

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



Applicant Information	
Organization	MG Car Club of Toronto Ottawa MG Club
Contact Name	Jeremy Holdsworth
Title	Organizer
Address	999 Vance Crescent, Innisfil, Ontario
Phone #	647-297-6170
Email	jeremyholdsworth@rogers.com
Event Website	tinyurl.com/mg103fest
Event Information	
Event Name	MG103Fest
Event Dates	August 14-16, 2026
Event Organizer Name	Jeremy Holdsworth
Event Organizer Phone #	647-297-6170
Event Organizer Email	jeremyholdsworth@rogers.com
Funding Amount Requested	\$2000

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.

MG103Fest: Driving Tourism, Community, and Heritage in Gananoque

MG103Fest is a three-day celebration of classic MG sports cars, taking place August 14–16, 2026, in Gananoque, Ontario. Building on the success of past MGFest events in Kingston, Belleville, and Huntsville, MG103Fest will attract up to 100 vintage MGs and 200 attendees from across Canada and the United States for a weekend that blends heritage, tourism, and community engagement.

The event features a Friday evening welcome pizza party at the Comfort Inn & Suites – 1000 Islands, a Saturday scenic drive showcasing the region’s natural beauty, and a Saturday evening Pub & Trivia Night in Gananoque. The weekend culminates with a Sunday morning car show in Town Park—open to the public and free of charge—featuring rare and beautifully maintained British cars displayed in the heart of the community.

Tourism Impact:

MG103Fest will generate significant overnight stays and local spending, as attendees book accommodations, dine in restaurants, and explore the waterfront and local attractions. The event will also create future tourism opportunities by showcasing Gananoque’s charm to visitors who may return for vacations or future events.

Community Benefit and Legacy:

A lasting impact will be felt through MG103Fest’s charitable giving. One third of event proceeds will be donated to the Gananoque Food Bank, continuing a proud tradition—previous MGFest events have raised over \$3,000 for local causes. The event will also strengthen ties between the MG Car Club of Toronto, the Ottawa MG Club, and the Town of Gananoque, encouraging future collaborations and return visits.

By combining tourism promotion, community support, and heritage celebration, MG103Fest will leave a meaningful and lasting legacy for Gananoque and the Thousand Islands region.

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.
MG100Fest, 2023 in Kingston.
MG101Fest, 2024 in Belleville.
MG102Fest, 2025 in Huntsville.

2. Who is your target market/audience?

MG owners/enthusiasts/hobbyists.

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

200 participants and 2,500 - 3,000 attendees.

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

Online and via printed flyers.



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: 6 November 2025

Title: Organizer

Name: Jeremy Holdsworth

Signature: 
Digitally signed by Jeremy Holdsworth
Date: 2025.10.29 09:02:40 -04'00'

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



MG103Fest Itinerary

Friday, August 14, 2026

Afternoon arrival at the Comfort Inn in Gananoque.

7PM - Late: Parking Lot Pizza Party – Comfort Inn

Saturday, August 15, 2026

10AM – 4PM: Scenic Drive in the Thousand Islands with a lunch stop at **TBD**

6PM – Late: Pub & Trivia Night at **TBD**

Sunday, August 16, 2026

9AM – 1PM: MG103FEST Car Show at Gananoque Town Park



MG103Fest Organizers

Jeremy Holdsworth

MG Car Club of Toronto

647-297-6170

jeremyholdsworth@rogers.com

Jordan Jones

Ottawa MG Club

613-797-3211

jordan@compmore.net

1	Item	Income	Expense	Notes
2	Registrations	5000		Same as MG102Fest (75 cars @ \$50 + 50 co-drivers @ \$25)
3	Auction	230		Carryover estimate
4	Pins (at \$10 each)	400	221.06	Increased sales expectation; increased production cost from 2025
5	Donations	160		Carryover estimate
6	Possible Grant from Tourism Panel	2000		Would really benefit event and allow a much larger donation to be made to the Food Bank
7	T-shirts	1080	805.46	Price \$30 (was \$25); 10% higher production cost
8	Park Permit – Gananoque Town Park		220.35	\$195 + HST (13%)
9	Pizza – Local Restaurant (est.)		800	Same as 2025
10	Legion Rental		500	New for 2026. No charge for pub night in 2025.
11	DJ Services		750	Same as 2025
12	Trophies – The Trophy & Apparel Shop		275	Rounded up from 2025
13	Printing – Staples, Dollarama & Amazon		435	10% higher than 2025
14	Trivia Prize – Amazon		100	Rounded up and increased 25% from 2025
15	Customs Fee – Moss Items (UPS)		30	Rounded up from 2025
16	Table & Chairs – Town/Chamber		10	Lower than 2025
17	Totals	8870	4146.87	
18	P/L (Profit/Loss)			4723.13
19	Proceeds to be split 3 ways between Gananoque Food Bank/MG Car Club of Toronto/Ottawa MG Club			1574.376667



November 5th 2025

Tourism Advisory Panel
30 King St. East,
Gananoque, ON
K7G 1E9

Re: Tourism Advisory Panel Grant Application

To Whom it May Concern:

This is a letter of support for the MG103Fest grant application for funding through the Tourism Advisory Panel of the Town of Gananoque. I write this letter in my capacity as the Chair of the Gananoque and Area Food Bank as our organization would be one of the recipients for this event's fundraising efforts.

MG103Fest is an annual gathering of MG sports car enthusiasts, organized jointly by the MG Car Club of Toronto and the Ottawa MG Club. This year's event will occur in Gananoque from August 14-16th 2026. Based on past events that they have held that are expecting 150-200 attendee's and between 75 and 100 MG Sports Cars. As you are aware these attendees would stay for the weekend at one of our accommodation partners facilities. They would also spend money in various shops and restaurants. This is a win/win for our community!

With the rising costs associated with housing and food it is essential that during these trying times community partners work together to assist clients and support each other. The Food Bank is happy to work alongside the MG103Fest organizers in order to ensure their success with this local community event as well as reap the benefits from fundraising efforts for our clients who are struggling to make ends meet.

Thank you for the opportunity to provide grants to agencies such as the MG103Fest organizers who are attempting to assist to meet the needs of those most vulnerable in our community.

Regards,

Shannon Griggs
Chair
Gananoque and Area Food Bank



November 5, 2025

Gananoque Tourism Advisory Panel

I write this letter to express the Club's support for the organizing of the event known as MG103FEST and for the running of this event in Gananoque August 14-16, 2026, in partnership with the Ottawa MG Club.

This event will be the fourth such event, bringing MG enthusiasts from around the Province of Ontario to Gananoque to share social activities as well as to generate funds to support the organizing Club's activities, and a donation to a local Gananoque charity.

The MG Car Club of Toronto is pleased to be a part of this very worthwhile endeavor.

Yours truly

Bob Riddell

President



Affiliated with the MG Car Club Ltd., The MG Owners Club, the North American MGB Register and the North American MGA Register
Website: www.mgtoronto.com

MG Car Club of Toronto Inc. P.O. Box 67043,
Mississauga RPO S Common Mall, ON, L5L 5V4



email: mgclub@mgtoronto.com