

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



Applicant Information	
Organization	
Contact Name	
Title	
Address	
Phone #	
Email	
Event Website	
Event Information	
Event Name	
Event Dates	
Event Organizer Name	
Event Organizer Phone #	
Event Organizer Email	
Funding Amount Requested	

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.

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?

2. Who is your target market/audience?

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

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



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: _____ **Title:** _____

Name: _____ **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
Jane Doe Event Management	Winter Event 2023	Feb 1 - Feb 26	\$30,000.00	YES

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