

2025/26 Partnership Program



The Tourism Partnership of Niagara (TPN) administered another highly competitive and successful year of the Partnership Program, with numerous enhancements made to improve accessibility and provide greater clarity around eligibility requirements. In 2025/26 a total of 43 applications were received with a total of \$1,997,000 in funds being requested.

With \$613,000 in partnership funding from the Ministry of Tourism, Culture and Gaming, support was provided to 16 projects across the program's strategic priorities. TPN strengthened its partnership network by welcoming six new partners in 2025/26.

Projects included:

- A Sip Beyond Ordinary – A Niagara Benchlands Wineries Awareness Program
- Cicada Music & Arts Spotlight Series
- Fort Erie Tourism Strategy and Destination Development Plan
- Honouring Indigenous Voices: New Art and Cultural Exhibit at Old Fort Erie
- Niagara Falls Winter Laser Shows
- Niagara Grape & Wine Icewine Gala & Discovery Pass
- Niagara Means Business Attraction & Engagement Strategy
- Niagara on the Lake 2026 Icewine Village
- Niagara's South Coast Summer Marketing Campaign
- Ontario Culture Days: Niagara 2025 Experience
- Taste of St Catharines Marketing Initiative
- The More We Get Together Media Activation
- Tourism Resource Innovation Program
- Town of Fort Erie Fall/Winter Marketing Campaign
- Wineries of Niagara on the Lake Strategic Growth Roadmap
- Winterfest in Pelham