



CENTRAL COUNTIES TOURISM NEWSLETTER

February 2021



Lake Simcoe, Beaverton, ON

E.D.'S CORNER: A Word From Chuck Thibeault

I had planned to theme this month's introduction around support - mainly the supports that are available to your businesses. And I will get to that, I promise. However, I want to talk a little bit about personal supports because of something I heard less than five minutes ago.

I am part of a working group with Attractions Ontario that has bi-monthly meetings to update the state of the industry across the province, share best practices and assist the organization continue to effectively lobby for their members and help them with their recovery efforts. I appreciate hearing what is happening and often do a little R&D (robbing and duplicating) for the benefit of stakeholders across Central Counties...[Read more](#)

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MEMBER NEED TO KNOW...

We're Supporting Your Business in 2021

As we continue our journey into 2021, it's more important than ever that we work together to sustain, maintain and keep a positive outlook for the recovery of the tourism industry.

This month we're reminding you of the Central Counties initiatives that you can take advantage of during this time.

PPE Funding Still Available

Don't miss the opportunity to get funding from CCT to offset your PPE related costs. Funding will cover 50% of your expenses up to a maximum of \$1,000 (\$2,000 total expense). Any York, Durham or Headwaters private or not-for-profit business in the hospitality and recreation sectors is eligible. More information and the application can be found [here](#).



The Power of Postal Codes

2020 was a game changer. It impacted virtually every part of life - including the customers and guests that now visit your business.

Through the collection postal codes we can help you determine and better understand your guests.

Here are four reasons to start collecting.

- Postal codes provide the ability to identify who is visiting your business now, which means you can then adapt to new markets
- They help locate where visitors are coming from and help you build a geo-targeted marketing plan
- You'll gain understanding of your visitors' media consumption habits, interests, social values, and more, which enables you to better serve and market to them
- Postal codes can identify look-a-like markets; helping you reach new customers and guests

To learn more about how Central Counties can help you gain insights into your target market contact [Tom Guerquin](#), Manager of Research & Development.

30-SECOND

SURVEY

Each year Central Counties Tourism hosts its Annual Tourism Symposium. We want to know...

Would you attend a virtual 2021 CCT Tourism Symposium?

YES/NO



WE WANT TO HEAR FROM YOU!

IN THE SPOTLIGHT

FOOD, CULTURE AND COLLABORATION

December saw a plethora of CCT members giving back to their community, taking part in tourism initiatives and bringing new ideas to life during this ever-changing business landscape. Here are just a few stories from some amazing businesses and municipalities across the region.

Chefs, Artists Artisans Stir up Goodness at the Virtual Artistic Food Expo

Saffron Hub and the Artists and Artisans Development Network, with the proud support of Central Counties Tourism, have come together to host the [Whitby Artistic Food Expo](#). This first-time virtual event features talented chefs and home cooks showcasing their culinary creativity and skill. Food-lovers are invited to virtually attend on January 23 - 24, 2021 for food demos, cultural specialty foods, food equipment technology and more. Tempt your tastebuds with this delicious [teaser](#). Cheers!

Uxbridge Businesses Partner for "Eating Out Loud"

Businesses in Uxbridge have teamed up for a tasty virtual event. [Blue Heron Books](#) cooked up the collaboration between local businesses and restaurateur/host of TopChef Canada, Eden Grinshpan, Lisa Hutchinson, The Passionate Cook's Essentials and [The Urban Pantry](#) restaurant.

The virtual includes a live interview with Grinshpan and a four-course meal from The Urban Pantry restaurant, prepared using recipes from Eden's book. [Register for the January 24th event here.](#)

Headwaters Arts' Presents A New Mood Collaboration

[A New Mood](#), produced by Headwaters Arts' is now live virtually and it's a terrific example of community collaboration that highlights local artists to drive the arts and culture sector in the region. The virtual showroom takes guests along a path that loads art to view and purchase pieces directly online.





FUNDING & SUPPORT

New! Ontario Small Business Grant Portal

Starting at \$10,000 for all eligible businesses, the grant will provide businesses with dollar-for-dollar funding to a maximum of \$20,000 to help cover decreased revenue expected as a result of the Province-wide Shutdown on December 26, 2020. Businesses must demonstrate they experienced a revenue decline of at least 20 per cent when comparing monthly revenue in April 2019 and April 2020. [Find out more here.](#)

Updated - Canada Emergency Business Account (CEBA)

A CEBA funding increase has been announced. These interest-free loans of up to \$60,000 (previously up to \$40,000) are forgivable up to \$20,000 if paid back by December 31, 2022. Applicants who received the \$40,000 loan may apply for the \$20,000 expansion. [Learn more here.](#)

Updated - Canada Emergency Wage Subsidy (CEWS)

Details of CEWS claim periods 11 to 13 were finalized January 6, 2021. [Learn more about these changes.](#) In addition, applications for claim period 10 (November 22, 2020, to December 19, 2020) are now open.

Government Support is Available for Your Business

Be aware of all the business supports available to help your business. Check the Central Counties [COVID-19 Relief Page](#), Ontario [Supports for Small Business](#) page and the Federal [COVID-19 Support for Business](#) page.



FESTIVALS AND EVENTS ONTARIO VIRTUAL SUMMIT

Every week during the month of February on Tuesday, Wednesday, and Thursday, Festivals and Events Ontario is offering innovative online sessions. Sessions begin on February 2, 2021. Find more information on the [FEO Summit here](#).

FREE Digital Main Street Webinars - Get your business online!

Start Date: January 28, 2021, 11:30am-12:30pm

Register here: [How An Online Store Can Boost Your Business](#)

Start Date: February 4, 2021, 11:30am-12:30pm

Register here: [How An Online Store Can Boost Your Business](#)

Start Date: February 11, 2021, 11:30am-12:30pm

Register here: [How An Online Store Can Boost Your Business](#)

Free Training Opportunity For Tourism Entrepreneurs

O TEC has developed A Resiliency Training Series to keep the core tourism industry workforce engaged and build more resilient workers to be ready as the industry recovers.

Designed for front-line, new and mid-level managers; full-time, part-time, or staff currently on lay off, workshop topics include: Leading for Excellence; Communication for Excellence; Conflict Management; Stress Management; Service Excellence; and Service Excellence with COVID.

Courses run late January to March 2021. Enrollment is limited. More information [available here](#).



Safe Travels Stamp - Get Yours Now!

103 Central Counties Tourism stakeholders have successfully completed their Safe Travels Stamp, making Central Counties the #1 region in Ontario. If you have not filled out the application to get your stamp, applying is simple! [Look here](#) to fill out the form and get your Stamp.

Destination Markham Launches New Website

Register Your Business - Complete the [registration form](#) to ensure your Markham business is included in the new [visitmarkham.ca website](#).

Ontario Launches new "Support Local" Marketing Campaign

The Ontario government is encouraging people to "show your love for local" by exploring new and creative ways to reconnect with the unique small businesses and places that make the province's communities special. The campaign is being launched through Destination Ontario to instil a sense of pride of place and encourage people to safely be a tourist in their own communities. See the Destination Ontario campaign [here](#).

Island Lake Management Plan - Public Engagement Survey # 1

Credit Valley Conservation (CVC) is developing a new park management plan for Island Lake Conservation Area, which is located in the Headwaters region. The CVC has created a survey to collect information from neighbours, park visitors, the community and stakeholders who have a vested interest in the future of the area. Complete the seven-question [survey here](#).

New release - Reconnecting Ontarians

Re-emerging as a Global Leader The Ministry of Heritage, Sport, Tourism and Culture Industries has just released a five-year action plan for tourism and hospitality economic and social recovery. View the [White Paper here](#).

Create Your Online Marketplace

Many businesses have realized that getting their stores online is a great way to diversify and attract new customers. [Digital Main Street](#) offers a suite of FREE programs designed to help small business owners launch or relaunch their businesses with a focus on e-commerce and online marketing. Digital Main Street is supported by Fedev Ontario.

Are You Okay? Keeping Tabs on Mental Health

The impact of COVID-19 on our mental health and that of our family and staff cannot be understated. What began as a sudden disruption has turned to months of uncertainty. Tourism HR Canada has gathered a number of resources to understand the mental health implications of the pandemic and offer ways to help process the ongoing stress. Read more [here](#).



Connect with Central Counties Tourism on social!

