



PRESS RELEASE

9 Downtown Businesses Receive Marketing Grant

Belleville, Ontario, May 17, 2021 - Nine businesses in Belleville's Downtown District received the Bay of Quinte Regional Marketing Board (BOQRMB) Marketing Grant to help support the tourism sector adapting to the ongoing challenges of COVID-19.

The grant application was launched in November 2021 and awarded to a total of 25 businesses. Downtown recipients included:

- **L'Auberge de France.** Use of photography and video to encourage locals to visit the restaurant and explore downtown.
- **The Brake Room.** Creation of a hybrid print-digital regional cycling map to share their existing library of routes in the region.
- **Chilangos Mexican Restaurant.** Graphic design and local billboard encouraging locals to visit the restaurant and downtown.
- **DedEye Axe Throwing.** A display advertising TV to attract passersby to the business.
- **EightTwenty Studio.** Creating a short documentary of how wonderful life is in the Bay of Quinte during winter.
- **Empire Theatre.** Updated video and graphics to promote "Live from The Empire" virtual shows.
- **H20 Getaways.** Social media and digital ads to support the launch of luxury houseboat rentals.
- **River and Main Theatre Company.** Professional branding of the building's awning.
- **Runway Bridal.** Updated photography and video to support digital ads.

BOQRMB's second round of grants just closed on May 2 .

For more information please contact:

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