

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 K7G 1E6
Phone #	613-888-3623
Email	jbaril@gananoque.ca
Event Website	www.gananoque.ca www.travel1000islands.ca
Event Information	
Event Name	Summer Waterfront Concert Series & Le FestivÎLES
Event Dates	Friday & Saturday evenings from July 3rd to August 30th
Event Organizer Name	Town of Gananoque
Event Organizer Phone #	613-382-2149
Event Organizer Email	jbaril@gananoque.ca
Funding Amount Requested	\$40,000

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.

The Summer Waterfront Concert Series is a long-standing seasonal event that brings free, high-quality live music to Gananoque's waterfront throughout July and August. Featuring professional Canadian musicians across multiple genres, the series provides consistent weekly programming that enhances the visitor experience and encourages extended stays in the community.

In addition, Le FestivÂLES celebrates Francophone culture through live music, entertainment, and community engagement. Together, these events create a vibrant, inclusive summer atmosphere that appeals to residents, cottagers, and visitors from across Eastern Ontario and beyond.

Traditionally supported through municipal funding, the 2026 season faces significant financial challenges due to the unavailability of Community Grant funding. Despite this, organizers remain committed to delivering a high-quality program that strengthens Gananoque's reputation as a cultural and tourism destination.

Significant effort has been invested in expanding the concerts' tourism impact by attracting regional performers, coordinating programming with peak travel periods, and aligning promotion with regional tourism marketing initiatives. The events support local accommodations, restaurants, and retailers by increasing visitation and encouraging overnight stays.

With a total production and artist budget of \$40,000, funding support is essential to maintain professional sound services and fair artist compensation. Marketing is supported through TAP and tourism partners, ensuring strong regional reach and cost efficiency.

The Summer Waterfront Concert Series and Le FestivÂLES contribute directly to community pride, economic activity, and destination appeal, making them key components of Gananoque's summer tourism strategy.

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. The Summer Waterfront Concert Series has been hosted annually for many years on the Gananoque waterfront throughout July and August. Le FestivÂLES has also been held annually as a signature summer cultural event celebrating Francophone heritage.

2. Who is your target market/audience?

Regional and overnight visitors from Eastern Ontario, Québec, and Northern New York
Summer tourists and cottagers
Cultural and music enthusiasts
Families and seniors
Francophone visitors (Le FestivÂLES)

Primary focus: visitors travelling 40+ km to Gananoque.

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

The event series is estimated to attract approximately 10,500–15,000 visitors from outside the region over the summer season, including overnight guests and day-trippers who attend multiple concerts and related activities.

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

Marketing will be delivered in partnership with the Town of Gananoque and TIAP, including:

Tourism website and event listings
Social media promotion
Regional tourism platforms
Visitor Centre promotion
Event calendars and newsletters
Cross-promotion with accommodations and attractions

No additional marketing funding is required, as TIAP supports promotional efforts.



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 13, 2025

Title: Tourism & Event Development Coordinator

Name: Jennifer Baril

Signature: Jennifer Baril
Digital ID

Digitally signed by Jennifer Baril
Digital ID
Date: 2026.02.13 15:33:42 -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

Summer 2026 Concert Bookings

July Dates	Band	Confirmed	Rate	August Dates	Band	Confirmed	Rate
Fri, July 3th	TBD	FALSE	\$1,200				
	Kingston Soundworks		\$550	Fri, July 31st	TBD	FALSE	\$1,200
Sat, July 4th	TBD	FALSE	\$1,200				
	Kingston Soundworks		\$550	Fri, July 31st	TBD	FALSE	\$1,200
Fri, July 10th	TBD	FALSE	\$1,200		Kingston Soundworks		\$550
	Kingston Soundworks		\$550	Sat, Aug 1st	TBD	FALSE	\$1,200
Sat, July 11th	TBD	FALSE	\$1,200		Kingston Soundworks		\$1,500
	Kingston Soundworks		\$550	Sat, Aug 1st	TBD	FALSE	\$7,500
Fri, July 17th	TBD	FALSE	\$1,200				
	Kingston Soundworks		\$550	Sun, Aug 1st	TBD	FALSE	\$1,200
Sat, July 18th	TBD	FALSE	\$1,200		Kingston Soundworks		\$550
	Kingston Soundworks		\$550	Fri, Aug 7th	TBD	FALSE	\$1,200
Fri, July 24th	TBD	FALSE	\$1,200		Kingston Soundworks		\$550
	Kingston Soundworks		\$550	Sat, Aug 8th	TBD	FALSE	\$1,200
Sat, July 25th	TBD	FALSE	\$1,200		Kingston Soundworks		\$550
	Kingston Soundworks		\$550	Fri, Aug 14th	TBD	FALSE	\$1,200
					Kingston Soundworks		\$550
			\$14,000	Sat, Aug 15th	TBD	FALSE	\$1,200
					Kingston Soundworks		\$550
				Fri, Aug 21st	TBD	FALSE	\$1,200
					Kingston Soundworks		\$550
				Sat, Aug 22nd	TBD	FALSE	\$1,200
					Kingston Soundworks		\$550
				Fri, Aug 28th	TBD	FALSE	\$1,200
					Kingston Soundworks		\$550
				Sat, Aug 29th		FALSE	\$3,000
					Kingston Soundworks		\$550
							\$15,800
				Total for Music & Sound for Summer Concerts			\$29,800
				(not including Le FestivILES			
				taxes			\$1,040
				Total budget for Summer			\$ 30,000
				Concerts			
				Remaining			-\$840

Le FestivILES

Revenues	Amount	Confirmed
TAP?	\$10,000	No
TIAP	\$2,500	Yes
City Cruises	\$2,500	No
ACFOMI	\$2,500	No
CCF Kingston	\$2,500	No
Experience Ontario	\$20,000	No
Total	\$40,000	

Thursday, July 31st

French Town Crier	\$600
Trivia - bilingual trivia with Cliff	\$550
Live music - featuring a local francophone musician	\$750
Bilingual movie in the park - Bon Cop Bad Cop 2 9pm – 10:30pm	\$500

Friday, August 1st

Bilingual programming at the Library	\$500
Bilingual programming at the History Museum	\$500
Bilingual programming at the Thousand Islands Boat Museum	\$500
Live music performance 6pm - 7pm	\$1,200
Live music performance headliner 7:30pm - 9pm	\$1,200
Soundman & Equipment	\$550
Green Room	\$500

Saturday, August 2nd

Bilingual en plein air paint class 1pm - 3pm	\$700
Bilingual Caricature artist 3pm - 4:30pm	\$800
Bilingual Music in Town Park – 1pm – 2:30pm	\$1,200
Bilingual busker in the park - 3pm - 5pm	\$1,500
Soundman & Equipment	\$550
Green Room	\$500
Live music performance - 7pm - 8pm	\$1,500
Live music performance headliner 8:15pm – 9:45pm	\$7,500
Soundman & Equipment	\$1,500

Sunday, August 3rd - Family Fun Day - journée de plaisir en famille

Face painter	\$300
Juggling Chef – 10am – 11am	\$800
Carnival games 9am – 4pm	\$2,800
live music with bilingual kids' performer Monkey Rock 11:30am – 12:30pm	\$1,000
Live theatre show with Fâcheux Théâtre 3pm – 4:30pm	\$3,000
Live music performance at the Joel Stone Amphitheatre 7pm – 8:30pm	\$1,200
Soundman	\$550
Facebook Boosting	\$1,000
401 Digital Signage	\$2,000
Agent fees & hotel	\$2,100
Misc (Rider requirements, etc)	\$1,000
Drinks and ice for the coolers	\$300
Translators	\$1,000
Movie Rights	\$450

Expenses	\$ 40,000
Revenues	\$ 40,000
Less/more	\$ -



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

Re: Music Program for Summer of 2026

Summer weekend music festivals bring substantial economic, cultural, and social benefits to our small town by attracting hundreds of visitors to the park, showcasing local musicians, and directly supporting nearby restaurants, galleries, shops, and vendors.

Key benefits

- Direct spending: Attendees spend on food, drinks, retail, and art before, during, and after events. Restaurants and cafes see increased covers and takeout; galleries and boutiques benefit from increased foot traffic and impulse purchases.
- Vendor income and jobs: Food and beverage vendors, plus temporary event staff, earn revenue and hours they wouldn't otherwise have, supporting small business cash flow and seasonal employment.
- Support for local musicians: Prioritizing local performers keeps entertainment dollars in the community, raises artists' profiles, and helps build a sustainable local music scene.
- Regional draw: Marketing and word-of-mouth bring visitors from neighbouring towns and rural areas, increasing overnight stays and cross-shopping at other businesses not directly on the event site.
- Cultural and brand value: Regular festivals reinforce the town's identity as a lively cultural destination, encouraging repeat visits, stronger community pride, and easier attraction of future events or grant funding.
- Spillover benefits: Increased visibility leads to longer-term gains — new customers, social-media promotion by attendees, and partnerships between businesses and event organizers.
- Quality of life and cohesion: Free or low-cost entertainment creates spaces for neighbours to connect, boosting civic engagement and community well-being.

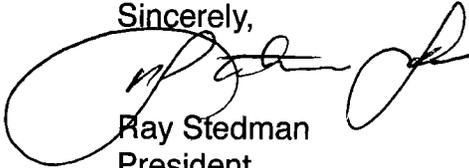
Practical suggestions to maximize impact

- Coordinate extended hours and festival promotions with local businesses (discounts, combo offers, late-night menus).
- Create a vendor map and "shop & dine" guide for attendees highlighting nearby galleries and stores.
- Schedule performances to encourage pre- and post-show patronage of local establishments.

- Promote local artists and makers at the event (pop-up galleries, booths) to link cultural and retail experiences.
- Collect simple attendee data (surveys, email sign-ups) to quantify economic impact and refine marketing.
- Partner with nearby towns for cross-promotion to widen the regional draw.

I believe this to be a win win for everyone by having this program in our town each Summer.

Sincerely,

A handwritten signature in black ink, appearing to read 'Ray Stedman', with a large, stylized flourish on the left side.

Ray Stedman
President,
1000 Islands Gananoque Chamber of Commerce

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