



SAND PLAINS
Community Development Fund

PROJECT #

PROJECT NAME: Revitalization for Tourist Destination

Business/Organization: Brantford Artisan's Village - West Brant Centre Inc.

County: Brant

Priority Categories Addressed: Tourism

Loan Amount: \$250,000

Board-Approval Date: June 12, 2013

Project Summary: The funding is to revitalize one of Brant Counties last remaining industrial heritage sites. The vision is to restore the site and convert it to an artisan's village. The concept is to make this into a tourist destination similar to sites such as Toronto's Distillery district. The difference will be to have the focus less on commercial hospitality and more on local artisan's and crafts people. The site will host an Artisan's Market Place and other operations such as Brantford Arts Block.

Regional Economic Impacts & Benefits: There are two main benefits that will accrue to Brant: Heritage – this project will preserve a site that has been prominent in the industrial history of Brant since 1901. As the last industrial site left over from the hey day of 1914 when Brantford was the third largest exporter of manufactured goods in Canada. Tourism – the concept of this Artisan's Village will attract visitors from far and wide. Based on the initial reactions with limited tenants this is very possible. Already the Arts Block has hosted sold out theater productions drawing audiences from around Southern Ontario. To date they have not done much promotion as Sand Plains is required to get things "visitor ready".

Market Impact Assessment: This project will be the only location in Brant County that has a centralized home for local artists, artisans and crafters to create, display and sell their creations. It will be a home for local theater covering a variety of concerts, plays and miscellaneous activities.

WEB: PROJECT ANNOUNCEMENT