

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



Applicant Information	
Organization	South Alley Holiday Market
Contact Name	Koty Gorman
Title	Organizer
Address	225 John street Gananoque
Phone #	289-929-4233
Email	southalleyholidaymarket@gmail.com
Event Website	
Event Information	
Event Name	South alley Holiday Market
Event Dates	Nov 15 2025
Event Organizer Name	Koty Gorman & Debbie Burns
Event Organizer Phone #	289-929-4233
Event Organizer Email	southalleyholidaymarket@gmail.com
Funding Amount Requested	\$1500

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-night community event taking place on Saturday, November 15, from 3:00 – 8:00 PM in Gananoque. The market transforms South Alley into a festive pedestrian corridor featuring more than 45 local artists, makers, and food vendors. The event highlights local entrepreneurship, encourages shop-local spending, and draws significant off-season tourism to the downtown core.

Since its inception, the South Alley Holiday Market has attracted several thousand visitors annually, generating meaningful economic impact for local restaurants, retailers, and accommodations during the low-traffic shoulder season. The event also fosters strong community engagement through children's activities, live entertainment, food trucks, and a food bank collection drive, aligning with the Town's priorities of cultural vibrancy, community well-being, and economic development.

Admission to the event is free, ensuring accessibility for all residents and visitors. It is organized and operated entirely by local volunteers and small business owners. TAP funding will assist in covering unanticipated expenses, including the new provincial requirement for municipal staff to install 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 the community. The South Alley Holiday Market contributes directly to the Town's tourism and cultural goals by extending the visitor season, supporting local businesses, and showcasing Gananoque as a welcoming and vibrant destination during the holidays.

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 4th year hosting the South Alley Holdiay market in Gananoque

2. Who is your target market/audience?

Families from Gananoque and surrounding communities (Kingston, Brockville, Leeds & Thousand Islands) looking for free, family-friendly seasonal events.

Holiday shoppers who value handmade, locally produced goods from artists, crafters, and small businesses.

Tourism visitors from within an hour ' s drive seeking festive off-season experiences that extend Gananoque ' s tourism appeal beyond summer months.

Community-minded individuals who enjoy supporting local vendors, food trucks, and charitable initiatives such as the event ' s food bank collection.

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 combination of boosted and organic social media, as well as print materials to reach both local residents and regional visitors. The primary campaign will run for six weeks leading up to the November 15 event, with targeted paid promotions on Facebook and Instagram to reach audiences in Gananoque, Kingston, Brockville, Ottawa, Toronto and surrounding areas.

Organic posts will feature vendor highlights, event details, and community-focused content to drive engagement and encourage attendance. In addition, posters and flyers will be distributed throughout Gananoque and nearby communities at local businesses, tourism offices, and public spaces.

This multi-channel approach maximizes visibility within the event ' s key market—families, shoppers, and visitors seeking local holiday experiences



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: 07/10/25 Title: organizer

Name: Koty Gorman 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

Appendix 1

Sample Budget

TAP will fund up to 50% of costs that are deemed eligible by the Advisory Panel

Winter Event 2023

Budget

Host/Organization Name	Name of Event	Event Date	Total Event Budget	Confirmed
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Jane Doe Event Management	Winter Event 2023	Feb 1 - Feb 26	\$30,000.00	YES
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Events	Description	TAP Funding	Jane Doe Event Funding	Total Expenses
Curling tournament	Gananoque Curling Club	\$2,500.00	\$2,500.00	\$5,000.00
Children's Activity	1000 Islands History Museum	\$2,000.00	\$2,000.00	\$4,000.00
Craft	1000 Islands Boat Museum	\$2,000.00	\$2,000.00	\$4,000.00
Wagon Rides	Grier Family Percherons	\$1,000.00	\$1,000.00	\$2,000.00
Family Event - Hockey Game	Gord Brown Outdoor Rink	\$500.00	\$500.00	\$1,000.00
Subtotal Expenses		\$8,000.00	\$8,000.00	\$16,000.00

Product Development	Description	TAP Funding	Jane Doe Event Funding	Total Expenses
Artist and Programming Fees	Gananoque Arts Network	\$2,000.00	\$2,000.00	\$4,000.00
Live Band	Chickenwire	\$1,550.00	\$1,550.00	\$3,100.00
Live Theatre Performance	The Royal Theatre	\$1,500.00	\$1,500.00	\$3,000.00
Speed skating demonstration	Speed Skaters Brockville	\$1,500.00	\$1,500.00	\$3,000.00
Food Truck	Food Truck	\$450.00	\$450.00	\$900.00
Subtotal Expenses		\$7,000.00	\$7,000.00	\$14,000.00
Total Expenses		\$15,000.00	\$15,000.00	\$30,000.00