**News** **Release**

For Immediate Release

**Government of Canada supports Downtown London through the Tourism Relief Fund**

Downtown London receives $57,006 from Ontario’s Southwest Regional Tourism Organization through FedDev Ontario to expand its efforts to beautify the district.

November 9, 2022 London, ON

The tourism sector is vital to the economy and jobs in Ontario’s Southwest. This increase in downtown vibrancy will continue to bring in more visitors every year, ultimately contributing to the rise in economic activity and reaffirming the idea of Downtown London being a top destination to visit and shop for future tourists.

Today, [Downtown London](https://www.downtownlondon.ca/) received a non-repayable contribution of $57,006 from Ontario’s Southwest Regional Tourism Organization to enhance vibrancy in the downtown core through individual planter box murals that will draw more visitors downtown. This is part of an overall Government of Canada investment of over $78 million, which includes an almost $10-million top up to [FedDev Ontario’s](https://www.feddevontario.gc.ca/eic/site/723.nsf/eng/home) original [$68.5-million contribution](https://www.canada.ca/en/economic-development-southern-ontario/news/2022/04/government-of-canada-announces-685-million-in-relief-support-for-southern-ontario-tourism-sector.html) for 11 [Regional Tourism Offices](https://www.tourismrelief.ca/) and [Indigenous Tourism Ontario](https://indigenoustourismontario.ca/).

This [Tourism Relief Fund](https://www.feddevontario.gc.ca/eic/site/723.nsf/eng/h_02650.html?OpenDocument) (TRF) investment will help Downtown London adapt and recover to attract new visitors and drive economic growth in London, ON.

**Quotes**

“The tourism sector is important to the economy, jobs and livelihoods in Ontario’s Southwest. This Government of Canada investment, through FedDev Ontario and Ontario’s Southwest Regional Tourism Organization will ensure businesses in southwestern Ontario, like Downtown London, have the tools to enhance experiences and offerings to attract visitors and be well-positioned to drive economic growth in (region).”

*The Honourable Helena Jaczek, Minister responsible for the Federal Economic Development Agency for Southern Ontario*

“Our team here at Downtown London are always looking for new ways to enhance the vibrancy and culture within the downtown core. These planters will be beautiful additions to the various on-street events that are hosted in the downtown core each year.”

* *Barbara Maly, Executive Director, Downtown London*

“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**

* Downtown London is the catalyst and connector for a shared community vision of London’s downtown, on behalf of members, in partnership with the City of London and in support of major economic development, cultural, educational, and private sector stakeholders.
* 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.

 **Associated Links**

* [Downtown London](https://www.downtownlondon.ca/)
* [Ontario’s Southwest](http://www.swotc.ca)
* [FedDev Ontario](http://www.feddevontario.gc.ca/)
* [Tourism Relief Fund](https://www.feddevontario.gc.ca/eic/site/723.nsf/eng/h_02650.html?OpenDocument) (TRF)

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**About FedDev Ontario**

For 13 years, the Government of Canada, through [FedDev Ontario](https://www.feddevontario.gc.ca/eic/site/723.nsf/eng/home), 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](https://www.feddevontario.gc.ca/eic/site/723.nsf/eng/h_00358.html?OpenDocument#tag-pivotal__1), our [Southern Ontario Spotlight](https://www.feddevontario.gc.ca/eic/site/723.nsf/eng/h_02456.html?OpenDocument), and FedDev Ontario’s [Twitter](https://www.twitter.com/FedDevOntario), [Facebook](https://www.facebook.com/FedDevOntario/), [Instagram](https://www.instagram.com/FedDevOntario) and [LinkedIn](https://www.linkedin.com/company/federal-economic-development-agency-for-southern-ontario).

**About Downtown London**

[Downtown London](http://www.downtownlondon.ca/) is the catalyst and connector for a shared community vision of London’s downtown,

on behalf of members, in partnership with the City of London and in support of major economic

development, cultural, educational, and private sector stakeholders.

Our mission is to steward the levy paid by member businesses by leading and championing programs

and investments that make London’s downtown a destination of choice and an economic centre that

supports the entire community.

**About Ontario’s Southwest Regional Tourism Organization**

[Ontario’s Southwest](http://www.swotc.ca) (OSW) is a [Regional Tourism Organization](https://www.ontario.ca/document/tourism-regions), 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.