



Backgrounder

For Immediate Release

June 1, 2023

Today, Regional Tourism Organization 7 (RTO7) announced support for 94 tourism businesses and organizations in BruceGreySimcoe to recover from the pandemic and prepare for future growth. RTO7 received over \$7.6 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
Highlands Estate	Installation of gender-neutral washrooms and glamping tents.	\$99,701.00
Bagida'waad Alliance	Creation of authentic Indigenous experiences including guided hikes, historical stories, snowshoeing and more.	\$100,000.00
Theatre Collingwood	Creation of three musical gala evenings in the shoulder seasons.	\$69,333.00
Mill Pond Gallery and Bruce County Bookstore	Building a patio, trails improvement and creation of more signage.	\$37,295.00
Blue Mountain Village Association	Installation of benches and washrooms, promotion of new offerings.	\$100,000.00
Orillia District Snowmobile Association	Creation of new trails for the snowmobile season and signage throughout trail network.	\$77,325.88
Northshore Cottages	Infrastructural upgrades to 9 cottages and laundry facility for visitors.	\$38,520.00
Barrie Hill Farms	Increase number of wheelchair accessible wagons from 1 to 11.	\$78,000.00
Back Forty Glamping	Installation of 4 geodesic domes to provide overnight experiences.	\$100,000.00
Camp Couchiching	Adaptation of infrastructure in accordance with COVID-19 safety protocols and broadening operations to offer should/winter season experiences.	\$100,000.00
Bullseye Beach Laser Tag	This project will enhance tourism experience by completing infrastructural upgrades to improve shoulder season offerings while improving visitor safety and convenience.	\$100,000.00
Giggle Arcade	Additional multiplayer arcade games to encourage group visitation.	\$21,606.00
Moto Park	Development of bike trails/courses, provision of power and water to campsites and conducting water purification upgrades.	\$37,400.00
Pine River Cheese Mercato & Pizzeria	Addition of accessible washroom, renovation of gender-neutral washrooms and addition of EV chargers.	\$100,000.00
Town of South Bruce Peninsula	Provision of accessible park furniture including benches, lounge chairs and picnic tables.	\$100,000.00
Tourism Barrie	Installation of information kiosks in the front lobbies of eight Barrie hotels.	\$62,326.00

Tyrolean Village Resort	Triple the size of the beach and improvement of picnic area.	\$47,441.00
Rocklands Market Ltd.	Completion of construction of the main building of the event centre/market.	\$100,000.00
Saugeen Riverbank Campground	Creation of glamping domes with saunas, hot tubs, a bathroom, shower, and kitchenette.	\$40,786.00
Owen Sound Farmers' Market	Creation of shaded seating area in market square with permanent garbage/recycling and bike racks.	\$18,356.00
Free Spirit Tours	Purchase of kayaks, other watercraft, and winter hiking equipment to meet demand.	\$55,724.00
The Georgian Bay Centre for the Arts	Modernization of facilities and replacement of light fixtures for energy efficiency and visitor safety.	\$100,000.00
Tomboi Ice Cream	Hiring of employees to meet demand and create more offsite attractions.	\$11,092.00
City of Owen Sound	Implementation of River District Action Plan to revitalize the district.	\$88,564.00
Port Elgin Pumpkifest	Purchase of safe and reliable equipment to replace an aging inventory to be used in upcoming festivals and events.	\$50,000.00
The Falls Inn	Construction of outdoor relaxation space with 12-person hot tub, deck with lounge chairs, a café and fire pit.	\$100,000.00
Cobble Beach	Creation of 32 educational plaques mounted on the current trail system.	\$92,342.00
Pinetree Campground	Construction of mini golf course.	\$100,000.00
Escarpment Biosphere Conservancy	Repairing of trail system and additional signage to educate visitors.	\$49,502.00
Township of Oro-Medonte	Installation of 3 major gateway signs into the municipality and establishment of a Tourism Ambassador Program.	\$90,846.00
Glen Oro Farms	Addition of 4 geodesic domes and building an event space for weddings, dinners and more.	\$100,000.00
Mid-Ontario Snowmobile Trails	Building a new bridge structure to be used as part of the snowmobile tourism route.	\$99,944.00
County of Simcoe	Purchase of bike racks, repair stations and benches for trails across the county.	\$100,000.00
Downtown Barrie BIA	Animation of Barrie's downtown core through December with activities, public art and mixed-use spaces.	\$69,333.00
ReLive Retreat	Creation of new nature cabins for shoulder and winter season experiences.	\$100,000.00
Bruce Peninsula Biosphere Association Eco Adventures	Creation of 4 new eco adventures including a multi-day tenting experience in collaboration with local Anishinaabe community members.	\$95,296.00
Town of Saugeen Shores	Upgrading trail infrastructure and signage.	\$100,000.00
Township of Ramara	Completion of infrastructural trail upgrades to increase safety through proper drainage and smooth trail.	\$73,233.00
Georgian Bay Hotel	Development of engineering plans and construction of infrastructure for the installation of an elevator to make a portion of the resort fully accessible.	\$100,000.00



REGIONAL TOURISM ORGANIZATION 7



Burl's Creek	Preparation of the event grounds for events, and securing permanent administration trailers to meet demand.	\$100,000.00
Iwa Spa	Addition of treatment spaces and expansion of the lounge to allow the spa to return to pre-COVID-19 capacity while maintaining safety.	\$100,000.00
Township of Clearview	Completion of a sustainability and strategic tourism plan that will guide priorities and tactics to develop the local tourism economy.	\$64,000.00
Oro-Medonte Chamber of Commerce	Provision of decorative lighting, increased safety protocols and local promotion of the Oro-Medonte Mystical Lights Drive Thru Festival.	\$99,940.00
Ontario Ski Resort Association	Re-launch of programming with a focus on education and curriculum consulting while marketing to all Ontario school boards.	\$100,000.00
Town of Hanover	Build a stage cover for the amphitheatre, install EV chargers, pride benches and holiday light displays.	\$90,220.00
Municipality of West Grey	Purchase and install EV chargers in popular tourism destinations.	\$100,000.00
Township of Huron-Kinloss	Hire consultants to develop the Secrets of the Back 40, including a cycling route, themed itineraries for local tourism businesses and creation of an interactive digital map.	\$100,000.00
County of Grey	Grade, stone dust and compact 35.5km of the CP Rail Trail to create proper drainage and a smooth surface.	\$100,000.00
County of Bruce	Installation of EV chargers.	\$61,593.00
Town of Penetanguishene	Installation of picnic tables and accessible tables near an art sculpture installation in the downtown core.	\$68,933.00
Town of Wasaga Beach	Installation of EV charging stations at Wasaga Beach to allow for EV users to travel to the region.	\$100,000.00
Cobble Beach Concours D'Elegance	Promotion and marketing that supports the expansion of the event.	\$100,000.00
Folmer's Gardens and Landscape	Build a pedestrian infrastructure, install 2 benches and signage along the trails, and creation of a shaded outdoor seated area for picnics.	\$100,000.00
Sugar Ridge Retreat Centre	Convert shared accommodations into private rooms to conform to consumer expectations following COVID-19.	\$100,000.00
Township of Southgate	Installation of 80 informational markers through the downtown core to highlight the history of the township.	\$95,530.00
Grey Matter Beer	Add a second story deck to increase capacity and seating for guests.	\$623.00
The Blue Mountains	Installation of EV chargers at 5 locations identified as key tourism locations.	\$100,000.00
Woodington Lake Golf Club	Construction of infrastructure to make the facility more accessible to the disabled.	\$100,000.00
Vetta Nordic Spa	Installation of a high efficiency and low energy consumption HVAC system.	\$100,000.00
Saugeen Shores Chamber of Commerce	Support new location for the Saugeen Shores Canada Day Celebrations, specifically creating an opportunity for musical performances.	\$7,076.00

Owen Sound Little Theatre	Installation of new fire prevention sprinkler system to meet health and safety requirements to accommodate visitors.	\$26,115.00
Kempfenfest	Creation of inclusive performance/musical programming at the Youth Village Stage and promotion of the events.	\$100,000.00
Spy Cider House Distillery	Creation of an orchard cider garden and an outdoor bar and kitchen with roof to be used year-round.	\$19,468.00
Wasaga Beach Adventure Park	Creation of a second speedball arena to host provincial and national tournaments and create a new themed playing area.	\$52,706.00
The VanderMarck Boutique Hotel	Build a multi-use event space and install a gender-neutral washroom.	\$100,000.00
Mr. Norms Nephew	Create a side and rear entrance, while installing bike racks and signage in Wasaga Beach.	\$57,843.00
Heartwood Studios: Heartwood Concert Hall/Heartwood Home	Expand the concert hall to operate on 2 levels with 3 performance stages, including an expanded event space and 2 outdoor patios.	\$51,525.00
Neustadt Springs Brewery	Install a new canning line to ensure a safe visitor experience and signage to attract new visitors.	\$99,138.00
Par Fore Driving Range	Purchase automated ball dispensers, mats, balls, security cameras and more.	\$17,500.00
The South Simcoe Theatre	Refinish floors to eliminate a safety hazard and increase promotional efforts.	\$9,869.00
Elite Camps Wiarton	Construction of an outdoor picnic shelter for large groups to accommodate COVID-19 health and safety regulations.	\$52,841.00
Municipality of Brockton	Install signage, benches and EV chargers in popular tourism areas.	\$97,860.00
Fisherman's Cove Campground	Complete infrastructural trail upgrades, install signage, EV chargers and new timber art among other upgrades.	\$100,000.00
Morrison Pumpkin Farm	Place and level gravel for the parking lot and complete drainage/landscaping work in the main display area.	\$2,967.63
Saugeen Valley Conservation Authority	Replace bridges at the Stoney Island Conservation Area, install signage and construct a gender-neutral washroom.	\$100,000.00
City of Orillia	Install touchscreen TVs, tablets, and a projector screen to improve the distribution of information.	\$67,941.00
The Southampton Inn	Install EV chargers and solar panels and complete infrastructural upgrades necessary to extend offerings into the shoulder and winter seasons.	\$89,103.00
Lavender Fox	Grade trails, create a lookout point with furniture and a fireplace, install security cameras and install bike racks.	\$100,000.00
The Creemore Community Foundation	Build a performance stage to deliver year-round inclusive programming, including Indigenous dance troupes, LGBTQ@S+ and BIPOC artists and more.	\$82,500.00
Adventure the Bruce Inn	Renovate cabins to increase capacity.	\$100,000.00
Agema Work	Protect the data of hospitality employees and employers while using the Agema Work app.	\$10,000.00
Breathe Easy Cottage	Improve indoor and outdoor accessibility with ramps, accessible trails, and new flooring.	\$31,240.00



Nottawasaga Valley Conservation Authority	Install EV chargers and portable washrooms at the trail parking locations.	\$80,212.00
Buddha Bing Cottage	Restructure and renovate rooms to adapt to COVID-19 health and safety regulations.	\$33,021.00
Theatre by the Bay	Launch the Simcoe County Theatre Festival, hosting 6 productions over 2 weeks.	\$62,719.00
Town of Collingwood	Install an EV charger, promotional signage, and an augmented reality experience.	\$100,000.00
Quayle's Brewery Inc.	Installation of an event tent to host large groups.	\$100,000.00
Therianthropy	Purchase a portable wine tasting trailer, installation of a gender-neutral portable washroom, and install EV chargers.	\$51,555.00
Travelling Chicken	Creation of a winter snowshoeing experience on the Bruce Peninsula.	\$39,100.00
Duntroon Highlands Resort	Creation of multiple non-golf related tourism activities throughout the grounds.	\$100,000.00
Municipality of Kincardine	Installation of new garbage/recycling containers allowing for more clean visitor experiences.	\$82,501.00
The Blue Mountain Foundation of the Arts	Installation of public art and several artist painted benches	\$8,829.00
Victoria Jubilee Hall	Renovation of the main entrance of the hall.	\$38,010.00
Cobble Beach	Renovations to improve interior and exterior infrastructure to improve guest safety and experience satisfaction.	\$100,000.00

Related Product

[News Release](#): RTO7 announces support for tourism recovery in BruceGreySimcoe.