



SAND PLAINS

Community Development Fund

PROJECT #5-P001

PROJECT NAME: Tourism Product Development

Eligible Business/Organization: The Corporation of Norfolk County (*on behalf of Ontario's South Coast Tourism Alliance*)

County: Entire Sand Plains region: Brant, Elgin, Middlesex, Norfolk, Oxford

Priority Categories: Tourism

Contribution Amount: \$50,000

Board-Approved Date: January 27, 2010

Project Summary: Tourism product development study of the five counties in the Sand Plains region

Regional Economic Impacts & Benefits:

- ♦ Recommendations arising from the consultant's study will influence the development of tourism products aimed at benefiting the regional economy

Market Impact Assessment:

- ♦ Significant potential for strengthening the tourism economy of communities in all five Sand Plains counties