

Tourism Development Corporation of Cornwall

MEDIA RELEASE

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Tourism Development Fund Provides Significant Support to Local Events

The Tourism Development Corporation of Cornwall (TDCC) is pleased to announce a stellar inaugural year of funding tourism initiatives in Cornwall and area.

A total of \$141,900 was invested in the community from the Tourism Development Fund, allowing businesses and event organizers to increase marketing outside the City as well as improve the overall tourist experience. The net result is increased tourism activity leading to greater positive impact on the local economy, with the potential of generating more repeat visitors.

“We are very pleased with the success of the Tourism Development Fund so far and we are encouraged by the excellent quality of applications received to date,” says Etienne Saint – Aubin, Vice Chair of the TDCC.

The TDCC received 30 requests for funding in 2019 and was able to fund 19 of those applications. The awarded funds were allocated as follows:

- Shorty Jenkins Curling Classic - \$15,000
- Apples & Art Studio Tour - \$10,000
- Pan American Bass Championship - \$7,500
- Cornwall Girls Hockey Association - \$10,000
- Cornwall Pride 2020 - \$1,500
- DEO 35ans de fierté francophone - \$1,500
- Cornwall Comedy Festival - \$2,500
- Cape 2020 - \$3,000
- CurlION - \$15,000
- Regional Convention of Jehovah's Witnesses - \$10,000
- Seaway Valley Theatre Company - \$5,000
- Cornwall Sea Lions Snowflake Invitation Swim Meet - \$5,000
- Country Side Adventures – \$5,000
- Cooper Marsh Wildlife Viewing Restoration - \$8,900
- Wonderful World of Whisky Show 2020 - \$15,000
- Juvenile National Broomball Championship - \$10,000
- Harmony Concerts - \$5,000
- Cotton Candy Classic 2020 - \$5,000
- Eco Farm Day 2020 - \$7,000

The Tourism Development Fund is generated from the proceeds of the Municipal Accommodation Tax.

The expected amount of funding available for 2020 is estimated at \$300,000 and the intake of applications has already begun. Applications are first reviewed by a committee of industry experts with final decisions made by the TDCC Board.

Eligibility for funding is outlined on CornwallTourism.com, and interested parties can contact Amy Malyon, Tourism Coordinator for further assistance with the application process if required. Applicants are required to submit their application at least three months in advance of their project date.

For more information on the fund or to access the application form visit www.cornwalltourism.com/tdf

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For additional information on this media release, please contact:

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