



CENTRAL COUNTIES TOURISM NEWSLETTER

April 2022



E.D.'S CORNER: A Word From Chuck Thibeault

BE MY BOSS! Now how is that for an opening? The truth of the matter is that the leadership of any organization can make or break it. Not only does the leadership set the organizational direction, they set the tone and influence the culture. I have had the privilege of working for and sitting on many boards of directors through my working years and understand how important the board-staff relationship is to the success of the organization. Perhaps it is this understanding that has helped Central Counties Tourism continually push the envelope when it comes to program delivery and stakeholder engagement.

Being a board member is a balancing act. You already have a full-time job and/or other commitments that keep you busy. The last thing you need is a ton more work to do...[Read more.](#)

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MEMBER NEED TO KNOW...

Central Counties Board Seeking New Directors

Central Counties Tourism is seeking new members for its Board of Directors. Board members will bring leadership, passion, and vision to the team that will be instrumental in revitalizing and growing the tourism industry in the region. CCT is looking to fill the following four voluntary positions which begin June 15, 2022:

- Director-at-large (three-year term)
- York Representative (two-year term)
- Durham Representative (three-year term)
- Headwaters Representative (two-year term)

The application deadline is April 11, 2022, by 5:00 p.m. To apply, please complete the nomination form found on the Central Counties Tourism website [here](#).



Second Intake for CCT 2022-23 Partnership Applications is Now Live

The second of five intake periods is now open with an application deadline of May 15, 2022 for projects beginning June 1 - July 31, 2022. Details, resource help sheets, and the application are posted [here](#).

Get started by completing the Tourism Ambassador Program (TAP) that is required to qualify for partnership funding with at least one person from each organization in the partnership application required to complete the program. The TAP is a self-guided, interactive course that provides insights on how to best be prepared to welcome visitors and ensure they have a great time in your community. It can be completed at your own pace and takes less than two hours, including the final quiz. To begin, sign up for an account through the CCT [Learning Lab here](#).

IN THE SPOTLIGHT

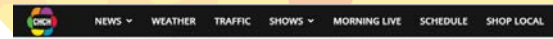
MAKING HEADLINES ACROSS CENTRAL COUNTIES

From glamping staycations and outdoor adventures in Headwaters to alpaca-bound road trips in Durham, we've been spreading the word and sharing the love of the amazing visitor experiences across Central Counties!

We're excited to share highlights from our most recent media outreach campaigns that took place this quarter.

Enjoy! And remember to keep us updated on your business, events, and experiences. There are lots of ways to connect to let us know:

- [Email your regional field manager](#)
- [Send them your press releases](#)
- [Ensure your CCT business profile is up-to-date](#)



Explore hidden gems of Ontario

By Laura Brody · February 18, 2022, 9:48 am



Tim Bolen explored some hidden gems you might not know about in Caledon and Orangeville with [Destination Ontario](#).

[Alabaster Acres](#) in Caledon is a great place to get away and learn about life on the farm. They also offer glamping all year long and have a great event space.



Above: CHCH Morning Live Family Day segment secured in collaboration with [Destination Ontario](#), featuring [Alabaster Acres](#), [Jolly Zee Alpacas](#), [Island Lake Conservation Area](#), [Fromage](#) and [Wicked Shortbread](#). View the TV segment [here](#).

Left: Breakfast Television Toronto March Break segment featuring [Forget-Me-Not Alpacas](#). Watch the segment [here](#).

BT breakfast television Home On the show Contests Celebrations Contact Us

On the show > In Case You Missed It

Boredom busters for the entire family this March break

Boredom busters for the entire family this March break

YOU JUST EL PACCA?
>> I SAY WHY NOT GO TO AN ALPACA

Rachel Naud, founder of Inbetween Magazine, breaks down a list of some family-fun activities for those staying in the GTA this March break.



FUNDING & SUPPORT

Government Extends Loan Forgiveness Repayment Deadline for CEBA

The Canada Emergency Business Account (CEBA) program has provided interest-free, partially forgivable loans for businesses to navigate the pandemic and remain resilient. However, the Omicron variant has delayed the recovery for businesses in many parts of the country. As such, the federal government has announced the repayment deadline for CEBA loans to qualify for partial loan forgiveness is being extended from December 31, 2022, to December 31, 2023, for all eligible borrowers in good standing. Read more [here](#).

Government Supports Guide Available

The Ontario Chamber of Commerce has put together a helpful overview of funding programs provided by the Ontario provincial government. The guide is available [here](#).

Racialized and Indigenous Supports for Entrepreneurs (RAISE) Grant Program

The RAISE Grant will help grow local businesses across Ontario and will be delivered through Digital Main Street, the Toronto Association of Business Improvement Areas (TABIA), and the Ontario Business Improvement Area Association (OBIAA) in collaboration with the Parkdale Centre for Innovation. Successful applicants will receive a \$10,000 grant to facilitate innovation and growth, as well as training and coaching for sustainable economic development. Online training for RAISE will include modules about business financials, cash flow management, creating a business plan, business operations, marketing and public relations strategies, and digital transformation. Read more [here](#).

Canadian Digital Adoption Program

The Government of Canada announced the \$4 billion Canada Digital Adoption Program (CDAP) to help get your business online, give your e-commerce presence a boost or help digitalize your business's operations. Read more [here](#).



LEARNING & EVENTS

Bringing DEI to DMOs:

Best Practices of Integrating DEI Principles at the DMO Level

Session Information: This webinar features best practices of integrating DEI principles at the DMO level. The session will begin with a presentation from Greg DeShields, Executive Director of Tourism Diversity Matters, after which Rebecca Godfrey will moderate a discussion with Explore Edmonton on the status of their journey to build a more inclusive tourism industry. Session date: April 13, 12:00 p.m. - 1:00 p.m. Complimentary registration can be found [here](#).



LEARNING
LAB



ONLINE NOW:
CCT LEARNING LAB
TOURISM AMBASSADOR PROGRAM



The Power of Geofencing Data

Geofencing is an excellent way to collect visitor and customer data when you don't have access to postal codes. Find out more through our [Visitor Research Program](#). Purchase the program for your business [here](#).

TOURISM

INDUSTRY NEWS

Complete TIAO's Pre-populated Letter to Help in Advocacy Efforts

As a member of the [Coalition of Hardest Hit Businesses](#), TIAO is asking tourism businesses to join their advocacy efforts, calling on the federal government to support the survival of tourism and hospitality businesses by actioning on [three key asks](#): 1) focus on a welcoming travel narrative; 2) extend and adjust the Tourism and Hospitality Recovery Program; 3) invest resources in a dedicated industry labour strategy. TIAO has written to each federal member of parliament in Ontario in support of these asks. You can read the letter [here](#), and are encouraged to send it to your local MP.

Now Hiring: A Free Post-Pandemic HR Guide for Employers

Tourism's workforce issues did not begin with the pandemic, but COVID-19 has heightened and amplified the problem. The labour shortage is here to stay and adapting to new circumstances must involve multiple strategies. To assist employers in moving forward, Tourism HR Canada has created a free resource, *Now Hiring: A Guide to Help Employers Attract and Retain Workers in a Post-Pandemic Environment*. Download your free copy of [Now Hiring](#).

2022 DMO/DMMO Road Trip Survey Results

Road Travel and the National Travel Center have analyzed the results of their 2022 DMO/DMMO Road Trip Survey. Highlights from the survey are:

- The road trip market has changed for the better.
- Road trip visitors are a vital market.
- Road trips are continuing to grow market share.
- Thematic itineraries and curated activities attract road trip visitors.
- Road trips itineraries are better beyond a single destination.
- Road trip promotion and tactics should include today's new technologies.
- Destinations target road trip visitors as a specific segment.

Results and insight can be found [here](#).

Connect with us on social!

