



SAND PLAINS

Community Development Fund

PROJECT #23-P001

PROJECT NAME: Middlesex Tourism

Eligible Business/Organization: Middlesex Tourism

County: Middlesex

Priority Categories: Tourism

Contribution Amount: \$375,395

Board-Approved Date: February 24, 2010

Project Summary: A new tourism organization to promote and market Middlesex County as a tourism destination

Regional Economic Impacts & Benefits:

- ♦ Creating cross-county tourism partnerships and embarking on a promotional campaign will serve to educate residents, attract new visitors and encourage new tourism-related business for future economic growth throughout the county and surrounding region

Market Impact Assessment:

- ♦ Primary benefit for Middlesex County, but potential for increased tourism economy across the Sand Plains region