

Backgrounder

Ontario's Southwest, Regional Tourism Organization (RTO 1), announced support for 129 tourism businesses and organizations in Ontario's Southwest to recover from the pandemic and prepare for future growth. Ontario's Southwest received \$10,969,354 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:

Operating Name	Project Description	Funding Amount
Aeolian Hall	This project will outfit three additional indoor spaces and one outdoor space with technological upgrades for sound and lighting, as well as additional seating. The outdoor space adjacent to Dave Southern Lounge will also feature a new canopy enclosure.	100,000.00
Aggie Armstrong Fine Art	The project will create a rural arts hub offering year-round visitor experiences through the enhancement of current outdoor spaces.	60,047.85
Airshow London	The project will support improvements to safety and training, the creation of a customized app that will provide access to all essential event details, including digital program, site map, performer list/information, sponsor information, emergency procedures, garbage collection, and the movement to a completely digital ticketing service.	64,491.46
Anderson Craft Ales	The project will support environmental sustainability with the purchase of equipment to capture and reuse CO ₂ , which is produced during the production of alcohol beverages, immediately reducing company's CO ₂ production and emissions by up to 95%.	63,000.00
Apple Hill Lavender	The project will support the farm to enhance the visitor experience through infrastructure upgrades and expanding operations to include experiences and events that will enhance and promote rural tourism, as well as culinary tourism offerings.	99,765.76
Austin's Farm Market	The project will support more capacity in the farm market kitchen, parking lot to park and accommodate more people and greenhouses to add to the experience for customers.	80,328.83
Banded Goose Brewing Co.	The project will support the renovation of an open-air Beer Garden and enclose it to house the new Kingsville & Essex County Tasting Bar. Enclosure will allow the extension of the experience as well as other services into the shoulder seasons (Nov thru April, an additional 5-6 months), which is currently restricted due to weather.	50,000.00
Bayside Brewing	The project will support the demolition of old structures on the lot, upgrade public access areas, the installation of outdoor picnic shelter and tables, landscaping, installation of signage, installation of storage facility, and installation of taps for outdoor venues.	100,000.00

Black Bear Farms of Ontario Estate Winery Inc.	The project will support adding two gender-neutral and accessible washroom facilities to use year-round.	81,375.00
Black Creek Music Corporation	The project will support the renovation of a historic building in Delhi, to create an event space for live music with activities including the modernization of electrical systems, installation of professional lighting, updated interior and the purchase of equipment required to operate the location as a musical event space.	100,000.00
Bleacher Rentals	The project will create a concert style live entertainment event on the day preceding and the day following a rodeo event to help draw more visitors to the area.	42,120.88
Blue Planet Water Bikes	The project will support the purchase of a fleet of water bikes and a mobile trailer unit. This will assist the business in providing an innovative experience in rural and remote areas of the region, otherwise not accessible or affordable.	51,244.00
Bonnieheath Lavender Estates & Winery	The project will support the creation of unique experiences by renovating a new Bed & Breakfast and creating crafting space for interaction with craft master and for guests to create their own creations, and hiring experienced, passionate staff to tend to the customers.	82,800.00
Brant Hill Inn	The project will support the renovation of the facility to add kitchenettes to the 12 rooms on the property, attracting longer-term guests who would prefer to have access to cooking facilities.	100,000.00
Bre's Fresh Market	The project will support the expansion of the farm to promote culinary tourism in a rural destination.	100,000.00
Brewster's Mill Brewing Company Limited	The project will support creating an indoor and outdoor event space to provide live music and other innovative events for tourists year-round. This includes heaters and fire pits. In addition, the project will add patios and a fully accessible/gender neutral washroom.	100,000.00
Burning Kiln Winery	The project will enhance Concerts in the Vineyards by increasing production from five concerts per year to ten, with the hope to draw an additional 6,000-15,000 new visitors to Norfolk County.	100,000.00
Buxton National Historic Site & Museum	The project will support the creation of accessible walking paths among the museum's building, and directional signage creation.	81,365.36
Caledonia BIA	The project will support the purchase of a digital LED sign that can be used by the local BIA, community groups, not-for-profits, and businesses to promote special events and attractions.	40,000.00
CanGro	The project will support culinary tourism, experiential tourism, and building an inclusive tourism economy such as through the development of the CanGro AfroFood 1.5-acre farm where visitors can experience on-farm fork-to-table culinary experiences with Afro-Caribbean foods and can share food experiences/stories from farmers, chefs, and Afro-Canadian immigrants.	100,000.00

Cannabis Wiki Inc.	The project will create the largest Cannabis consumer and industry event in the region, which will bolster tourism and in partnership with local partners in education, agriculture, research and economic development will attract thousands to London, Ontario annually.	85,000.00
Cider Keg Farm Market	This project will improve signage and accessibility, expand lines of products and services, and complete exterior improvements. Activities that will help achieve these objectives include permanent exterior signage, moving and stabilizing the historic keg structure, and renovations to a new short-term accommodation.	40,991.55
Clonmel Castle	The project will support the restoration of Clonmel Castle, a renowned heritage accommodation site, with activities including new plumbing, electrical and heating systems, and energy efficient windows.	100,000.00
Clovermead	The project will support enhancements to the existing Splash Pad area by expanding the splash pad purchasing food service equipment.	100,000.00
County of Lambton	The project will support the development of branded interactive kiosks and print material display racks to be installed at 29 cultural facilities across Lambton County to help expand awareness of local tourism attractions.	77,988.31
Courtyard Events	The project will support event offerings, increase local content creation, enhance market fixtures and the addition of signage to improve wayfinding.	100,000.00
Cranberry Creek Gardens	The project will increase outdoor covered space and washroom facilities at the event venue at Cranberry Creek Gardens in Lynedoch Ontario through additions onto event spaces.	100,000.00
Cured Craft Brewing Co.	The project will enhance an experiential and culinary tourism attraction in Leamington to host events throughout the year.	82,257.56
Delhi BIA	The project will revitalize Memorial Park in downtown Delhi with the addition of a covered pavilion to support live music, movie night and provide protection from the elements for those visiting the park.	60,816.00
Downtown London	The project will support the beautification of the downtown core through the purchase and installation of planters with painted murals.	82,006.00
Downtown Simcoe BIA	The project will enhance the Friday Night Market featuring local vendors in Simcoe's downtown core by supporting increased safety measures, signage and improving accessibility.	100,000.00
Downtown Wallaceburg BIA	The project will create an accessible kayak rental and tourism kiosk site at Civic Square Park in downtown Wallaceburg.	66,248.63
Elgin County Railway Museum	The project will support the upgrading of the museum's electrical system to address the requirement for additional power to allow larger events to be held at the location.	100,000.00

Elgin Theatre Guild	The project will support improved accessibility to the Princess Avenue Playhouse, which includes the installation of a new concrete wheelchair ramp. The new ramp will replace an aging and unstable portable metal ramp at the rear of the building.	92,000.00
Essex County Black Historical Research Society	The project will reanimate Windsor's downtown core to create inclusive, equitable and diverse public spaces with interactive public art and murals that share the story of Windsor's African Canadian history and coordinate, in partnership with Bird Canada and WindsorEats, a series of scooter and bike tourism arts and culture experiences along the McDougall Street Corridor.	100,000.00
Essex Region Conservation Authority	The project will support the John R. Park Homestead Conservation Area by making access to the area more accessible by improving 350 meters of pathway and adding wayfinding signage.	100,000.00
Forest BIA	The project will support the creation of a mural walk in the downtown area of Forest that will include guided walks..	31,991.58
German Canadian Club London	This project will produce an authentic Oktoberfest event in collaboration with local craft breweries and local culinary partners featuring both all-ages events and 19+ events.	100,000.00
Glasstown Brewing Company	The project will create a multi functional outdoor event space and surrounding environment that supports shoulder and winter season events, as well as bolstering attendance both in capacity and interest during the typical outdoor season.	100,000.00
Grand Theatre	This project will support the creation of an augmented reality exhibit and website modernization/integration with ticketing/donations/customer relations software and a concessions sales platform to streamline the patron experience.	100,000.00
Great Lakes Farms	The project will support the purchase of cider equipment and to retrofit current building for production. This will require some structure modifications and electrical upgrades. In addition, renovate the indoor retail space, purchase eye catching displays as well as equipment for selling hard cider by the glass and bottle. Also, project funding will support updates to the outdoor grounds with landscaping and shade cover to provide a beautiful space.	100,000.00
Green Heart Farm	The project will support the launch of a new rural agritourism, ecotourism and culinary experience, including winter and shoulder season tourism development, in Essex County.	100,000.00
Growing Chefs of Ontario	The project will support event offerings which helps strengthen London's Farm-to-Table culinary tourism mandate.	90,000.00
Haldimand County	This project will develop a localized "tourism experience development program" to create and launch four new experiential tourism products. A consultant will be hired, and successful applicants will be highlighted using various media formats.	90,700.42

Hat Trick Farms	This project will expand a tulip field and winterberry orchard to be shoulder-season tourism destinations. This will be accomplished through public space enhancements, accessible infrastructure, increasing building sustainability, improving signage and developing digital solutions.	75,824.03
Heeman's Strawberries	The project will support the creation of tasting experiences to introduce visitors to the businesses' Cidery, Meadery and Strawberry Farm.	47,750.00
Ingersoll Creative Arts Centre	The project will support the revitalization of the building by retrofitting the deteriorating foundation and leveling the floor in the gallery area, replacing the aging roof for energy efficiency and enhanced Victoria Park aesthetic, retrofitting public washrooms to be accessible and gender-neutral, installation of outdoor art along the Victoria Park walking trail, including an Indigenous art installation, and upgrading Wi-Fi service.	100,000.00
Ingersoll Downtown BIA	The project will support downtown revitalization through the installation of gathering spaces and art, which celebrates diversity and creativity, and will increase visitation and movement throughout the BIA.	84,700.00
J2 Bouldering	The project will support the creation of a new amateur and professional bouldering facility which will be a sport tourism asset for the City of London's sport tourism industry.	100,000.00
Jack Miner Bird Sanctuary	The project will improve and increase accessibility at the Sanctuary by installing new barrier free sidewalks, wayfinding signs, "buddy benches" and transition the accessible washroom to a gender-neutral space for guests.	85,227.11
Jones Entertainment Group	The project will support the expansion of "Rock the Park" festival in Southwestern Ontario through significant investment in Canadian talent, the addition of a day and investing in additional marketing and entertainment to bolster tourism and bring the festival back.	100,000.00
Junction Climbing Centre	The project will support the revitalization of a facility in London to make it more attractive as a local sport tourism asset to attract leisure tourism associated with a growing sport.	99,315.25
Kingsville BIA	The project will support the enhancement of tourism experiences, by highlighting local festivals and will include lighting Christmas trees to extend Fantasy of Lights, adding Bluetooth speakers to main intersections in the downtown area, and placing large lighted Christmas Pictures Frames to facilitate "Instagramable" moments promoting the area on social media as a tourism destination.	100,000.00
Kinsman Club of Sarnia Inc.	The project will support enhancing the safety, signage, crowd control and communication that will benefit and enhance the experience at RibFest. This includes the purchase of flashlights, signage, safety vest, tents, crowd control fencing, traffic cones etc., to better manage traffic flow, allowing of social distancing and spacing.	42,000.00
Lakeside Cure	The project will support seasonal dispersion by winterizing a property so that it can offer off-season tourism accommodation opportunities in the area.	96,054.22

London Music Hall of Fame	The project will enhance London's international branding and position as a music city, as well as enhance the ability of the Music Hall of Fame to create outreach programming by acquiring specialized production equipment and creating promotional material to market the Hall of Fame as a must-see attraction at key tourism ports of entry.	100,000.00
Long Point Eco Adventures	The project will support increasing seasonal dispersion by winterizing current lodging and adding four-season lodging, adding board rooms with year-round availability, a business centre, and gender-neutral washrooms in two separate locations. In addition, project funding will support adding paved ramps and improved pathways across the property to make the entire site interconnected and accessible.	100,000.00
Lucan Area Heritage & Donnelly Museum	The project will increase accessibility, efficiency, and engagement to draw visitors during the shoulder season through the introduction of visual aids, an audio tour, and large print, as well as a virtual reality experience and various events.	79,789.23
Lungovita Beach Retreat	The project will support shoreline protection to protect against further erosion, renovation of common area buildings adding bathroom and shower facilities, construction of Geodesic Domes, wood decks and the addition of saunas hot tubs, bikes and kayaks, and purchase of Geodesic domes and tents.	100,000.00
MacDonald Turkey Point Marina Inc.	The project will support the installation of a new gas tank to meet regulations and serve more boats in the freshwater marina.	100,000.00
Magnolia Ranch	The project will support the construction and renovation of a vintage barn, installation of a cement patio, landscaping and purchase of equipment to provide a welcome outdoor space.	100,000.00
Makkink's Flower Farm	The project will support a 4,200 square foot addition to the existing operations to incorporate an on-site bakery/cafe and social area, expanding to facility to cater to events, and expand the workshop experience.	100,000.00
Middlesex County	The project will support the creation of digital content highlighting tourism experiences, expanding wayfinding signage, refurbishment of heritage signage, creation of public art displays, and installing electrical charging stations and bike racks near key tourism destinations.	100,000.00
Municipality of Bayham	This project will support with upgrading the exterior of the Port Burwell Historic Lighthouse by executing multiple plans and tests.	14,561.35
Municipality of North Middlesex	The project will support the "North Middlesex Main Street's Allure Project" to attract new visitors to the downtown core through eye-catching wayfinding signage and other efforts to increase the community's visual appeal. In addition, a North Middlesex app and a business directory will be created.	81,631.65

Museum of Ontario Archaeology	The project will support the revitalization of the grounds and facilities at the Museum of Ontario Archaeology to safely encourage the return of tourists to the museum to experience expanded activities, including a new outdoor immersive Augmented Reality tour on the Lawson Site grounds.	97,420.00
Norfolk County DMO	The project will support the creation of the “Visit Norfolk” app to increase cross-promotion, consumer spending, and improve understanding of tourism visitation data by placing digital tablets with the app in payment areas of various tourism operators. The tablets can then be used by the business’ staff to help visitors identify a curated list of things to do in Norfolk County, based on a short survey.	97,732.06
Norfolk County Fair & Horse Show	The project will support the elevation of the horse ring/competition area on event grounds, improvements to the washroom facilities, and investments in digital solutions to facilitate inquiry, payment processes, and streamline booking process.	100,000.00
Norwich and District Historical Society	The project will support renovations to ensure the accessibility to the main museum building through the installation of an aluminum ramp at the main entrance, automatic door operators on the main entrance and one of the washrooms.	35,369.46
Ontario South Coast Wineries and Growers Association	The project will support creating opportunities for increased revenue for local wineries, breweries and farms through culinary tourism and events within the shoulder season that highlight the emerging wine region within Norfolk County.	100,000.00
Ortaliza Urban Farms	The project will support a vertical indoor urban farm with experiential tourism centered around growing, harvesting, and cooking with microgreens. Tourism experiences will include collaborations with local restaurants to create tastings based on products grown with vertical indoor systems.	20,700.00
Ottercreek Woodworks Inc.	The project will support greening initiatives such as the installation of a 10 kW solar system and clean air filtration system, and the use of a shipping container for shoulder season storage.	28,265.58
Oxford County	The project will support the enhancement of tourism products focused on culinary experiences that utilize local farm to table products, business training/coaching, sustainable tourism, and the creation of safe spaces within the County of Oxford.	100,000.00
Oxford Renaissance Festival	The project will support the offering of safe experiences, as well as the creation and implementation of the destination development plan which includes researching where existing tourists are coming from and how they hear about the event and increase the use of those marketing methods.	36,651.73
Paradigm Spirits Co.	The project will support enhancements to infrastructure, allowing the adaptation of green initiatives, expanded culinary tourism and will include the installation of signage, a tasting room and a second story event space.	100,000.00
Park House Museum	The project will support improvements to the museum’s accessibility and the purchase of storage.	76,811.00

Pelee Island Heritage Centre	The project will focus on the expansion of the centre's Paleo period exhibit by creating a larger display and exhibit areas and the creation of an in-depth learning space.	25,000.00
Pinecroft	The project will support renovations to a Bed & Breakfast cabin which was damaged from falling timber during a storm in late 2019 to welcome back more visitors.	20,000.00
Powerhouse Brewing Company, Limited	The project will enhance Powerhouse Brewery's visitor experience with the implementation of a tasting experience, increased covered seating to extend the outdoor dining season, increased visibility through signage and wayfinding apps and the enhancement of live music and performance offerings.	100,000.00
Pretty Smart Holdings Inc.	The project will support pop-up culinary events with the renovation of a high-end kitchen and event spaces.	100,000.00
Railway City Tourism	The project will support the Track to the Future Mural Project and Festival by creating immersive experiences, including live mural painting, hubs for local artists, creating routes around the towns trail areas.	100,000.00
Red Barn Brewing Company	The project will support a collaboration with a local Conservation Authority to plant trees, native grasses, and shrubs. In addition, enhancing the indoor and outdoor spaces will improve the visitor experience when hosting events including during shoulder seasons.	48,689.00
Refined Fool Brewing Co.	The project will support the creation of a downtown epicenter for cultural and artistic collaboration, events, festivals and workshops, both indoor and outdoor, during peak and shoulder seasons in Sarnia.	98,168.48
Retro Suites Hotel	The project will support the enhancement and modernization of accommodations to draw both new and returning guests.	100,000.00
Revelree Music Festival	This project will support activities related to hosting the Revelree Music Festival.	100,000.00
Ride the Bine	The project will support the expansion of tour offerings throughout the shoulder season and into new regions in Southwestern Ontario.	16,846.18
Rocky's Harley Davidson	The project will support the 2022 Ontario Provincial Harley (HOGG) Rally in London, Ontario, produced by Rocky's Harley Davidson in association with community and industry partners.	54,729.42
Ruthven Park National Historic Site	The project will support the renovation and preservation of the Ruthven Park Thompson family mansion's structure and historical artifacts, which are currently in a state of deterioration and will allow the building to reopen to the public.	100,000.00
Samy's Alpaca Farm & Fibre Studio	This project will expand the current agritourism business to create the capacity to welcome more visitors by turning the current barn into a visitor centre, installing signage, upgrading the bunkie, and improving the accessibility of a washroom, walkways and the parking lot.	21,528.00

Simcoe Chamber of Commerce	This project will create a Sustainability Program for Businesses that provides local tourism business members with tools and action plans to improve their customer satisfaction, and increase their staff motivation and business efficiency, minimize their environmental impact, adopt energy-reducing and waste management strategies, and enhance local culture and community well-being.	90,000.00
Simcoe Heritage Friendship Festival	The project will support the Music and Arts Festival in downtown Simcoe.	50,000.00
Ska-Nah-Doht Village and Museum	The project will support the Heritage Cabin Accessibility and Renovation Project to revitalize the Heritage Log Cabins that are located at Ska-Nah-Doht Village and Museum (SND) in Longwoods Road Conservation Area as part of a 50th anniversary commemoration.	62,374.17
SoHum	The project will modernize operations to expand tourism offerings in support of experiential tourism and wellness tourism.	22,590.00
South Western International Film Festival	The project will create a short film of 10-30 minutes by an emerging Ontarian filmmaker that highlights an aspect of Sarnia-Lambton's history, culture, and/or communities and will premiere at SWIFF's Opening Night Gala in Sarnia, Ontario in November 2022.	61,939.60
Springwater Conservation Area	Project will support enhancements to the conservation area including the installation of electronic access gates, replacement of deteriorating washroom partitions, and the addition of picnic tables throughout the campground.	100,000.00
Sprucewood Shores Estate Winery	The project will support the installation of a large multipurpose outdoor space with a shaded concrete patio to fulfill new culinary and agritourism offerings, increase service areas, and will make improvements to the landscaping and gardens to enhance the visitor experience.	100,000.00
St. Clair Conservation	The project will support the improvement of transient campsites to allow increased usage during the shoulder season and improve trail conditions to encourage more visitation during the shoulder season.	56,203.08
Thames Centre	The project will increase accessibility and inclusivity in Thames Centre by introducing wayfinding technology that removes access barriers, focusing on the key sports and leisure hubs within the area.	66,883.00
Thames River Melons	The project will including installing a farm kitchen and improving the event space.	75,117.59
The Clubhouse London	The project will help create an entertainment destination by increasing capacity for attractions and enhanced offerings to host more guests with the addition of another simulator, arcade games, and a retro photo booth, and the enhancement of the mini golf area.	100,000.00
The Cottage Café	This project will support extending the shoulder season by installing an HVAC system.	22,087.34

The Factory	The project will support the enhancement of the facility with the addition of an LED bracelet ticket system and a new attraction to increase the appeal to a broader audience.	100,000.00
The Foodies Group	The project will create "The Farm Trail" to encourage visitors to travel to farms throughout the Southwest Ontario Region that are open to the public, by offering self-guided and guided tours, information about farm events, and travel trade tours.	41,174.43
The Golspie Dairy	The project will support the creation of an accessible retail and tasting area. Specifically, project funding will support the addition of accessibility signs, entrance door with an automatic opener, and a universal gender-neutral washroom facility.	100,000.00
The Municipality of Lambton Shores	The project will support seasonal dispersion in Grand Bend by developing a plan to use seasonal lighting/decorations to attract visitors year-round and to operate four winter markets in the downtown core.	53,000.00
The Secrets of Radar Museum	The project supports creating and updating displays that embody the advancement of radar systems throughout time, incorporating several new artifacts, developing interactive displays, and obtaining reliable internet access.	44,181.40
The Walnut Grove Bed & Breakfast	The project will support the installation of air conditioning units, a hot tub, new pool deck, multi-season event space for farm-to-table dining, and creation of a separate guest entrance.	42,448.27
The Wandering Dog Inn	The project will adapt permanent infrastructure and modernize operations to meet additional health and safety protocols as a result of COVID-19 by redesigning the second level of the Main House.	75,000.00
Ticketwindow	The project will create a safe, welcoming, and luxury overnight glamping experience for visitors with the launch of Tent Life's services.	24,407.00
Toboggan Brewing Company	The creation of a custom mobile refridgerated draught beer unit to use at events.	21,580.10
Toronto Motorsports Park	The project will support creating a more customer friendly environment for both spectators and racers by installing facility wide WiFi, paving to expand the pit area and safety roads, expanding the trackside bar, and installing a new ticketing system, security camera system and six electric vehicle charging stations.	100,000.00
Tourism London	The project will help London drive tourism and increase regional attractiveness by creating a unique city brand as Canada's first UNESCO City of Music. The project will also support implementation of guided tours at Labatt Park, creating a new experiential tourism product for the city and region.	100,000.00

Tourism Sarnia Lambton Inc.	The project will adapt operations, facilitate growth, and position Sarnia-Lambton to be the destination of choice for domestic and international visitors by enhancing and creating new experiences and supporting winter and shoulder-season tourism.	100,000.00
Town of Amherstburg	The project will support the design and fabrication of directional way-finding signage providing direction, leading visitors to marque, historical and commercial tourist destinations and landmarks for visitors to learn and experience within the municipality. Narrative stories of the community's history will be incorporated into QR codes.	100,000.00
Town of Ingersoll	This project will involve making adjustments to the museum gallery including new flooring, wall repairs, a new art hanging system, and custom Indigenous artifacts display case. Additional improvements will include, making adjustments to the museum gift shop, improving accessibility and installing signage and technology.	100,000.00
Town of Kingsville	The project will enhance Kingsville for tourists by revitalizing the Grovedale Arts & Culture Centre and local beach, as well as installing bike repair stations, community murals and trails, to provide memorable experiences that are educational, accessible, enjoyable and safe.	100,000.00
Township of Howick	This project will create a November to December Winter Light Festival that highlights local business and features new LED energy efficient lights.	100,000.00
Township of Pelee	The project will support the revitalization of the East Park Campground and Marina on Pelee Island through infrastructure upgrades, which will directly enhance the user experience of the campground, create an inclusive environment for all users, and provide a safe work environment for staff.	100,000.00
True Kingsville	The project will support the installation of murals in Kingsville's downtown core.	100,000.00
Twisted Lemon Restaurant	The project will support the development of packages, workshops, and tours such as demonstrational and interactive cooking and cocktail classes, chefs tables (custom multi-course dinners), garden/greenhouse dining, garden classes/workshops, guided and self-guided community experiences for travellers in search of unique experiences to explore the richness of rural Haldimand County.	100,000.00
Vivace Estate Winery	The project will support introducing a culinary class, renovating a farmhouse with a vineyard view (currently empty) into a culinary classroom house, introducing an all year long winery tour experience.	100,000.00
Walkerville Block Party Fundraising Inc.	The project will enhance an event by supporting entertainment and vendors to help draw thousands of visitors to the region.	25,000.00

Walkerville Brewery	The project will support enhancements to the facility with the installation of an air conditioning unit in the retail/event space, the purchase of equipment for the new kitchen area and ways to accommodate more customers in the event space.	100,000.00
Wallacetown Agricultural Society	The project will support the construction of an inclusive gender-neutral fully accessible washroom facility, adding lighting to the grandstand seating area and replacing of incandescent lighting with LED lighting.	79,793.44
Walpole Island Riverfront Cottages & Waterway Tours	The project will support modernization of operations and promote seasonal dispersion through the winterization of cottages.	95,000.00
Waterford Antique Market	The project will improve infrastructure at the Waterford Antique Market to promote sustainability, energy efficiency and meet green standards.	25,875.00
Whistling Gardens	The project will support improved accessibility, website enhancements, and developing and implementing new innovated tourism services and experiences at Whistling Gardens.	100,000.00
Willow Barrel Retreat	The project will support the renovation and winterization of two units and adding heating/air conditioning to all ten units to extend the season by three months. In addition, project funding will support the renovation of an existing building into an office, local services booking centre, which will include the creation of a front entrance facade/landscape carefully designed with native plants, migration friendly features/structures and add another full-time staff member.	100,000.00
Windecker Woods Flower Farm	The project will support the renovation of a barn to offer unique farm-to-table culinary experiences and agritourism workshops.	80,000.00
Windsor Parade Corporation	The project will support the continuation of the annual Santa Claus parade routes in Windsor, Amherstburg and Essex, via activities such as Fan Zone areas with tables, chairs, accessible washrooms, heaters, light refreshments, crafts, and takeaways for visitors featuring business guides to the area, mapping, behind the scenes information on the parade content, and a sponsor recognition section.	56,905.67
Wishbone Brewing Company	The project will support the design, construction and creation of an accessible and unique urban patio in rural Waterford helping to attract tourists to the downtown core.	45,025.00