

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



Applicant Information	
Organization	TOWN OF GANANOQUE - TOURISM & EVENTS
Contact Name	JENNIFER BARIL
Title	TOURISM & EVENT DEVELOPMENT COORDINATOR
Address	VISITOR CENTRE - 10 KING STREET, EAST GANANOQUE, ON K7G 1E9
Phone #	613-888-3623
Email	jbaril@gananoque.ca
Event Website	www.gananoque.ca
Event Information	
Event Name	Ladies Night out at the Tirehall Festival of Lights
Event Dates	Nov 20th, Nov 27th
Event Organizer Name	Jennifer Baril, Amanda Trafford, McKenna Modler
Event Organizer Phone #	613-888-3623
Event Organizer Email	jbaril@gananoque.ca
Funding Amount Requested	\$11,750

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 OUR 5th Year for FOL

1ST YEAR FOR HEALTH & WELLNESS

2. Who is your target market/audience?

Families, couples from Gananoque to Toronto & Ottawa for FOL

Women and support for the Health & Wellness.

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

5000 +

We're working on doing more night time events to utilize the lights.

150 ppl for the Health & Wellness

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

Facebook, Instagram, website, Radio, X as well as in our Visitor Guide. Posters & handouts

Event

Ladies Night Fri, Nov 20th

Expenses	Amount
Rental Fee	\$ 750.00
Key Note - Dr Hunt	\$ 500.00
Expert 1 - skin/makeup	\$ 500.00
Hair/Yoga	\$ 250.00
Gym expert	\$ 250.00
Clothing Stylist	\$ 500.00
Marketing	\$ 500.00
Event MC	\$ 500.00
Door prizes	\$ 500.00
	\$ 4,250.00
Revenues	
Ticket sales \$20 x 120	\$ 2,500.00
TAP Grant	-\$ 1,750.00
Total ask of TAP	\$ 11,750.00

Festival of Lights - Nov 27th +

Expenses	Amounts
Replacement of lights	\$ 5,000.00
Programming	\$ 3,000.00
Parade	\$ 2,000.00
Marketing	\$ 1,500.00
Total Expenses	\$ 11,500.00
TAP ask	\$ 10,000.00

Letter of Support

To Whom It May Concern,

On behalf of the Downtown Gananoque BIA, I am pleased to provide our support for the Tourism and Events Team's request for funding through TAP for two important community events: the **Women's Health and Wellness Event** and the **Festival of Lights**.

The Tourism and Events Team consistently delivers amazing events that bring people together and help put Gananoque on the map as a vibrant destination to visit. Their events attract both local residents and visitors from neighbouring communities and beyond.

The theme of this year's Women's Health and Wellness Event, "**Navigating Menopause,**" addresses an important health topic that is often not openly discussed, yet affects all women. We believe this event will provide valuable information and meaningful community connection while attracting women from Gananoque and surrounding communities.

The **Festival of Lights** continues to grow bigger and more popular every year. What began as an event for the community has become a magical evening that attracts families from near and far. Events such as this create a wonderful visitor experience while encouraging people to spend time, shop, dine and explore our downtown.

The Downtown Gananoque BIA enjoys a strong and positive relationship with the Tourism and Events Team, and we have seen firsthand the dedication and effort they put into creating successful events. We fully support their request for funding. We believe this funding will be money well spent, helping to strengthen our community, attract visitors and bring valuable tourist dollars into Gananoque.

We are pleased to support the Tourism and Events Team and their continued efforts to make Gananoque a destination for residents and visitors alike.

Sincerely,

Sharon Ansell

Downtown Gananoque BIA

Sharon Ansell
Downtown Gananoque BIA
613-329-4845



September 1, 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:

November 20, 2026 – The 1000 Islands Health and Wellness Fair which will focus on women's health and wellness. The Tourism Department is anticipating participation from overnight visitors for this event. This event will coincide with the very popular South Alley Marketplace

December and January – Festival of Lights has developed from a community appreciation and celebration into a draw for visitors from as far afield as Ottawa, the GTA and many closer communities.

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

The Thousand Island Accommodation Partners are proud to support events that drive tourists to our region. The Tourism department of the Town of Gananoque does especially well because their events include high-and-shore 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 required to continue the good work that helps drive tourism and our economy.

Sincerely,

K Christensen

Executive Director

1000 Islands Accommodation Partners