

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



Applicant Information	
Organization	The Downtown Gananoque BIA
Contact Name	Sharon Ansell
Title	Coordinator
Address	
Phone #	613-888-3430
Email	downtownbia@gananoque.ca
Event Website	
Event Information	
Event Name	Easter, Gananoque Winter Feast, Victoria Day Weekend
Event Dates	Easter in the Park Saturday April 4th Gananoque Winter Feast Feb 09 - Feb 16th Gananoque First Annual Burger Bash April 10th -18th Victoria Day Weekend May 16,17,18 Spring Into Summer Weekend
Event Organizer Name	Downtown Gananoque BIA
Event Organizer Phone #	613-888-3430
Event Organizer Email	downtownbia@gananoque.ca
Funding Amount Requested	4800 total for the three events please see budget spreadsheet 6,300

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.

see attached

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?

Easter is a recurring event as is May long weekend activities. Gananoque Winter Feast is a new initiative as is Gananoque Burger Bash.

2. Who is your target market/audience?

Gananoque Winter Feast will attract locals, and visitors from the neighboring communities. Easter will attract locals and many visitors from Kingston who do not have an Easter event. Spring into Summer Event will attract tourists coming to cruise the Thousand Islands as well as seasonal visitors opening up cottages. We also expect to attract the snowbirds returning to Gananoque from winters away. The Burger Bash is early spring when thoughts go to barbequing and warmer weather and we expect to attract local residents and visitors from outlying areas.

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

Winter Feast 1500-2000 locals and visitors
Easter 500 local and outlying areas
Spring into Summer is weather dependent but if weather is good we could expect over 1000 visitors over the three days
Burger Bash 500-1,000


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

The events will be marketed on social media, shared with Town of Gananoque website, on the radio, through Thousand Island Tourism and with posters. Banner across King Street for the Gananoque Winter Feast and the Burger Bash.



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: September 23, 2025 Title: BIA Coordinator

Name: Sharon Ansell Signature: 

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

Easter in the Park Saturday April 4th,

Gananoque Winter feast Feb 03 - Feb 16th,

Gananoque First Annual Burger Bash April 10th -18th

Victoria Day Weekend May 16,17,18 Spring into Summer Weekend

Gananoque Winter Feast

The Gananoque BIA proposes the Gananoque Winter Feast, a new initiative designed to generate awareness, support local restaurants, and attract visitors during the traditionally slower winter tourism season.

All restaurants in Gananoque will be invited to participate, with non-BIA members contributing a \$100 fee to join. Each participating restaurant will develop a specialty-priced "Winterfest Special" under one or more of the following categories: Breakfast, Lunch, Brunch, and Dinner. These offerings will be designed to provide exceptional value while encouraging residents and visitors to explore the diverse culinary scene in downtown Gananoque.

To maximize reach and community engagement, a dedicated social media campaign will be launched to spotlight participating restaurants, their menus, and special offers. Diners will also be able to collect passport stamps at participating establishments for the chance to win a grand prize package featuring contributions from local businesses. This will drive repeat visits while promoting cross-business collaboration.

Each participating restaurant will receive a poster and QR code to display in-house, linking customers directly to event details and the passport program.

The BIA will further support the initiative by engaging local musicians to perform at participating venues throughout the event, enhancing the dining experience and providing paid opportunities for local talent. This will position Gananoque as not only a culinary destination but also a hub for live music and winter entertainment.

The overall goal of the Gananoque Winter Feast is to:

Boost economic activity for local restaurants during the winter off-season.

Increase visitor traffic downtown through value-driven dining promotions.

Foster community engagement and cross-promotion among local businesses.

Provide opportunities for local musicians, further enriching the cultural fabric of Gananoque.

By combining food, music, and community spirit, the Gananoque Winter Feast will promote Gananoque as a vibrant winter destination and deliver tangible benefits for restaurants, musicians, and the broader business community.

Easter in the Park – Downtown Gananoque

The Downtown Gananoque BIA is proud to present the return of Easter in the Park, a highly successful family-focused celebration that has quickly become a signature seasonal event for our community. Last year's festival saw record-breaking attendance, drawing not only local families but also significant numbers of visitors from surrounding communities, reinforcing Gananoque's reputation as a welcoming holiday destination.

Easter in the Park offers a day of child-friendly entertainment and activities in the heart of Gananoque. Families enjoy interactive performances, games, and activities tailored for children, creating a safe and engaging community atmosphere. Beyond the park itself, the event actively drives economic impact downtown: visitors are encouraged to shop and dine at local businesses, extending the benefit well beyond the event grounds.

A key feature of the event is the Downtown Scavenger Hunt, which brings participants into shops, cafés, and restaurants along King Street. This playful activity significantly increases foot traffic for local merchants and introduces new customers to Gananoque's unique mix of businesses.

Objectives and Outcomes:

Strengthen Gananoque's identity as a regional hub for family-friendly cultural programming.

Increase visitor spending in the downtown core by connecting event attendees directly to local businesses.

Encourage repeat visitation by showcasing Gananoque as a vibrant community for both residents and tourists.

Provide free or low-cost entertainment for families, fostering inclusivity and community pride.

Impact:

The event supports local businesses during the spring shoulder season, stimulates tourism traffic, and provides a memorable cultural experience that draws families back year after year. With continued support, Easter in the Park will expand its reach and economic impact, further solidifying Gananoque as a destination for seasonal festivals and family celebrations.

Spring into Summer – May Long Weekend in Downtown Gananoque

The Spring into Summer Event is designed to mark the official launch of Gananoque's busy tourist season over the May long weekend, a time when residents and visitors open cottages, explore downtown, and celebrate the start of summer. This initiative will position downtown Gananoque as the hub of activity, combining live music, business engagement, and community celebration to stimulate economic activity.

Key Program Elements:

Music on King: The return of our popular live music series featuring talented local bands performing inside or outdoors (weather permitting), creating a lively and welcoming atmosphere for visitors.

Storefront Refresh & Contest: Downtown businesses will be encouraged to refresh their storefronts with spring-themed décor, with a friendly competition for the Best Decorated Storefront, adding vibrancy and visual appeal to King Street.

Park Activities & Vendors: Weather permitting, Town Park will host a variety of family-friendly activities and local vendors, offering entertainment and shopping opportunities that complement the downtown experience.

Restaurant Specials: Local restaurants will be encouraged to feature long weekend specials, drawing both locals and tourists to dine downtown.

Parking Incentive: To further encourage visitation, the BIA will cover the cost of parking for the entire long weekend, removing barriers for visitors and increasing downtown traffic.

Promotion: A dedicated social media campaign will highlight live music, restaurant specials, decorated storefronts, and family-friendly activities, maximizing reach to residents, visitors, and cottagers.

Objectives and Outcomes:

Drive increased visitation and spending in the downtown core at the start of the summer tourism season.

Showcase local businesses, musicians, and vendors, creating a multi-faceted cultural and economic impact.

Encourage beautification and community pride through the storefront contest and spring refresh.

Position Gananoque as a must-visit long weekend destination, reinforcing its reputation as the "Gateway to the 1000 Islands."

Impact:

The Spring into Summer Event will directly support local restaurants, retailers, and musicians while enhancing Gananoque's visibility as a vibrant, visitor-ready community. By combining music, business promotion, and family activities, the event not only celebrates the start of summer but also generates immediate and measurable benefits for the local economy.

Gananoque Burger Bash – Culinary Celebration with Community Impact

Project Summary

The Gananoque Business Improvement Area (BIA) proposes the first Gananoque Burger Bash, a town-wide food festival modeled after Halifax's successful event. Local restaurants

will create signature burgers, offered at a set or premium price, with a portion of proceeds supporting the Gananoque & Area Food Bank.

This multi-day event will:

Boost local business during the slower tourism season.

Attract regional visitors and showcase Gananoque as a culinary destination.

Raise \$5,000 for food security initiatives.

Objectives

Increase off-season sales for downtown restaurants.

Draw visitors downtown, benefitting restaurants and retailers.

Support the Food Bank through community fundraising.

Build an annual signature event for Gananoque.

Activities

Restaurants design creative burgers.

"Burger Passport" encourages multiple visits.

Awards for Best Burger, Most Creative, People's Choice.

Kick-off event with tastings and entertainment.

Fundraising partnership with the Food Bank.

Timeline

Jan-Feb: Restaurant/sponsor recruitment.

April-May : host -event: Impact report and planning for next year.

Appendix 1 Budget Winter/Spring Events

Host Organization	Name of Event	Event Dates	Total Event Budget	Confirmed
Downtown BIA	Spring/Winter 2026 Events	April 10th-18th, Feb 03-16 and May 16-18	8300 (requesting from TAP)	
Events	Description	TAP Funding	BIA Funding	Total Expenses
Ganaoquo Winterfeast	live entertainment at participating restaurants grand prize worth \$500.00		1500 250	1500 250
	Subtotal expenses		1750	1750
Easter in the Park	children's entertainer candy/ hot chocolate/ games		350 800	350 800
	Subtotal Expenses		1150	1150
Spring Into Summer Weekend	flowers and decorations live entertainment		400 1500	400 1500
	Subtotal Expenses		1900	1900
Ganaoquo Burger Bash	Kick-Off Event logistics (venue, rentals, entertainment Awards & Recognition: \$1,000		1000 500	1000 500
	Subtotal Expenses		1500	1500

Tourism Advisory Panel

October 2, 2025

To whom it may concern,

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 Gananoque BIA request for funding for several important events.

The BIA is seeing a resurgence with new staffing in place and a return to well thought out events that compliment the activities of the Town Tourism Department, the Chamber of Commerce and TIAP. TIAP does and will support these events with marketing support and we encourage the TAP committee to assist with funding for the actual events.

The Thousand Island Accommodation Partners are proud to support everything that the BIA does especially because their events are shoulder season product and animates our Downtown creating a vibrant and exciting place to visit. Our organization has also committed to providing financial support for marketing for their events for this upcoming year as we recognize that they could be a crucial economic driver for the region during our shoulder seasons

Thank you for your support of tourism in our community!

Sincerely,

K Christensen

Kathrine Christensen
Executive Director
1000 Islands Accommodation Partners



Gananoque & 1000 Islands Visitor Centre

October 10, 2025

To Whom It May Concern,

On behalf of the Gananoque & 1000 Islands Visitor Centre, I am pleased to extend our full support for the Gananoque Business Improvement Area (BIA) and their upcoming seasonal initiatives. These events play an important role in enhancing the vitality of Downtown Gananoque, supporting local businesses, and attracting visitors during key times of the year.

The BIA's 2025 lineup — including **Winter Feast** on February 16th, **Easter in the Park** on April 4th, the **1st Annual Burger Bash** from April 10th to 18th, and **Spring into Summer Weekend** over the Victoria Day long weekend (May 16th–18th) — represents a strong commitment to community engagement and year-round tourism development. Each of these events contributes to creating memorable experiences for residents and visitors alike, while encouraging economic activity across our downtown restaurants, shops, and attractions.

The Gananoque & 1000 Islands Visitor Centre values our ongoing collaboration with the BIA and recognizes the significant impact their efforts have on promoting Gananoque as a vibrant, welcoming destination. We look forward to supporting and promoting these events through our marketing channels and Visitor Centre outreach.

Sincerely,

A handwritten signature in black ink, appearing to read "Jennifer Baril", is written over a light blue horizontal line.

Jennifer Baril
Tourism & Event Development Coordinator
Gananoque & 1000 Islands Visitor Centre