

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



Applicant Information	
Organization	Thousand Islands Playhouse
Contact Name	Jeremy Settle
Title	Development Manager
Address	185 South St. Gananoque, ON K7G 1A1
Phone #	(613) 382-7086 ext. 106
Email	jeremy@1000islandsplayhouse.com
Event Website	1000islandsplayhouse.com - specific show page will be published when the season is announced on October 16th 2025
Event Information	
Event Name	Spring Production at the Firehall Theatre - Women of the Fur Trade
Event Dates	April 14th 2026 - May 24th 2026
Event Organizer Name	Marta McDonald
Event Organizer Phone #	(613) 382-7086 ext. 101
Event Organizer Email	marta@1000islandsplayhouse.com
Funding Amount Requested	\$10,000.00

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.

This project centres on the the Playhouse's first production of the season, *Women of the Fur Trade*, in the Firehall Theatre from April 30th - May 24th 2026, beginning rehearsals on April 14th. In recent years, the Playhouse has made a concerted effort to extend the season further into the fall, with productions well into November in 2025. For 2026, we are hoping to move in the other direction by having a production in the Spring. This proof-of-concept production will be critical in assessing the viability of early Spring performances at the Playhouse.

Women of the Fur Trade is a comedic look at history, set in "eighteen hundred and something-something". The play revolves around three women—Métis, Ojibwe, and British settler—confined to a fort as they sip tea, gossip, and speculate on men like Louis Riel and Thomas Scott. Told through contemporary slang and astrological labels, it brilliantly satirizes narratives of Canadian history. *Women of the Fur Trade* is a historical comedy that reimagines a pivotal moment in Canadian history—the Red River Resistance—through the eyes of three women with whip-smart humor, modern language, and genuine emotional depth.

The Playhouse has a history of starting seasons with comedies and programming Indigenous stories in the Firehall. In 2025, *How the Other Half Loves* (a comedy to start the season) sold 71% (6,268 attendees) and in 2024 *Liars at a Funeral* sold 85%, or 7,259 attendees. In the 2025 season, *Cottagers & Indians* sold at 80% in the Firehall Theatre and sold 2,709 tickets. We hope that by pushing the start date of the season earlier, and programming something audiences will enjoy and recognize, we will be able to drive additional tourist traffic to Gananoque during late April and early May.

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?

This specific production has not been hosted before, but the Playhouse has a proven track record of successful productions, and recently has been exploring expansion into the shoulder season. In 2025, the Playhouse is collaborating with the Tourism Advisory Panel to extend 9 to 5 to November 9th and bring an additional production to the Firehall, The Songs of Johnny & June, from November 12th - November 23rd. At the time of writing this application, the production run for 9 to 5 is over 72% sold, and The Songs of Johnny & June has just gone on sale and has already sold over 500 tickets. As the Playhouse has had success in recent years extending the season into November, and we are seeking support to explore expanding the season in the other direction, and beginning earlier in May to draw more visitors to the area in the Spring

2. Who is your target market/audience?

The target market for this initiative are day-tripper and overnight visitors from the Toronto - Ottawa - Montreal triangle. Typical theatregoers are households with higher than average disposable income, predominantly in the 50+ age category. Marketing will be targeted in Napanee, Kingston, Cornwall, Brockville, and Ottawa.

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

The production run for Women of the Fur Trade has a potential audience of 3,510, estimating a 75% audience size would translate to 2,632 visitors to Gananoque.

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

The event will be advertised through the Playhouse social media accounts, e-newsletters, digital ads, and print advertising. The Playhouse's digital reach is 27,000 individuals. Marketing will be targeted in Napanee, Kingston, Cornwall, Brockville, and Ottawa.



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: October 6th 2025 Title: Development Manager

Name: Jeremy Settle Signature: 

Completed application (wlth 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



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

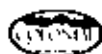
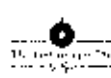
To the Tourism Advisory Panel,
Please accept this letter in support of the Thousand Islands Playhouse's application for funding for their Spring production in the Firehall.

The Thousand Islands Playhouse is a key business in the tourism industry here in Gananoque, with their productions attracting more than 40,000 visitors to the region each summer. Pushing the start of their season earlier provides a unique opportunity for businesses in town to benefit from additional traffic earlier in the tourism season.

Developing plans to extend the tourism season is something that we should all be supportive of, and TIAP has allocated funds to support the Playhouse in marketing the events to bring visitors to our region.

Thank you for taking the time to consider this request,

Kathrine Christensen
Executive Director
Thousand Islands Accommodation Partners



October 5th 2025

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

To the Tourism Advisory Panel,

I am writing to you in support of the Thousand Islands Playhouse's application for their Spring Production at the Firehall Theatre, *Women of the Fur Trade*.

The opportunity for the expansion of the Playhouse season is one that I am sure all business owners in Gananoque would jump at. The Playhouse consistently attracts visitors to town throughout the summer, and the potential to start earlier in the spring is very exciting. Playhouse audiences are a vital source of income for the restaurants and hotels in town, and welcoming them back to town earlier than we typically do would be wonderful.

Thank you for your consideration. I hope the Playhouse can count on your support,

A handwritten signature in black ink, appearing to read 'Stev George', with a long horizontal flourish extending to the right.

Stev George
Owner – RIVA Restaurant



**CANADA'S
DOCKSIDE
THEATRE**

Thousand Islands Playhouse Board of Directors – 2025

Steve Tanner – Board Chair, (613) 386-3265; thetanners@xplornet.com

Charlotte Patterson – Vice Chair, (613) 213-0378; patterson.charlotte@outlook.com

Bob Gibbins – Treasurer, (613) 382-0110; wbgibbins@gmail.com

Ann Cinzar – Secretary, (613) 650-7227; ann.cinzar@gmail.com

Mark Boyle – Board Member, (843) 415-5504; markboyle6400@gmail.com

Lynda Garrah – Board Member, (613) 382-3323; garrahlj@kingston.net

Beth Hart – Board Member, (613) 924-9379; bethhart@truespeed.ca

Rob Johnston – Board Member, (647) 631-9545; rob.g.johnston@outlook.com

Diane Kelly – Board Member, (613) 544-6076; diane.kelly@queensu.ca

Lols Lorimer Nunn – Board Member, (416) 434-0913; lols.lorimer@hotmail.com

Catherine Macdonald – Board Member, (416) 433-5776; catherine@westwinds.life

Thousand Islands Playhouse

Managing Artistic Director, Brett Christopher
185 South St. Gananoque ON K7G 1A1
Admin: 613-382-7086 Box Office: 613-382-7020
1000ISLANDSPLAYHOUSE.COM

Thousand Islands Playhouse

2026 Season

TAP Application - October 6th Intake

Spring Production at the Firehall - Women of the

EXPENSES

Budget

Labour

Artist Fees	\$48,147.00
Playwright Royalties	\$9,614.00
Staff - Front of House	\$4,040.00
Staff - Back of House	\$6,400.00
Total Labour	\$68,201.00

Materials

Cleaning Supplies	\$1,900.00
Show Costs	\$11,350.00
Concession Supplies	\$2,300.00
Total Materials	\$15,550.00

Project Management

Theatre and rehearsal facility rent	\$7,935.00
Utilities	\$4,200.00
Insurance	\$8,500.00
Artist accommodation rent/utilities	\$4,500.00
Total Project Management	\$25,135.00

Marketing & Outreach

Design	\$2,400.00
Advertising/Promotion	\$6,400.00
Print Costs	\$7,600.00
Total Marketing & Outreach	\$16,400.00

Total Expenses \$125,286.00

Total Eligible Expenses \$88,251.00

REVENUE

Budget

Performance Revenue

<i>Women of the Fur Trade</i>	\$92,137.50
Concession Revenue	\$5,148.00
Total Performance Revenue	\$97,285.50

Fundraising & Grants

TAP Grant	\$10,000.00
Individual Donations	\$8,000.00
Production Sponsorship	\$10,000.00
Total Fundraising & Grants	\$28,000.00

Total Revenue \$125,285.50

Fur Trade

Notes

<i>Presentation of Women of the Fur Trade</i>
<i>Royalty fee for Women of the Fur Trade</i>
<i>Ushers and Box Office Staff. 4 staff per Firehall performance.</i>
<i>Fees for Theatre Technicians (e.g. sound operator, lighting operator) 2 techs per performance</i>

<i>Sanitation requirements for venues in use</i>
<i>Props, Set Pieces etc.</i>
<i>Snacks, Coffee, Pop etc.</i>

<i>Not an eligible cost, included for holistic view of project only</i>
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<i>Eligible cost - expenses will be for the artist accommodation costs</i>

<i>Not an eligible cost, included for holistic view of project only</i>
<i>both digital and print - Not an eligible cost, included for holistic view of project only</i>
<i>playbills, posters etc. - Not an eligible cost, included for holistic view of project only</i>
<i>Not an eligible cost, included for holistic view of project only</i>

Included for holistic view of project only
Eligible expenses for TAP Grant

Notes

<i>Based on 3510 capacity, 75% sold, \$35 avg ticket</i>
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<i>Based on 3.5 weeks of Firehall sales</i>

<i>Represents 11% of eligible expenses</i>
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<i>Allocation from Annual Donor Program</i>

<i>Corporate Production Sponsorship</i>
