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**Subject:** Durham Tourism Industry Report - August 2021  
**Date:** August 17, 2021 10:08:07 PM

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# Durham Tourism Industry Report August 2021



TIAO's survey on the

## impact of step 3, post-step 3, and border reopening on tourism businesses



TIAO is conducting a survey to collect up-to-date information on the impact of Step 3, post-Step 3, and border reopening on tourism businesses. As the border reopens and public health restrictions are being eased, it is necessary to gather information to demonstrate the tourism industry's continued need for government support even as tourism revenues rise.

### Complete the survey

The purpose of this survey is to understand to what extent tourism revenues have improved since key reopening dates were announced as well as business perspectives on staffing challenges, proof of vaccination (e.g., vaccine passports), commercial insurance rates, and challenges to recovery. TIAO seeks your assistance in providing this high-level reporting so that they can advocate on your behalf.



## Take a journey back in time on the Lucy Maud Montgomery Trail

The Lucy Maud Montgomery Trail is a safe, historic, self-guided driving tour through the countryside in the Uxbridge area. Lucy Maud Montgomery, famous author of 'Anne of Green Gables', lived and wrote in Leaskdale from 1911 to 1926. This new "trail" features 15 stops in Uxbridge, Leaskdale, and Zephyr that were significant to Lucy Maud Montgomery's (Maud) life while she lived and raised her family during World War I and the flu pandemic of 1918. The accompanying podcast creates an immersive experience utilizing excerpts of Maud's journals narrated by local actors, Conrad Boyce and Jennifer Carrol. In addition, the podcast references the historical significance of the various stops while providing directions for the journey.

Featured stops will be hosting Maud-themed attractions and activities. [The Leaskdale Manse](#), home of Maud, is providing tea and tour packages, as well as luncheon teas, featuring special guests; and kids can enjoy traditional home-made ice cream and Cavendish Cat-themed crafts. At the [Uxbridge Historical Centre](#) visitors can see three buildings that were relevant to Maud and her stories, as well as a Signature Red Cross Quilt with Maud's married name sewn in. Local businesses are joining in on the fun and offering special products.

This summer, [The Bridge Social](#) is offering Anne's favourite Organic Cold Brew Raspberry Cordial, as well as a pretty pink natural Lip & Cheek Rouge in the shade 'Maud'. At [Blue Heron Books](#), kids can write a letter to their "kindred spirit" on custom Anne stationery, play a game of hopscotch, and take a picture in the Anne-themed photo booth. [Concession 6 Studio](#) and [Greenmantle Pottery](#) will be showcasing relevant art and memorabilia. Finally, thirsty travellers can enjoy a specially crafted raspberry cider along the route at [Banjo Cider](#).

The Lucy Maud Montgomery Trail was produced by the Township of Uxbridge in partnership with Central Counties Tourism, Durham Tourism, and the L.M. Montgomery Society of Ontario. It is being promoted as part of the Anne and Maud Experience at [AnneandMaud.ca](#), in partnership with [Pickering Museum](#), which is providing the Anne Experience at the Pickering Museum. The entire Anne and Maud Experience provides a full day of activities in Durham Region.

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[Learn more](#)



## Helping Ontario food and beverage processors during COVID-19

Canada and Ontario are investing up to \$6 million in projects to help Ontario food and beverage processors improve their operations, increase their competitive edge and adapt to challenges as the pandemic begins to subside.

Applications for this program will be accepted in two phases.

Applications for the first phase of this new intake- under the Canadian Agricultural Partnership to support projects that will enhance economic development and food safety in the sector- will be accepted starting on **August 5** until **September 2, 2021**.

The second phase of the intake will open in September for targeted projects to improve labour productivity, efficiency and reduce waste.

Program materials including the application form and program guide will be available on the [Ontario Ministry of Agriculture, Food, and Rural Affairs \(OMAFRA\)](#) website and links are included below.

There is also an opening for [“Other Business”](#) in the same time frame. Additional information on that program is available via the links below or you may visit the [Program Guidelines for Other Business: Partnership Cost-share Funding page](#).

[Funding Guide](#)

[Eligible Projects](#)

[Program Guidelines for Processors](#)

## Digital Transformation Grants



As of **July 1, 2021**, the Government of Ontario has again extended funding for the Ontario Grants Program to provide Digital Transformation Grants to small businesses and Digital Service Squad grants to municipalities, BIAs, Chambers and Small Business Enterprise Centres.

The Digital Transformation Grant application portal opened on **July 19, 2021**. Applications will continue to be accepted until **October 31, 2021** or until the grant funds have been fully exhausted.

[Learn more](#)

**With this new investment, the location qualification has been expanded, and now brick-and-mortar small businesses may apply without needing to be in a zoned main street district.** This important change provides a much wider range of eligible small businesses across the province with access to training, grants, and Digital Service Squads.

## Have a "Cool Experience" in the Township of Brock

The Brock Board of Trade presents the- [Cool Experience](#) -a family-friendly day with farm tours, great food and locally grown flowers.

Your first stop is [Forget-Me-Not Alpacas](#), where you get to meet the cutest group of camelids this side of Toronto. You will be taken on a tour of the working farm and even have a chance to feed the alpacas.

Once your tour has ended and you've taken your share of Alpaca selfies, you have some time to wander before your delicious lunch at the [Albatross Bar & Grill at Cedarhurst Golf Club](#). Check out some of the downtown shops or head on down to the Beaverton Pier. Lunch is served at the Albatross anytime after noon.

Next, it's time to head to [White's Creek Flower Farm](#) for a guided tour of their flower fields. You won't believe the colours and the best part is you get to take some home!

End the day with ice cream at the [Cool Cow](#) ice cream shop.

[Buy tickets](#)

## Ontario Makes Historic Investment in Safe, Innovative Festivals and Events



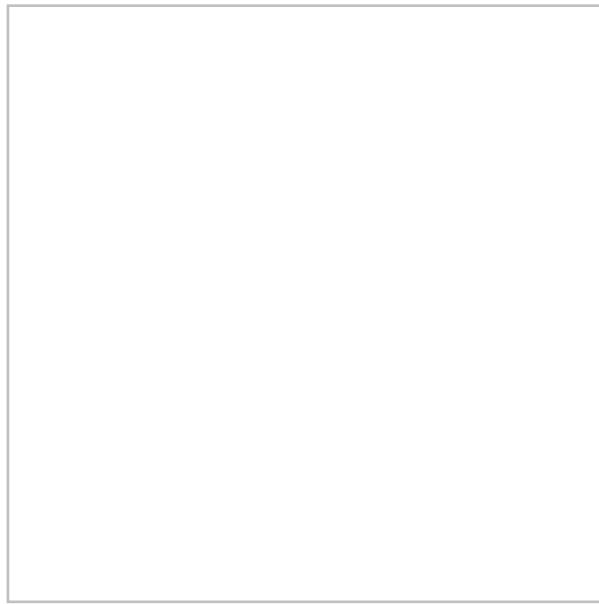
[Learn more](#)

The government is providing \$43 million to support 439 festivals and events through the Reconnect Festival and Event Program, representing a record number of supported events in the program's 14-year history.

The Reconnect program (known as Celebrate Ontario prior to the COVID-19 pandemic) was developed to help festival and event organizers adapt to new public health measures with virtual, drive-through and other safe offerings.

Durham Tourism wishes to congratulate the following successful applicants from the Region of Durham:

- Anne and Maud Tourism Route, Pickering
- Clarington- Movies in the Lot
- Dino's & Friends, Pickering
- Drive Festival, Clarington
- Whitby Lights the Night and Holiday Festival
- WILD Winter Festival of Lights (Soper Creek), Clarington



For unique trip ideas or to plan your perfect day, visit [DurhamTourism.ca](http://DurhamTourism.ca), or call 1-800-413-0017. If this information is required in an accessible format, contact [Durham Tourism](http://DurhamTourism).

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