

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



Applicant Information	
Organization	1000 Islands Accommodation Partners
Contact Name	Kathrine Christensen
Title	Executive Director
Address	10 King Street East, Gananoque. Upstairs in the Visitor Centre
Phone #	613 888 0431
Email	kchristensen@1000islandstourism.com
Event Website	www.1000islandstourism.com
Event Information	
Event Name	Joseph Rosendo's Travelscope and Stepping Out programs on PBS
Event Dates	May 2026
Event Organizer Name	Kathrine Christensen
Event Organizer Phone #	613 888 0431
Event Organizer Email	kchristensen@1000islandstourism.com
Funding Amount Requested	\$23,400.00

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.

I am in discussion with Mr. Joseph Rosendo of Joseph Rosendo's TravelScope and Joseph Rosendo's Stepping Out television programs. We hosted Mr. Rosendo in 2016, and we have benefited from that program airing on PBS in the States at least annually since then. We also have website space and have experienced a lot of exposure and incredible ROI from that first program.

I contacted Mr. Rosendo last year, inviting him to return to Canada and create a recap or new programming to let his viewers and fans know that Canada still welcomes American visitors. He took my message to heart and sent the following proposal for the 1000 Islands. As you can see, it will feature the 1000 Islands, and then, in subsequent programming, he will include highlights from across Canada.

The proposal. Joseph would like to explore the "culture of the 1000 Islands," with a focus on the arts (The Playhouse), water activities, and the people of the islands. He seems keen on talking to entrepreneurs.

The document 'Stepping Out' Episode Promotion includes details. See attached details.

I am exploring funding opportunities including the RTO9, and Destination Ontario

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 TIAP has been active in the Travel Media sphere since our inception in 2009. We understand the incredible value of having a editorial and content amplified over a multitude of media sources through hosting travel media guests from across the world and in our own backyard. We hosted the program Joseph Rosendo's Travelscope in 2016. The program has run on the full PBS network in America every year since then. The program also lives on Mr Rosendo's webspace at all times. We were nominated for a day time Emmy for the program.

2. Who is your target market/audience?

Our final market is always the consumer but the target of this campaign is the visitor from the USA and Canada with PBS viewership. We met Mr Rosendos team at a Destination Canada event in New York City. To involve a diverse variety of products from our province, country and around the world we attend events with both Destination Ontario and Destination Canada to meet new and stay in touch with known media. We partner with the Regional Tourism Organization 9, with the 1000 Islands International Council, with Destination Ontario and Destination Canada and work directly with the Tourism Media Association of Canada (and their provincial chapters in Ontario and Quebec).

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

Using travel media individuals as a conduit we engage with millions of viewers with the message that 'the 1000 Islands and Gananoque' are a phenomenal spot for a visit and vacation. Our coverage encompasses the entire year with media persons arriving during every month. This campaign actually is not confined to any calendar year as our media often produce content for months and years after a visit. This television program will rerun in subsequent years as well as residing on you tube and specific websites indefinitely.

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

This campaign is executed via PBS and webpages hosted by Mr Rosendo

THE CORPORATION OF THE TOWN OF

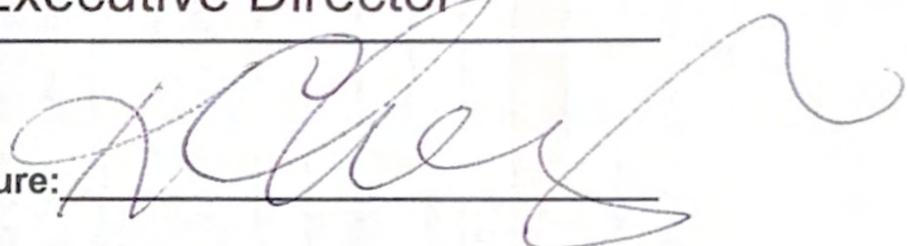


You agree that the information provide in this application is accurate. This is an application for funding and does not guarantee funding approval. Should the TAP and Council approve funding to your event, a funding agreement outlining the details of the funding and any associated recognition will be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

Date: Feb 23, 2026

Title: Executive Director

Name: K Christensen

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



February 26, 2026

1000 Islands Gananoque Chamber of Commerce
10 King Street, East
Gananoque, ON
K7G 1E6

Tourism Advisory Panel

I am writing on behalf of the Chamber of Commerce in support for our a media initiatives in RTO9. As the recognized industry leader in shared media for the region, TIAP coordinates high-impact travel marketing that stretches every dollar through strategic partnerships and matching contributions.

Why sponsor TIAP?

- Proven reach: TIAP's Travel Media programs target qualified leisure and business travelers across key markets, driving visitation and spend for member businesses and destinations in RTO9.
- Leverage every dollar: Our matching contribution model multiplies sponsor investments — public and private matching funds, in-kind media value, and cooperative buys increase campaign scale and engagement, delivering superior ROI compared with stand-alone marketing.
- Efficient shared media: By pooling resources across the region, TIAP reduces cost-per-impression and secures premium placements (digital, social, programmatic, and content partnerships) that individual partners could not access alone.
- Industry leadership & accountability: TIAP provides data-driven campaign planning, transparent reporting, and performance metrics so sponsors can see exactly how contributions translate into visitation and economic impact.

Matching contribution example

A \$10,000 sponsor contribution can be matched by public funds and media partner discounts to yield \$30,000–\$50,000 in total campaign value, depending on the program — effectively multiplying your marketing impact 3–5x.

Please contact me at 613.217.2616 or 1000islandsgananoque@gmail.com to schedule a brief call .Thank you for considering a partnership with TIAP and R209. Together, they can maximize visibility for RTO9 and ensure every sponsorship dollar delivers measurable returns.

Sincerely,

A handwritten signature in black ink, appearing to read "Ray Stedman", is written over a large, stylized circular flourish.

Ray Stedman
President, 1000 Islands Gananoque Chamber of Commerce



February 26, 2026

1000 Islands Gananoque Chamber of Commerce
10 King Street, East
Gananoque, ON
K7G 1E6

Tourism Advisory Panel

I am writing on behalf of the Chamber of Commerce in support for our a media initiatives in RTO9. As the recognized industry leader in shared media for the region, TIAP coordinates high-impact travel marketing that stretches every dollar through strategic partnerships and matching contributions.

Why sponsor TIAP?

- Proven reach: TIAP's Travel Media programs target qualified leisure and business travelers across key markets, driving visitation and spend for member businesses and destinations in RTO9.
- Leverage every dollar: Our matching contribution model multiplies sponsor investments — public and private matching funds, in-kind media value, and cooperative buys increase campaign scale and engagement, delivering superior ROI compared with stand-alone marketing.
- Efficient shared media: By pooling resources across the region, TIAP reduces cost-per-impression and secures premium placements (digital, social, programmatic, and content partnerships) that individual partners could not access alone.
- Industry leadership & accountability: TIAP provides data-driven campaign planning, transparent reporting, and performance metrics so sponsors can see exactly how contributions translate into visitation and economic impact.

Matching contribution example

A \$10,000 sponsor contribution can be matched by public funds and media partner discounts to yield \$30,000—\$50,000 in total campaign value, depending on the program — effectively multiplying your marketing impact 3–5x.

Please contact me at 613.217.2616 or 1000islandsgananoque@gmail.com to schedule a brief call .Thank you for considering a partnership with TIAP and R209. Together, they can maximize visibility for RTO9 and ensure every sponsorship dollar delivers measurable returns.
Sincerely,

A handwritten signature in black ink, appearing to read "Ray Stedman", is written over a large, stylized, circular flourish.

Ray Stedman
President, 1000 Islands Gananoque Chamber of Commerce

Travelscope/ Stepping Out		Budget for TAP			
General Expenses					
	Description of item	Cost (\$)	HST (13%)	Total	TAP request
			\$0.00	\$0.00	
Fee for Rosendo filming	Re negotiated fee for filming	\$41,000.00		\$41,000.00	\$20,500.00
Travel flights	4 persons from LA	\$600.00	\$78.00	\$678.00	\$300.00
Car rental	6 day	\$1,200.00	\$156.00	\$1,356.00	\$600.00
Accommodation	4 persons 6 nights	\$2,400.00	\$312.00	\$2,712.00	
Meals		\$2,400.00	\$312.00	\$2,712.00	
Logistics (helicopter, cruise)	Filming requirements	\$4,000.00	\$520.00	\$4,520.00	\$2,000.00
			\$0.00	\$0.00	
			\$0.00	\$0.00	
			\$0.00	\$0.00	
			\$0.00	\$0.00	
	SUBTOTAL GENERAL EXPENSES	\$51,600.00	\$1,378.00	\$52,978.00	\$23,400.00
	TOTAL EXPENSES	\$51,600.00	\$1,378.00	\$52,978.00	\$23,400.00

JOSEPH ROSENDO BIO

Six-time Emmy®-award winning director and host Joseph Rosendo has been a travel, food and wine journalist and travel broadcaster for more than 45 years. He is the producer, host, director and writer of *Joseph Rosendo's Travelscope*® and *Joseph Rosendo's Steppin' Out* on PBS and CreateTV in the United States and Canada. "We close each show with a quote from Mark Twain: 'Travel is fatal to prejudice, bigotry and narrow-mindedness,'" says Joseph. "It's a truth that first turned me on to travel and has kept me hooked for more than fifty years."



Joseph's two series reach 98% of the U.S. market and 286 million viewers on more than 500 Public Television stations nationwide, as well as airing in Canada and other international markets. Both series offer his viewers entertaining, informative and inspiring programming, which encourages viewers to enrich themselves from each culture they experience -- to bring back more than souvenirs. "I look forward to seeing more of your shows as you continue to open our minds and expand our hearts," posts a viewer his social media sites. "It's wonderful to know that our endeavor makes a difference in our viewers' lives," says Joseph, "Everyday I am thankful and grateful to have been gifted with this opportunity."

Since his first travel story appeared in *The Los Angeles Times* in 1980, his work has been published in countless publications worldwide. His books include: *DK Eyewitness Travel Guides' Where To Go When* and *Where To Go When—The Americas*, *An Insider's Guide to Los Angeles* and *Musings -- The Short Happy Pursuit of Pleasure and Other Journeys*.

For twenty-four years, as the creator and host of *Travelscope Radio*, Rosendo hosted a two-hour weekly syndicated radio show and produced features for numerous electronic media outlets including *Discovery Channel Radio* and the *Associated Press*. For *ABCnews.com* he created a series of *Business* features that taught readers the cultural *Dos and Don'ts* of international business travel.

In addition, Rosendo was the publisher of the *Travelscope Magazine*, now the *Steppin' Out Episode Companion E-magazines*. The quarterly travel, food and entertainment perspective, which appeared in print from 1985 to 2002 and can now be enjoyed online at *Travelscope.net* and in its new manifestation on *JosephRosendo.com*. Joseph also contributes to his *Travelscope.net* and *JosephRosendo.com* websites where his blogs, pod casts, radio shows and excerpts of his 151 television episodes can be heard and viewed.

In 2020 Joseph wrote, edited and published a collection of crisp, entertaining, humorous and inspirational stories tightly written and drawn from his travel and life experiences entitled *Musings -- The Short Happy Pursuit of Pleasure and Other Journeys*. New stories and those taken from his decades of writings for his *Musings* column in the *Travelscope Magazine* take his readers, listeners and viewers on a journey of discovery. From travel tips and destination explorations to exotic adventures and intimate tales these stories arouse, amuse and touch the reader.

Joseph Rosendo's projects-in-development include directing, writing and hosting *Digging Into The Future*, a television series devoted to cultural archeology, and directing and writing *Eat, Heal, Travel* with Dr. Will Aguila, a series that explores the health values of regional foods along with the history and culture surrounding them.

"Travel is more than a vocation to me," says Joseph, "it's a love and a passion that I've been indulging in all of my life and am privileged to share with my viewers, listeners and readers."

Rosendo's Awards include:

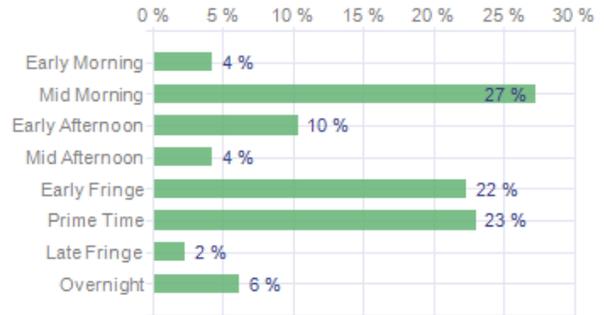
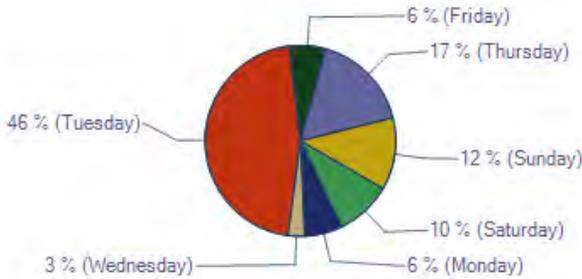
- Six-Time Emmy winner
 - Two-Time Emmy-Winning Director
 - Two-Time Emmy-Winning Host of a Travel / Lifestyle Program
 - 21 Emmy Nominations
 - 60 Telly Awards
 - Grand prize winner of Visit California *Eureka! Travel Journalism Awards*
 - Nine-time winner of *Lowell Thomas Travel Journalism Awards* for Video and Audio.
 - Awarded the *Medaille d'Or du Tourisme* by the Government of France
 - Travel Industry Association of Canada (TIAC) *National Award for Tourism Excellence – Globe and Mail Travel Media Award*
 - Three-time winner of the Canadian Tourism Commission *Northern Lights Broadcast Award*
 - Four-time winner of the *Society of American Travel Writer Broadcast Award*
- Aurora Awards - *Platinum Best of Show for Video*
- *Citizen of the Year* – Awarded by the Topanga Chamber of Commerce, Los Angeles County Supervisor Sheila Kuehl, California State Assemblyman Richard Bloom, California State Senator Henry Stern and California Congressman Ted Liu

Rosendo is a member of the prestigious Society of American Travel Writers and the Academy of Television Arts and Sciences. As a travel expert and motivational speaker, Joseph addresses national travel, wellness and business conferences, consumer shows and private gatherings and has guest lectured at the University of California at Los Angeles. He can be reached at jrosendo@josephrosendopresents.com and welcomes fans to his LinkedIn, Facebook, Instagram and TikTok social media pages.

Carriage Summary
Joseph Rosendo's Steppin' out
11/1/2023 - 12/24/2025

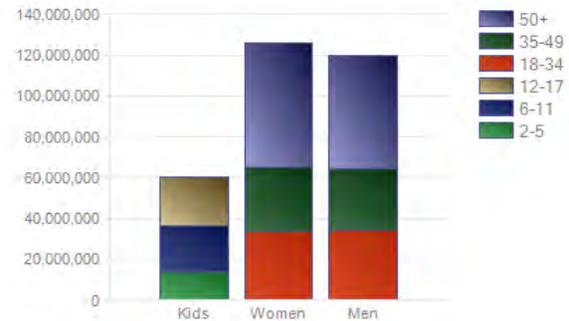
	Telecasts	Channels	Markets	States	% Coverage
All Channels	4171	519	174	49	94.98 %
Main Channels	538	206	117	42	72.35 %
Primary Channels	218	99	99	38	56.95 %
Metered Channels	1434	192	55	36	70.04 %
Sub Channels	3633	313	166	45	92.44 %
Secondary Channels	3953	420	170	49	93.95 %

Distribution of Airings by Day and Daypart



Demographic Information of Potential Audience

Demo Group	Men	Women	Total
People 2+			305,746,626
DMA Households			121,620,270
Kids 2-5			14,221,134
Kids 6-11			22,136,931
Kids 12-17			23,726,930
Adults 18-34	34,404,820	34,023,441	68,428,261
Adults 35-49	30,361,210	30,802,626	61,163,836
Adults 50+	54,782,118	61,287,416	116,069,534



Distribution of Airings by Time Zone

Other	Pacific	Mountain	Central	Eastern
2 %	9 %	10 %	41 %	39 %



Penetration by Market Rank

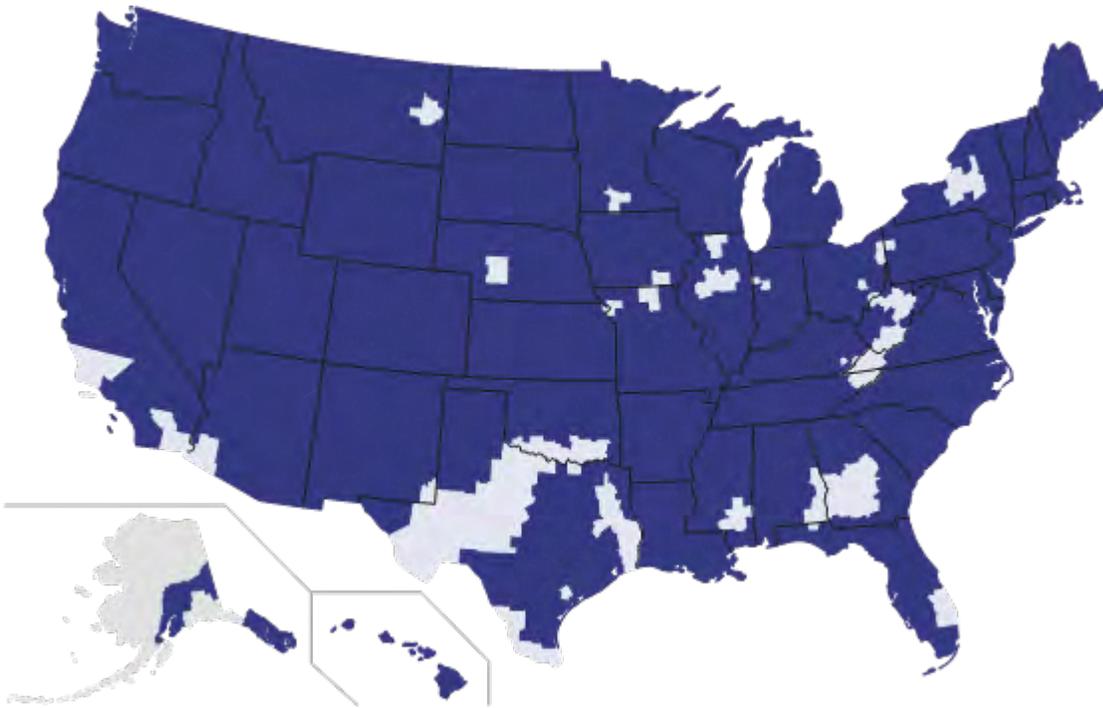
Rank	Percent
Top 25	100 %
26 to 50	96 %
51 to 100	96 %
101+	70 %

Episodes

Century	Percent
100's	100 %

Carriage Summary
Joseph Rosendo's Steppin' out
11/1/2023 - 12/24/2025

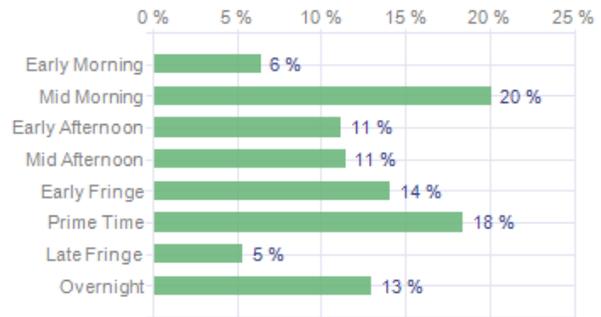
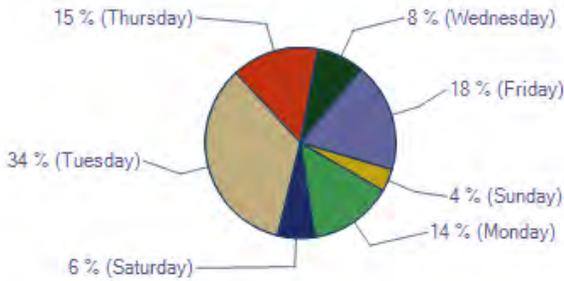
All Station Coverage Map



Carriage Summary Joseph Rosendo's Travelscope 1/1/2015 - 2/9/2026

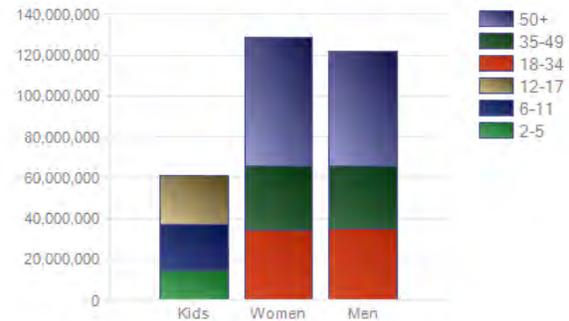
	Telecasts	Channels	Markets	States	% Coverage
All Channels	11279	587	182	47	97.04 %
Main Channels	754	206	119	39	75.82 %
Primary Channels	294	84	84	33	45.64 %
Metered Channels	4068	213	56	34	70.80 %
Sub Channels	10525	381	175	45	95.27 %
Secondary Channels	10985	503	178	47	95.96 %

Distribution of Airings by Day and Daypart



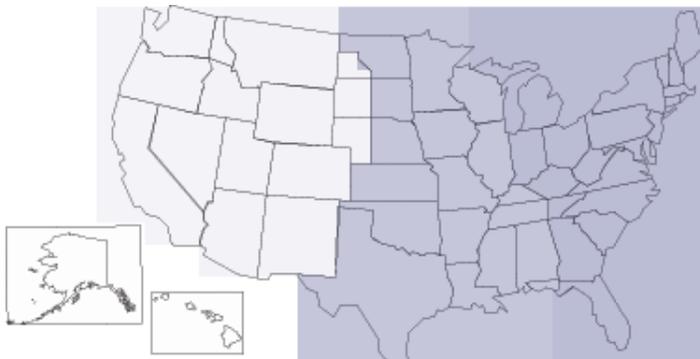
Demographic Information of Potential Audience

Demo Group	Men	Women	Total
People 2+			312,028,776
DMA Households			124,252,450
Kids 2-5			14,509,905
Kids 6-11			22,582,170
Kids 12-17			24,196,549
Adults 18-34	35,067,996	34,683,686	69,751,682
Adults 35-49	30,928,927	31,392,333	62,321,260
Adults 50+	55,994,791	62,672,419	118,667,210



Distribution of Airings by Time Zone

Other	Pacific	Mountain	Central	Eastern
1 %	8 %	9 %	39 %	44 %



Penetration by Market Rank

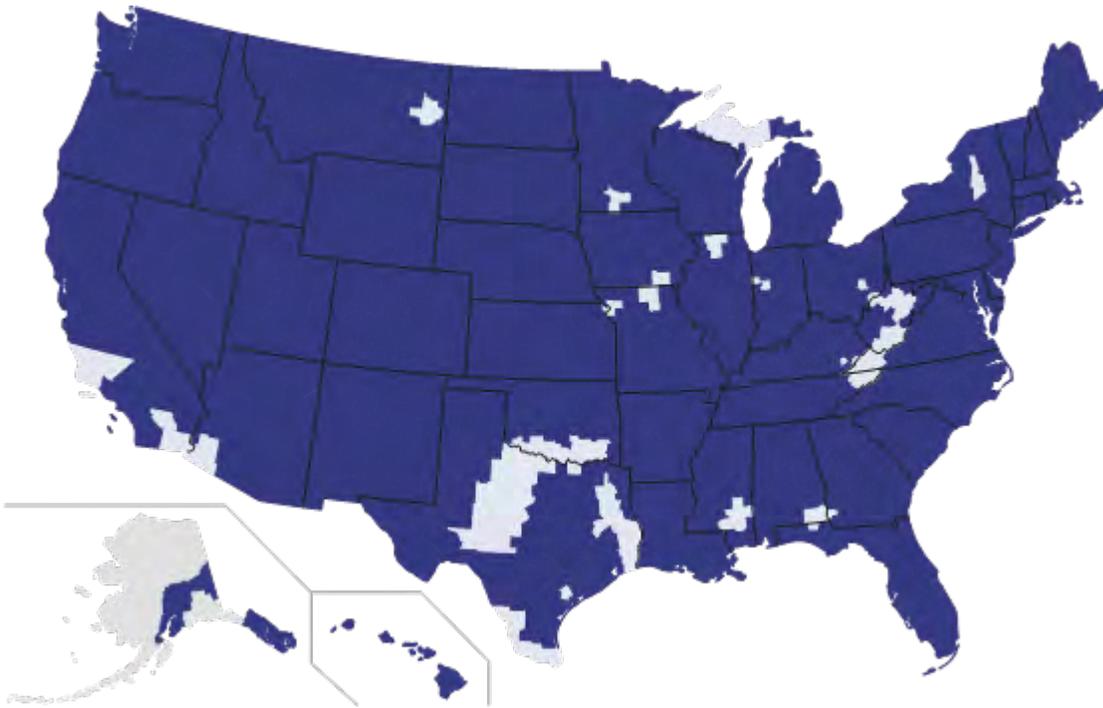
Rank	Percent
Top 25	100 %
26 to 50	100 %
51 to 100	98 %
101+	75 %

Episodes

Century	Percent
800's	100 %

Carriage Summary
Joseph Rosendo's Travelscope
1/1/2015 - 2/9/2026

All Station Coverage Map



The “Who” of PBS Viewers

Wealth/Spending/Influence

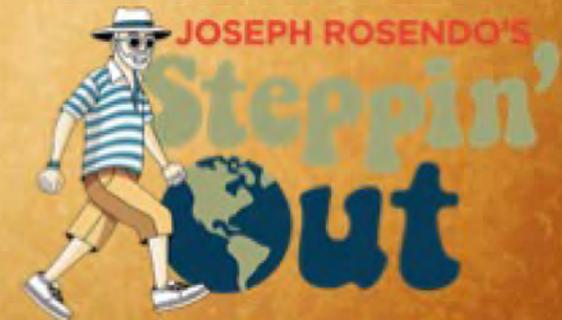
77% more likely to own privately held shares of companies

22% more likely to have spent \$4,000+ on travel in the past 12 months

28% more likely to have a household income of \$150,000+

PBS's Adult 25-60 aged viewers are (%) more likely than the general American public to invest their income in authentic travel experiences.

Source: MRI



The “What” of PBS Viewers

Activities

70% more likely to scuba dive

62% more likely to cross-country ski

58% more likely to visit museums

52% more likely to participate in mountain biking

48% more likely to backpack/hike

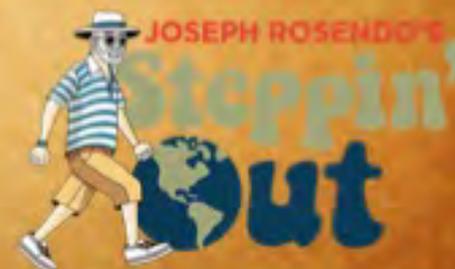
39% more likely to participate in canoeing/kayaking

36% more likely to engage in photography

24% more likely to engage in white water rafting

PBS's Adult 25-54 viewers are (%) more likely than the general American public

Source: MRI





Sample Market Reach Data - 1 Episode - 11 Months

Carriage Summary – Joseph Rosendo’s Steppin’ Out - #101 – Exploring Ireland’s Heartland 3/1/24 -1/31/25

3,372 broadcasts reaching 95% of the US market and all major Canadian cities



Total US Audience

114,650,000 Million Television Households in the United States (TVHH)

2.5 people per TVHH – 286,625,000 million viewers

95% Market Reach 113,654,266 Viewers

1 Rating 2,809,611 people watching each broadcast

95% Market Reach with a 1 Rating equates to 2,809,611 people watching each broadcast and more than \$22 million of advertising.

Channel Information

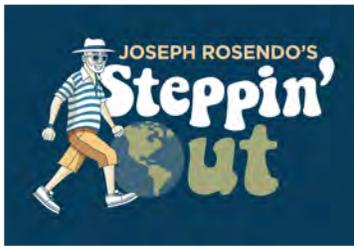
<u>Telecasts</u>	<u>Channels</u>	<u>Markets</u>	<u>States</u>	<u>% Coverage</u>
3,372	498	172	49	95%

Demographic Information of Audience

<u>Demo Group</u>	<u>Men</u>	<u>Women</u>	<u>Total</u>
People 2+ DMA Households			299,574,000 118,785,230
Adults 18 – 34	30,196,913	30,687,546	67,752,041
Adults 35 – 49	29,542,879	29,687,763	59,230,642
Adults 50+	53,672,807	59,981,459	113,654,266

US Coverage Map





Thousand Islands Steppin' Out Episode

Distributed nationally to PBS stations

Joseph Rosendo's *Steppin' Out* reaches 96% of the U.S. market and Canada, delivering its captivating travel, food, and adventure content to more than 286 million viewers. Now entering its **20th season anniversary**, the series continues to inspire audiences through the storytelling of Producer, Director, Host and Writer Joseph Rosendo, who has earned 6 National Emmys, 21 National Emmy nominations, 60 Telly Awards, and Viddy and Taste Awards. Joseph takes viewers on new adventures, discovering cultures, ideas, and experiences that celebrate the diverse joys and fascinating people of the world. The show's title is inspired by the famous quote from Lao Tzu, "A journey of a thousand miles begins with a single step," encapsulating the series' spirit of exploration. **For a view of the *Steppin' Out* series follow this link:**

[Iceland -- Summer Solstice & Epic Nature](#)

EPISODE EXPOSURE – RELEASED 2026

- 96% Market Reach
- 112,357,000 TVHH
- 1 Rating = 1% of TVHH
- 1,123,570 TVHH
- 96% Market Reach with a 1 Rating equates to 2,751,600 people watching each broadcast and more than \$11 million of advertising.

Broadcast Exposure

This half-hour television episode will be included in the *Joseph Rosendo's Steppin' Out* series, scheduled for release in June 2026. The series reaches a well-educated, upper-income PBS audience of travel enthusiasts and will be broadcast thousands of times over a minimum of five years.

On-Air

- A graphic "pop-up" web marker will appear three times during the episode, directing viewers to the dedicated episode page on JosephRosendo.com, which will include direct links to the official **1000 Islands Tourism and partners** websites.
- On-screen example of the graphic marker: "1000 Islands Adventures? Visit JosephRosendo.com/1000Islands" (displayed during the episode and directing viewers to the corresponding online content).
- Partner logo with embedded hyperlinks featured on the Steppin' Out episode-specific page for the duration of the series' release period, accompanied by related editorial coverage. View sample at: [Joseph's Steps in Costa Rica](#)
- Partner logo with hyperlink displayed on the designated page of [JosephRosendo.com](#), accompanied by editorial coverage for a duration of one year.
- A 2-minute interstitial of additional 1000 Islands content produced for all stations for their use as desired.

E-Magazine

- A dedicated Episode Companion eMagazine featuring the 1000 Islands episode, distributed to more than 50,000 prospective travelers. Please see: [Bolivia: Surprising & Undiscovered](#)

Social Media

- Five social media posts with location-specific images, each tagged to the official 1000 Islands and partners' websites.
- Three on-location video posts featuring 1000 Islands, each tagged to the official 1000 Islands and partners' websites.

Added Value Benefits Include

- DVD distribution to individual consumers and libraries, along with global streaming availability on Amazon.
- International distribution, expanding audience reach and brand exposure.
- One podcast promotion; podcasts are archived for one year and accessed by 15,000 subscribers, in addition to thousands of additional listeners. For reference, please visit: [Travelscope Podcast with Joseph Rosendo](#)

More than 75 Million Impressions

Joseph Rosendo's Steppin' Out generates over 75 million annual impressions across multiple platforms, including broadcast, the eMagazine, episode webpage, podcast, and social media sites.

Partner Responsibility Per Production

- Four flights departing from LAX to 1000 Islands, including one premium economy class ticket, with assigned seats and additional baggage allowance.
- Necessary filming permits, Carnet and permissions.
- Local transportation, transfers, accommodations (4 rooms preferred), entrance fees, guide or tourism representative services, and all meals for a crew of four, including during transit.
- Five days of on-location production, excluding travel, is needed.

Promotional Fee: \$37,000 (Usual Fee \$42,000)



February 23, 2026

Dear Members of the Tourism Advisory Panel,

I am pleased to express my support for the 1000 Islands Accommodations Partners' application to secure funding to bring an episode of *Joseph Rosendo's Travelscope and Stepping Out* to the 1000 Islands region for broadcast on PBS.

This partnership has previously delivered significant and lasting benefits. In 2016, TIAP hosted Mr. Rosendo, resulting in programming that continues to air annually across the United States. This sustained exposure has strengthened our region's profile, increased visitation, and delivered exceptional long-term marketing value.

These programs provide credibility and reach that surpass traditional advertising, offering a strong return on investment and reinforcing our reputation as a premier tourism destination. This initiative represents a strategic continuation of a proven and effective promotional approach.

For these reasons, I fully support this application and encourage favourable consideration. This project is a valuable investment in the long-term sustainability and competitiveness of our destination.

Thank you for the opportunity to provide this letter of support. Please feel free to contact me if further information is required.

Respectfully,

Jennifer Baril

Jennifer Baril
Tourism & Event Development Coordinator
Town of Gananoque
613-888-3623