



CENTRAL COUNTIES

Executive Director Update – February 2017

Good day,

On February 28th, I, along with our Board Chair Jennifer Cooke, will be attending a one-day conference hosted by the Tourism Industry Association of Ontario and the Ontario Chamber of Commerce. The conference focuses on Tourism and the key economic impact it has on communities across the province. The Minister of Tourism will be on-hand to listen to our concerns and solutions regarding strengthening tourism in Ontario.

There will be three facilitated breakout sessions to tackle identified issues in the industry:

- 1) Red Tape - what are the barriers stakeholders are facing (access to capital, land zoning, liquor laws, etc.);
- 2) Labour shortage - how to we grow a strong service workforce; and,
- 3) Aligning our marketing and messaging - how do we increase our effectiveness and reach.

I am reaching out to each of you to provide me with concerns that are directly affecting your ability to attract and retain visitors from outside of the region. There seems to be a genuine interest from the government to make changes to strengthen the tourism economy. The Ministry is now part of the governments Red Tape challenge in an attempt to reduce regulatory burdens affecting our businesses. But to do so, they have to know what the burdens are.

I will take your concerns and solutions with me to the meeting and will follow-up in a future newsletter on the results of the meeting. Please send me an email at cthibeault@centralcounties.ca and I will compile everyone's thoughts together under separate headings. Let's work together to make some changes. Have a great day!

Chuck