



CENTRAL COUNTIES TOURISM NEWSLETTER

May 2021



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

There are no two ways about it; COVID sucks. For tourism businesses, including my own, being closed for more than a year sucks. The constant starts and stops, ups and downs, sucks. The never-ending barrage of bad, scary news, sucks. The disproportionate effect it has had on our sector of the economy, sucks. The toll it has taken on our friends and peers - emotional, financial, physical - sucks!

I am penning this on Wednesday April 14, right in the heart of the new "March Break". Not much longer than a month ago, my business partners and I were optimistic that we would be open to receive limited guests all of this week, marking the beginning of a new chapter. Like many of you reading this, we have been shuttered for more than a year with the exception of a brief period in the summer...[Read more.](#)

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MEMBER NEED TO KNOW...

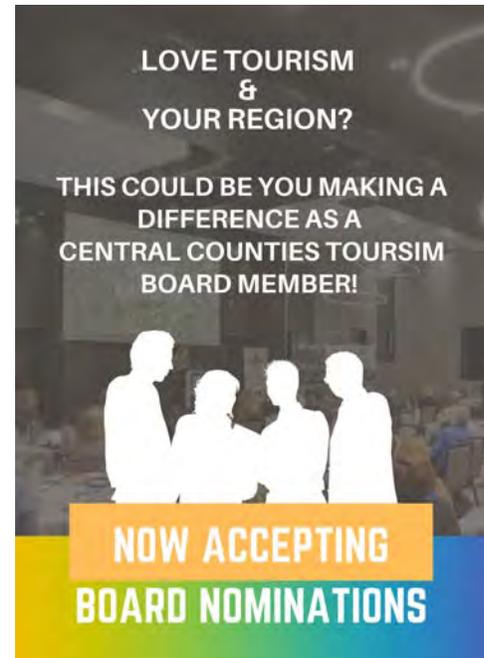
Deadline **EXTENDED** for CCT Board Member Nominations

Central Counties is seeking volunteers to sit on its Board of Directors to support the tourism interests of the region and advance our mission and vision. If you have a passion for the tourism industry and are interested in contributing your knowledge and experience to help build a strong tourism region, the Board of Directors invites you to submit your nomination.

Available positions are:

- Director-at-large
- York Representative
- Headwaters Representatives (2 positions)
- Durham Representative

NEW DEADLINE May 3, 2021. Details and the nomination form available [here](#).



May 15 Deadline: Partnership Opportunities Program

The CCT Partnership Program is now in its second intake period. The upcoming deadline is May 15, 2021 for projects beginning June 1 - July 31.

Not ready to take advantage of the program yet? Don't worry, there are three intake periods remaining through to December 15, 2021. For more intake dates and application steps visit our website [here](#).

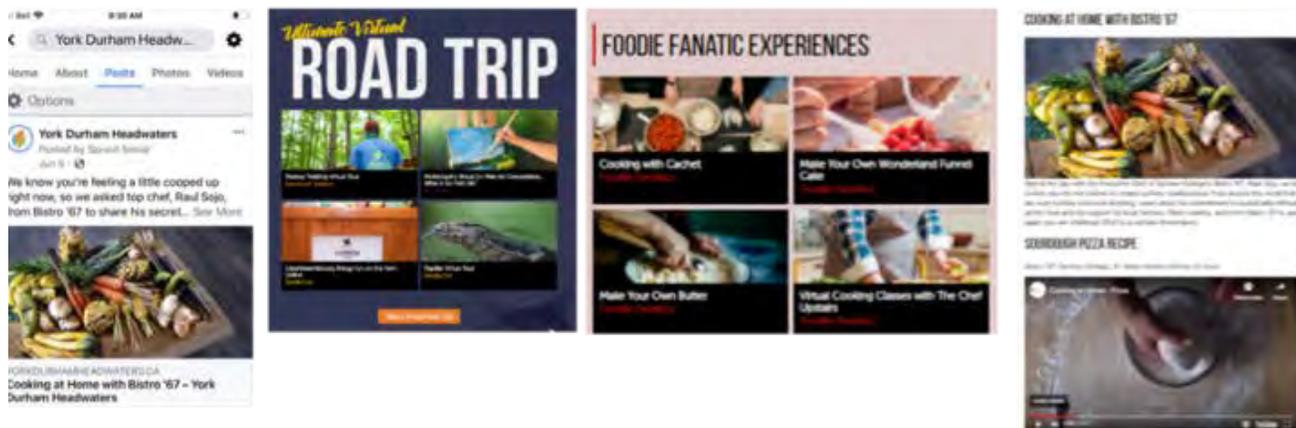


MARKETING THE NEW VISITOR MESSAGE

It's not often destination marketing organizations and tourism businesses advocate for potential visitors to stay home and stay local, but in the face of an ongoing pandemic, that's exactly what's happening. This spring and summer, we are asking our visitors to continue to practice social responsibility by staying close to home and explore their own backyard in order to keep everyone safe. At CCT, we have created a marketing strategy that can respond to ever-changing social situations.

Here is what we are doing

All seasonal marketing activities will drive to our website, yorkdurhamheadwaters.ca which will feature "Flexible and Adaptable Content." All content will be delivered to the consumer with a flexible call-to-action. Whether it be in-person activation or virtual, we will drive awareness, economic impact (where applicable) and create consumer loyalty.



In order for this model to succeed, we are asking you to share your story and content with us. It's important to remember to always keep your business top-of-mind in order to keep strong connections with existing and potential visitors. There are several ways you can keep that relationship whether you are delivering an altered product, you are temporarily closed or you are open. Here are some ideas that are trending and sparking high engagement on social:

- Tell the potential visitor about your business, your passions and staff
- Give a behind-the-scenes glimpse into day-to-day operations
- Provide virtual and educational content to keep visitors entertained at home while building loyalty.....trust me....they will want to do things in person when able
- Try to offer in-home programming
- Sell your product online through an e-commerce portal



These eventually will become accompanying sales tools for your business, so think long term. The post-pandemic consumer will be making decisions cautiously and the more insight and information you provide them, the more likely they will be to make that next step to actual in-person visitation. This is a time for opportunity.



CCT is here to help by marketing your programming and positioning it to visitors in the right way. From a B2B standpoint, we are also available to explore new ideas with you, find regional synergies and provide support where applicable.



What we need from you!

As summer approaches, we are looking for new Virtual Road Trip Content, Staycation packages, Shop Local information, Virtual or In-Person events, and we are expanding our Virtual Market by expanding our Meet the Makers blog. Please reach out to your [Regional Field Manager](#) to find out how you can share all the wonderful things you are doing so we can promote it.

Spring has Sprung on yorkdurhamheadwaters.ca

Ultimate Road Trip - The Spring Edition has launched. Check out our spring campaign at yorkdurhamheadwaters.ca. Want to be featured? Contact your [Regional Field Manager](#) to find out how!

Ultimate
ROAD TRIP

YDH IS ONTARIO'S ROAD TRIP DESTINATION

Just a short drive from Toronto, York Durham Headwaters is your ultimate road trip destination. We invite you to visit... later... because Ontario is in lockdown right now. In the meantime, find local food vendors and explore fun road trip ideas for your post-lockdown bucket list.

[Visit the Virtual Market](#) [Road Trip Ideas](#)

YORK DURHAM HEADWATERS
ONTARIO'S ROAD TRIP DESTINATION

IN THE SPOTLIGHT

WONDERING WHAT'S IN YOUR OWN VIRTUAL BACKYARD?

Durham Region farmers are offering behind-the-scenes virtual farm tours throughout 2021. The Facebook Live tours will be broadcast live from the [Durham Farm Connections Facebook](#) page and will be available for on-demand viewing after the broadcast.

Learn more at [Durham Farm Connections](#).



Images: [@durhamfarmconnections](#)

THE SECOND WEDGE BREWING CO. WINS BEST BICYCLE FRIENDLY BUSINESS

Kudos to [The Second Wedge Brewing Co.](#) on their award for Ontario's Best Bicycle Friendly Businesses for the Central Counties region.

This is the third year of the awards, where one [Ontario By Bike](#) certified bicycle-friendly business wins from each of the 13 tourism regions in Ontario.

Image: [@thesecondwedge](#)





FUNDING & SUPPORT

Community Building Fund - Application Deadline April 28, 2021

The Ontario Community Building Fund operating stream provides support for non-profits and Indigenous communities in the community arts and culture, heritage, tourism, sport and recreation sectors to help sustain their operations and create new attractions, experiences and events. Grant term length: 6 or 12 months. Amount awarded: Minimum \$10,000, Maximum \$250,000. More information can be found [here](#).



Brimacombe, Durham Region

What stakeholders are saying about leveraging CCT resources and research

We continue to see remarkable benefits year after year, not only with the time saving aspects of the report creation for our organization, but with the high level of insight we have gained from our customer data that we would otherwise not be able to access with our current resources as a not-for-profit.

Brimacombe



LEARNING & EVENTS

Critical Tools for Business Recovery

Tourism HR Canada has put together a Tourism Workforce Recovery Toolkit that will continue to be updated to reflect the latest advice and guidance available for businesses as they navigate the COVID crisis and look towards fully reopening. These free materials cover communications, workforce, budget & finance, marketing, and strategy. Find the toolkit [here](#).

Future of Tourism Podcast

Need some blue-sky thinking time to expand your views? Listen to industry leaders' podcasts from the Ontario-based Future of Tourism team. This month's content covers ideas on how destinations can see things differently and start making intentional connections with the rest of the world when travel starts up. Julian Guerrero-Orozco, the Colombian Vice Minister of Commerce, Industry & Tourism speaks with David Peacock. Listen [here](#) (30 min).



York Durham Heritage Railway

TOURISM

INDUSTRY NEWS

Hold the Date! June 23, 2021 Central Counties Tourism Virtual AGM

Join Central Counties for our virtual AGM to get updates on 2021-22 programs and engage with guest speakers. Registration and more information to come.

Federal Budget

The 2021 Federal Budget has extended the current [Canada Emergency Wage Subsidy](#) (CEWS) and [Canada Emergency Rent Subsidy](#) (CERS). The Budget also proposes new programs such as the Canada Recovery Hiring Program, Credit Card Processing Fee Reductions and Enhancing the Small Business Financing Program. Read the full budget release [here](#).

TIAO Extends Complimentary Membership

A message from TIAO: Our members have been incredibly supportive of TIAO, assisting us when we were in need, always willing to be there, and it is our turn to give back. We will be extending complimentary membership to the entire tourism industry in Ontario for 2021. [Contact TIAO](mailto:membership@tiaontatio.ca) at membership@tiaontatio.ca

SBC Ontario Launches COVID-19 Economic Recovery Network Website

Small Business Centres (SBC) Ontario has launched a new website www.sbcontario.ca to serve as a hub for 54 Small Business & Entrepreneurship Centres throughout Ontario. Through funding from the Ontario Government under the Ontario Together Fund initiative, the site has been created to increase access and awareness of Small Business COVID Recovery services available to small businesses.

Update: AGCO Patio Extension to 2022

In an effort to support businesses as they work to recover from the COVID-19 pandemic, the AGCO is authorizing eligible "By the Glass" licensees to temporarily extend or add a temporary physical extension of their licensed premises, until January 1, 2022 at 3:00 a.m. More info [here](#).