

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



<b>Applicant Information</b>	
Organization	1000 Islands Accommodation Partners
Contact Name	Kathrine Christensen
Title	Executive Director
Address	10 King Street East, Gananoque. Upstairs in the Visitor Centre
Phone #	613 888 0431
Email	kchristensen@1000islandstourism.com
Event Website	www.1000islandstourism.com
<b>Event Information</b>	
Event Name	401 Billboards for 2026 Pattison Signs
Event Dates	Engagement Feb 2026. Execute April 2026 to September 2026
Event Organizer Name	Kathrine Christensen
Event Organizer Phone #	613 888 0431
Event Organizer Email	kchristensen@1000islandstourism.com
Funding Amount Requested	\$46,895

## 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.

Attachment A: Overview of the 1000 Islands Accommodations Partners organization with mission and vision statements. Including board of directors listing

Attachment B: Billboard 2026 budget

Attachment C: TIAP DRAFT Marketing Budget 2026

This campaign is directly targeting 401 travelers with messaging that will bring them to the Gateway to the Thousand Islands – Gananoque.

### BRANDING/MARKETING in GENERAL

All creative work is with our agency of record, Idea Media to create a world class brand with images, logos and exemplary presentation of every product including website, all advertising, itineraries, contesting, special occasion creative.

Our overall marketing of the 1000 Islands/Gananoque area includes:

Consumer advertising in region, provincial and ethnic publications, radio and on line both event and sector specific

We work with RTO Strategic campaigns through out the year and Sector Campaigns with both the RTO and Destination Ontario and individual sector groups such as Attractions Ontario, Cycling and Culinary organizations.

We have used contesting to develop a database of 25K followers. We will be using contesting to bolster the data base in 2026

Travel trade advertising nationally and internationally with individual publications and websites and with DC and DO

Working with regional partners to amplify any attractions and events presented to us

### 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 TIAP has been active with signage since its inception. We have had permeant billboards and transit billboards on the 401 corridor, in Ottawa, in Toronto (GTA) and in Kingston

### 2. Who is your target market/audience?

Our target audience is 401 travelers. Families, Retired Roamers, and adventure seekers. Travelers from the GTA, Montreal, the USA and Ottawa.

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

Using billboards individuals as a medium we engage with millions of viewers with the message that 'the 1000 Islands and Gananoque' are a phenomenal spot for a visit and vacation. Event coverage encourages spontaneous visits and speaks to the quality and quantity of activities and attractions our area offers. Our coverage encompasses six months during the spring, summer and winter.

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

This campaign is on the 401 corridor specifically. We have been assured that with a buy of this level we will be exposed on several of Pattisons other areas including Ottawa and Toronto.



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 2, 2025

Title: Executive Director

Name: K Christensen

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](mailto:businesscoordinator@gananoque.ca)

TIAP Draft Marketing Plan 2026			
OUTLET	TYPE OF MEDIA	DISTRIBUTION	TOTAL VALUE
Visitor Guide	Distribution	Ontario/US	\$5,000.00
Visitor Guide	Print ads	Ontario/US	\$5,000.00
Ontario Cycling	print/online	Canada	\$2,000.00
Ads for events (including all TAP spons	Online	Targeted (GTA, Ottawa)	\$30,000.00
Creative Agency	Idea Inc	Website, Branding, Creative	\$7,500.00
Attractions Ontario			\$1,500.00
Bilboards	Pattison		\$86,670.00
		Draft Total	\$117,670.00

## MISSION/VISION

### Mission Statement

Our mission is to enhance Gananoque & the 1000 Islands tourism profile and to increase awareness to create demand for extended visitation and to generate higher receipts on a year round basis.

### Vision Statement

Gananoque and the 1000 Islands is a world famous International destination and that it is also a community with job and wealth abundance that contributes to the quality of life for all its residents.

### PURPOSE

The Thousand Islands Accommodation Partners (TIAP) was formed in 2008 and is now comprised of 10 businesses, both accommodations and attractions.

The overall purpose of the partnership is to market with paid and unpaid content, and to support product development in attractions, entertainment, events.

### Guiding Principles

1. Leader in presenting a consistent brand for the region;
2. Leader in marketing the region;
3. Promote awareness of the 1000 Islands and Gananoque as a world class destination;
4. Encourage new and repeat visitation regionally, provincially, nationally and internationally;
5. Support for major events and attractions in conjunction with the TAP committee;
6. Leverage TIAP resources;
7. Leader in developing partnerships with regional, provincial and national tourism organizations and tourism sectors;
8. Encourage stronger, more unified partnerships between TIAP and the community including Chamber of Commerce, BIA, municipalities, service groups, festivals and events;
9. Implement methods of tracking visitors and visitor spending for future development.



**TIAP Board 2023**

President	Mr. Jeffrey Brown	785 King Street East, Gananoque ON K7G 1H4	<a href="mailto:jeffbrown@ripnet.com">jeffbrown@ripnet.com</a> 613-541-1453
Vice President	Brett Christopher	9 Charles Street South, Box 72 Gananoque K7G 2T8	613-382-7086 <a href="mailto:brett@1000islandsplayhouse.com">brett@1000islandsplayhouse.com</a>
Director	Mona Patel	550 King Street E Gananoque ON K7G 1H1	<a href="mailto:Hojo1000island@hotmail.com">Hojo1000island@hotmail.com</a> 613 382-3911
Director	Colin Brown	785 King Street East, Gananoque ON K7G 1H4	Comfort Inn
Director	Sean Brown	785 King Street East, Gananoque ON K7G 1H4	Travelodge
Director	Scott Ewertt	110 Kate Street, Gananoque ON K7G 2M5	1000 Islands Kayaking <a href="mailto:scott@1000ikc.com">scott@1000ikc.com</a> 613 328-0366
Director	David Kouri	88 Highway 2, TLTI ON K7G 2V3	1000 Islands Helicopter <a href="mailto:dave@kouriskopters.com">dave@kouriskopters.com</a> 613-305-1232
Director	Mukesh Patel	550 Stone Street, Gananoque ON K7G 2A8	Gananoque Inn & Spa <a href="mailto:mukesh@gananoqueinn.com">mukesh@gananoqueinn.com</a> <a href="mailto:ashivina@gananoqueinn.com">ashivina@gananoqueinn.com</a> 613-382-2165
Director	Aleem Nizarl	846 King Street East, Gananoque ON K7G 1H3	Ramada
Director	Viraj Patel	780 King Street West, Gananoque ON K7G 2H5	The Colonial Resort & Spa
Executive Director	Ms. Kathrine Christensen		<a href="mailto:kchristensen@1000islandstourism.com">kchristensen@1000islandstourism.com</a> 613-888-0431

**Thousand Islands Accommodation Partners Association**  
**10 King Street, East. Gananoque ON K7G 1E6**  
**613-888-0431**









**CANADA'S  
DOCKSIDE  
THEATRE**

October 6<sup>th</sup> 2025

**Letter of Support**

**Thousand Islands Accommodation Partners**

To whom it may concern,

Thank you for your consideration of the Thousand Islands Accommodation Partners' application. As a member of TIAP, and one of the largest tourism drivers in Eastern Ontario, the Playhouse is always supportive of TIAP's efforts to promote tourism businesses in this region through various marketing and media opportunities.

In Gananoque (population 5,383), the local economy is very reliant on the tourism season, and TIAP's work to bring travel media representatives and promote the region are vital to the ongoing fiscal health of the town. Developing robust plans for attracting more attention to the various tourism businesses and program offerings in the area are crucial to the entire region, and the Playhouse is always eager to support TIAP's efforts by promoting the region in communications, offering tickets packages for visiting media members, and assisting with dynamic images from productions to bolster branding and marketing opportunities.

Thank you for your consideration and for your support of tourism in our region.

Best regards,

**Jeremy Settle (he/him)** | Development Manager  
Phone: 613-382-7086 ex. 106  
jeremy@1000islandsplayhouse.com

**Thousand Islands Playhouse**  
185 South Street, Gananoque  
www.1000islandsplayhouse.com

**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**



October 2, 2025

To the Tourism Advisory Panel,

Dear Members of the Tourism Advisory Panel,

On behalf of the Gananoque & 1000 Islands Visitor Centre, I am pleased to extend our full support for the Thousand Islands Accommodations Partners (TIAP) in their request for destination marketing funding for the year 2026.

TIAP has long been a cornerstone in driving overnight visitation and tourism revenue to Gananoque and the 1000 Islands region. Their strategic marketing initiatives have consistently elevated our destination's visibility, broadened our reach into key markets, and ensured that Gananoque remains top-of-mind for travelers seeking unique and memorable experiences. The success of our tourism economy is closely linked to the strong, sustained promotional efforts undertaken by TIAP.

As the Visitor Centre, we directly see the impact of TIAP's campaigns through increased visitor inquiries, higher levels of engagement, and stronger tourism demand across all seasons. Their work not only supports our local accommodations sector but also provides vital benefits to restaurants, retailers, attractions, and cultural organizations throughout our community.

We believe continued investment in destination marketing through TIAP is essential to maintaining and growing Gananoque's competitive edge in the tourism marketplace. For 2026, we look forward to working alongside TIAP and TAP to ensure our region is well-positioned to attract new visitors, support local businesses, and foster sustainable economic growth.

Thank you for your consideration of this important request.

Sincerely,

A handwritten signature in black ink, which appears to read "Jennifer Baril". The signature is fluid and cursive, written in a professional style.

Jennifer Baril  
Tourism & Events Development Coordinator