

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



Applicant Information	
Organization	Gananoque Pride Alliance
Contact Name	Zack Honey
Title	President
Address	5 miller st
Phone #	(613) 246-3765
Email	ganpride@gmail.com
Event Website	ganpridealliance.ca
Event Information	
Event Name	Gananoque Pride Festival & Parade
Event Dates	May 31 <sup>st</sup> , 2026
Event Organizer Name	Gananoque Pride Alliance (Zack Honey)
Event Organizer Phone #	(613) 246-3765
Event Organizer Email	ganpride@gmail.com
Funding Amount Requested	\$3,450

# 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, yearly in Gan. Outdoor rink, Joel Stone Park.

2. Who is your target market/audience?

All ages and genders.

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

We are hoping to attract audiences from across Canada and the US. We are hoping for at least 1000 people to come through for either the entertainment or shopping.

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

Online, Radio, News (various town/city sites under news), some paid advertising.



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: 2026-02-19 Title: President - Gananoque Pride Alliance

Name: Lachrya Hong Signature: [Handwritten 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](mailto:businesscoordinator@gananoque.ca)

# Gananoque Pride Festival 2026

Gananoque Pride Festival is a free, family-friendly celebration that brings together residents and visitors in the heart of our historic downtown at the very start of the tourist season. The day begins with a colourful Pride parade that travels through our main streets, leading directly into an afternoon festival that activates our central Town park and surrounding business district. The festival features live performances from a headline band, three local bands, solo artists, and drag performers, creating a full day of professional-quality entertainment that appeals to a wide range of ages and interests. Alongside the main stage, a vendor fair showcases local makers, community organizations, and 2SLGBTQIA+ resources, encouraging festival-goers to explore nearby shops, patios, and restaurants in downtown Gananoque, a community already known as a gateway to the 1000 Islands and a sought-after waterfront destination.

This grant funding is essential to cover core costs that make the event safe, accessible, and impactful for both residents and visitors. Our estimated budget includes park rental, equipment rental for staging and sound, insurance, duty fees, and artist fees, with total planned expenses of 6,900 dollars. Funding from the Tourism Advisory Panel would directly support key line items such as equipment rental, MC/host and drag artist fees, and the headline and local bands, ensuring we can offer a professional, tourism-ready festival experience without passing costs on to attendees. These investments are critical for accessibility and visitor experience: high-quality sound improves audience safety and enjoyment, while a strong and diverse performance lineup encourages guests to stay longer, spend more locally, and plan future visits.

Pride events in small communities have been shown to drive tourism, increase local spending, and enhance a town's reputation as an inclusive destination. By situating our vendor market and performances in the downtown core, the festival intentionally channels visitors toward nearby restaurants, cafes, retail shops, accommodations, and waterfront attractions, amplifying the economic benefits beyond the event footprint. Grant support will allow us to keep the event free and accessible, invest in safer infrastructure and insurance, and present a calibre of entertainment that positions Gananoque Pride Festival as a signature early-season draw for the region. With this support, we can welcome more visitors, better support our local businesses, and demonstrate that Gananoque is a vibrant, inclusive, and welcoming tourism destination for all.

# Event Organizing Committee

Event Coordinator - Zack Hong – [z4ckhong@gmail.com](mailto:z4ckhong@gmail.com) - 613-246-3765

Mary Holmes – [maryholmes9472gmail.com](mailto:maryholmes9472gmail.com) – 613-876-7850

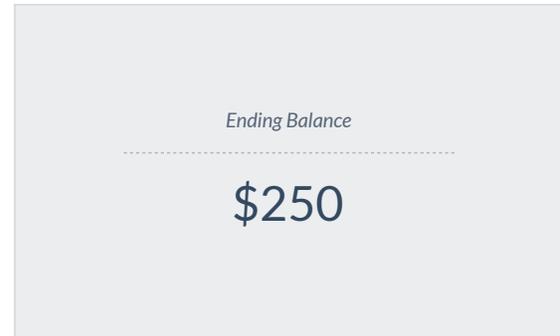
Makayla Swain – [makayla.swain95@gmail.com](mailto:makayla.swain95@gmail.com) – 613-770-8978

Jasmine Byrnes – [jjasmineb2004@gmail.com](mailto:jjasmineb2004@gmail.com) – 343-364-2308

Bradley Ubdegrove – [bradubdegrove@hotmail.com](mailto:bradubdegrove@hotmail.com) – 613-329-3903

Jennifer Powell - [jenpowell713@gmail.com](mailto:jenpowell713@gmail.com)

# Pride Festival Estimated Budget



## Expenses

Planned \$6,900

## Income

Planned \$7,150

## Expenses

	Planned
<i>Totals</i>	\$6,900
Park Rental	\$250
Equipment Rental	\$1,350
MC/Host Fee	\$750
Drag Artists	\$600
Headline Band	\$1,750
Local Bands (3)	\$1,200
Duty Fees	\$780
Insurance	\$220

## Income

	Planned
<i>Totals</i>	\$7,150
Grant Funding	\$5,000
Vendor Fees	\$450
Sponsors/Fundraising	\$1,000
Donation Box	\$200
Pride Week Events	\$500

# **Pride Festival Schedule (rough)**

**12pm - Land Blessing / welcome**

**12:10pm - speeches / guest speakers**

**12:30pm - opening act (drag performers)**

**1pm - First local band**

**1:45pm - solo artist**

**2:15pm - second local band**

**3pm - solo artist**

**3:30pm - solo artist**

**4pm - headline band**

**4:55pm - thank you and goodbyes.**

**5pm - clean up**

**5:30pm - leave**

## 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 for the 1000 Islands region, to express our support for the activities and promotion of the **Gananoque Pride Alliance** and their request for funding for upcoming Pride events in the Town of Gananoque.

The Pride Alliance plays a vital role in fostering an inclusive, welcoming, and vibrant community. Their events not only celebrate diversity and belonging but also contribute meaningfully to the cultural and social fabric of our region. These celebrations enhance Gananoque's reputation as a progressive and welcoming destination, attracting visitors and encouraging longer stays.

TIAP recognizes the important economic and tourism impact of these events and is proud to support initiatives that strengthen our community and extend visitation throughout the year. We are committed to supporting these efforts through marketing and promotion, and we strongly encourage the Committee to consider providing funding to support the delivery and growth of Pride programming in our region.

Investing in these events helps ensure that Gananoque continues to thrive as a vibrant, inclusive destination that benefits residents, visitors, and local businesses alike.

Thank you for your continued support of tourism and community development in our region.

Sincerely,

*K Christensen*

Kathrine Christensen  
Executive Director  
1000 Islands Accommodation Partners



**February 23, 2026**

**To:** Members of the Tourism Advisory Panel Committee

**Re:** Letter of Support – Gananoque Pride Alliance Pride Festival

Dear Committee Members,

On behalf of the Gananoque and 1000 Islands Visitor Centre, I am pleased to share our support for the Gananoque Pride Alliance's application to the Tourism Advisory Panel.

The Pride Festival is a wonderful celebration of diversity, inclusion, and community spirit, and it plays an important role in showcasing Gananoque as a welcoming and vibrant destination for visitors. Events like this help create positive experiences for both residents and tourists, while encouraging people to spend more time exploring our town, shops, restaurants, and waterfront.

From a tourism perspective, the Pride Festival adds meaningful value to our community's event calendar. It attracts visitors from across the region, supports local artists and businesses, and strengthens Gananoque's reputation as an open and inclusive place to visit and live.

The Gananoque Pride Alliance continues to demonstrate strong leadership and dedication through its programming and community partnerships. We are confident that this event will be well organized and well received.

We fully support this application and appreciate your consideration of this important initiative. Thank you for continuing to invest in events that enrich our community and strengthen our tourism sector.

Please feel free to contact me if you have any questions or require additional information.

Warm regards,

**Jennifer Baril**  
**Tourism & Event Development Coordinator**  
Gananoque and 1000 Islands Visitor Centre  
**613-888-3623**  
**[jbaril@gananoque.ca](mailto:jbaril@gananoque.ca)**