

News Release

For Immediate Release

Government of Canada supports Three Sisters Cultural Centre through the Tourism Relief Fund

November 19, 2022 Waterloo, Ontario

[Three Sisters Cultural Centre](#) has received a non-repayable contribution of \$400,000 from the Government of Canada's Tourism Relief Fund, through the [Federal Economic Development Agency for Southern Ontario](#) (FedDev Ontario) to assist in experiential program development.

The Three Sisters Cultural Centre is Waterloo Region's new cultural centre, providing an avenue for local artists to make and sell their work in the tourism destination of St. Jacobs. Through affordable studio spaces to rent, opportunities to host workshops and participation in exhibitions, the creative industry is in a supportive environment where art blossoms and culture thrives.

Established during the pandemic, Three Sisters has created ways the public can easily access and participate in the arts. Through sales and workshops, artists have the opportunity to sell their products and in turn these activities attract visitors to St. Jacobs. As tourists return and residents venture out more, Three Sisters is becoming a community hub, a place for people to meet, learn and engage with art together.

This [Tourism Relief Fund \(TRF\)](#) investment will help Three Sisters Cultural Centre adapt and mature to attract new visitors and help drive economic growth in Waterloo Region.

Quotes

"Our government recognizes that tourism is vitally important to the vibrancy and economic health of communities across southern Ontario. I am committed to helping businesses find new and innovative ways to recover and thrive once again. Investments through the Tourism Relief Fund help ensure that the region's tourism sector will be well-positioned to welcome back visitors today and in the years to come."

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

"The Canadian tourism sector continues to be one of the most affected by the COVID-19 pandemic. We will work with businesses and organizations through these challenging times, ensuring they get support to innovate in their products and services as well as to grow and thrive, all while keeping safety as the top priority. The Tourism Relief Fund helps businesses adapt to welcome back guests safely. It also feeds into a broader strategy to help the sector recover from the pandemic and build an economy that works for everyone. The Canadian economy will not fully recover until our tourism sector recovers."

- The Honourable Randy Boissonnault, Minister of Tourism and Associate Minister of Finance

"I am proud to announce funding today for Three Sisters Cultural Centre, especially poignant since today we celebrate Women Entrepreneurship Day. The Centre will give artists space to create and sell their art while attracting tourists to our community. I look forward to hearing more about upcoming scheduled activities, workshops and events."

The cultural centre is a welcome addition to an already thriving Arts community here in St. Jacobs."

- *Tim Louis, Member of Parliament for Kitchener-Conestoga*

“As a new cultural centre in Waterloo Region that opened during the pandemic, receiving the support from FedDev Ontario allowed us to establish a series of quality workshops and special events that helped to introduce Three Sisters to the area and its residents. We formed the organization to fill the need in the area for safe, affordable, clean and accessible space for artists to easily make and sell their products to a dedicated audience that will support their efforts. Our arrival has seemed to reinvigorate the businesses and residents of St. Jacobs. We are ready to welcome visitors back to the Village once more as there are lots of events and activities going on all the time now.”

- *Adrienne Carter, President, Three Sisters Cultural Centre*

Quick facts

- The Three Sisters Cultural Centre is a creative industries complex. By housing a critical mass of artistic enterprises to form a community, it provides an affordable and supportive environment in which the creative industry can thrive in Waterloo Region. The Three Sisters is open to visitors and the general public providing them the opportunity to meet and interact with artists directly, participate in workshops and purchase unique and local artisanal items. The space is specifically designed as a place where artists can both work and sell.
- The tourism industry accounts for \$39.4 billion of Ontario’s gross domestic product (GDP) and supports more than 820,000 jobs.
- 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, with a minimum of \$50 million of the Fund allocated to supporting Indigenous-led projects or Indigenous-focused projects. FedDev Ontario is delivering nearly \$120 million of the [Tourism Relief Fund](#) across southern Ontario.

Associated Links

- [Three Sisters Cultural Centre](#)
- [FedDev Ontario](#)
- [Tourism Relief Fund \(TRF\)](#)

Contacts

Ruxandra Balanean
Gallery & Events Manager
Three Sisters Cultural Centre
ruxandra@threesisterscentre.ca

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

About Three Sisters Cultural Centre

The [Three Sisters Cultural Centre](#) is a creative industry complex in the heart of St. Jacobs, Ontario. What was a tire garage has been transformed into a hub of cultural experiences for Waterloo Region. By housing a critical mass of artistic enterprises to form a community, we provide an affordable and supportive environment in which the creative industry can thrive. Three Sisters is open to visitors and the general public, providing them the opportunity to meet and interact with artists directly, participate in workshops and purchase unique and local artisanal items. The space is specifically designed as a place where artists can both work and sell. The rentable event space comes with a fully equipped catering kitchen and bar and is available for private, corporate or public events. People can support the centre through a variety of membership and sponsorship opportunities. Keep informed on upcoming activities by signing up for our newsletter or following us on social channels, [Facebook](#), [Instagram](#), and [Twitter](#).

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](#).