

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



Applicant Information	
Organization	The Downtown Gananoque BIA
Contact Name	Sharon Ansell
Title	Coordinator
Address	275 Charles St S
Phone #	613-888-3430
Email	downtownbia@gananoque.ca
Event Website	https://www.gananoque.ca/downtown-bia
Event Information	
Event Name	Mrs. Ropers Romp Sounds on King Les Festiviles
Event Dates	May - September no specific dates yet.
Event Organizer Name	The Gananoque BIA
Event Organizer Phone #	613-888-3430
Event Organizer Email	downtownbia@gananoque.ca
Funding Amount Requested	3500 3437.50

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.

Mrs. Ropers Romp – Downtown Gananoque May event
The Mrs. Roper's Romp is a fun, social, pub-crawl-style event celebrating local night

Sounds on King – Downtown Gananoque July and August
Sounds on King is a live music and performer series held throughout downtown Ga

Les Festiviles Buskers – Downtown Gananoque
Buskers for the downtown area during Le Festiviles September

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?

Mrs. Roper has been hosted before privately with a large turnout indicating a successful event
Sounds on King is a new initiative to attract visitors to downtown
Les Festivifes is an annual event but not hosted by us

2. Who is your target market/audience?

The Downtown Gananoque BIA's summer events are designed to engage a broad range of audiences and support local tourism. Mrs Roper's Romp attracts adults 21+ seeking a fun, social, and themed pub-crawl experience, while Sounds on King draws families, music enthusiasts, and visitors from the boat lines area to enjoy live local performances throughout the downtown core. Les Festiviles Buskers brings street performers and musicians to King Street, appealing to families, festival attendees, and tourists, creating an interactive, arts-focused experience. Together, these events encourage foot traffic, showcase local talent, and strengthen downtown Gananoque as a vibrant cultural destination.

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

Combined Estimate for Grant Application

Total projected visitors across all events: ~2,600–4,650

Emphasizes strong downtown engagement, tourism impact, and business support

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

social media, my fm , newspaper, posters , 1000 islands tourism, visitor's centre

Does this form look suspicious? [Report](#)



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: Coordinator BIA

Name: Sharon Ansell Signature: Sharon Ansell

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 2

List of Downtown Gananoque BIA Board Members as of June 2025

Lisa Robichaud – Chair lisarobichaud1@gmail.com

Lesley Poole – lesley.poole@gmail.com

Theo Graham - theo@songwoodcontracting.ca

Vicki Leakey – Town Council Representative vleakey@gananoque.ca

Ray Stedman - rayls7573@gmail.com

Carolyn Harding - hairarts41@gmail.com

Michelle Williams - info@barpetunia.com

Part Time Coordinator- Sharon Ansell downtownbia@gananoque.ca

Event	Description	TAP Funding	BIA Funding	Total Expenses
Mrs. Roper's Romp	Adult-themed social pub crawl, costumes, live entertainment	\$437.50	\$437.50	\$875
Sounds on King	Live local music throughout downtown (July–August), street performers, patios, and businesses	\$1,500	\$1,500	\$3,000
Les Festiviles Buskers	Street performers and musicians on King Street during Les Festiviles	\$1,500	\$1,500	\$3,000

Total TAP Funding: \$3437.50

Total BIA Funding: \$3437.50

Total Event Budget: \$6875.00



To Whom It May Concern,

I am writing to express my support for the Business Improvement Area's proposed downtown activation initiatives scheduled to take place between May and September, including **Mrs. Roper's Romp, Sounds on King, and Le FestivÎLES**, in the Town of **Gananoque**.

These initiatives represent a strategic and coordinated approach to placemaking, economic development, and destination enhancement. By animating the downtown core through experiential programming, live performance, and cultural engagement, the BIA is strengthening Gananoque's position as a vibrant, competitive, and welcoming tourism destination.

Mrs. Roper's Romp is an innovative, participant-driven event that encourages sustained movement between local establishments, directly supporting small businesses while attracting regional and out-of-town visitors. This initiative effectively integrates entertainment and commerce, generating measurable economic and social benefits for the community.

Sounds on King will introduce curated live performances in front of local businesses and along pedestrian corridors, creating an immersive "porch jam"-style experience. This program enhances the public realm, increases dwell time, and reinforces the downtown as a dynamic and culturally rich gathering space.

Le FestivÎLES will further contribute to the vibrancy of the downtown through bilingual cultural programming and busking opportunities that celebrate artistic diversity and community identity. This initiative strengthens inclusivity, supports local and regional creatives, and elevates Gananoque's profile as a year-round cultural destination.

Collectively, these initiatives will:

- Drive increased visitation and repeat travel
- Strengthen local business performance
- Enhance place-based identity and community pride
- Expand cultural and creative sector opportunities
- Support sustainable tourism and economic resilience

The BIA's leadership in delivering these high-impact initiatives reflects a strong commitment to collaborative governance, strategic investment, and long-term community development. These programs align closely with municipal, regional, and sector-wide priorities related to economic diversification, downtown revitalization, and visitor experience enhancement.

I fully endorse the implementation of Mrs. Roper's Romp, Sounds on King, and Le FestivÂLES and am confident that these initiatives will generate lasting economic, cultural, and social value for the Town of Gananoque and the surrounding region.

Thank you for your consideration. Should you require any additional information, I would be pleased to provide further support.

Respectfully submitted,

A handwritten signature in black ink that reads "Jennifer Baril". The script is cursive and elegant, with the first letters of each word being capitalized and prominent.

Jennifer Baril
Tourism & Event Development Coordinator
Town of Gananoque
613-888-3623
jbaril@gananoque.ca