



CENTRAL COUNTIES



Backgrounder

For Immediate Release

December 5, 2022

Today, Central Counties Tourism announced support for 118 tourism businesses and organizations in York Durham Headwaters to recover from the pandemic and prepare for future growth. Central Counties Tourism received \$8.65 million from FedDev Ontario to deliver this support, as part of a Government of Canada contribution of over \$78 million, through the Tourism Relief Fund.

Recipients supported include:

Recipient Name	Project	Funding contribution
Alabaster Acres	This project will see the development of a new maple syrup experience with both educational and outdoor recreational offerings. This initiative will help bolster off-shoulder season business and increase traffic to the region as well as offer opportunities to partner with other local businesses and tourism providers.	\$100,000
Algoma Orchards	This project will allow Algoma Orchards to increase its tourism capacity and accessibility, creating exciting new events and experiences to attract new tourists to the Durham region and extend the tourism season.	\$100,000
All About Vaughan	This project will introduce a Pride Event and Drag Queen show in Vaughan, bringing awareness to the city and expanding its programming to be more inclusive and diverse.	\$100,000
Alton Mill Arts Centre	This project is to install four 220v Level 2 car chargers and one Level 3 DC fast charger.	\$40,000
Alton Millpond Association	This project will provide the association with the funds necessary to complete a charrette process with the Ontario Science Centre to develop and grow a comprehensive tourism strategy and also to create a fundraising strategy that will allow the Millpond project to become a reality.	\$100,000
Applewood Farm Winery	This project will enhance the visitor experience through new farm infrastructure by increasing accessibility, and by developing and expanding naturalized outdoor spaces.	\$17,500
Archibald Orchards & Estate Winery Ltd.	This project will enhance infrastructure to build a new gender neutral, accessible washroom, and expand covered outdoor patio space.	\$6,000
Arts Society King	This project will enhance the Schomberg street gallery, a shoulder season event that drives thousands of people to see 40+ artisans, shop, eat and drink.	\$12,000
Aspire Climbing Vaughan	This project will expand new climbs and unique equipment to build capacity, to set the gym apart from other climbing gyms, increase guest experience and become a destination for avid climbers from across the province.	\$26,196
Aurora Cultural Centre	This project will remove accessible barriers by reducing or eliminating ticket fees and bringing the art to the people. A number of new projects will kickstart participation and free access for all visitors, from family programming to pop-up concerts in the downtown area to livestreaming concerts and outdoor public art installations. A two-day symposium for artists from equity seeking communities will also be hosted.	\$64,129



CENTRAL COUNTIES



Blue Heron Books	This project will support the Book Drunkard festival with new tie-in and partnership with the Lucy Maude Montgomery Experience, and encourage visitors across the GTA to explore, learn and spend dollars in Uxbridge.	\$22,500
Brock Street Brewing	This project will create a new third floor indoor/outdoor visitor space that builds overall capacity and provide a new, unique space for people to enjoy. Includes gender neutral washrooms and a year-round outdoor patio with heaters.	\$50,000
Buzzing Bees Adventure Farm Inc	This project will focus on the development of two new Agricultural Edu-tainment experiences (self sustaining Geodesic dome greenhouse ecosystem and beehive colony presentation centre). This project will allow the organization to access a new tourist “green traveller” and extend its season into the spring and summer season from the current fall season. This project will create anchor experiences expected to increase current attendance by 500 percent.	\$51,614
Canada One Family Network	This project will focus on festival support for Chinese Culture festival that pre-COVID drew up to 7,000 people.	\$23,000
Canada's Wonderland	The project will build capacity through the creation of new shoulder season activities, culinary experiences and entertainment and will provide additional special event space for visitors.	\$100,000
Cedar Park Resort Inc	Infrastructure to grow day and overnight capacity including expanded waterplay area, new decks, tables, umbrellas with a goal of growing daily attendance by 20 percent.	\$100,000
Central Lake Ontario Conservation Authority (CLOCA)	This project will focus on experience development. The CLOCA is an early adopter for the Moccasin Identifier project, developed by Carolyn King in partnership with Mississaugas of the Credit First Nation and The Greenbelt Foundation. The Moccasin Identifier is a tool to promote public awareness of significant cultural historic sites and the ancestral presence of First Nations, Metis and Indigenous Communities. CLOCA's “Moccasins Across the Watershed” project will include Moccasin Identifier installations and program enhancements within the eight conservation areas in CLOCA's watershed.	\$100,000
City of Markham	This project will enhance destination development through four annual City of Markham events with the goal of building more diverse audiences, grow and diversify the audience experience, and develop long-term event sustainability that will define these events as annual destinations from across the GTA.	\$100,000
Community Craft Beer Festivals	This project will enhance the Aurora Community Craft Beer Festival, a three-day celebration of all things ‘craft’, featuring 15+ York and Durham breweries, cideries, and distilleries, as well as gourmet food options from local restaurants, culinary artisans and food trucks.	\$36,359
Corporation of the Township of King	This project will support destination development including beautification in Schomberg, and a new disc golf course to capture visitors from across the Greater Toronto Area. The course entry will include an information kiosk letting visitors know all the other things that are available in town.	\$99,589
Dagmar Resort Ltd.	The project will enhance the visitor experience through infrastructure upgrades, visitor capacity building, increased accessibility and extending the hours of operation.	\$100,000
Daytime Enterprises Limited	This project will provide additional opportunities for regional festivals/events to bring branded characters to their events to drive up attendance and success.	\$20,000
Downey's Farm	This project will expand product development and enhance the visitor experience by creating a new interactive farm animal area, water stations, planting greenery for beautification and trail maintenance.	\$66,971



Driftwood Theatre	This project will support a return of live theatre in five CCT communities, driving visitation and additional revenues to downtowns through strategic restaurant partnerships.	\$35,800
Dufferin Board of Trade	This project will drive diversity initiatives for the Board of Trade and the Dufferin Tourism Trail by celebrating diversity through an enhanced online directory, allowing for nine special categories: Women-owned; Black-owned; Minority-owned; LGBTQ+ Safe Space; Pet-Friendly; Environmentally Conscious; Socially Responsible; Accessible; or Tourism Attraction, along with the implementation of training programs to earn the right to badge a business, for the latter six categories.	\$82,500
Durham Escape Rooms	This project will expand the development and implementation of two new escape rooms to increase visitor capacity.	\$30,000
Durham Mountain Biking Association	This project will support the development and maintenance of mountain bike trails in Dagmar, Durham Forest, Jefferson Forest and Ravenshoe – a prime tourism driver in the York and Durham regions.	\$50,000
Durham Region International Film Festival (DRIFF)	This project will increase DRIFF capacity by supporting a full slate of programs to residents and tourists alike, including a drive-in, film festival, and “shorts” program across three cities in Durham Region enhancing tourism and partnership opportunities.	\$62,740
Fanjoy	This project will develop new outdoor "pitmaster" BBQ culinary experiences.	\$50,000
Fanjoy Cooking Up Change	This project will bring new culinary training and experiences for marginalized and racialized communities.	\$100,000
FCCM - Federation of Chinese Canadians in Markham	This project will enhance the Taste of Asia festival, which celebrates the art, culture and culinary genius of Asia. The event draws tens of thousands of people, exposing them to the culture and the great tastes of the community, encouraging them to come back for more.	\$100,000
Friends of the Thomas Foster	This project will improve the visitor experience and promotion of the Foster. The project will complete much needed improvements for the site and provide marketing to generate awareness of the Foster to increase the number of visitors who attend the Friday concerts and guided tours.	\$63,000
Geissberger Farmhouse Cider Inc.	The project will see the completion of the on-farm store area to create an inside display and tasting area, as well as guest hospitality amenities to attract visitors on a more regular basis throughout the year.	\$25,000
Georgina Chamber of Commerce	This project will enhance destination development through the creation of new "selfie" trails to take visitors to best hotspots, a new portable tourism kiosk and seasonal staff to interact with visitors in high traffic areas.	\$99,685
Green Durham Association	This project will improve a major arterial trail and help maintain the trail network, thus enhancing accessibility for a broader range of trail user groups (Walkers, skiers, cyclists, horseback riders), attracting more locals and visitors so that more people are encouraged to spend more time and money in this region.	\$72,140
Headwaters Arts	This project will support the creation of a large, region-wide art exhibition featuring and promoting local artists and galleries . The 15-day festival will expand upon and focus on, re-engaging visitors, artists, performers, musicians, and the broader community.	\$44,210
Headwaters Communities in Action	This project will focus on product development through a series of farm and food-related experiences. Visitors and new locals will learn about, engage with and enjoy what their rural spaces and food basket communities have to offer. This will grow appreciation and value for the farming communities, build connections and engagement for their organization and local business partners, and create memorable events in Headwaters.	\$12,630



Heartwood Farm & Cidery	This project will expand overnight guest capacity with the installation of additional prospector tent accommodations, tripling current occupancy. Funding will also go toward infrastructure enhancements including path clearing and fencing, guest facility upgrades, new programming, workshops, farm tours, and the marketing of these offerings.	\$50,000
Herongate Barn & Dinner Theatre	This project will enhance safety and accessibility with renovations to make the dinner theatre experience safer and more accessible for everyone, increasing the number of guests that attend and the frequency in which they do.	\$71,000
Highfields Farm Corp.	This project will focus on product development by enhancing horse riding and trail walking destinations in Uxbridge, the "trail capital of Canada." The township also has an active and vibrant arts and culture scene. Visitors can take a historic walking or driving tour to explore those. They can leverage the time while visiting our own horse riding and trail walking areas.	\$70,000
Hockley Valley Resort	This project will see the development of new shoulder season initiatives through new culinary experiences, snow makers, rentals, and safety investment to increase the number of return visitors to the region.	\$80,000
Hub Climbing Markham	This project will see the expansion, development, and implementation of new climbing routes, accessible climbing, family climbing, and team events to welcome teams and visitors from across the Greater Toronto Area.	\$100,000
Infoshow International Corporation	This project will see the creations of a new Juno Award Winner concert series taking place in communities across Central Counties to drive awareness of what they have to offer and get ticket holder out for dinner and/or shopping.	\$29,677
Joy Group Inc.	This project will enhance COVID safety with the update of equipment to be more COVID friendly so that tourist feel safe and comfortable on their bus tours.	\$45,000
Kinsmen Club Of Georgina	This project will include the purchase of a mobile stage for town and region events. "Out of the box" ready for bands, dance troupes, festival main stage, etc. This will allow more groups to host more events in a professional manner, driving more visitors to the region.	\$100,000
Mansfield Outdoor Centre	This project will increase visitor capacity through the development of new spaces for overnight visitation in Mulmur, as well as create new and maintain current year-round trail systems that attract out-of-region visitors.	\$49,500
Maple Grove Farm	This project will expand the farm market with a renovation including new washroom facilities and accessibility requirements. The farm market is part of a much larger agri-tourism experience to be enjoyed on the farm.	\$100,000
Markham Arts Council	This project will expand destination development through music and art; matching musicians and artists with bricks and mortar businesses to drive visitation in a coordinated manner that will create vibrant destinations within Markham.	\$100,000
Markham Concert Band	This project will see the expansion of the band's six-event Concert Band series and attract an expected audience of two hundred patrons per show to downtown Unionville. The Tourism grant will allow the band to hire the musicians and promote the event.	\$25,000
Markham Jazz Festival	This project will enhance one of the largest Jazz festivals in Ontario by increasing capacity, awareness and economic impact in Unionville, its nearby hotels, restaurants and retailers.	\$100,000



Markham Village BIA	This project will create a Visitor Service Hub for anyone interested in visiting Main Street Markham. Visitors can (digitally or in-person) pick up maps, brochures and promotional information about BIA businesses, visitor guides and info for must-see landmarks, self-guided historical tours, attractions, and events tailored to the type of experience they're interested in or chat with a Visitor Specialist to plan their visit.	\$60,000
Markham Village Music Festival	This project will enhance the Markham Village Music Festival, which features five stages of entertainment as well as food and craft vendors, a farmers' market and Kidz Zone.	\$100,000
My Travel Biz	This project will allow for the expansion of My Travel Biz's domestic tour offering, modernize operations, enhance safety protocols, and update the e-commerce platform. It not only supports a tourists' experience, but it also plays a significant economic role in the success within a region.	\$100,000
National Pasta Month Inc.	COVID Recovery - Month long celebration of all things pasta, expanding to include more culinary experiences and partners, drawing people to the region from the GTA and beyond.	\$100,000
New Step 4 U	This project enhances Thriving with Nature, a unique program designed and developed by NS4U that uses connecting with nature as a tool for mental wellness, boost the local tourism economy, and support local tourism initiatives. As part of this program, NS4U will host 12 in-person pop-up events throughout the Central Counties region where tourists will have the opportunity to experience an immersive, sensory style of tourism.	\$100,000
NewMakelt	This project will focus on experience development though collaboration with local businesses to bring additional attractions to the community through collaborative creative events and experiences.	\$37,000
Newmarket Chamber of Commerce	This project will develop a new signature community event and will aim to modernize and digitally transform the tourism/event landscape in the community by establishing a leading website containing curated content, establishing itself as the focal point for all tourism/hospitality information , and serve as a catalyst for growth and expansion for tourism, hospitality, and events.	\$100,000
Ontario Honey Creations	This project will expand the outdoor covered space creating new agri-tourism focused workshops that can be offered during inclement weather or during the off-season. This project will also allow for the expansion of the business and create more jobs in this rural area.	\$50,000
Orangeville BIA	Downtown Orangeville's Destination Development project includes streetscape beautification, placemaking and event-related activities year-round in the areas of arts, heritage, trails, sustainability, tourism products development and Indigenous culture.	\$50,000
Orangeville Blues & Jazz Festival	This project will enhance the citywide music festival in Orangeville, which includes a car show, motorcycle show, and collaborations with bars, restaurants, and accommodations during the three-day event.	\$56,582
Oshawa Ski Club o/a Brimacombe	This project will create inclusive tourism product development at Brimacombe, making it a leader in accessible product offerings within the Ontario ski industry. Funds will provide staff with specialized accessibility training, and towards the purchase Sit Skis and other supportive accessories.	\$100,000
OverlandNTH	This project will focus on product development with a new backroad touring event that will bring several hundred enthusiasts to Central Counties and take them through the area, pointing out great places to see and visit. This includes a shoulder season event in partnership with the TRCA.	\$48,710



CENTRAL COUNTIES



Pefferlaw Creek Farms	Experience Development - new trails and modifications to the Sugar Shack experience for COVID safety protocols and to enhance visitor experience and accommodate more people.	\$100,000
Pickering Museum Village	This project will see the implementation of a destination development study.	\$45,000
Port Perry BIA	This project will see the creation and enhancement of a number of projects including of a series of live summer musical performances across Downtown Port Perry on weekends, as well as the Winter Lighting Program.	\$45,500
Richmond Hill Board of Trade	This project will create a new Cultural and Diversity Festival, attracting visitors to the Richmond Hill Community by hosting a two-day festival to promote local cultural diversity. The event will feature artists, dance studios, sports clubs, and cultural organizations, and host local shops with display tables, food trucks, and performers.	\$35,000
Rotary Club of Uxbridge	The project will enhance the Uxbridge Rotary Christmas Market and inspire visitors during a unique experience while showcasing Uxbridge as a distinctive destination so that visitors are enticed to return often. The project will elevate community involvement, support local causes and enhance economic development.	\$30,000
Rural Route Tour Company	This experience development project will play an active role in growing tourism products, experiences, and destination development by building tourism opportunities that focus on rural and remote experiences, Indigenous tourism, winter and shoulder-season tourism products, and Farm-to-Table and Culinary tourism.	\$15,000
Screamers Inc	This project will see Screamers expand to outdoor location for distancing, growing the number of attractions.	\$100,000
Scugog Arts	This project will enhance destination development with art and culture. New products and experiences will include small town BIG (a 10-day arts festival) and will expand an in-person studio tour and new pedestrian block on Main Street during Culture Days to make activities more exciting and enticing for visitors and locals.	\$98,900
Sharon Temple National Historic Site & Museum	This project will support the creation of the Hope Reflection Sculpture Garden, designed by Anishinaabe artist Donald Chretien and sculptor Shane Clodd, in partnership with the Chippewas of Georgina, incorporating a 200-year-old sugar maple tree stump on the grounds of the Sharon Temple NHS as the focal point of a sculpture garden.	\$100,000
Slabtown Cider Co.	This project will enhance shoulder season offerings and the visitor experience through the purchase and installation of a permanent tent with heaters, outdoor tasting bar, firepits, seating and area for performances to take place, paving the way for a summer concert series beginning in 2023.	\$100,000
Soper Creek Wildlife Rescue	This project will allow Soper Creek Wilderness Villas to reconnect the community to the natural world by providing a unique, overnight experience focusing on holistic wellness and the concept of ONE-Health.	\$100,000
Springfest TO	This project will expand the footprint for social distancing for large family-friendly March Break event.	\$100,000
Springtide Music Festival	The project will drive visitation and economic growth in Uxbridge through the creation of a weekend festival.	\$100,000
Superior Events	This project will deliver new events in Markham and support growth of events in Markham and Richmond Hill.	\$50,000



Sutton BIA	This project will revitalize Sutton's downtown streetscape to welcome back a new wave of tourists, expand its capacity for hosting its own festivals and events, and market events and programming to visitors from Toronto and the GTA. It will prepare Georgina for future growth in the tourism sector to put the Town on the map as a day trip and weekend getaway destination all year round.	\$96,250
The County of Dufferin	This project is focused on experience enhancement, including tourism readiness efforts, content development and distribution, to support stakeholder tourism readiness, drive visitors to local businesses and experience providers, and connect local experiences and make them easier to navigate, all ultimately which enhances the visitor experience.	\$100,000
The Friendly Chef Adventures	This project will see the creation of the Headwaters Culinary Centre designed to support tourism growth at the heart of Hillsburgh downtown core. Funds will be used to transform the space to become a fully accessible, destination Culinary Studio to attract youth, families, and adults to Headwaters for highly interactive, experiential cooking classes featuring farm to table philosophies that also support longstanding collaborations with local farmers.	\$100,000
The Friends of the Markham Museum	This project will develop and implement activities on the grounds of the Markham Museum. The vision is to have weekly activities on the Museum property. These activities will be varied in nature in order to attract a wide range of socio-economic and demographic visitors. There will be concerts aimed at various age groups, movie nights, and other entertainment. The goal will be to promote the Museum as an attraction and make it a vibrant part of the community. It will also attract visitors from outside of the Markham area, thereby extending the reach of the Museum for future exhibitions.	\$100,000
The George Brewing Co.	This project will see the expansion of the brewery's covered patio and heaters to extend the season and accommodate brew bus tours of visitors from across the province.	\$8,150
The Georgina Centre for Arts & Culture	This project will see the development of a new cultural experience. It will reinvent and reimagine theatre in Georgina as a diverse, inclusive, vibrant, and collaborative effort that brings theatre lovers and performers alike to Georgina to celebrate three nights and two full days of innovative cultural and theatrical programming. The event includes a new semi-permanent performance tent that can also extend the art centre's season, gallery space and events.	\$100,000
The Giving Tree Unionville	This project will help create the Canadian Library, an art installation that will serve not only as a memorial to the missing and murdered Indigenous women and children, but also an educational tool and an important conversational starter. It will help create awareness, greater understanding of Canada's true history and help with true reconciliation. The funds allow for more exhibits to be created and displayed in tourist spots throughout Central Counties and Ontario.	\$40,000
The Greater Oshawa Chamber of Commerce	This project will focus on destination development with the creation of a new digital tourism presence for Oshawa downtowns.	\$78,550



The Optimist Club of Uxbridge, Ontario	This project will enhance the Uxbridge Optimist Fantasy of Lights, a drive-through holiday lights event in Elgin Park. The project will expand electricity to allow for increased displays in the park and to connect the OFL to the Holiday Trail in downtown Uxbridge by trolley providing visitors with the opportunity to walk through the park and enjoy the activities offered in town, boosting not only the number of visitors to the park but also the visitors to local businesses.	\$100,000
The Richmond Hill Philharmonic Orchestra	This project will add several new concerts, some in partnership with other tourism stakeholders to extend the programming and season of the orchestra.	\$15,440
The Robert McLaughlin Gallery	This project will support the development of a summer series of Friday night events to drive people to both the gallery and neighbouring bars and restaurants.	\$20,000
The Rotary Club of Whitby	New Product - The Rotary Club of Whitby's Gourmet Food Truck Frenzy (FTF) combines a vibrant, week-end long foodie festival with some of the best street food from across GTA, partnerships with local businesses showcasing and selling their wares, plus family fun and entertainment.	\$74,500
The Second Wedge Brewing Co.	This project will see the creation of new infrastructure at the brewery in the form of a patio which needs repairs from the severe tornado damage that took place in Uxbridge.	\$5,055
The Vaughan Arts Centre of Excellence	The project will enhance the Vaughan International Music Festival, a three-day event featuring performances from artists representing a vast array of cultures and musical genres in York Region. The Festival will help grow the Vaughan Metropolitan Centre and the City of Vaughan's profile amongst visitors of diverse communities as a culturally vibrant destination, thus encouraging locals and visitors of diverse communities to spend more time and money in the region.	\$82,000
Theatre on the Ridge	This project will deliver a full season of new shows at a new partnered location, Scugog Shores Museum Village, which will drive more people to Scugog, more often, to spend more time and money.	\$100,000
Tourism Vaughan Corporation	This project will create the Tourism Diversification Development Program (TDDP), an inclusive tourism plan. It will provide inclusive destination development expertise in a two-pronged manner: 1) through one-on-one strategy development consulting for up to 30 applicable tourism businesses and 2) through open group session programming to inspire and encourage the larger Vaughan tourism community to incorporate inclusivity into their own business plans for development.	\$100,000
Town of Caledon	This project will enhance "Fall for Caledon", a celebration of all that the hills of Caledon must explore. Fall in love with our fiery fall tree canopies, scenic winding roads, seasonal ciders and beers, and the flavours of our farms and orchards. Follow driving routes that take you to some of our crown jewels and check in at "Fall for Caledon" on-farm and at-brewery pop-up events for special entertainment, contests, workshops, tastings, and tours.	\$25,000
Town of Erin	This project will attract new visitors, generate economic activity in downtown Erin, and provide resources for business owners and entrepreneurs through the production of a high-profile tourist magazine, development of three winter events, and a series of professional development workshops for the creative sector.	\$100,000



Town of Georgina	The project will revitalize the downtown Jackson's Point streetscape and access from the beaches, expand its capacity for festivals and events, and market its events and programming to visitors from Toronto and the Greater Toronto Area. It will prepare Georgina for future growth in the tourism sector to put the Town on the map as a day trip and weekend getaway destination all year round.	\$98,400
Town of Newmarket	This project will focus on the destination development of the Town of Newmarket. It will facilitate a Community Ideas Hub at the Old Town Hall which is in historic downtown Main Street. This event would invite a mix of community thinkers to share ideas with an audience and will collaborate with local businesses to host post-panel Q&As with audience.	\$100,000
Town of Orangeville	The Broadway Reconstruction project will revitalize Orangeville's downtown with sidewalk upgrades and improved amenities to create a safe, inclusive and welcoming destination to foster tourism. The Broadway Reconstruction project is a Destination Development investment that will enhance the appearance, safety, functionality and accessibility of downtown Orangeville.	\$50,000
Town Trolley Tours	The project will expand the tour season to include many more tours, hours on the road, partnerships with other tourism businesses and some market awareness of hop-on, hop off tours.	\$85,000
Township of Brock	This project is focused on boosting tourism across the Township of Brock. It includes developing a permanent tourism website, being designated as the Small Mouth Bass Fishing Capital of Canada, creating an accessible pathway to their waterfront, as well as beautifying their downtowns for visitors.	\$100,000
Trail Hub	This project will support shoulder season expansion of Trail Hub through experience development, programming, and infrastructure.	\$100,000
Treetop Trekking	This project will focus on the creation of new high-rope courses at Bruce's Mill to build capacity and make repairs to damage caused by a tornado.	\$50,000
Two Blokes Cider	This project will enhance the Durham Craft, Cask and Culinary Festival, a one-day celebration of this rapidly emerging tourist area. The festival is broken into three areas; craft makers, beverage producers and culinary experience.	\$27,801
Tyrone Mills Limited	This project will support the dam and reservoir reconstruction of Ontario's only fully functioning grist mill for the longevity of this visitor experience and local farmers that utilize the mill to make their flour.	\$100,000
Unionville BIA	This project enhances two major events - the Unionville Festival and the Old Tyme Christmas Parade & Weekend. The Unionville Festival will feature all of our businesses, entertainment, performances, children's activities and vendors. The Christmas Parade and weekend will host a parade and a weekend full of winter-fun activities. Both events will be major "pull" events for the region, bringing thousands to the area.	\$100,000
Uplands Golf & Ski Club	This project will focus on improvements to ski hill infrastructure that will enhance the guest experience, specifically upgrades to snowmaking equipment, and a Magic Carpet lift that would be more beginner-friendly and dramatically increase our capacity to train new skiers and snowboarders.	\$100,000



Uptown Keswick BIA	This project will drive tourists to the Uptown Keswick core by beautifying the uptown area to encourage organisers to create unique tourist-focused events and programs in the area, marketing the area to nearby tourists, and hosting a major holiday event of its own. The project will prepare Georgina for future growth in the tourism sector to put the Town on the map as a day trip and weekend getaway destination all year round.	\$82,150
Uxbridge BIA	This project will allow the township to increase accessibility and help expedite the township's Downtown Revitalization Strategic Plan and Action Plan in order to attract visitors and create pride of place in residents.	\$100,000
Uxbridge-Scott Historical Society	This project will develop food- and cooking-focused programs to expand and connect to the thriving food-tourism industry. This project will do this by restoring a historic cooking space and implementing a modern kitchen space and will provide a space for hands-on museum experience. This will benefit the museum and the community by providing new, unique opportunities for learning.	\$71,964
Vaughan International Film Festival	This project will grow the reputation and strengthen the internationally recognized festival, supporting the local community by showcasing and educating emerging filmmakers while partnering with various businesses and driving overnight visitation.	\$100,000
Warm Hearts Collective	The project will expand the Wintersong Music Festival Stouffville in 2022 after a two-year hiatus due to COVID-19. Wintersong attracts thousands of attendees from across York Region and beyond for two days of music, shopping, and dining. The highly successful festival includes 100+ bands across 15+ venues including restaurants, cafes, retail shops and community spaces.	\$100,000
Whitby BIA	This project will see the development of a digital tourism platform to showcase downtown Whitby businesses, including restaurants, spas and specialty shops . It will allow visitors to explore these businesses and also nearby surrounding cultural experiences through the use of QR codes.	\$100,000
Whitchurch-Stouffville Chamber of Commerce	This project will make Whitchurch-Stouffville a top-of-mind destination for travellers by adding tourism components to DiscoverStouffville.ca in the form of a user-friendly, tourism-focused directory showcasing things to see and do, festivals and events. Dynamic content in a compelling format will attract new and returning visitors and can be repurposed and used to promote Stouffville. Other areas of investment will include permanent wayfinding signage, creation of a Halloween Street Festival, advertising, and marketing.	\$100,000
Willowtree Farm	This project will build a new accessible multi-age park to extend length of stay and grow the destination.	\$100,000
York Farm Fresh Association	This project will enhance technology for the York Farm Fresh Association Guide Map with the development of a mobile app that allows people to build self guided tours, translated into seven languages.	\$100,000
York Pride	This project will create a portable information kiosk and "event headquarters" that will be used to amplify local events and be the centerpiece of all York Pride events.	\$100,000
York-Durham Heritage Railway	The project will create new infrastructure for the York-Durham Heritage Railway and expedite the rebuilding of the iconic Uxbridge station.	\$100,000
Yuan Travel & Education Consulting	This project will enhance online booking and new experiences developed and sold to the re-emerging international travel market.	\$30,000



CENTRAL COUNTIES

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Zen Bus Lines	This project will revamp the website for online sales, update equipment to be more COVID-friendly so that tourist feel safe and comfortable on our bus tours.	\$75,000
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Related Product

[News Release: RTO6 announces support for tourism recovery in York, Durham, and Headwaters.](#)