



SAND PLAINS
Community Development Fund

PROJECT # 35-P001

PROJECT NAME: Long Point Waterfowl Marketing Initiative

Business/Organization: Long Point Waterfowl/Bird Studies
Canada

County: Norfolk

Priority Categories Addressed: Tourism

Non-Repayable Contribution Amount: \$112,000

Board-Approval Date: January 26, 2011

Project Summary: This project is to market and utilize the former Junior Ranger Camp as an affordable overnight accommodation destination for researchers, conservation groups and youth groups. The funding will allow the organization to remain open year-round and market the facility using full-time staff.

Regional Economic Impacts & Benefits: The project will create 1 full-time and 1 part-time job. The facility will generate additional over-night stays in the region for several conservation and youth groups as well as tourists.

Market Impact Assessment: There are limited roofed accommodations in the Sand Plains region and this project will increase overnight stays by attracting individuals and groups to the region.

WEB: PROJECT ANNOUNCEMENT