

Backgrounder

For Immediate Release

September 30, 2022

Today, Hamilton Halton Brant Regional Tourism Association announced support for 65 tourism businesses and organizations in the Hamilton Halton Brant Region to recover from the pandemic and prepare for future growth. Hamilton Halton Brant Regional Tourism Association received \$5 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
Andrews Farm Market & Winery (Andrews Scenic Acres)	This project will improve visitor safety, accessible and overall experience with increased volume through updating important infrastructure.	\$100,000
Art Gallery of Hamilton	This project will make accessibility upgrades and enhance the Sculpture Garden through turf installation, furniture purchase and activation through games.	\$100,000
Backed By Bees	This project will further develop the four-acre property to deliver more guest experiences and build natural infrastructure for shoulder seasons. Work will include development of content for guided and self-guided tours and tastings experiences both digital and physical. Patio upgrades and onsite signage will also be completed.	\$25,000
Brantview Apples/Howells Cidery	This project will improve visitor experience through easy access to the farm (transportation infrastructure) with safer parking and a 'people mover' shuttle and will redesign and enhance the entrance of the farm, including a second laneway, parking lot improvements and wayfinding.	\$25,000
Browndalefarm	This project will enhance farm to table experiences and visitor experiences via building an insulated finished space complete with gender neutral and wheelchair accessible bathrooms, a fully functioning commercial kitchen and space to host community collaborative events.	\$100,000
Burlington Museums Foundation	This project will modernize operations of the point-of-sale system using the platform Perfect Mind.	\$25,000
Burlington Sound of Music Festival	This project will conduct an Economic Impact survey during the 2022 Burlington Sound of Music Festival to help with 2022 reporting and to aid with 2023 Festival planning.	\$20,000
Cameron's Brewing Company Inc.	This project will build the necessary indoor infrastructure to support demand during shoulder and winter seasons by hosting a variety of events.	\$21,000
City of Burlington	This project will implement a public art project, in collaboration with Indigenous community members, at the Burlington waterfront called "Walk to the Water."	\$100,000
Concrete Canvas Festival	This project will create more concrete canvas murals that will be installed throughout the city. These mural locations will be	\$85,000

	animated with free live events that are focused on bringing people together through music, dance, and sport.	
Corporation of the City of Brantford (Tourism Brantford)	This project will develop a Tourism and Culture Strategy for the Tourism Division of the Economic Development and commission a public art piece titled "Round of Applause" to install at the Sanderson Centre.	\$100,000
Country Heritage Agricultural Society	This project will include conducting necessary updates to infrastructure at the park. These improvements will allow the organization to host more events and increase in customer demand, including hosting an Indigenous-led event for National Day for Truth and Reconciliation.	\$100,000
Dan Lawrie International Sculpture Collection	This project will create a collection of 15 original sculptural works along an accessible 1km trail through the waterfront and Downtown BIA of Burlington, Ontario in the summer of 2022.	\$100,000
Downtown Acton BIA	This project will create temporary and permanent public art activations and cultural events in the Downtown Acton BIA between June and December 2022 with the goal to attract visitors and raise awareness to area.	\$100,000
Downtown Paris Business Improvement Area	This project will create a new brand and website for the Paris BIA and launch "Thursday Night Lights," an 8-week series of inclusive events that will provide live musical activation in downtown Paris.	\$41,000
Factory Media Centre	This project will design and develop Augmented Reality installations featuring up to six artist projects. 16 AR skill building workshops will also be part of this project.	\$50,220
Federated Women's Institutes of Canada	This project will improve exterior infrastructure elements at the Adelaide Hunter Hoodless Homestead Museum. These improvements will enhance the visitor experience at the site, involving site signage; and the pavilion, including infrared heaters; stage equipment; outdoor seating; storage, and expansions to the parking lot and additional bike racks.	\$99,772
Festitalia	This project will enhance in-person programming events and build organizational capacity and sustainable infrastructure to support the organization's priority to grow the tourist audiences.	\$75,500
Festival of Friends	This project will create a new set of Indigenous musical programming elements for the festival and will also highlight Indigenous vendors and artisans.	\$36,000
Five Oaks Centre	This project will support the building of an accessible, covered, 3-season patio to increase dining capacity to draw guests from the region and beyond to Brant County.	\$100,000
Flux Brewing Company INC	This project will convert a shipping container into a functioning kitchen that will be used to augment the activities of the brewing by showcasing products from neighbours in Brant County.	\$100,000
Furnace Room Brewery	This project will add two washrooms and a continual onsite food truck to provide year-round food options to guests visiting the brewery.	\$86,000
Galaxy Motel	The project will support the repositioning of the motel to an eco-resort located across from the Grand River through secure bike storage infrastructure (locks, cameras, etc.) to accommodate the outdoor enthusiasts, a Brantford Mural, and upgrades to their 1/4-acre garden.	\$39,950
Georgetown Agriculture Society	This project will upgrade building infrastructure to protect visitors' health and safety and allow this organization to fulfill its purpose.	\$42,700

Georgetown Craft Beer Festival	This project will enhance the regional signature tourism event that will include Covid-recovery activities; organizational updating; visitor experience enhancement; and equipment purchases and new staffing.	\$67,440
Golden Horseshoe Live Steamers	This project will upgrade railway tracks for visiting tourists at the Museum of Steam and Technology through repairing and replacing wooden railroad ties and constructing wooden trackage templates to enable precise and rapid completion.	\$55,175
Glen Drummond Farm Inc	This project will upgrade the farm's infrastructure that will improve guest experiences in shoulder seasons.	\$33,150
Grand River Champion of Champions Pow Wow	The Pow Wow will relocate this year to the Ohsweken Speedway. The work of this project will be to establish the 42-year-old event in this new location and host the event in line with pre-covid activities and attendance.	\$100,000
Grand River Rafting Company Ltd.	This project will enhance customer experience by purchasing two portable washroom facilities that will be made available to customers as they launch and exit the river during their visit.	\$100,000
Grand Valley Trails Association	This project will develop a new tourism offering through enhanced and well-maintained trails for visitors' enjoyment of the outdoors and generate broader public awareness of the hiking trails through promotion of hiking etiquette and the availability of guided hikes to visitors in the area.	\$52,800
Grand Watershed Trails Network Inc	This project will extend the trail network along the Grand River to create experiences for visitors to extend their stay in the Grand River Watershed. Additional suitable locations for Grand Trails signage along the main land trails will be identified and produced in order to improve visitor trail experiences.	\$77,500
Halton Agricultural Society	This project will revitalize the grandstands at the Milton fairgrounds. The concrete structure and roof will be repaired to keep this heritage structure functional and safe.	\$86,000
Hamilton Festival Theatre Company o/a Hamilton Fringe	This project will create an accessible street-level presence and an associated marketing campaign targeted at increasing tourism in the region.	\$23,060
Hamilton Waterfront Trust	This project will support the tourism experience development of Hamilton's waterfront.	\$100,000
Hamilton International Airport Ltd	This project aims at restoring confidence in the health and safety of air travel and supporting a robust recovery for the region by ensuring that people can get to where they need to go with convenience, confidence, and ease. To amplify these aspects of visitor services new digital assets at key areas such as baggage claim, the arrivals concourse, and the security-screening checkpoint will be installed and new digital inventory developed.	\$59,600
Langford Conservancy	This project will repurpose the Langford Schoolhouse as an example of ecological sustainability and will partner with Hearts Content Organic Farm to promote the Brantford to Dundas trail.	\$100,000
Light Up the Hills Festival of Halton	This project will repair and obtain additional lights and displays to expand the event to enhance the Winter Display Features during this month-long festival in order to attract more visitation and generate longer stays.	\$52,000
Little Brown Cow	This project will support infrastructure upgrades to keep up with increased visitor volume and cultural diversity of the visitor demand.	\$100,000
Little Ray's Reptile Zoo Hamilton Inc	This project will develop a new exhibit for wildlife and will travel to festivals held in rural communities throughout the region to contribute to post-pandemic recovery.	\$100,000

Milton BIA	This project will install new lighting on the main street light poles to enhance illumination of the downtown and create an atmosphere in the downtown core during shoulder and early winter season. Live music programming will also animate the space.	\$73,000
Noisemaker Presents Inc.	This project will expand the operations of the "Paris Drinks Fest" to draw domestic and international visitor traffic to experience the local offerings of Paris.	\$40,000
NUVO Taste	This project will develop a shoulder season event series that is designed to be a culinary tourism experience, with the theme of exploring indigenous and international cultures through food. The event will combine food and culture with cooking classes, demonstrations and meals and other related cultural aspects.	\$90,000
Ohsweken Speedway	The project will develop visitor experience at the speedway through improved accessibility infrastructure, VIP offerings, and overall safety updates.	\$100,000
Ottawa St BIA	This project will create the 'Sew Hungry' 2022 festival that will involve 20 food trucks; live music from local artists; and an activity zone with community booths to promote local activities within Hamilton.	\$33,665
Paris Agricultural Society	This project will upgrade the main parking lot to prepare for future growth of the Paris Fair and other events on the property. Activities include paving the area and providing updated signage.	\$80,000
Paris Brewing and Malting	This project will see the expansion of the Brewery facility to increase the production and serving capacity of the business which will provide expanded visitor services.	\$100,000
Pumpkins After Dark	This project will enhance event that will build on a new attraction, which includes 150 pumpkin sculptures and growing the attendee base to become a significant tourism signature event in the region.	\$70,000
Redback Tours Inc	This project will enhance the tour offerings by creating more bus; walking; and combination tours throughout Southern Ontario.	\$100,000
Ridge Road Estate Winery	This project will develop a four-season trail and food preparation space that will improve visitor experiences allowing for hiking in the spring, summer and fall and for cross country skiing and snowshoeing in the winter.	\$94,000
Rockton Agricultural Society	This project will improve the permanent grandstand seating to accommodate the 'Design of Public Spaces Standard' into their infrastructure. This new structure will provide an expanded and accessible area that will enable seniors, families with children and individuals with mobility limitations to participate in outdoor events and programs.	\$80,000
Royal Botanical Gardens	This project will enhance the experience for the "Winter Wonders" evening outdoor event with the addition of new light and art installations and additional audio equipment.	\$100,000
Sonic Unyon Records	This project will assist the delivery of the 2022 "Because Beer Craft Beer Festival", a two-day festival in July which features local beer, music, games.	\$35,500
Steel Wheel Brewery	This project will enhance the visitor experience by offering food service using local ingredients to produce artisan pizzas to complement the Craft Brewery and Farm Rural experience.	\$30,875
Taren White Gallery	This project will create an outdoor space to extend the visitor experience over the Grand River with the option to participate in outdoor workshops and painting classes.	\$25,000

Telling Tales	This project will create a nursing station; new signage; water stations; support for volunteer management and the creation of a suite of photographic assets to be used for future promotion of the event and its venue.	\$27,000
The Board of Trustees, New Vision United Church	This project will renovate a historic church building to be re-adapted as a 1000 seat performance and event space towards further establishing mid-sized performance venues and cultural programming in the City of Hamilton.	\$25,000
The County of Brant	This project will create a destination for outdoor adventure and cycling in Southern Ontario. The project will create sustainable tour packages and experiences that will increase visitor traffic in the County of Brant area.	\$99,250
The Halton Region Conservation Authority	This project will enhance the long-term capacity of Conservation Halton parks to host larger events and partnership offerings that promote shoulder season tourism. Activities will increase visitor traffic to Conservation Halton parks during the fall 2022 shoulder season for Hops and Harvest Festival, Halloween Spooktacular, and the Indigenous Food Sovereignty Celebration due to visitor experience enhancements.	\$100,000
The Ping Way Inc. o/a Zen Climb	This project will expand its offerings through the creation of a website and online instruction videos to streamline the visitor's experience.	\$60,000
Town of Milton	This project will create an Indigenous Legacy Space in First Ontario Arts Centre by developing the Orange Crosswalk as a visual area for informing visitors regarding Truth and Reconciliation.	\$75,633
Town of Oakville	This project will create the permanent installation of an orange crosswalk; a traffic signal cabinet with anti-graffiti wrap; interpretive sign, and public programming to support tourism, activation and awareness of the Truth and Reconciliation process at the intersection of Thomas and Church Street.	\$25,000
Tripcentral.ca	This project will create a new consumer friendly website to increase domestic packages sold and position the Heart of Ontario and Southern Ontario as year-round destinations by improving online systems.	\$100,000
Two Row on the Grand	This project will re-establish the annual paddling trip by securing 40-75 paddlers.	\$74,600
Visit Oakville (Oakville Tourism Partnership Inc.)	This project is creating a 3-year visitor experience strategy that will prioritize initiatives to increase the economic impact of visits by encouraging movement around town and visits to multiple tourism businesses through accessibility and inclusion.	\$50,000
West Avenue Cider	This project will create a walkable nature trail through the farm; a permanent fire pit in the meadow; and a wood oven.	\$100,000
Woodland Cultural Centre	This project will see the expansion of the gift shop at the Woodland Cultural Center to carry a wide selection of art and handicrafts produced exclusively by Six Nations artists and artisans.	\$18,865

Related Product

News Release: Hamilton Halton Brant Regional Tourism Association announces support for tourism recovery in Hamilton Halton Brant.