



STRATFORD DESTINATION ANIMATION PROJECT RETURNS WITH A LOCAL FUNDING OPPORTUNITY AND A NEW NAME

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(Stratford, ON) The former Destination Animation Project (DAP) has returned for 2022, its 7th year and has since been renamed: Destination Development Fund (DDF). With \$30,000 available funding again this year, DDF is seeking innovative applications for projects that develop and improve our destination for both residents and visitors. The application is open now at visitstratford.ca/ddf.

The Fund was established with investment from Regional Tourism Organization 4 (RT04), Downtown Stratford BIA and Destination Stratford, to enable and support feasible projects that are highly shareable and impactful for the destination. The selected projects directly align with Stratford's cultural DNA and strengthen the destination's experiences and storytelling opportunities.

In 2021, DDF received an overwhelming response in applications with 24 submissions totaling over \$120,000 requested. With their collective \$38,000, the funding partners supported 12 cultural projects with funding to help strengthen Stratford's rich cultural experiences.

The successful 2021 applications selected last year included:

- 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

“Stratford’s creativity knows no bounds and we look forward to seeing what the community comes up with for 2022 destination development projects.” - Zac Gribble, Executive Director, Destination Stratford.

"Downtown Stratford BIA is a proud partner of the 2022 Destination Development Fund. It was 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 unprecedented times. We are excited to see what project ideas emerge from our community this year." - Rebecca Scott, General Manager, Downtown Stratford BIA.

“RTO4 is thrilled to once again be a partner in a program that has let the creative hub that is Stratford shine over the past several years. Even through the pandemic there was still that creative drive, which really illustrated the importance of providing an avenue for those ideas to be actualized, and RTO4 is happy to support such an opportunity with the DDF. It will be fun to see what type of ideas we see come through this year.” - Leigh Cove, Destination Project Manager, RTO4.

Organizations eligible for funding include:

- Tourism enterprises and businesses (as individual organizations or as a consortium) with interests in arts & culture, heritage, agri-culinary, sports, meetings & conventions, etc.
- Festivals and Events
- For-profit or non-profit organizations.

Applicants can apply with 2022 projects for a range of support for new tourism-related experiences, enhancements to existing tourism-related experiences (in-person or digital, projects that improve the visitor experience), PPE and physical hygiene measures, and/or storytelling (capturing of content - photo/video and/or social media). Applicants are welcome to submit multiple applications for different projects.

Individual applications can apply for funding from \$500 to \$10,000. Applications close April 14th at 5:00 P.M.

For more DDF details and to apply, please see visitstratford.ca/ddf.

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