

# OWEN SOUND TOURISM DEVELOPMENT FUND

Community Service Committee

Tuesday, April 21, 2026



# PRESENTATION SUMMARY

- Strategic Objectives Overview
- Funding Streams Available
- Funding Overview
- Award Notification
- Future of Owen Sound Tourism Development Fund

# STRATEGIC GOALS OF THE ACTION PLAN

- **Attract more tourists and grow tourism-related spending**
- **Increase visitor overnight stays and daytrips**
- **Support strategic investments in tourism**
- **Support the development of tourism demand generators**
- **Support investments in tourism infrastructure and improvement in visitor amenities**
- **Empower champions to drive tourism**



## MAJOR ATTRACTION

Large-scale or high-impact tourism offerings that draw regional or out-of-town visitors, including built infrastructure or natural destination enhancements

### Examples of Eligible Projects

- Visitor centre upgrades or expansions
  - Trail development or restoration with visitor services
  - Farm-based visitor experiences with tourism infrastructure
  - Accessible docks, lookouts, platforms, or scenic installations
- 
- Max Funding: \$30,000 (high-impact projects)
  - Match: 25% encouraged (cash or in-kind)
  - Use of Funds: 100% for capital expenses
  - Project Term: Medium- or Long-Term preferred

## **FESTIVALS & EVENTS**

Cultural, recreational, or seasonal festivals and events that drive visitation and elevate Owen Sound's profile as a vibrant destination.

### **Examples of Eligible Projects**

- Cultural or music festivals or experiences
- Outdoor events (e.g., bike races, paddling festivals, foraging fairs)
- Public art launches tied to events

### **Funding details**

- Max Funding: \$20,000
- Match: Encouraged
- Use of Funds: 70% for programming, 30% marketing
- Project Term: Short- or Medium-Term

## **NEW EXPERIENCES**

Development of new tourism products, programs, or experiences that enhance Owen Sound's offerings and attract non-resident visitors.

### **Examples of Eligible Projects**

- Guided forest therapy, foraging, or eco-tours
- Nature or wellness-based retreats
- New guided experiences or themed tours
- Start-up of niche businesses (e.g. glamping, culinary, adventure)
- Artist residencies with visitor access

### **Funding details**

- Max Funding: \$30,000
- Match: Encouraged (25% minimum for business expansions)
- Use of Funds: 80% product/experience development, 20% marketing
- Project Term: Short-, Medium-, or Long-Term

## MARKETING

Innovative and strategic marketing initiatives that increase tourism visitation to Owen Sound through campaigns, storytelling, and digital media.

### Examples of Eligible Projects

- Seasonal or thematic campaigns
- Video or content series promoting experiences
- Social and digital advertising
- Campaigns targeting high-impact audiences

### Funding details

- Max Funding: \$10,000
- Match: Not required but encouraged
- Use of Funds: 100% marketing and promotion
- Project Term: Short-Term (0–12 months)

## **PARTNERSHIP MARKETING**

Collaborative promotional efforts between tourism operators that amplify reach, share resources, and highlight unique experiences or themes.

### **Examples of Eligible Projects**

- Multi-partner destination marketing campaigns
- Shared branding or cross-promotion initiatives
- Joint influencer or media projects
- Co-hosted experience launches or itineraries

### **Funding details**

- Max Funding: \$10,000
- Match: Encouraged
- Use of Funds: 100% for collaborative promotion and materials
- Project Term: Short-Term

## **TOURISM CAPITAL ENHANCEMENT**

Physical infrastructure projects that improve visitor experience, accessibility, navigation, or aesthetics across tourism-related sites.

### **Examples of Eligible Projects**

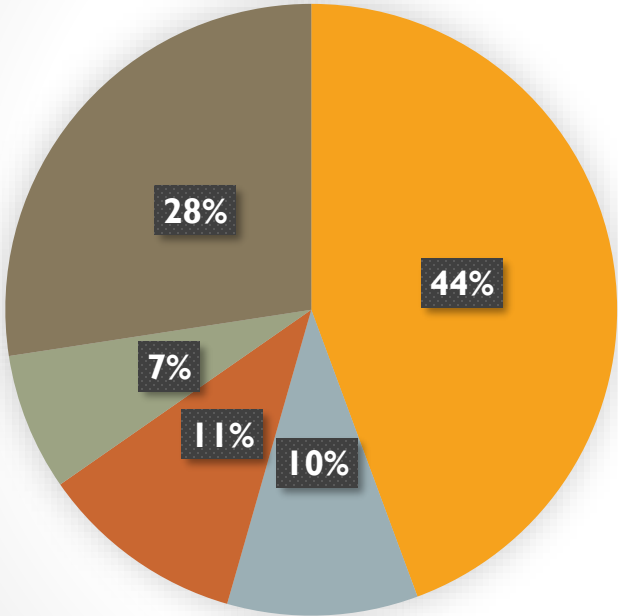
- Trail restoration with signage
- Washroom or accessibility upgrades
- Outdoor seating, picnic areas, and gathering spaces
- Wayfinding signage or digital kiosks

### **Funding details**

- **Max Funding:** Based on approval from committee
- **Match:** 25% encouraged
- **Use of Funds:** 100% for capital costs
- **Project Term:** Medium- or Long-Term preferred

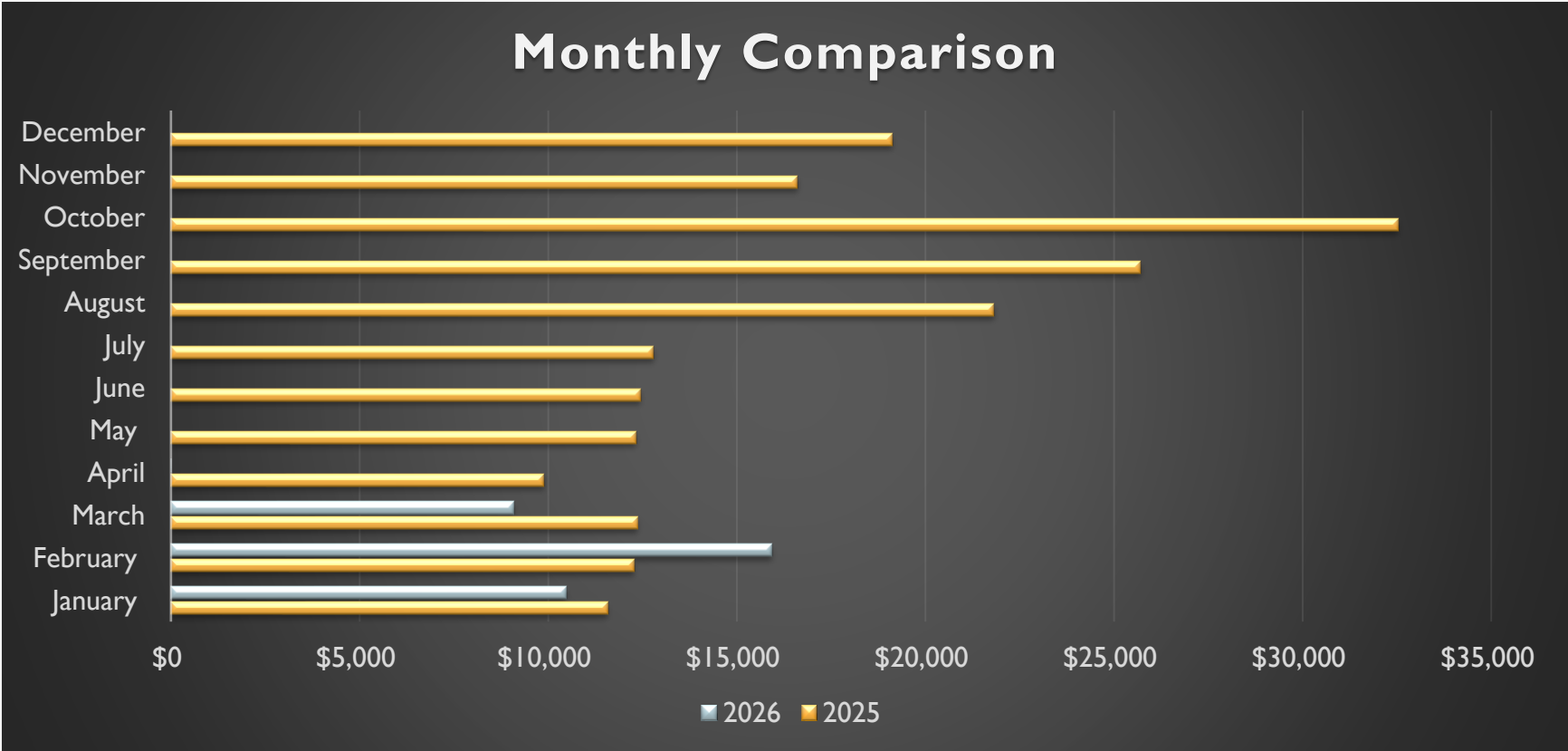
# FUNDING OVERVIEW

2026 Budget \$180,000



- Destination
- Admin
- Marketing
- Reserve
- Each Round for 2026

# FUNDING OVERVIEW



# AWARD NOTIFICATIONS

## OWEN SOUND TOURISM DEVELOPMENT FUND ANNOUNCES FALL 2025 FUNDING RECIPIENTS

The Owen Sound Tourism Development Fund (OSTDF) is pleased to announce the recipients of its Fall 2025 funding intake, following the application deadline of November 3, 2025. A total of \$93,000 has been granted to 10 local organizations and project leads, supporting new and innovative initiatives that enhance tourism, cultural vibrancy, and year-round visitation in the City of Owen Sound.

### Funding Stream

#### Festivals/Events

### Project

- Dirt Road Revival o/a 1000810505 Ontario Ltd
- Sydenham Sportsmen Association – Owen Sound Salmon Spectacular
- Owen Sound Minor Baseball – Battle on The Bay Tournament
- Harmony Centre Owen Sound – Dinner & Drama: A Taste of Owen Sound
- Georgian Bay Folk Society – The 51st Annual Summerfolk Music and Crafts Festival

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### Funding Stream

New Experience

### Project

- The Roxy / Owen Sound Little Theatre – Come Home: The Legend of Daddy Hall
- Bikeface Cycling – Bikeface Cycling Bike Rental Program

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Funding Stream	Project
Marketing	• Mudtown Station Brewery and Restaurant – Beer Tourism
Partnership Marketing	• Georgian Bay Folk Society – ROXY PRESENTS: PLAY IT FORWARD

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### Funding Stream

Capital Tourism Enhancement

### Project

- Owen Sound Lacrosse – Bringing Artificial Turf To The Bayshore

# AWARD NOTIFICATIONS

## OWEN SOUND TOURISM DEVELOPMENT FUND ANNOUNCES SPRING 2026 FUNDING RECIPIENTS

The Owen Sound Tourism Development Fund (OSTDF) is pleased to announce the recipients of its Spring 2026 funding intake, following the application deadline of March 23, 2026. A total of \$54,000 has been granted to 8 organizations and project leads, supporting new and innovative initiatives that enhance tourism, cultural vibrancy, and year-round visitation in the City of Owen Sound.

### Funding Stream

Festivals & Events

### Project

- Georgian Bay Folk Society Presents: Snowfolk Club Music Series
- Motoring Festival including Cars & Coffee, New Automotive Event and OBLIVION AVENUE
- Major Country Concert
- NRTHLGHT Festival
- 2027 Top OHL Prospects Game
- Bandit Fest 2026

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Funding Stream	Project
Marketing	<ul style="list-style-type: none"><li data-bbox="1312 735 1923 778">• Nature’s Gateway Campaign</li></ul>
Major Attraction	<ul style="list-style-type: none"><li data-bbox="1312 906 2305 1006">• Harbour access and waterfront improvements – dock system</li></ul>

# OWEN SOUND TOURISM DEVELOPMENT FUND

The Tourism Development Fund is administered by the Owen Sound Tourism Development Fund Committee. Funding is awarded twice annually, in spring and fall cycles, with applicants evaluated on project alignment, economic benefits, community impact, innovation, and feasibility.



THANK  
YOU!

**For more information**

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