

News Release

For Immediate Release

RTO 8 announces support for tourism recovery in Kawarthas Northumberland

RTO8 delivers \$2.8-million for 37 businesses, through the Government of Canada's Tourism Relief Fund, to attract visitors and support future growth

October 5th, 2022 Hastings, Ontario

Today, Regional Tourism Organization 8 (RTO8) announced support for 37 tourism businesses and organizations in Kawarthas Northumberland to recover from the pandemic and prepare for future growth.

RTO8 received \$2.8-million dollars through the Government of Canada's Tourism Relief Fund, delivered by the [Federal Economic Development Agency for Southern Ontario](#) (FedDev Ontario), to help local tourism organizations and businesses safely welcome back visitors, recover from the impacts of the pandemic, create jobs and prepare for future growth.

This includes the Trent Hills Chamber of Commerce, who is receiving \$100,000 to enhance the visitor experience by providing interior and exterior improvements, such as the upgrading of the visitor centre in Campbellford, the installation of an EV charging station in Warkworth Ontario, the installation of six permanent message centres throughout Trent Hills, and much more.

"Funding through the Tourism Relief Fund is a tremendous support that will provide us with opportunities for marketing, tourism development and infrastructure projects to increase visitor spending in Trent Hills on both a short- and long-term basis. We appreciate the federal government's contribution to support the tourism economy in Trent Hills, vital to the success of local festivals and events, thriving downtown communities and the business community."

- *Nancy Allanson, Chief Executive Officer, Trent Hills Chamber of Commerce*

Please see list of recipients on page 3 for more information on all projects receiving support.

Quotes

"The Government of Canada's \$78-million investment through the Tourism Relief Fund is helping communities across southern Ontario. With this funding, southern Ontario's Regional Tourism Organizations and Indigenous Tourism Ontario are providing hundreds of local businesses and organizations with the support they need to create jobs, attract more visitors and grow local economies, now and into the future."

- *The Honourable Filomina Tassi, Minister responsible for the Federal Economic Development Agency for Southern Ontario*

"The Canadian tourism sector continues to be one of the most affected by the COVID-19 pandemic. We are fully committed to supporting businesses and organizations through these challenging times, keeping safety as the top priority while ensuring they get support to quickly recover, innovate their products and services, and thrive. The Tourism Relief Fund will help businesses/organizations adapt, make improvements, and be ready to welcome back guests. It also feeds into a broader strategy to help the sector survive the pandemic, recover and grow. The Canadian economy will not fully recover until our tourism sector recovers."

- *The Honourable Randy Boissonnault, Minister of Tourism and Associate Minister of Finance*

"We at RTO8 are thrilled to be able to deliver the Tourism Relief Fund to Kawarthas Northumberland. The funding provided by FedDev Ontario will continue to support our region's vibrant and authentic tourism industry."

- *Brenda Wood, Executive Director, RTO8*

Quick facts

RTO8 exists to support a competitive and sustainable regional tourism industry, attract visitors, generate economic activity and create jobs. We work with industry partners to build up the Kawarthas Northumberland region through experience development, investment, marketing, and workforce development.

The Government of Canada's \$2.8-million investment in RTO8 is part of an over \$78-million investment for ITO and RTOs in southern Ontario.

The Government of Canada's [\\$500-million Tourism Relief Fund](#) is helping tourism-oriented businesses and organizations recover from the pandemic and prepare for future growth. FedDev Ontario is delivering nearly \$120 million of the [Tourism Relief Fund](#) across southern Ontario.

Associated Links

- [RTO8](#)
- [FedDev Ontario](#)
- [Tourism Relief Fund \(TRF\)](#)

Contacts

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About RTO8

Regional Tourism Organization 8 (RTO8) is funded by the Ontario Ministry of Tourism, Culture and Sport to promote regional tourism activity in the area that is now branded as Kawarthas Northumberland. It was created through the Tourism Competitiveness Study completed in 2009. To learn more about RTO8, please visit the RTO8 [Website](#), or find us on [LinkedIn](#) and [Facebook](#).

About FedDev Ontario

For 13 years, the Government of Canada, through [FedDev Ontario](#), has worked to advance and diversify the southern Ontario economy through funding opportunities and business services that support innovation, growth and job creation in Canada's most populous region. The Agency has delivered impressive results, which can be seen in southern Ontario businesses that are creating innovative technologies, improving productivity, growing revenues, creating jobs, and in the economic advancement of communities across the region. Learn more about the impacts the Agency is having in southern Ontario by exploring our [pivotal projects](#), our [Southern Ontario Spotlight](#), and FedDev Ontario's [Twitter](#), [Facebook](#), [Instagram](#) and [LinkedIn](#).

APPENDIX : List of Recipients

Recipient Name	Project	Funding contribution
4 th Line Theatre	This project will deliver shoulder season productions and digital offerings for their 30th season, and barnyard sessions partnering with local musicians.	\$60,000
Brighton Cramahe Chamber of Commerce	This project will enhance the tourist information area at Presqu'île Park through the installation of benches, bike racks, and tourist information boards.	\$ 27,321.39
Buckhorn District Tourist Association	This project will enhance the community centre and area through the installation of bike racks, bike repair stations, and EV charging stations.	\$49,900
Campbellford Business Improvement Area	This project will enhance the Campbellford Business Improvement Area through the installation of an accessible dock for kayaks, canoes, and paddleboards, the installation of a rainbow bench and self-watering planters, and a website redesign.	\$100,000
City of Kawartha Lakes	This project will enhance the Paddling Routes and Fall Driving routes at Kawartha Lakes, and update visitor information signage.	\$92,300
City of Peterborough	This project will install wayfinding signage and multiple public art projects displayed throughout the City of Peterborough.	\$100,000
Coboconk, Norland & Area Chamber of Commerce	This project will enhance the Coboconk and Norland tourism area experience through the installation of gender-neutral washrooms, a bike rack and repair stations, benches, and waste receptacles to increase tourism traffic. The project will also renovate the public boat ramp.	\$100,000
County of Peterborough	This project will expand access for the Peterborough area snowmobile trail through the preparation of bridge design and tender documentation, and the pre-purchase of new modular bridge superstructure.	\$100,000
Critical Mass: A Centre for Contemporary Art	This project will enhance the centre through the ongoing installation of a large-scale immersive digital projection and public art program to increase visitor traffic.	\$99,850
Curve Lake First Nation	This project will create an eco-resort in Curve Lake First Nation with the installation of a glamping component and construction of eco-cabins to promote sustainable tourism in the area.	\$100,000
Environmental Action Bobcaygeon	This project will enhance the eco-tourism experience in the Bobcaygeon area through the installation of a kayak rack, water refill station, an EV charging station, bike share maintenance, and the development of a heritage walking tour app.	\$99,597.81
Escape Maze Inc.	This project will improve accessibility at the escape maze through the installation of gender-neutral accessible washrooms; modernize parking, and converting the present pavilion into a meeting area for the creation of new shoulder season activities to increase visitor traffic.	\$100,000
Fells Meadows Farms	This project will enhance the eco-tourism experience at Fells Meadows through the installation of a solar power system for	\$88,150

	yurts, infrastructure upgrades, and signage and website upgrades to increase visitor traffic.	
Fenelon Falls & District Chamber of Commerce	This project will enhance the tourism experience in Fenelon Falls through the installation of street light décor and a marketing initiative including social media posts to encourage guests to visit during shoulder season.	\$33,500
Gaming Nature Centre	This project will enhance the visitor experience of the nature centre through the installation of a boardwalk in the wetlands; docks to allow boaters access; and, a platform at the entrance to Turtle Bay Trail to increase tourism traffic.	\$69,600
Globus Theatre Inc.	This project will extend and enhance the summer theatre production and promotion for the Globus Theatre to increase tourism traffic.	\$100,000
Haute Goat Farm	This project will enhance the visitor experience at the goat farm through expanding the parking area, installing an EV charging station, signage, disc golf pavilion, benches, and a playground.	\$78,000
Indigenously Infused	This project will construct an outdoor building for visitors to learn about native botanical uses at the site. The project will also create trails through the forest and the promotion of attractions infusing indigenous knowledge into visitors' ideas of Canadian plants.	\$37,500
Kawartha Gallery	This project will create the "Film Program Project" to adapt the Gallery's current film program through Canadian film distributors to create a film programming festival to increase visitor traffic at the location.	\$64,994
Kawartha Region Conservation Authority	This project will install a disc golf course on the site and create a Fall and Winter Festival to increase tourism and visitation traffic in the Kawartha region.	\$100,000
Lakeview Arts Barn	This project will enhance infrastructure at the venue including exterior renovations and landscaping to promote increased visitor levels to the region and location.	\$50,000
Lang Hastings Trail	This project will resurface the Lang Hastings Trail, install a bike repair station, signage, and will create and deliver marketing and website upgrades to promote usage at the trail and Keene region.	\$46,150
Lindsay & District Chamber of Commerce	This project will create a bike share program in various locations in the surrounding area of Lindsay which will include the purchase of bike share equipment and signage to promote cycling tourism in the area.	\$69,938.51
Lindsay Agricultural Society	This project will upgrade the washroom facilities on the Lindsay agricultural fair grounds to include a gender neutral and family washroom as well as upgrade all fixtures in existing washrooms to touchless commercial grade fixtures that meet guest expectations for cleanliness.	\$48,700
Lindsay Downtown Business Improvement Area	This project will enhance downtown Lindsay through the installation of winter holiday lamppost décor and year-round banners.	\$88,115
Market Hall Performing Arts Centre	This project will install a professional sound system at Market Hall to enhance visitor experience in downtown Peterborough.	\$100,000
Municipality of Port Hope	This project will install benches, waste receptacles, and bike racks to enhance downtown Port Hope. The project will also enhance the online tourism services presence of Port Hope via blog content, translation services, and tourism ambassador training to elicit greater visitor demand in the area.	\$40,000

Municipality of Trent Hills	This project will enhance the area of Trent Hills through upgrading municipal washroom facilities, the kayak launch, accessible picnic tables, and installing bike racks to increase eco-tourism demand in the area.	\$100,000
Municipality of Trent Lakes	This project will obtain the services of a consultant to deliver a Trent Lakes 5-year Economic Development Tourism Recovery Strategic Plan to elicit greater tourism and commercial demand in the area.	\$50,000
Peterborough & the Kawartha Tourism	This project will deliver an innovation and mentorship program and complete development of wayfinding and signage design guidelines of trail signage and non-vehicular directional signage to execute the wayfinding signage program.	\$100,000
Peterborough Downtown Business Improvement Area	This project will create the downtown vibrancy project through the delivery of public art projects, downtown events, map creation, and the Urban Park Grand Opening to renew the downtown core to elicit increased tourism traffic to the Peterborough area.	\$96,100
Showplace Performance Centre	This project will update the exterior signage and networking upgrades for a larger online presence to increase theatre tourism in Peterborough.	\$100,000
Sky Haven Equestrian Centre	This project will update the barn, paddock, and trail area at the equestrian centre site to increase accessibility.	\$38,815
Township of Selwyn	This project will install interlocking brick in the downtown of Selwyn and the installation of metal streetlight banners to enhance the tourism experience in the area.	\$100,000
The Township of North Kawartha	This project will install Level 3 EV charging stations, and create infrastructure to support the EV chargers to elicit increased sustainability focused tourism traffic in the North Kawartha Region.	\$100,000
The Township of Cavan Monaghan	This project will revitalize the Millbrook area trail through repairing the pedestrian bridge, installing benches along trail, trail signage with QR codes and parking space at trail entrance.	\$25,500
Trent Hills Chamber of Commerce	This project will enhance the visitor experience throughout Trent Hills by improving the visitor centre in Campbellford, installing an EV charging station in Warkworth, providing marketing, infrastructure for a kayak rental facility, and updating washrooms for increased accessibility.	\$100,000