



Executive Director Report – September 2017

Our staff and board just returned from two days of strategic planning in which we reviewed all of the great discussion and comments made by you at the regional strategic planning sessions and layered in our own thoughts about the future of the organization. I am not sure about the rest of the group, but each night I went to bed mentally exhausted. In the coming weeks, the facilitators of the session will be providing us with a draft strategy meant to guide the organization through the next three years beginning April 1, 2018.

My big “AHA” moment was the realization of just how many programs/opportunities Central Counties has in place to support the industry and our stakeholders. In relation to the number of businesses that can/do benefit from out-of-region visitors, very few take advantage of the programs and services. Yet, some of these same organizations complain that not enough is being done by us and similar entities to drive visitors through their doors.

At the end of the day, the only person responsible for the success of your business is you. And those that are most successful take advantage of every opportunity they can find. For sports tourism in Brampton, the city has developed a coupon book that is meant to go to all of the players of tournaments that are hosted in the city. There is no charge to the business for putting a coupon in the book. Staffers say there are three types of businesses; 1) those that don't want to participate, 2) those that put a coupon in and wait for people to come and 3) those that take full advantage of the opportunity.

The most successful businesses connect with Brampton staff to determine what tournaments will be coming in and what teams are participating. They then reach out to the teams and let them know about their business and what they can provide the team while they are in town. Staff report that some businesses that just take a coupon and wait, complain that they don't see any redemptions whereas those that work at taking advantage of the opportunity see great results.

Central Counties has lots of opportunities for you to take advantage of – from PR & Media Services to Partnership. The place to start is by visiting our B2B site at www.centralcounties.ca. Then it is a matter of connecting with your regional field consultant to discuss how to get and stay involved with us.

Durham: Eleanor Cook – ecook@centralcounties.ca
York: Sandra Quiteria – squiteria@centralcounties.ca
Headwaters: Tamara Stefek – tstefek@centralcounties.ca

And, as always, I am just an email away at cthibeault@centralcounties.ca.

Chuck