



## **Government of Canada supports Arts Society King through the Tourism Relief Fund**

Arts Society King receives \$12,000 from Central Counties Tourism through FedDev Ontario to attract visitors and support future growth

January 11, 2023

**Schomberg, Ont.** — The tourism sector is vital to the economy and jobs in King Township. The Township has acknowledged Arts Society King (ASK) as an important contributor of cultural experiences that help maintain and fulfill King's socio-cultural identity. ASK organizes a variety of events each year within the community, including arts shows, a studio tour, theatre, dance performances and live music, which support artists, artisans, local businesses and attract visitors to King.

Arts Society King (ASK) received a non-repayable contribution of \$12,000 from Central Counties Tourism, which helped ASK put on the Schomberg Street Gallery this past September after a two-year hiatus due to the pandemic. These funds covered many new Street Gallery expenses, including paid-duty officers and outreach advertising.

This is part of the Government of Canada's [Tourism Relief Fund](#), delivered by the [Federal Economic Development Agency for Southern Ontario](#) (FedDev Ontario). Central Counties Tourism received \$8.65 million from FedDev Ontario to help local tourism organizations and businesses safely welcome back visitors, recover from the impacts of the pandemic and prepare for future growth.

Many of King's businesses were negatively impacted by the effects of COVID-19, and most community events and programs were cancelled. This investment in the Schomberg Street Gallery ensured that this signature Arts Society King event could take place once again, drawing visitors to the Township and enticing them to visit often. Local business and the community as a whole, benefited.

Arts Society King also used this funding to set up a new Youth Arts Tent, hiring strolling musicians and advertising in local and national newspapers— resulting in a feature article. King is fortunate to be part of the Greater Toronto Area and wants to invite day-trippers to experience the best that the community has to offer.

This investment has helped the Arts Society King and the Schomberg Street Gallery adapt and recover to attract new visitors and drive economic growth in King.

### **Quotes**

**The Honourable Filomena Tassi**  
**Minister responsible for the Federal Economic Development Agency for Southern Ontario**

"Our government is happy to invest \$78 million through the Tourism Relief Fund to help communities across southern Ontario rejuvenate local tourist attractions. With this funding, southern Ontario's Regional

Tourism Organizations and Indigenous Tourism Ontario are providing hundreds of local businesses and organizations with the support they need to create jobs, attract more visitors and grow local economies, now and into the future.”

**Michele McNally, President  
Arts Society King**

“ASK is excited to receive this funding from FedDev Ontario and Central Counties Tourism to help our artists, artisans, businesses and community really come to life during the Schomberg Street Gallery. We are delighted to have this well-known signature event back on Main Street, Schomberg, welcoming tourists and locals alike.”

**Chuck Thibeault  
Executive Director, Industry Development, Central Counties Tourism (RTO 6)**

“The visitor economy creates thriving, vibrant communities across Ontario. Visitors bring new money into a community and for many businesses in York, Durham and Headwaters, these additional revenues can mean the difference between staying solvent and having to shutter their doors forever. Central Counties Tourism applauds the Government of Canada for recognizing the importance of growing our collective capacity to welcome and entertain visitors. Its investment in tourism is helping municipalities and individual businesses build compelling destinations that will attract visitors and residents alike. The economic impact from the Tourism Relief Fund will be felt for years.”

**Quick Facts:**

- Arts Society King is a not-for-profit volunteer organization that was established in 2005 with gallery space located in the King Heritage and Cultural Centre in King City, Ontario. Arts Society King promotes, supports, celebrates and advocates for arts and culture through effective partnerships and innovative events and programs. Our vision is to enrich King Township through arts and culture for all. ASK is utilizing the funding received through the Tourism Relief Fund to improve and enhance the Schomberg Street Gallery’s impact for tourists and residents.
- Central Counties Tourism is the provincially-funded not-for-profit dedicated to developing, supporting and promoting tourism in Durham Region, York Region and the Headwaters Tourism Region. Since its inception, Central Counties Tourism has assisted dozens of municipalities through destination development and hundreds of tourism-related businesses to grow their capacity, strengthening the visitor economy in the region.
- The Government of Canada’s \$500-million Tourism Relief Fund is helping tourism-oriented businesses and organizations recover from the pandemic and prepare for future growth. FedDev Ontario is delivering nearly \$120 million of the Tourism Relief Fund across southern Ontario.

**Associated Links:**

- [Arts Society King](#)
- [Central Counties Tourism](#)
- [FedDev Ontario](#)
- [Tourism Relief Fund \(TRF\)](#)

## Photos



**Photos:** Mona Berg, artist, painting on Main Street in Schomberg during the Schomberg Street Gallery, September 18, 2022.



Artist Michele Rose in her booth on Main Street, Schomberg during the Schomberg Street Gallery, September 18, 2022.

## About Arts Society King

About to enter our 18<sup>th</sup> year as King Township's premiere arts society, Arts Society King's vision is to enrich King Township through arts and culture for all. Some of our innovative events and programs include MOSAiC, our quarterly magazine. We partner with the Township of King on several events including Studio Tour King, Schomberg Street Gallery, Deck the Walls Art Show & Sale, the Mayor's Celebration of Youth Arts, International Women's Day Exhibit, Timeless Tales All Ages Writing Contest, Spring Blooms Pop-Up Art Show & Sale, Autumn Reflections En Plein Air competition, Across the Rainbow's Arc Exhibit, as well as several garden club collaborations. For more information visit [www.ArtsSocietyKing.ca](http://www.ArtsSocietyKing.ca).

## About Central Counties Tourism

Central Counties Tourism (CCT) was established as a regional tourism organization in 2010 under a framework developed by the Ontario Ministry of Tourism, Culture and Sport. Its mandate is to identify sustainable best product and practices that will build a stronger and more competitive tourism industry within the York, Durham, and Headwaters regions. CCT is funded by the Ontario Government and managed as a not-for-profit organization by a voluntary tourism industry board. CCT's mission is to increase tourism in the region by promoting and developing unique and competitive tourism products that attract high yield visitors from outside the Central Counties region.

## About FedDev Ontario

For 13 years, the Government of Canada, through [FedDev Ontario](https://www.feddev.ca/), 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](#), our [Southern Ontario Spotlight](#), and FedDev Ontario's [Twitter](#), [Facebook](#), [Instagram](#) and [LinkedIn](#).

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