

Tourism Activation Program

The County of Lennox & Addington is excited to announce that the **Tourism Activation Fund** is now open to receive applications. \$20,000 in funding is available for event creation, event enhancement or new/enhanced tourism product development. Funding will be split evenly between tourism businesses and event organizers in each of Lennox and Addington's four partner municipalities: Township of Addington Highlands, Town of Greater Napanee, Loyalist Township and the Township of Stone Mills.

Potential new events could include music concerts, sporting events or other unique offerings. Examples of event enhancements include incorporating live music (or larger acts), local food or other exciting additions that will draw visitors from further afield. New tourism products include developing activities with untapped potential. Examples include new attractions (i.e. stargazing tourism), themed tours (i.e. haunted walks), or business collaborations that add to the visitor experience (i.e. butter tart trail). The possibilities are endless.

Applications may be for any amount from \$500 up to \$2,500. The deadline for applications is 4pm on Thursday, May 2, 2019. The project must be completed by December 31, 2019. More details and the online form can be found here: www.lennox-addington.on.ca/tourism-activation-program. We hope that you can please let those in your networks know about this opportunity. We're looking forward to creating some exciting new projects that will leave lasting memories for residents and visitors to Lennox & Addington County.

For further information, please contact :

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