

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



Applicant Information	
Organization	
Contact Name	Melissa Webber
Title	Organizer
Address	1-267 Foster Ave. Belleville
Phone #	613-970-1592
Email	webber.missy@gmail.com
Event Website	
Event Information	
Event Name	Halfway To Halloween
Event Dates	May 2 & 3, 2026
Event Organizer Name	Melissa Webber
Event Organizer Phone #	613-970-1592
Event Organizer Email	webber.missy@gmail.com
Funding Amount Requested	\$ 20,000.00

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.

Halfway To Halloween - Horror In The Islands

Celebrities: BORAH The Witch From Salem, Massachusetts

Salem Jack - TBD

Brandon The Shapeshifter - TBD

Derek Miller - DTours

Dave Sheridan

Felissa Rose: Actress (Sleepaway Camp & Terrifier 2)

KIT Car From TV Show KnightRider

Halloween Vendors Selling Halloween & Horror Movie Merchandise

The Witching Hour: Psychic, Medium Witch (TAROT READS)

Draw (DONATIONS FOR DOOR PRIZES)

\$50 Admission At The Door (To of Door & Goes Back To Downtown BIA Witches Night)

Student Volunteers For Event

Elvirees (Elvira Impersonator)

OPEN 10am - 7pm Sat & Sun

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

2. Who is your target market/audience?

Halloween / Horror Fans

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

9000 +

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

Flyers / Posters	Radio
Facebook	On Route
Instagram	
TikTok	



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: SEPT 15, 2025 Title: Organizer

Name: Melissa Webber Signature: Melissa Webber

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

HALFWAY TO HALLOWEEN EVENT May 2 - 3, 2026

Host/Organization Name	Name of Event	Event Date	Total Event Budget	Confirmed
The Witching Hour	Halfway to Halloween	May 2nd, 2025	\$63,500	
Revenue				
Ticket Sales	Online ticket sales of 500@ \$40			\$20,000
Door Ticket Sales	200 x at the door tickets \$50			\$10,000
Vendor Tables	20 Vendor Market Tables @500			\$10,000
TIAP	In Kind marketing			\$2,500
Downtown BIA	In kind prizes, gifts, marketing			\$1,000
TAP				\$20,000
Total Revenue				\$63,500

Expenses				
Events	Description	TAP Funding	Witching Hour Event Funding	Total Expense
Lou Jeffries	Facility Rental	\$ 700.00	\$ 700.00	\$ 1,400.00
Kitt Car	Night Rider Kitt Car	\$ 500.00	\$ 500.00	\$ 1,000.00
Animatronics	Moving statues, witches etc.	\$ 3,500.00	\$ 3,500.00	\$ 7,000.00
Celebrity Witch	Borah from Salem MS	\$ 5,000.00	\$ 5,000.00	\$ 10,000.00
Celebrity Guests	Dave Sheridan & Felicity Rose	\$ 10,000.00	\$ 10,000.00	\$ 20,000.00
Banner	Downtown Banner & permit	\$ 400.00	\$ 400.00	\$ 800.00
Insurance	Facility Insurance	\$ 300.00	\$ 300.00	\$ 600.00
Table Curtain Rental	Firesafe curtain & table cloth rental	\$ 500.00	\$ 500.00	\$ 1,000.00
Printing	Posters, flyers, tickets, wrist bands	\$ 400.00	\$ 400.00	\$ 800.00
Marketing	Radio/TV Advertising/Billboard Signage	\$ 1,200.00	\$ 1,200.00	\$ 2,400.00
Security	Onsite security during event	\$ 3,000.00	\$ 3,000.00	\$ 6,000.00
Music		\$ 2,500.00	\$ 2,500.00	\$ 5,000.00
Halloween Movie	Rights to show a movie	\$ 250.00	\$ 250.00	\$ 500.00
Extras	fog machines & accessories, decorations	\$ 400.00	\$ 400.00	\$ 800.00
Prizes	Door prizes, give aways, etc	\$ 500.00	\$ 500.00	\$ 1,000.00
Website	Web designer	\$ 500.00	\$ 500.00	\$ 1,000.00
Photographer	Photographer	\$ 500.00	\$ 500.00	\$ 1,000.00
Electrician	Electrician to certify setup	\$ 500.00	\$ 500.00	\$ 1,000.00
Hotel	2 nights hotel for organizers & Celebrity Guests	\$ 750.00	\$ 750.00	\$ 1,500.00
Misc	Food, gas, and incidentals	\$ 350.00	\$ 350.00	\$ 700.00

Total Expenses				\$ 63,500.00
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October 2, 2025

To the Tourism Advisory Panel,

On behalf of Gananoque & the 1000 Islands Visitor Centre, I am pleased to extend our strong support for the **1st Annual Halfway to Halloween Event** taking place May 2–3, 2026, at the Lou Jeffries TLTI Recreation Centre in Gananoque.

This exciting two-day celebration promises to bring unique entertainment and a festive atmosphere to our region during the shoulder season, traditionally a quieter time for tourism. Featuring internationally recognized guests such as Borah the Witch from Salem, the iconic “KITT” car from *Knight Rider*, animatronics, themed vendors, and more, this event will draw fans, families, and visitors from across Canada and beyond.

Halfway to Halloween has proven to be a popular attraction in the United States, and we are proud that Gananoque will be the first community in Canada to host such an event. We are confident that this will generate significant tourism, increase overnight stays, and create positive economic impact for local businesses, while also establishing Gananoque as a leader in innovative, experiential events.

The Gananoque & 1000 Islands Visitor Centre is enthusiastic about the opportunity to collaborate with organizers and community partners to ensure the success of this inaugural festival. We look forward to welcoming visitors and showcasing everything our destination has to offer.

Sincerely,

Jennifer Baril
Tourism & Event Development Coordinator
Gananoque & 1000 Islands Visitor Centre

Tourism Advisory Panel

October 2, 2025

To whom it may concern,

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 **1st Annual Halfway to Halloween Event** taking place May 2–3, 2026, at the Lou Jeffries TLTI Recreation Centre in Gananoque.

The Thousand Island Accommodation Partners are proud to these events being organized by a committed members in our community. 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 during our shoulder seasons

Thank you for your support of tourism in our community!

Sincerely,

K Christensen

Kathrine Christensen
Executive Director
1000 Islands Accommodation Partners



The Economic Impact of Halfway to Halloween in South Eastern Ontario (RTO 9) in 2026

**This report was generated by
the Ontario Ministry of Tourism, Culture and Gaming TREIM model**

May 30, 2025

Note: The Ministry of Tourism, Culture and Gaming does not take any responsibility for inputs that the user has provided, nor for the interpretation of the results.

1. Introduction

This report provides an estimate of the economic impact that Halfway to Halloween is expected to have on Ontario's economy, in terms of Gross Domestic Product, employment and taxes generated. The analysis is based on the following information the user has provided to the MTCS Tourism Regional Economic Impact Model:

Number of Visitors for Activity (or Event) of Type Festivals/Fairs

	Total Number of Visitors	Same Day (% of visitors' origin)	Overnight (% of visitors' origin)	Average Length of Stay (nights)
Ontario	5,000	90.00%	10.00%	1
Rest of Canada	1,000	10.00%	90.00%	1
USA	3,000	10.00%	90.00%	1
Overseas	0	0.00%	0.00%	0
Total	9,000			

The user also has selected the following parameters:

- The visits take place in South Eastern Ontario (RTO 9) in 2026
- The impact is to be shown for South Eastern Ontario (RTO 9)
- Induced impacts of household spending are included
- Induced impacts of business investment are included
- Local government property tax revenue impacts are included

2. Summary of Findings

Table 1. Economic Impacts of Halfway to Halloween in South Eastern Ontario (RTO 9) in 2026 (in dollars)

	South Eastern Ontario (RTO 9)	Rest of Province
Total Visitors' Spending	\$1,083,351	
Gross Domestic Product (GDP)		
Direct	\$526,904	\$0
Indirect	\$97,642	\$87,058
Induced	\$136,525	\$79,115
Total	\$761,070	\$166,173
Labour Income		
Direct	\$268,315	\$0
Indirect	\$64,744	\$55,678
Induced	\$82,868	\$51,337
Total	\$415,928	\$107,015
Employment (Jobs)		
Direct	6	0
Indirect	1	1
Induced	1	1
Total	8	1
Direct Taxes		
Federal	\$88,656	\$0
Provincial	\$146,738	\$0
Municipal	\$15,291	\$0
Total	\$250,685	\$0
Total Taxes		
Federal	\$130,925	\$23,283
Provincial	\$177,233	\$16,315
Municipal	\$35,331	\$6,070
Total	\$343,489	\$45,669

Table 2. Economic Impacts of Halfway to Halloween in South Eastern Ontario (RTO 9) on GDP by industry (in dollars)

Industry	Impact on South Eastern Ontario (RTO 9)		Impact on Rest of Province	
	Direct GDP	Total GDP	Direct GDP	Total GDP
Crop and Animal Production	\$0	\$694	\$0	\$2,199
Forestry, Fishing and Hunting	\$0	\$145	\$0	\$372
Mining and Oil and Gas Extraction	\$0	\$1,290	\$0	\$1,558
Utilities	\$0	\$3,528	\$0	\$3,549
Construction	\$0	\$13,491	\$0	\$10,083
Manufacturing	\$7,724	\$22,568	\$0	\$12,906
Wholesale Trade	\$0	\$4,950	\$0	\$21,139
Retail Trade	\$46,744	\$68,592	\$0	\$7,338
Other Transportation and Warehousing	\$11,850	\$19,002	\$0	\$39,775
Ground Passenger Transportation (excl. Rail)	\$3,444	\$4,489	\$0	\$1,213
Information and Cultural Industries	\$1,064	\$7,042	\$0	\$9,393
Other Finance, Insurance, Real Estate and Renting and Leasing	\$2	\$48,967	\$0	\$23,252
Car Renting and Leasing	\$11,875	\$13,076	\$0	\$632
Owner Occupied Housing	\$0	\$27,946	\$0	\$4,463
Professional, Scientific and Technical Services	\$0	\$16,761	\$0	\$7,579
Other Administrative and Other Support Services	\$0	\$8,513	\$0	\$3,720
Travel Agencies	\$0	\$665	\$0	\$376
Education Services	\$2,880	\$8,053	\$0	\$1,456
Health Care and Social Assistance	\$593	\$8,274	\$0	\$1,679
Arts, Entertainment and Recreation	\$83,554	\$85,931	\$0	\$1,435
Accommodation Services	\$65,153	\$65,724	\$0	\$223
Food & Beverage Services	\$94,746	\$99,776	\$0	\$2,329
Other Services (Except Public Administration)	\$11,055	\$16,472	\$0	\$2,622
Operating, Office, Cafeteria, and Laboratory Supplies	\$0	\$0	\$0	\$0
Travel & Entertainment, Advertising & Promotion	\$0	\$0	\$0	\$0
Transportation Margins	\$0	\$0	\$0	\$0
Non-Profit Institutions Serving Households	\$9,098	\$11,422	\$0	\$1,006
Government Sector	\$8,170	\$13,580	\$0	\$2,470
Net Indirect Taxes on Production	\$168,951	\$190,119	\$0	\$3,409
Total	\$526,904	\$761,070	\$0	\$166,173

Appendix:

The Economic Impact of Visits in South Eastern Ontario (RTO 9) and, if applicable, the rest of Ontario: since no Ontario region is economically self-sustaining, in order to produce the goods and services demanded by its visitors, it will need to import some goods and services from other regions. As such, some of the economic benefits of the visitors' spending in South Eastern Ontario (RTO 9) will spill over to the rest of the province and to regions outside Ontario. Impacts outside Ontario are not estimated by the TREIM.

Gross Domestic Product (GDP): value of goods and services produced by labour and capital located within a country (or region), regardless of nationality of labour or ownership. GDP is measured at market prices which include net indirect taxes on products. Tourism GDP refers to the GDP generated in those businesses that directly produce or provide goods and services for travelers.

Direct impact: refers to the impact generated in businesses or sectors that produce or provide goods and services directly to travelers, e.g. accommodations, restaurants, recreations, travel agents, transportation and retail enterprises etc. Direct impact on GDP, employment and tax revenues is also called tourism GDP, tourism employment and tourism tax revenues.

Indirect impact: refers to the impact resulting from the expansion of demand from businesses or sectors directly produce or provide goods and services to travelers, to other businesses or sectors.

Induced impact: refers to the impact associated with the re-spending of labour income and /or profits earned in the industries that serve travelers directly and indirectly.

Employment: refers to number of jobs, it include full-time, part-time, seasonal and temporary employment (based on the share of the year worked), for both employed and self-employed workers.

Federal tax revenues: include personal income tax, corporate income tax, commodity tax (GST/HST, gas tax, excise tax, excise duty, air tax and trading profits) and payroll deduction that is collected by the federal government.

Provincial tax revenues: include personal income tax, corporate income tax, commodity tax (PST/HST, gas tax, liquor gallonage tax, amusement tax and trading profits) and employer health tax that is collected by the Ontario provincial government.

Municipal tax revenues: include business and personal property and education taxes that are collected by the municipalities. Collection, however, does not follow immediately the consumption or production of goods and services in a municipality by visitors (as is the case with HST or personal income taxes). Rather, these taxes show the percent of the total property taxes collected by a municipality that can be attributed to tourism because of tourism's contribution to the economic activity of the municipality and hence its tax base.

Industry: The industry follows Statistics Canada's North America Industry Classification System (NAICS) Input-Output small aggregation industry classification.