

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



Applicant Information	
Organization	South Alley Holiday Market
Contact Name	Debbi Morrison
Title	Organizer
Address	247 John St Gananoque
Phone #	416.576.5005
Email	southalleymarket@gmail.com
Event Website	instagram/ Southalleyholidaymarket
Event Information	
Event Name	South Alley Holiday Market
Event Dates	Novemeber 21st 2026
Event Organizer Name	Debbi Morrison and Gregory McCormick
Event Organizer Phone #	416.576.5005
Event Organizer Email	southalleymarket@gmail.com
Funding Amount Requested	1500.00

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.

The South Alley Holiday Market is a one day community event held this year Sat Nov 21st from 3 to 8 pm. The South alley is transformed into a festive pedestrian corridor for 50 vendors of makers, artists and food vendors. The event encourages locals entrepreneurs, shopping local, and draws a significant off season tourism to our downtown core.

Since its beginnings, the market has attracted thousands of visitors annually generating meaningful economic impact to local restaurants, retailers and accommodations during a low traffic shoulder season. The event also fosters strong community engagement through children's activities, live entertainment and food truck and the food drive aligning with the town's priority of cultural vibrancy, community well-being and economic development.

Admission to the event is free ensuring the accessibility to all residents and visitors. It is organized and operated entirely by local volunteers and small business owners. TAP funding will assist in unanticipated expenses including the new provincial requirement to have town staff to set up and remove street barricades for road safety.

Support from the Town of Gananoque will ensure the continued success of this established event, which has become a regional draw and a source of pride for our community. The South Alley Holiday Market contributes directly to the town's tourism and culture goals by extending the visitor season, by supporting local businesses and showing Gananoque as a welcoming and vibrant destination during the holiday 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?

This is our 5th year hosting the event

2. Who is your target market/audience?

- Families looking for a free event in our town and surrounding areas such as Kingston, Brockville, Perth, Lansdowne, Lyndhurst
- Individuals looking to support local events and businesses
- Tourists traveling with an hour for cultural holiday activities that would see Gananoque more then just a summer destination.
- Shoppers looking for unique, local gifts

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

3000

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

The South Alley Holiday Market will be promoted through a mixture of organic and boosted social media, as well as printed marketing for those local and nearby areas. The primary campaign will start 6 weeks ahead of November 21st targeting social media audiences in Gananoque, Kingston, Ottawa, Brockville, Toronto and surrounding areas. The social media posts will highlight vendors and details of the event. Print material will have the details of the event and will be posted in local businesses, libraries, arenas etc., driving people for attendance.

We will also do radio ads with MYFM radio which we have found many listen to and get local information from.



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 22, 2026 Title: Organizer

Name: Debbi Morrison 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

Revenue

Name	Description	Income
Vendor fees	collected from each vendor	\$2,560

Promotion and Marketing

Name	Description of item	Cost	In Kind
print media	Printed advertizing		100
Instagram	30 days social media marketing	237.3	
Facebook	45 days social media marketing	339	
total promotional expenses			

Expenses

Name	Description of item	Cost	In Kind
Lighting	additonal over head string lights	416.72	
Hogans porta potties		200	
Pal Insurance broker	2 million liability insurance	375.25	
Town of Gananoque	street barricade	420	
Town of Gananoque	Garbage cans	25	
Subtotal expenses		1436.97	

Total expenses			
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In Kind requests

Name	Description of item	Cost	In Kind
Public space rental	Granting of South alley for the day		
Volunteers	set up and tear down 7 people for 6 hours		630