



PRESS RELEASE

6 Downtown Businesses Receive Marketing Grant

Belleville, Ontario, September 14, 2021 - Six 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.

BOQRMB launched the second round of the grant in the spring, with winners just announced in August. This \$50k+ grant will support marketing projects for more than 30 local tourism businesses/organizations as they plan for the challenges brought on by COVID-19. Downtown recipients included:

- **Empire Theatre.** Multi-channel digital marketing to promote the return to in-person concerts at this downtown venue.
- **Quinte Arts Council.** Create a monthly podcast/video product to showcase the local arts community.
- **The Brake Room.** Continue building their new website, bayofquinte.bike, updating the site with new content and features, and creating more print maps.
- **The Lark.** Production and marketing of at-home food & drink experiences, delivered by staff in an engaging online format.
- **The Sweet Retreat.** Professional food photography to promote the bakery's gourmet, whimsical products like marshmallows, cruffins and other treats.
- **We Thrive Wellness Centre.** Marketing to promote a unique couples massage coaching experience, plus an overnight package partnership with a downtown Airbnb property.

For more information please contact:

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