



SAND PLAINS
Community Development Fund

PROJECT #76-P002

PROJECT NAME: Regional Studio Tour Marketing

Business/Organization: Norfolk Arts Centre

County: Brant Elgin Middlesex Norfolk Oxford

Priority Categories Addressed: Tourism

Grant Amount: \$125,000

Board-Approval Date: May 25, 2011

Project Summary: There are studio tours operating in each of the 5 counties of the Sand Plains region. This project is to organize a group of stakeholders to collaborate on a marketing campaign for all 5 of the studio tours. The Arts Country magazine, a component of the marketing campaign will generate revenue that will be used to fund future marketing campaigns.

Regional Economic Impacts & Benefits: Increased sales at all 5 studio tours. Repeat visits to the Sand Plains region from tourists. New partnerships between artists, local businesses, tourism departments, and existing regional tourism initiatives.

Market Impact Assessment: All 5 tours are represented in this marketing initiative.

WEB: PROJECT ANNOUNCEMENT