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MEDIA RELEASE

**STRATFORD'S TOURISM-BASED BUSINESSES BENEFIT FROM
FEDERAL COVID-19 GRANT AWARDED TO INVESTSTRATFORD
FOR CITY OF STRATFORD TOURISM RECOVERY**

\$750K in FedDev Ontario Funding Helps 47 Local Tourism-Based Businesses

Stratford, ON – March 1, 2021... **Today, investStratford and its funding partners wrapped up the delivery of a major Federal grant which supported the recovery of 47 Stratford area tourism-based businesses.** Last fall the Federal Economic Development Agency for Southern Ontario announced that Stratford would receive a \$750K grant in support of the recovery and growth of its Tourism-based businesses. The recovery project, entitled Stratford Tourism Alteration Transformation Project (STAT), was administered by investStratford for the Economic Response and Recovery Task Force and was designed to support an efficient and effective recovery in the tourism sector from the negative impacts caused by the COVID-19 pandemic.

As a result of the Federal grant, 47 local businesses received project dependant funding which resulted in an additional \$572K contributed by the businesses to complete their projects. The program helped to maintain 317 full-time and 102 part-time jobs while creating 56 permanent jobs and 463 temporary jobs in the community. In addition, 133 employees received training/mentorship for technology implementation.

As part of the funding breakdown, investStratford, Stratford's Economic Enterprise Development Corporation (SEEDCo) delivered funding grants of up to \$20K to 47 eligible businesses in partnership with the City of Stratford, Destination Stratford, Stratford City Centre Committee BIA and the Stratford and District Chamber of Commerce. Projects included addition of plexi barriers, high-end air filtration, online ordering, new take-out kits, patio additions, renovations and even a UV sanitization robot. To view all 47 recipients and read more details about their specific STAT projects visit: <https://www.investstratford.com/stat-recipients>
<https://youtu.be/xjKtB3koHrA>

QUOTES:

"I'm extremely grateful to the Government of Canada and the Federal Economic Development Agency for Southern Ontario for their much-needed financial support of our tourism-based businesses. Their funding has allowed many of our hardest-hit businesses in the tourism sector remain or re-open safely."

- Dan Mathieson, Mayor, City of Stratford

"I'm so proud of our incredibly resilient and strong business community. These times have been, and continue to be, extremely challenging for all businesses but for Stratford, tourism has been hit extra hard. This grant has provided a financial boost to dozens and i am tremendously grateful to Federal Economic Development Agency of Southern Ontario and the Government of Canada for their ongoing support and assistance."

- Joani Gerber, CEO of investStratford

About investStratford

investStratford is committed to advancing the economic future of Stratford, Ontario, Canada through investment in arts, education and industry. Globally Connected | Community Driven investstratford.com
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