

Backgrounder

For Immediate Release

March 10, 2023

Today, Ontario's Highlands Tourism Organization (OHTO) announced support for 61 tourism businesses and organizations in Ontario's Highlands to recover from the pandemic and prepare for future growth. Ontario's Highlands Tourism Organization (OHTO) received \$3.67 million 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:

Recipient Name	Project	Funding contribution
Abbey Gardens Community Trust	This project will create a permanent outdoor event space to deliver large public and private events for increased visitor traffic.	\$100,000
Antiquary Folk School	This project will create a tourism experience by employing local artisans to offer one of a kind skills as local attractions.	\$35,000
Anupaya Cabin Co.	This project will support the continued upgrading of the cottages at the resort for all-season use.	\$65,000
Arts Council~Haliburton Highlands	This project will conduct a stakeholder review to help revitalize tourism and to determine what is currently contributing to tourists travelling to the region.	\$22,600
Back Forty Artisan Cheese	This project will expand the product offerings by including accommodations for guests and Chef in Residence.	\$19,850
BBIA	This project will conduct a stakeholder review and public art inventory audit. The project will implement designs and installations downtown and develop a web presence including a self-guided tour.	\$44,000
BCT	This project will create the "Dining Under the Stars" as a new outdoor culinary experience being presented by the café operated by Bancroft Community Transit to install evening-appropriate infrastructure such as lighting improvements.	\$75,000
Bent Anchor Bar	This project will enhance a tourism experience by expanding the product offerings to include tiny-home accommodations for visitors.	\$80,000
Camp Can-Aqua	This project will create an off-grid roofed camping experience for those seeking a more comfortable camping experience.	\$59,930
Camp Davern	This project will build a new health and wellness centre at the summer camp to increase inclusion and accessibility and provide accommodations for the on-site doctor to increase visitor safety.	\$70,000
Camp Lutherlyn	This project will re-open the public campsite and beach. This will include the construction of a comfort station.	\$54,000
Carleton Place Chamber of Commerce	This project will create a destination development plan and assess the current tourism ecosystem.	\$50,000
Corporation of the Town of Deep River	This project will conduct a feasibility study for the Marina Dock Expansion, which will include the study of developing a more diverse, inclusive and equitable tourism experience.	\$60,000
County of Frontenac	This project will enhance the trail experience in the county.	\$69,510
Deacon Escarpment Cabins, Camping and Trails Ltd.	This project will add a new site to refurbish and winterize existing cabins and add new pods. Wifi and electricity will be installed to support the changing needs of modern visitors.	\$40,000
Fernleigh Lodge	This project will support the continued upgrading of the accommodations for winter use.	\$65,000
FR Tours	This project will expand the tour offerings to include disc golf lessons and retreats and add stand-up paddle boarding tours.	\$30,000

GEEZA ROAD TREEHOUSE INC.	This project will create a Welcome Centre to accompany and promote visitor traffic to the new off-grid tree house offering sustainable accommodations.	\$80,000
Haliburton Highlands Brewing	This project will expand the company's summer music series and improve the shade cover, patio seating, and stage equipment to support the music series to increase visitor traffic.	\$13,350
Haliburton Sculpture Forest	This project will enhance a tourism experience by upgrading trails and signage to be more inclusive and accessible in light of increased visitation experienced since COVID.	\$100,000
Hastings Destination Trails Inc.	This project will create a tourism experience by developing a comprehensive water trail plan along four water ways.	\$29,120
Hastings Highlands	This project will improve the downtown core with public art, beautification and wayfinding signage.	\$42,000
Heritage Bikes	This project will expand the product offerings to include amenities for travelling cyclists.	\$65,000
Hugli's Blueberry Ranch	This project will update facilities through installing accessible seating and doors; connect the location to the Algonquin Trail with bike racks for cyclists; and, install environmentally features such as water refill stations and a recycling program.	\$45,000
Hummingbird Chocolate	This project will open a new factory that includes additional food service and experiential tours to the factory and store front to upgrade the culinary tourism attraction.	\$100,000
Kings Mill Cider Inc.	This project will add environmentally sustainable comforts to the new glamping site in light of health and safety regulations.	\$6,250
Lakeside Gems Inc.	This project will enhance a tourism experience by creating a new facility for workshops.	\$100,000
Lakeview Motel	This project will create a geodesic dome glamping experience at the site.	\$70,000
Lanark County Tourism Association	This project will create a tourism experience by developing a winter trail targeting snowmobilers.	\$30,000
Les Coureurs de Bois Running Club	This project will support the continuation of efforts to make the trails and amenities accessible to all. The club will install accessible seating along the trail and execute repairs along its boardwalk.	\$26,875
Madawaska Kanu Centre	This project will enhance public health and safety measures and efforts towards environmental sustainability for the centre's kayaking and canoeing instruction experience.	\$60,000
Madoc B.I.T.	This project will enhance a tourism experience by completing a mural in the downtown core.	\$69,830
Meander Suites	This project will continue to enhance product offerings and winterize the accommodations.	\$40,000
Mineral Capital Concerts	This project will enhance a tourism experience by expanding the concert series' performances to include 2-3 more nights of events.	\$3,500
Mississippi Valley Textile Museum	This project will enhance a tourism experience by developing a strategic plan to identify opportunities.	\$25,000
Municipality of Tweed	This project will undertake a Community Development Strategic Plan to assess tourism opportunities in a rapidly growing community.	\$55,000
North Algona Wilberforce Township	This project will enhance the visitor experience at Shaw Woods through the construction of a self-serve visitor information area and by improving parking infrastructure at the trailhead.	\$69,550
Ogopogo Resort	This project will enhance a tourism experience by completing energy efficient heating and cooling upgrades to the existing cabins and pools to reduce greenhouse gas emissions and make the accommodations more comfortable.	\$55,000
OVTA	This project will support the development of a culinary tourism strategy for the Ottawa Valley.	\$51,200

OWL Rafting	This project will add 4 glamping tents with solar heated showers to expand capacity and remain environmentally sustainable.	\$70,000
Paddler Co-op	This project will enhance a tourism experience by creating accessible offerings through the New Disability Access to River Experience (DARE) created by Paddler Cooperative.	\$66,000
PBIA	This project will collaborate with many other organizations in Pembroke to host a multi-cultural event in downtown Pembroke.	\$59,680
Potter Settlement Wines	This project will add a wine tasting and eating area along with a kitchen and washroom to enhance the existing winery.	\$100,000
Puppets Up!	This project will create new programming and events that were not offered the last time Puppets Up! was in operation 6 years ago.	\$75,000
Railway Museum of Eastern Ontario	This project will enhance a tourism experience by modernizing the museum's unique train car accommodations.	\$99,830
Silver Springs Cottage Resort	This project will support on going improvements to the cottages to improve energy efficiency, winterization and meeting new health and public safety requirements.	\$45,000
Sir Sam's Ski/Ride	This project will create a shoulder season tourism experience through installing an observation tower; starting a ski racing program; and upgrading the lodge to be an all-season destination venue.	\$100,000
Smith Falls Golf and Country Club	This project will build a fully accessible outdoor deck that will be a meeting and event space that will meet public health and safety needs.	\$100,000
Somewhere Inn Calabogie	This project will create a tourism experience by transforming a motel into a modern year-round accommodation.	\$65,000
Sugar Cove Cottages	This project will update existing accommodation for winter and year-round use.	\$31,450
The Abbey Retreat Centre	This project will build a more modern, accessible and inclusive outdoor space and attractions. Accessibility updates will be to infrastructure such as ramps, labyrinth, signage for the visually impaired, staff training, etc.	\$100,000
The Corner Gallery	This project will complete efficient building upgrades to the Corner Gallery that will make it more comfortable and permit operation in the winter months.	\$60,000
The County of Haliburton	This project will develop a resident sentiment survey to benchmark and track local attitudes about the tourism industry and its impact on the local economy and overall quality of life.	\$42,090
The White Pines Resort	This project will enhance a tourism experience by adding amenities such as new, human-propelled water craft, new signage for their trail systems and the addition of upgraded wi-fi.	\$15,000
Thompson's Black Rock Park	This project will modernize and winterize additional cottages and complete the no-touch entry to the park to meet public health requirements.	\$45,000
Top Shelf Distillers	This project will enhance a tourism experience by creating a site for visitors to spend the day, attend festivals, visit gardens and more.	\$100,000
Town of Petawawa	This project will expand the "Water and Dirt Festival" entertainment offerings to make it a two-weekend event.	\$15,000
Township of Beckwith	This project will enhance the overnight campsite for the Goodwood Music Festival. The project will include supplying power to the site and subsequently enabling food and market vendors to set up onsite.	\$10,000
Township of Lanark Highlands	This project will create an outdoor space and comfort station for motorcyclists, cyclists and winter sports enthusiasts.	\$49,940
Township of Whitewater Region	This project will enhance a tourism experience by implementing a wayfinding signage program and producing updated promotional marketing materials for the region.	\$40,000

White Water Sno-Goer	This project will construct a warm-up shack to meet the demands of trail users and to improve safety along the trail.	\$4,400
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Related Product

News Release: [Ontario's Highlands Tourism Organization \(OHTO\) announces support for tourism recovery in Ontario's Highlands.](#)