



Executive Director Report – December 2017

Happy New Year!

Although it has been cold enough to freeze your nose hairs outside, things are really heating up at Central Counties. Reports from stakeholders who have been working with CCT through the Partnership Fund have started coming in and we are thrilled with the results.

Rough numbers from several of our festivals who, through partnership with CCT, have been reaching more audience from further away, indicates that our collective efforts are responsible for more than \$10 MILLION in Economic Impact. The money doesn't just sit with the partners. It goes to restaurants. It goes to accommodators. It goes to attractions. And it goes to retailers. When we work together to bring more people to the region, our operators benefit.

And what happens when our restaurants, accommodators, attractions and retailers are busy? They have to extend the hours of their employees, who then have a bit more disposable income to spend in the community. New money into the region is a good thing, and we want to thank all of our partners for working with us so that we can collectively bring more and more people in.

To that end, WE WANT MORE PARTNERS! If you have a project or campaign that you think will drive people from outside of the region in and have some money to put towards it, Central Counties may be able to match those funds. Take a look at the [Partnership Opportunities document](#) and then send me an email to discuss.

In addition to that great news, our [2018-2019 Business Plan](#) was passed which helps us deliver on the [2018-2021 Strategic Plan](#) which was developed and approved by the board last fall. As we close out this fiscal, plans are already underway to make next fiscal even better. Please take some time to review the plan and let me know how you want to be involved with us.

Have a great day!

Chuck Thibeault