



## CENTRAL COUNTIES

**Executive Director Update –September 2016**

**Good Day,**

**SPEND OUR MONEY!!!** Now that I have your attention, let's talk about partnership opportunities. Central Counties has money to help you with your projects. Basically, we can extend your budget further through strategic partnerships that help us achieve our collective objectives.

Do you have a special festival, event or program that you want to market further? Central Counties can help. Not only can we partner financially, we will work with you to see how we can take your tourism driver and layer in additional activities that will extend the visitor length of stay and the amount of money that they spend in our region. That's our main goal – get more people to visit Central Counties for longer to spend more money. And what better way to do it than by partnering with organizations that have the programs, events and festivals designed to do just that.

Another great way to tell your unique story to audiences near and far is through pictures and videos. Central Counties is thrilled to be working with several of our partners on photo and video projects that provide all of us rich content that we can use to motivate our local audiences and tourists to come visit. We are picking up 2/3rds of the cost and want you to take advantage of this great opportunity to refresh your web and social media content.

Central Counties is also working with your local municipality and region on a four-season trails strategy. Once we collect and compile the trails data, we will determine a strategy to utilize "active transportation" to drive visitation to our amazing towns, attractions and parks which will give them opportunities to explore and spend money with you. I will keep you posted on the development of the strategy and opportunities that arise from it.

If you are already thinking of spending money to market your festival, event or program, or you have been thinking of creating photo and video content, please shoot me an email at [cthibeault@centralcounties.ca](mailto:cthibeault@centralcounties.ca) so we can determine how best we can assist. And remember to keep checking our B2B website at [www.centralcounties.ca](http://www.centralcounties.ca) to see what new opportunities we have for you.

I am looking forward to speaking with you.  
Best regards,

Chuck