

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



Applicant Information	
Organization	Riverbank Productions of Gananoque
Contact Name	Nora Peterson
Title	Secretary and Board Chair
Address	3063 6th Concession Road, Joyceville ON K0H 1Y0
Phone #	613-328-8563
Email	knora58@gmail.com
Event Website	Facebook page: https://www.facebook.com/profile.php?id=61593038564201 Website is under development
Event Information	
Event Name	Brigadoon; a 'staged reading'
Event Dates	November 21 and 22, 2026
Event Organizer Name	Diane Stapley, Artistic Director
Event Organizer Phone #	236-591-3936
Event Organizer Email	stapley.diane@gmail.com
Funding Amount Requested	\$1,000.

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.

Riverbank Productions of Gananoque will be producing two shows of the musical, Brigadoon, at the Firehall Theatre in Gananoque, on Saturday, November 21st, and a matinee on Sunday, November 22nd. Performances will include both professional and community theatre actors, directors, and creative team.

The project will strengthen and nurture the local theatre community by blending the skills of professional and amateur actors, director, musicians, and technicians, and engage youth in theatre arts. It will also provide theatre experiences for Gananoque and area audiences in the quieter off-season.

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?

Riverbank Productions actively contributed to the local Gananoque theatre community for both the 2013/14 and 2014/15 seasons. Diane Stapley, Artistic Director, has now returned to Gananoque and is able to lead Riverbank as they leverage their past experience and connections, to offer another production this fall.

2. Who is your target market/audience?

The musical, Brigadoon, appeals to residents and visitors of all ages from Kingston to Brockville, Watertown to Smiths Falls, and everywhere in between. An audience survey of our 2015 production showed that more than half of attendees were from out of town.

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

The venue provides for 120 attendees, and Riverbank projects a minimum of 80% ticket sales for both shows. Therefore the estimated number of visitors is 192.

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

Marketing has been arranged through the following avenues:

- Ad in Gananoque Playhouse program for upcoming, sold out, shows
- Playhouse monthly newsletter
- MyFM dedicated stories (2)
- MyFM paid ads
- Social Media (Facebook, Instagram, etc)
- Website
- Flyers and posters
- Local newspaper



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: August 30, 2026

Title: Board Chair, Secretary

Name: Nora Peterson

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

Riverbank Productions of Gananoque

Attachments

A) Board Members and Artistic Director

Member	Position	Email	Phone
Diane Stapley	Artistic Director	stapley.diane@gmail.com	236-591-3936
Nora Peterson	Board Chair and Secretary	knora58@gmail.com	613-328-8563
Erika Demchuk	Board Treasurer	erikademchuk@outlook.com	613-561-7622
Betty O'Neill	Board Member	bettyo2020@gmail.com	613-382-5491
Jim Palmer	Board Member	jim.palmer58@gmail.com	613 803 5496
Susan Allan	Board Member	susie.allan@gmail.com	613-876-0546

In addition, the following Creative Advisors have volunteered to support our productions:

Creative Team Advisor	Email
Cliff Edwards	cliff_edwards42@msn.com
Debbie Donaldson	dancindeb.gma@gmail.com
Robert Thomas	rthomas5300@gmail.com
Mo Bock	mohbock@gmail.com
Paul Harding	paulhardingingan@gmail.com
Robyn Ableson	robyn.ableson@ucdsb.on.ca
Carol-Lynn Manion-Wilson	carollynnmw@gmail.com
Kerri Pacquette	kerripaquette7@gmail.com

B) Schedule of Events:

Staged reading of “Brigadoon will be performed at the Firehall Theatre in Gananoque on Saturday, November 21, 2026, and again on Sunday, November 22, 2026, as an afternoon matinee.

C) Event Budget/Financial Plan – Riverbank Productions of Ganar

BUDGET 2026

Expenses - Creative

Creative team: 4 x \$800	\$ 3,200
Costumes (est.)	\$ 300
Set, props, etc.	\$ 200
Miscellaneous	\$ 200
SUB-TOTAL	\$ 3,900
ADD 10% Contingency	\$ 390
TOTAL	\$ 4,290

Expenses - Administration

Firehall:	
- Rental	\$ 1,130.00
- Labour	\$ 700.00
Insurance	\$ 1,296.00
Rehearsal space	\$ 1,080.00
1/2 page ad - Playhouse 'Come from Away'	\$ 289.20
Playhouse - October Newsletter ad	\$ 375.00
MyFM Radio spot (est.)	\$ 200.00
Website creation	\$ 300.00
Marketing person	\$ 300.00
Photocopying	\$ 200.00
Miscellaneous admin.	\$ 200.00
SUB-TOTAL	\$ 6,070.20
ADD 10% Contingency	\$ 607.02
TOTAL	\$ 6,677.22
GRAND TOTAL: Expenditures	\$ 10,967.22

**C) Event Budget/Financial Plan – Riverbank Productions of Ganar
Revenues**

Gananoque Community Grants Program	\$ 2,000
Gananoque Tourist Advisory Panel	\$ 1,000
Rotary Club (Insurance)	\$ 500
Lion's Club (insurance)	\$ 500
Program Ads (\$40 per ad)	\$ 400
Sponsorships (local businesses)	\$ 1,000
Individual donations	\$ 1,000
In-kind donations	\$ 1,000
Silent Auction (Fundraiser at Legion)	\$ 500
Fundraising (\$25 x 100)	\$ 2,500
50/50 Draw (at Fundraiser)	\$ 100
Box Office - Est. 55% of 240 capacity @ \$25/ticket	\$ 3,300
TOTAL Revenues	\$ 13,800

1000 Islands Music

Performance, Arranging, Music Notation Services

15 Windsor Drive

Gananoque, ON K7G 2C9

paulhardingingan@gmail.com

August 13, 2026

To Whom It May Concern:

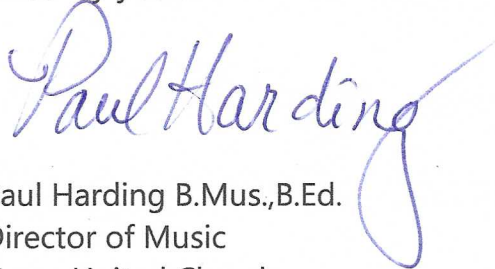
It is my pleasure to write this letter in support of Riverbank Productions, as they embark upon yet another cultural endeavour in the Town of Gananoque. Their November 2026 production of the timeless Broadway classic "Brigadoon", as a staged reading, promises to engage a large part of the community as cast, crew and, of course, audience. "Brigadoon" is a story of hope, fantasy and commitment, commodities in short supply in today's society.

Spearheaded by a group of seasoned professionals, and supported by a dedicated cadre of volunteers, Riverbank Productions has, in previous seasons, presented "The Fantasticks" (2007), "South Pacific" (2014) and "Oklahoma!" (2015) to sold-out audiences. Besides these musicals, Riverbank Productions presented six additional plays, including one Shakespeare and cabaret performances in their 2014-15 season.

Gananoque is, for its size, an incredibly vibrant community so far as the Arts are concerned. Riverbank Productions contributes to that life by offering interested amateurs the opportunity to participate in quality live theatre.

Riverbank Productions has my unqualified support, and I hope they can again count on financial support from The Town of Gananoque, as was the case for our last season.

Sincerely yours.



Paul Harding B.Mus., B.Ed.

Director of Music

Grace United Church

Musical Director

Riverbank Productions

August 17, 2026

To whom it may concern,

I first worked with Riverbank Productions in 2014 when I was the Operations Manager at the Thousand Islands Playhouse. This local theatre initiative filled a much-needed gap in the performing arts scene outside of the regular Playhouse season. They delivered thoughtfully curated staged play readings and community theatre that attracted a wide audience from Kingston to Ottawa to Brockville. The company members had boundless enthusiasm and dedication for their projects as well as a high level of professionalism in the delivery of the events. It was always easy to work with the group and collaborate with them on their productions. They were well-organized, good communicators and had realistic goals.

I am very pleased to see that Riverbank Productions has become active again and am sure the community of Gananoque and theatre lovers will benefit.

With kind regards,

SAllan