

**FOR IMMEDIATE RELEASE**

---

**Woolwich Township Implements Municipal Accommodation Tax Administration Policy, Approves 2025 Funding Allocation, and Launches The Woolwich Way Funding Streams**

**Woolwich, ON** – The Township of Woolwich has officially implemented a Municipal Accommodation Tax (MAT) Administration Policy and approved the 2025 MAT funding allocation to community organizations. With a structured policy guiding strategic MAT revenue investments, Woolwich continues to enhance its reputation as a premier destination for visitors.

"The implementation of the MAT Administration Policy and the launch of The Woolwich Way funding streams demonstrate our commitment to supporting and expanding tourism in Woolwich", said Mayor Sandy Shantz. "These investments will enhance visitor experiences, strengthen local businesses, and create lasting economic benefits for our community."

The MAT Administration Policy establishes clear guidelines, including:

- Roles and responsibilities
- MAT priorities
- Approved and restricted fund uses
- Details of The Woolwich Way funding program
- Evaluation and reporting methods

2025 will serve as a year of learning, with Township staff analyzing data, reviewing key performance indicators (KPIs), and engaging with tourism industry collaborators and community partners. This feedback will help refine the MAT program and enhance its effectiveness in driving tourism growth.

Woolwich Township has approved a total MAT investment of \$460,300 for 2025. If additional government grant funding is secured for the St. Jacobs Country Wayfinding Signage project, the total MAT investment would be \$666,300. This ensures flexibility in funding allocation while maximizing opportunities for tourism growth.

Key highlights of the 2025 allocation of funding include:

**Arts, Culture, and Events:** Downtown Elmira public art refresh, support of All That Worldly Jazz Festival, support of WEFT Festival, support of Elmira Band Stand Market, and a Holiday light installment for St. Jacobs.

**Tourism Infrastructure:** St. Jacobs Country Wayfinding Project, St. Jacobs visitor information kiosks, St. Jacobs public washroom investment, and St. Jacobs stone benches and planter reservoirs.

**Tourism Marketing:** St. Jacobs collaborative fall marketing campaign and St. Jacobs BIA visitor marketing campaign support.

**Tourism Business Development:** Annual tourism industry event and workshops for tourism operators.

**Grants:** Introduction of The Woolwich Way – Destination Development Fund and The Woolwich Way – Marketing Material Fund.

"Woolwich offers an abundance of tourism experiences that attract visitors from near and far," said Kurtis Wells, Economic Development and Tourism Officer. "By implementing a MAT Administration Policy that directs strategic investments into the tourism industry, we are opening the door to significant growth in visitor numbers and overnight stays. We are fortunate to have strong partnerships with community organizations and tourism operators who contribute to making Woolwich a must-visit destination."

As part of the MAT Administration Policy, Woolwich Township is introducing two new funding streams under The Woolwich Way to support tourism product development and marketing initiatives:

**The Woolwich Way – Destination Development Fund**

- Provides up to \$4,000 per successful applicant
- Requires a minimum 15% contribution from the applicant
- Supports the enhancement or creation of tourism products

**The Woolwich Way – Marketing Materials Fund**

- Provides up to \$1,500 in matching funds
- Supports the development and enhancement of tourism marketing materials

These funding streams are designed to encourage innovative tourism projects and strengthen marketing efforts that attract visitors to Woolwich. Applications will officially open in the coming months.

For more information on the MAT Administration Policy and funding opportunities, please visit [www.woolwich.ca/MAT](http://www.woolwich.ca/MAT)

Media contacts:

Rae Ann Bauman, Corporate Communications

Phone: 519-669-6021

Email: [communications@woolwich.ca](mailto:communications@woolwich.ca)

For more information, contact:

Kurtis Wells, Economic Development and Tourism Officer

Phone: 519-669-6020

Email: [kwells@woolwich.ca](mailto:kwells@woolwich.ca)