

Backgrounder
For Immediate Release

October 17th, 2022

Today, Indigenous Tourism Ontario (ITO) announced support for 34 businesses and organizations in Ontario to recover from the pandemic and prepare for future growth.

ITO received a [\\$3.5-million non-repayable contribution](#) from the Federal Economic Development Agency for Southern Ontario ([FedDev Ontario](#)). As part of this investment, ITO delivered \$2 million to 23 Indigenous tourism businesses and organizations in the region. The Federal Economic Development Agency for Northern Ontario (FedNor) also provided ITO a \$1-million non-repayable contribution, which is supporting 11 tourism-related projects in communities in Northern Ontario.

Recipients supported include:

Recipient Name	Project	Funding contribution
The Grove Bike Co (1000129898 Ontario Ltd.)	This project will support the development of a mode of sustainable and active transportation which includes the development of online booking platform.	\$ 100,000.00
TJ Stables (Happy Trails)	This project will support the winterization of existing cabin, provide hydro connection, and build a mobile gender-neutral outhouse as well as installing stadium lights and bleachers for horse demos and mini powwows.	\$ 100,000.00
Nizzh Miigwaansag land Based Learning	The project, based off the seasonal traditions of the Anishinaabeg of Bkejwanong territory, will support the hiring of staff and the purchase of program materials required to create an awareness, in surrounding communities, of the vibrant culture, history, traditions and natural beauty of the Bkejwanon territory.	\$ 75,000.00
Boatworks Distillery Inc/Mindful Market & Eco Hub	This project will support culinary tourism by creating an outdoor kitchen to showcase and promote locally sourced foods.	\$ 100,000.00
Landscape of Nations 360 Inc	This project will support digital and website enchantments as well various walking tours and exhibits such as the Indigenous Sonic Walks which will feature elders, knowledge keepers, storytellers as well as traditional songs and dances. The Red Dress Exhibit will be included which peels back the story of the 13 MMIW from the Niagara region.	\$ 100,000.00
JCC (Grand River) Emporium	This project will support the enhance existing infrastructure at the JCC EMPORIUM and will increase the overall capacity of the venue.	\$ 100,000.00
Moonstar Lodge	This project will support the enhancement of Moonstar Lodge's presence from local/regional, to a Canada-wide and possibly global sphere, and will include digital, physical capacity, accessibility, and infrastructure enhancements.	\$ 29,415.00
Chippewas of Georgina Island	This project will support the upgrade of the first loop of Nanabush Trails to meet recognized AODA standards with eight new bog-style boardwalks as well as repairing existing boardwalks and corridor brushing, re-establishing tread damage and upgrading signage will be completed.	\$ 99,160.00
Jetsplitz Inc.	This project supports the design, development, and implementation of JetSplitz tourist centric end to end flight planning software	\$ 100,000.00
400 Eleven Inc	This project will support increased viewership, create new partnerships and collaborations for indigenous businesses through	\$ 11,450.00

	video production and marketing for social media, websites, collaborations, giveaways, as well as video campaigns.	
Frenchman Bay Cottages	The project will support the construction of two additional cabins with a covered front porch, private green space, and ample parking.	\$ 62,450.00
Haudenosaunee Everlasting Academy of Learning	This project will hire new staff such as counsellors, knowledge holders, traditional helpers to provide naturalistic healing for people in need through traditional methods, including practices such as tobacco burning, Medicine walks, and medicinal plant education.	\$ 100,000.00
White Pine Farms	This project will develop a series of workshops, delivering training to tourists as well as locals in traditional Indigenous gardening and harvesting methods.	\$ 100,000.00
Ginawaydaganuc Village	This project will support design plans and approvals for the development of an Indigenous led hub that includes an education centre and an Indigenous Elders Lodge.	\$ 100,000.00
Square Timber Brewing Company	This project will support the construction of a larger brewing facility with a restaurant and outdoor events pavilion to meet culinary tourism expansion demands.	\$ 57,500.00
The Circle of Turtle Lodge	This project will fund the launch of a brick-and-mortar location to deliver interactive workshops and educational seminars along with a space for evergreen resources and gallery featuring local Indigenous artists and craftspeople.	\$ 99,125.00
Fireweed Learning Community	The project will support the installation of facilities that allow overnight stays and an indoor teaching environment.	\$ 65,900.00
Indigenous Action Committee	This project will involve the hosting of a series of monthly cultural nights and workshops along with monthly calendar events for the Indigenous and Non-Indigenous community in York Region.	\$ 100,000.00
Kijicho Man Madaouskarini Algonquin First Nation	This project involves support for the construction of the Bancroft exhibit, developmental work to facilitate the exhibit, and the organization of the exhibits. Strategic planning of the gallery exhibit, recruiting artists and the facilitation of the relationships.	\$ 100,000.00
Chippewas of the Thames First Nation	This project will support the creation of a tourism economic impact tool, enhancing existing digital assets, and developing a tourism and economic development tool.	\$ 100,000.00
Oceah Oceah SUP & YOGA Inc.	This project will support the expansion of operations to include canoe and kayak rentals as well as to a second location for tours and rentals, and the installation of a shipping container at Budapest Park in Toronto for additional storage.	\$ 100,000.00
Prince Edward County Marine Tourism Inc.	This project will promote the sport of sailing to general tourists through hands on marine tourism experiences, as well as working with local businesses and tourism boards to create a long-term marine strategy.	\$ 100,000.00
Thomas Sinclair	This project will support the inaugural all-indigenous art exhibition in Toronto, showcasing some of Canada's most talented Indigenous artists and will include an augmented reality (AR) layer which will be added to the experience, to showcase futuristic innovation, combined with authentic cultural arts and storytelling.	\$ 100,000.00
Aundeck Omni Kaning First Nation	This project will support the enhancement and expansion of services provided like cultural experiences, hiking trails, and incorporating local businesses like fish charters, food venues, arts and crafts, and storytellers.	\$99,557.00
Wahkohtowin Development General Partnership Inc	This project will include quality improvements of the annual sugar shack, Innovation centre and the annual Birch Bark Canoe build. Additionally, the funds will be able to provide and promote the	\$46,281.00

	growth of local businesses allowing them to network and connect with other ITB's.	
Thrive Tours	This project will enhance the Canoe, Kayak, and hiking tours with better equipment to provide a more sustainable and deeper experience/understanding of the culture for clients. To provide tourism specific training to new and existing staff which will provide staff with the confidence to service the influx in tourism demand, and to increase Indigenous workforce development.	\$54,162.00
Sagamok Anishnawbek First Nation	This project will implement the Development of authentic Anishinabek cultural products and services, development of cultural attractions & tourism product support structures, and the development of tourism support services, accommodations, hosting capabilities and food and beverage offerings.	\$100,000.00
Hardy Giles	The project will create a VR interpretation of "The Scroll" to become a travelling exhibit sold across Ontario. To achieve this, project planning and management, VR developers/coders, a designer for animation, as well as the equipment to capture and edit the VR exhibit is required.	\$100,000.00
Voyager Wilderness	This project will extend existing list of activities and improve experiential tourism offerings. This will require the installation of communication infrastructure such as Star Link, high speed internet and telephones. Repairs to docks, renovations to existing buildings and staff training are also required.	\$100,000.00
Mukwa Adventures	This project will support building an on the land eco footprint of an Anishinaabemowin cultural training installation and operation of a training centre that will provide the necessary resources and tools to survive off the land. Train certified bush crafters with the tourism guide accreditation for the north. To provide video access to all tutorials in the Anishinaabemowin Language.	\$100,000.00
Manitoulin Brewing Company Inc.	This project will support the Manitoulin Adventure Map in addition to supporting the Manitoulin Adventure Kit. The Tourism marketing app will feature destinations within the Manitoulin District focussing on culinary tourism, food and beverage, accommodations, hiking trails, prominent landmarks, and other attractions.	\$100,000.00
Wasse-Giizhik Tours and Associates	This project will support the planning stage of expanding the business to offer cottage rentals. The requirements will include acquiring professional services for project planning and engineering. It is also necessary to purchase digital equipment for marketing as well as equipment for the marine charter services to provide customer safety.	\$100,000.00
The Carter House Bed and Breakfast	This project will support the development of 4 more tipis including the furnishing and linen (including a deck to sit tipis on). The development of a shower house which would include necessary enhancements to welcome additional overnight stays.	\$100,000.00
Pine Portage Lodge	This project will improve the infrastructure at Pine Portage Lodge by allowing for necessary enhancements to increase overnight stay capacity. Additionally, Pine Portage will work on their online presence by improving their website and online marketing to get more clients attracted to their services.	\$100,000.00

Related Product

News Release: Indigenous Tourism Ontario announces support for tourism recovery in Ontario