



CENTRAL COUNTIES

Chair's Corner – November 2017

November has been a very busy month. The Central Counties Tourism Board of Directors met mid-November to review and discuss the first draft of the 2018-2020 Strategic Plan (originally known as the Destination Marketing Plan or DMP). The discussion around the table – with the consultants from FLOOR13 in attendance – was lively, informative and, sometimes, animated. Planning the direction of an organization for the next 3 years is not an easy task – nor should it be – but what I wouldn't give to have a crystal ball so we could see what the future holds for tourism and our tourism stakeholders. As we get closer to completion watch for updates on the progress of the strategic plan. A copy will be available at a future time on the www.centralcountiestourism.ca website.

On Friday, November 24th, like many others, I received a copy of the letter signed by Minister Eleanor McMahon, Minister of Tourism, Culture & Sport, regarding the Municipal Accommodation Tax that was incorporated into the 2017 provincial budget. This new tax is slated for implementation December 1, 2017. No one, I know, wants more (new or old) taxes but there may be a silver lining. In her letter, Minister McMahon states that “the new regulations will provide municipalities with the flexibility to determine the design, administration and collection of the tax.” Minister McMahon also stated that: “municipalities will be required to share the revenues with not-for-profit tourism organizations, such as Regional Tourism Organizations or local Destination Marketing Organizations.” We, as tourism stakeholders, might be able help shape when and how this new tax is designed and implemented by sharing our ideas and experiences with our Members of Council.

Read about the new Municipal Accommodation Tax in the Minister's letter [HERE](#).

I encourage all of our tourism partners and stakeholders to be a tourism champion in their community – big or small.

Chair Jen Cooke

Your success is our success. We can help!