\$119	\$824	\$0	\$1,084
Other Finance, Insurance, Real Estate and Renting and Leasing	\$0	\$5,312	\$0	\$2,861
Car Renting and Leasing	\$253	\$389	\$0	\$90
Owner Occupied Housing	\$0	\$2,943	\$0	\$668
Professional, Scientific and Technical Services	\$0	\$1,803	\$0	\$938
Other Administrative and Other Support Services	\$0	\$929	\$0	\$471
Travel Agencies	\$0	\$75	\$0	\$53
Education Services	\$216	\$760	\$0	\$191
Health Care and Social Assistance	\$71	\$890	\$0	\$222
Arts, Entertainment and Recreation	\$9,389	\$9,653	\$0	\$162
Accommodation Services	\$2,104	\$2,168	\$0	\$30
Food & Beverage Services	\$11,230	\$11,778	\$0	\$288
Other Services (Except Public Administration)	\$1,374	\$1,939	\$0	\$325
Operating, Office, Cafeteria, and Laboratory Supplies	\$0	\$0	\$0	\$0
Travel & Entertainment, Advertising & Promotion	\$0	\$0	\$0	\$0
Transportation Margins	\$0	\$0	\$0	\$0
Non-Profit Institutions Serving Households	\$959	\$1,206	\$0	\$120
Government Sector	\$916	\$1,486	\$0	\$307
Net Indirect Taxes on Production	\$18,876	\$21,103	\$0	\$510
Total	\$54,372	\$80,161	\$0	\$22,110

Appendix:

The Economic Impact of Visits in South Eastern Ontario (RTO 9) and, if applicable, the rest of Ontario: since no Ontario region is economically self-sustaining, in order to produce the goods and services demanded by its visitors, it will need to import some goods and services from other regions. As such, some of the economic benefits of the visitors' spending in South Eastern Ontario (RTO 9) will spill over to the rest of the province and to regions outside Ontario. Impacts outside Ontario are not estimated by the TREIM.

Gross Domestic Product (GDP): value of goods and services produced by labour and capital located within a country (or region), regardless of nationality of labour or ownership. GDP is measured at market prices which include net indirect taxes on products. Tourism GDP refers to the GDP generated in those businesses that directly produce or provide goods and services for travelers.

Direct impact: refers to the impact generated in businesses or sectors that produce or provide goods and services directly to travelers, e.g. accommodations, restaurants, recreations, travel agents, transportation and retail enterprises etc. Direct impact on GDP, employment and tax revenues is also called tourism GDP, tourism employment and tourism tax revenues.

Indirect impact: refers to the impact resulting from the expansion of demand from businesses or sectors directly produce or provide goods and services to travelers, to other businesses or sectors.

Induced impact: refers to the impact associated with the re-spending of labour income and /or profits earned in the industries that serve travelers directly and indirectly.

Employment: refers to number of jobs, it include full-time, part-time, seasonal and temporary employment (based on the share of the year worked), for both employed and self-employed workers.

Federal tax revenues: include personal income tax, corporate income tax, commodity tax (GST/HST, gas tax, excise tax, excise duty, air tax and trading profits) and payroll deduction that is collected by the federal government.

Provincial tax revenues: include personal income tax, corporate income tax, commodity tax (PST/HST, gas tax, liquor gallonage tax, amusement tax and trading profits) and employer health tax that is collected by the Ontario provincial government.

Municipal tax revenues: include business and personal property and education taxes that are collected by the municipalities. Collection, however, does not follow immediately the consumption or production of goods and services in a municipality by visitors (as is the case with HST or personal income taxes). Rather, these taxes show the percent of the total property taxes collected by a municipality that can be attributed to tourism because of tourism's contribution to the economic activity of the municipality and hence its tax base.

Industry: The industry follows Statistics Canada's North America Industry Classification System (NAICS) Input-Output small aggregation industry classification.