

# **The Stratford Destination Animation Project selects 12 unique cultural experiences to roll out in 2021**

For Immediate Release: May 26, 2021

(Stratford, ON) The 2021 Stratford Destination Animation Project (DAP) received an overwhelming response in applications with 24 submissions totalling over \$120,000 requested. With only \$35,000 available, the tourism partners coordinated an additional \$3,000 in order to support as many projects as possible. As a result, 12 cultural projects were selected for funding to help strengthen Stratford's rich cultural experiences this year.

The Stratford Destination Animation Project was established with investment from Regional Tourism Organization (RT04), Stratford City Centre BIA and Destination Stratford, to enable and support feasible projects that are highly shareable and have high impact on the destination. The selected projects directly align with Stratford's cultural DNA and will strengthen the experiences and storytelling opportunities for both residents and visitors.

The successful 2021 applications selected for co-investment include:

- Stratford Dock Music
- Artistic Dock Mural
- Dayna Manning | Morning Light
- Stratford Symphony Orchestra | Symphony in the Square
- Hermione Presents ~ SpringWorks Festivals | PuppetWorks
- Cycle Stratford | Perth County Cycling Tour
- Here For Now Theatre Company
- Stratford Summer Music | TORQ at Market Square & August Barge Events
- Gallery Stratford | Art in the Trees
- Stratford Perth Museum | Summer Music Festival
- Stratford Open Mic in the Gardens

Entering into the sixth year, DAP partners are thrilled with the incredibly passionate and creative applications received. A true testament to the unique and artistic community that can only be found in Stratford.

"Stratford's perseverance, creativity and innovative spirit are on full display with this year's DAP applications." - Zac Gribble, Executive Director, Destination Stratford

"It is inspiring to witness the unexpected appetite for the program in 2021. An astounding amount of applications came in by individuals and organizations, who showcased their creativity and ability to adapt in these unprecedented times." - Rebecca Scott, General Manager, Stratford City Centre BIA

The goals of the animation and the destination development initiative include:

- Increase the number of sustainable, quality visitor focused experiences available in a destination.
- Provide opportunities for destination storytelling and visitor generated content creation.
- Strengthening the network of destination stakeholders taking an active role in their tourism future.

The cultural events and experiences will be launched throughout 2021. For more DAP details:

[visitstratford.ca/dap](https://visitstratford.ca/dap).

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