



SAND PLAINS
Community Development Fund

PROJECT # 5-P001

PROJECT NAME: Ontario's South Coast Tourism Marketing

Business/Organization: Ontario's South Coast Tourism Alliance

County: All 5 Sand Plains counties

Priority Categories Addressed: Tourism

Contribution Amount: \$50,000

Committee Approval Date: January 27, 2010

Project Summary: The study examined 12 publicly owned tourism projects as case studies for future investment.

Regional Economic Impacts & Benefits: The projects included: three historical sites, three public campgrounds, a trail development, two fair grounds, a proposal for a performing arts centre, a proposal for a small craft harbour development and a railroad station restoration project.

Market Impact Assessment: The recommendations included opportunities for strengthening the tourism strategy for the region.

WEB: PROJECT ANNOUNCEMENT