

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



Applicant Information	
Organization	Town of Gananoque
Contact Name	Jennifer Baril
Title	Tourism & Event Development Coordinator
Address	10 King Street, East Gananoque, ON K7G 1E6
Phone #	613-888-3623
Email	jbaril@gananoque.ca
Event Website	www.travel1000islands.ca
Event Information	
Event Name	Le FestivLES Presents Roch Voisine Live
Event Dates	Tuesday, July 28th, 2026
Event Organizer Name	Town of Gananoque / Le FestivLES
Event Organizer Phone #	613-382-2149
Event Organizer Email	jbaril@gananoque.ca
Funding Amount Requested	\$80,000

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.

Le FestivÎLES Presents Roch Voisine Live will be a signature, one-night-only outdoor concert event held on Tuesday, July 28, 2026, in Gananoque as part of the annual Le FestivÎLES summer festival. Featuring internationally renowned French-Canadian artist Roch Voisine, this event will serve as a major cultural and tourism attraction for the Thousand Islands region.

Roch Voisine is a multi-platinum, award-winning performer with a loyal fan base across Ontario, Quebec, and international markets. His appearance in Gananoque represents a rare and exclusive opportunity for residents and visitors to experience a world-class concert in a scenic waterfront setting. The event is expected to draw significant attendance from Eastern Ontario, Quebec, and cross-border markets.

This concert will be professionally produced, featuring a full stage, sound and lighting system, security, accessibility accommodations, and visitor services. It will be integrated into the broader Le FestivÎLES programming, encouraging attendees to explore local restaurants, accommodations, shops, and attractions before and after the performance.

The event will contribute directly to overnight stays, dining, retail spending, and regional visibility. By hosting a high-profile artist, Gananoque will strengthen its reputation as a premier summer event destination and enhance its cultural tourism offerings.

Le FestivÎLES Presents Roch Voisine Live will create lasting economic and promotional benefits for the community while celebrating Francophone culture and fostering regional pride. This one-off event represents a strategic investment in tourism growth, destination marketing, and long-term visitor engagement.

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?

No. This is a unique, one-time concert featuring Roch Voisine as part of Le FestivLES 2026. His performance in Gananoque represents a special, exclusive opportunity for the region.

2. Who is your target market/audience?

Adults aged 35–70+
Francophone and bilingual audiences
Music and cultural tourism enthusiasts
Visitors from Eastern Ontario, Quebec, and cross-border markets
Existing Le FestivLES attendees and summer tourists

This demographic has strong travel and spending potential and frequently combines events with overnight stays and dining experiences.

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

Estimated: 1,500–2,500+ visitors based on Roch Voisine’s regional popularity and Le FestivLES’ established audience, it is anticipated that a significant portion of attendees will travel from beyond 40 km, including Ottawa, Kingston, Montreal, Cornwall, and surrounding regions. Many visitors are expected to stay overnight, generating direct economic impact through accommodations, dining, retail, and attractions.

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

Regional and provincial digital advertising Social media campaigns (Facebook, Instagram, YouTube)
Tourism partner websites and newsletters
Destination Ontario and RTO9 channels
Francophone media outlets
Local and regional radio
Print and online tourism publications
Accommodation and business partner promotions
Visitor Centre promotion

Marketing will focus on positioning the concert as a “must-see” summer experience in the Thousand Islands.



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: February 12, 2026

Title: Tourism & Event Development Coordinator

Name: Jennifer Baril

Signature: Jennifer Baril

Digitally signed by Jennifer Baril
Date: 2026.02.13 08:26:33
-05'00'

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

List of Mayor and Council

Mayor John Beddows	jbeddows@gananoque.ca
Deputy Mayor Vicki Leakey	vleakey@gananoque.ca
Councillor Colin Brown	cbrown@gananoque.ca
Councillor Matt Harper	mharper@gananoque.ca
Councillor Patrick Kirkby	pkirkby@gananoque.ca
Councillor Anne-Marie Koiner	akoiner@gananoque.ca
Councillor David Osmond	dosmond@gananoque.ca

Le FestivÂLES Special Event

Revenue

Budgeted funding from Town of Gananoque \$35k less 5k for staff hours	\$30,000
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Expenses

Roch Voisine - flat fee	\$50,000
PA system & Stage enhancements	\$40,000
Accommodation & Hospitality	\$8,000
Security & fencing	\$10,000
Logistics & Equipment	\$2,000

Total Expenses	\$110,000
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Amount needed from TAP	\$80,000
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Tourism Advisory Panel

February 23, 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 the very important concerts at Joel Stone Park and the FestivÎLES weekend which encourages visitation from across our region and especially from our Quebec visitors.

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 for this upcoming year as we recognize that they could be a crucial economic driver for the region.

Thank you for your support of tourism in our community!

Sincerely,

K Christensen

Kathrine Christensen
Executive Director
1000 Islands Accommodation Partners



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

Re: Support of Le FestivILES music festivals

Le FestivILES — emphasizing the Quebec market, the Construction Holiday, and local economic benefits.

Proposal summary

- Hosting a bilingual summer concert series timed to coincide with Quebec's Construction Holiday (late July–early August) to attract Quebec tourists who already visit Gananoque.
- French-language headliners and mixed-bill shows (French/English) to increase appeal and encourage longer stays in local hotels, motels and B&Bs while boosting spending at restaurants, cafés, pubs and shops.

Key benefits

- Increases overnight stays and local spending during peak Quebec travel period.
- Strengthens Gananoque's reputation as a welcoming bilingual destination.
- Keeps Quebec visitors in town longer instead of traveling elsewhere.
- Broadens audience diversity and media/PR opportunities in Quebec markets.

The Benefits of being more bilingual is a fact people who feel comfortable in their temporary location with their language and customs is that they stay longer.

Sincerely,

A handwritten signature in black ink, appearing to read "Ray Stedman", written in a cursive style.

Ray Stedman
President,
1000 Islands Gananoque Chamber of Commerce