



## Media Release

September 9, 2021

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### Program Offers Grant and Mentorships to Spark New Sustainable Tourism Ideas for the Bruce Peninsula

Bruce County, ON - A third round of the “Spark” Mentorship & Grants Program has been launched to encourage Bruce County entrepreneurs, small businesses and non-profit organizations to create new sustainable tourism ideas for the Bruce Peninsula.

The program matches selected applicants with a tourism mentor and provides a \$3,000 grant to help take their new sustainable tourism ideas to the next level of development. Previous participants were selected for guided forest bathing walks, Indigenous tourism experiences, multi-person canoe ecotours, year-round retreats, transparent kayak adventures, and winter glamping retreats.

**View official program announcement video:** <https://youtu.be/OxuFtOmDLHQ>

Organizers are looking for sustainable tourism ideas that will enhance the Bruce Peninsula’s current tourism offerings, create high-quality, low impact tourism experiences, address gaps in tourism products and services, motivate longer stays and repeat visits, disperse visitation geographically, and increase shoulder season visits and tourism spending.

The Bruce County “Spark” Mentorship & Grants Program is a partnership between Bruce County, Bruce Power, Municipality of Northern Bruce Peninsula, Town of South Bruce Peninsula, Bruce Grey Simcoe (Regional Tourism Organization 7), Chippewas of Nawash Unceded First Nation, and the Ontario Tourism Innovation Lab.

“The “Spark” Program aims to encourage entrepreneurs to offer tourism experiences that are more sustainable to enhance economic development initiatives while keeping the protection of our environment top of mind. Along with our partners we are proud to be offering mentorship and grants to innovative entrepreneurs in the community,” says Bruce County Warden Janice Jackson.

“Bruce Power is pleased to support the goals of the “Spark” Mentorship and Grants program,” said John Peevers, Bruce Power’s Director of Community and Media Relations, and Economic Development. “Innovation is a part of our company culture



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and this program aligns with our approach to acknowledging and rewarding the development of new ideas in this changing landscape that will promote economic growth in our community.”

“We have been excited and inspired by our past Bruce County “Spark” Program winners, and look forward to hearing about new sustainable tourism ideas for the Bruce Peninsula,” said Justin Lafontaine, Program Lead, Ontario Tourism Innovation Lab.

Applications will be accepted from September 9<sup>th</sup> to October 15<sup>th</sup>, 2021. Following a juried review process, finalists will be invited to a Pitch Session where three winners will be selected.

For more information on the Bruce County “Spark” Program visit [www.tourisminnovation.ca/bruce](http://www.tourisminnovation.ca/bruce).

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