



CENTRAL COUNTIES

Chair's Corner –August 2017

Our current strategic plan, also known as our Destination Management Plan, is in its final year. This is important since we use this plan to establish our annual business plan and budget. To address this, we have initiated the process to renew our strategy take us through the next phase of our growth and development as an organization and as a proud tourism supporter and partner. For you, our stakeholder and partner, this is an opportunity for you to provide your insight, comments and suggestions as to where we, collectively, go from here.

Central Counties has contracted [Floor 13](#) to facilitate the process to ensure that the Board of Central Counties Tourism hears and collects as much information as possible from our partners – i.e. You!

The first step is to register (free) for one of our planned regional forums. These sessions will be facilitated by Floor 13 and are intended to take as much information and ideas as you can provide. Each session will run from 10am – 1pm and includes lunch. Here is what you need to know to register:

Headwaters Region: Tuesday, September 5th. [Register here.](#)

York Region: Wednesday, September 6th. [Register here.](#)

Durham Region: Thursday, September 7th. [Register here.](#)

I encourage you to help us help you!

Jennifer Cooke, Chair

Board of Directors