



News Release

For Immediate Release

Government of Canada supports Markham Village Music Festival through the Tourism Relief Fund

Markham Village Festival Corporation receives \$100,000 from RTO6/Central Counties Tourism through FedDev Ontario to attract visitors and support future growth

June 17-18, 2022 Markham, Ontario

The tourism sector is vital to the economy and jobs in Markham and York Region. As a recipient of Government of Canada funding, the Markham Village Music Festival was able to attract more visitors. This had a positive economic impact for our local economy, especially the businesses on Main Street Markham. This ensured our success going forward with this annual Festival.

Markham Village Music Festival received a non-repayable contribution of \$100,000 from RT06/Central Counties Tourism to attract more visitors by upgrading festival staging and being able to showcase Sloan, a well-known group. This is part of the Government of Canada's [Tourism Relief Fund](#), delivered by the [Federal Economic Development Agency for Southern Ontario](#) (FedDev Ontario). RTO6 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.

This investment will help Markham Village Music Festival adapt and recover to attract new visitors and drive economic growth in York Region.

Quotes

"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."

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

"Markham has many amazing events and attractions—and the Markham Village Music Festival is one of them. Our government is proud to provide them with support. Having events like these, where we can come together, enjoy music and support local businesses, is vital to our communities."

- *Hon. Helena Jaczek, Member of Parliament for Markham-Stouffville*

"Our government knows the positive impacts that local community attractions have on small businesses and residents. Markham Village Music Festival is very important in Markham, and I am thrilled our government is investing in this great event."

- *Paul Chiang, Parliamentary Secretary to the Minister of Housing and Diversity and Inclusion (Diversity and Inclusion) and Member of Parliament for Markham-Unionville*

“The very generous support the Markham Village Music Festival received from the Government of Canada, through FedDev Ontario and Central Counties Tourism, gave the Festival the opportunity to have five stages of entertainment on the street featuring 72 performances. Plus, the grant enabled us to bring in a headliner, Sloan, and upgrade our staging and lighting. As a result, our two-day festival attracted more than 26,000 people. This would not have been possible without the financial support of FedDev Ontario.”

- *Judi McIntyre, Past Chair of the Markham Village Music Festival*

“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.”

- *Chuck Thibeault, Executive Director, Central Counties Tourism*

Quick facts

- The Markham Village Music Festival is now in its 46th year and is an annual event on Main Street Markham (Markham Road north of Highway 7) on the third weekend in June. The Festival features five stages of entertainment (music and dance), craft and food vendors, a farmers’ market, children’s area and more. In 2022, the Festival attracted more than 26,000 people for the two days.
- 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, staff have assisted dozens of municipalities through destination development and hundreds of tourism related businesses 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

- Markhamfestival.com
- <https://ised-isde.canada.ca/site/black-entrepreneurship-program/en/ecosystem-fundCentralCounties.ca>
- [FedDev Ontario](#)
- [Tourism Relief Fund \(TRF\)](#)

Contacts

Fontaine Liu
Chair, Markham Village Music Festival
Fontaine.liu@gmail.com

Michael Frankfort
Social Media, Markham Village Music Festival
Michael.frankfort@stao.ca

Chuck Thibeault
Executive Director, Central Counties Tourism
cthibeault@centralcounties.ca
905.940.9999 x 1

Edward Hutchinson
Press Secretary
Office of the Minister responsible for the Federal Economic Development Agency for Southern Ontario
edward.hutchinson@feddevontario.gc.ca

About Markham Village Music Festival

Founded in 1978, the non-profit Festival is organized by community volunteers and runs the third weekend in June. Visit www.markhamfestival.com for more information.

About RTO6/Central Counties Tourism

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. Visit www.centralcounties.ca for more information.

About FedDev Ontario

For 13 years, the Government of Canada, through [FedDev Ontario](#), 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](#).