

News Release

For Immediate Release

Government of Canada supports Ingersoll Downtown BIA through the Tourism Relief Fund

Ingersoll Downtown BIA receives \$77,000 from Ontario's Southwest Regional Tourism Organization through FedDev Ontario to attract visitors and support future growth

February 27, 2023 Ingersoll, ON

The tourism sector is vital to the economy and jobs in Ontario's Southwest. The Ingersoll Downtown Business Improvement Area (IDBIA) supports the downtown merchants through beautifications and promotion of the area as a tourist and shopping destination.

To support these efforts, the Ingersoll Downtown BIA received a non-repayable contribution of \$77,000 from Ontario's Southwest Regional Tourism Organization to support local artists, businesses, youth organizations, non-profits, individuals, professionals and industries. This funding is part of the Government of Canada's Tourism Relief Fund, delivered by the Federal Economic Development Agency for Southern Ontario (FedDev Ontario). Ontario's Southwest received nearly \$11 million from FedDev Ontario to help local tourism organizations and businesses safely welcome back visitors, recover from the impacts of the pandemic and prepare for future growth.

This investment will help Ingersoll Downtown BIA adapt and recover to attract new visitors and drive economic growth in the region.

Quotes

"Tourism is a cornerstone of economies across southern Ontario. Our Government is helping tourism businesses meet their potential with an investment of \$78 million which will be delivered through southern Ontario's Regional Tourism Organizations and Indigenous Tourism Ontario. Supporting tourism businesses will grow our communities and attract more and more visitors for years to come."

- *The Honourable Filomena Tassi, Minister responsible for the Federal Economic Development Agency for Southern Ontario*

"The Ingersoll Downtown BIA is grateful for the funding provided by the Government of Canada investment, through FedDevOntario and Ontario's Southwest Regional Tourism Organization, and the impact that it has had on our many local businesses, artists and industries the past six months, as well as the ongoing economic growth that will be felt by our downtown community in the days to come! The funding has opened a wealth of opportunity for our downtown to flourish through experiential tourism and helps to ease the strain of the recent pandemic."

- *Virginia Armstrong, Coordinator, Ingersoll Downtown BIA*

"Tourism innovators from across the region have demonstrated the abundance of creativity and opportunity for continued tourism growth within Ontario's Southwest. Through the Tourism Relief Fund, we're seeing infrastructure improvements, new experience development and destination management projects. These projects will extend more travel into the shoulder seasons, prioritize environmental sustainability and inclusivity, and are innovative and bold. We're pleased to be working with FedDev Ontario to administer the Tourism Relief Fund in Ontario's Southwest."

- *Joanne Wolnik, Executive Director, Ontario's Southwest Regional Tourism Organization*

Quick facts

- Ingersoll Downtown BIA is mandated to oversee the improvement, beautification and promotion of the BIA area as a tourist and shopping destination.

- It is legislated by the Municipal Act, 2001 and governed by a Local Board of Council. A volunteer organization, the Ingersoll Downtown BIA is a volunteer organization, self-funded by a tax levy on local BIA businesses, which is collected by the municipality.
- Ontario's Southwest Regional Tourism Organization works with 10 Destination Management Organizations (DMOs) and tourism industry stakeholders across the region to develop and promote the region of Ontario's Southwest as a vibrant and prosperous tourism region. The Government of Canada's [\\$500-million Tourism Relief Fund](#) is helping tourism-oriented businesses and organizations recover from the pandemic and prepare for future growth. FedDev Ontario is delivering nearly \$120 million of the [Tourism Relief Fund](#) across southern Ontario.

Associated Links

- [Ingersoll Downtown BIA](#)
- [Ontario's Southwest](#)
- [FedDev Ontario](#)
- [Tourism Relief Fund \(TRF\)](#)

Contacts

Edward Hutchinson
 Press Secretary
 Office of the Minister responsible for the Federal Economic Development Agency for Southern Ontario
edward.hutchinson@feddevontario.gc.ca

Virginia Armstrong
 Coordinator
 Ingersoll Downtown BIA
downtownbia@ingersoll.ca

Jen Moore
 Marketing & Communications Manager
 Ontario's Southwest
jen@swotc.ca

About Ingersoll Downtown BIA

The Ingersoll Downtown Business Improvement Area Association (IDBIAA) is a member based and funded, Board of Council that supports the downtown merchants, which are located in a set geographical area, through beautification, promotion and economic development, throughout the year. Providing visitor experiences with many unique family-owned retail businesses, restaurants, activities, events, and festivals, Ingersoll Downtown BIA is sure to provide something for everyone who visits us.

About Ontario's Southwest Regional Tourism Organization

[Ontario's Southwest](#) (OSW) is a [Regional Tourism Organization](#), funded primarily through the provincial Ministry of Tourism, Culture & Sport, and is governed by an independent Board of Directors. OSW works collaboratively with tourism stakeholders to create a vibrant and inclusive tourism sector, balancing the needs of visitors, tourism partners, communities, and the environment.

About FedDev Ontario

For 13 years, the Government of Canada, through [FedDev Ontario](#), has worked to advance and diversify the southern Ontario economy through funding opportunities and business services that support innovation, growth and job creation in Canada's most populous region. The Agency has delivered impressive results, which can be seen in southern Ontario businesses that are creating innovative technologies, improving productivity, growing revenues, creating jobs, and in the economic advancement of communities across the region. Learn more about the impacts the Agency is having in southern Ontario by exploring our [pivotal projects](#), our [southern Ontario Spotlight](#), and FedDev Ontario's [Twitter](#), [Facebook](#), [Instagram](#) and [LinkedIn](#).