



CENTRAL COUNTIES

Executive Director Report – June 2016

Summer is just around the corner. I know this because my pool has turned green as the temperature continues to climb and no matter how much I tell my kids it is cleaner than swimming in a lake, they refuse to go in. Sometimes I just can't win.

My backyard landscape aside, summer is a great time to capture images and video of your establishments in full swing. One of our big partner pushes this year is helping you (and us) build more image and video content that we can collectively use to promote and tell the stories of the region. Central Counties is planning 2-1 on photo/video projects and we are looking for more partners to work with us. It's as simple as reaching out to me to begin the conversation. We've already got several projects under our belts and we are looking forward to working with you on more.

Also, don't forget to send us your press releases and other newsworthy stories. We will distribute them through our media channels free of charge. It is an excellent service and one that everyone should be taking advantage of more often. There can never be too much tourism news coming out of Central Counties. Like everything else in tourism, creating a critical mass is a good thing. Just like having a whole neighbourhood of "competitors" work together creates a fun destination that people will travel farther to experience, having a whole bunch of great stories about what is going on tourism-wise may catch the attention of writers/producers who will then focus more attention on Central Counties in their articles and news stories.

Summer is high season for many of you and we are here to help. But we can't help if we don't know what you need. Please stay in touch by reaching out to me directly (cthibeault@centralcounties.ca) or to your regional field manager:

1. York: trussell@centralcounties.ca
2. Durham: ecook@centralcounties.ca
3. Headwaters: tstefek@centralcounties.ca

Have a great summer and if you have a pool, keep on top of it so you don't find yourself contemplating whether to just give up, add fish and call it a pond!

Chuck