



# CENTRAL COUNTIES TOURISM NEWSLETTER

April 2023



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

Good day,

I recently returned from 12 days in Hawaii. One of the things my dad has been missing since my mom passed away is traveling. Last year, I brought him to England for a week on one of my visits to see Trish just to get his feet wet again and we had a great time. Shortly after we got back, my sister and I were visiting and talking about places that my mom (and us) always wanted to see. Hawaii was high on that list. On my sister's bucket list was taking the one-week cruise that visited all of the Hawaiian Islands. Ever since Tom Selleck looked directly into the camera and raised his eyebrow on the very first episode of Magnum P.I., I too have wanted to see the state for myself. During our conversation that day, I pointed out that my sister was turning 50 in March of 2023.

I am certainly not going to admit to being a manipulative so-and-so, however... [Read more.](#)

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# MEMBER NEED TO KNOW...

**SAVE THE DATE!**

**CCT AGM  
Wednesday,  
June 14, 2023**

## CCT Welcomes Adriana Barbary as the new Director of Industry Relations

This month, we said farewell to Tamara Stefek and welcomed Adriana Barbary as the new Director of Industry Development. Adriana comes to us from Ontario's Highlands Tourism Organization (RTO-11) and brings to the role over 10 years of experience in business development and sales in the digital media and technology industries. Adriana has a passion for community development, relationship-building, and project management, and is excited to meet and support an entirely new group of tourism partners. Reach out to her at [abarbary@centralcounties.ca](mailto:abarbary@centralcounties.ca) to say hello! And Tamara, we will miss you!



## Partnership Program Intake Deadline

Our [2023/2024 Partnership Program](#) second intake deadline of **May 15, 2023** is just around the corner! If you are a tourism business in York, Durham or Headwaters, with a summer event or project, you may be eligible to receive funding for up to 40% of your project costs, to a maximum of \$15K. New for 2023/2024, if your festival or event has been supported by our Partnership Program in the past, only new initiatives will be considered. Contact your [Industry Relations Manager](#) to learn more.

## Call for Board of Directors Nominations

The Central Counties Tourism Board of Directors is seeking nominations to fill a York Region Representative 3-year term as of June 14, 2023. If you are passionate about tourism and interested in contributing your knowledge and experience to help build a strong tourism region, apply by the **May 12, 2023** deadline. [Learn more.](#)

## NEW: Learning Lab - Grant Writing

We recently launched a new Learning Lab module - *Tourism Grant Writing Ready*, which aims to reduce the stress associated with applying to funding opportunities, helping you to more easily complete the sometimes daunting application process, and decipher which grants would be a good fit for your business. Also available are the Tourism Ambassador Program which is perfect to get your staff ready now for the busy summer season ahead, and the Social Media Marketing Program, with 4 parts, to help elevate your social media game.



### Tourism Grant Writing Ready

This course is intended to reduce the stress associated with responding to funding opportunities by ...

# IN THE SPOTLIGHT

## GOOD NEWS & COLLABORATION

### Networking Event: Collaborating for Success

Join us on Monday, May 8th at The Museum of Dufferin as we gather to meet and collaborate with like minded stakeholders from the region. We will also be hearing from Tom Ostapchuk, Director of The Grand, who last spring, as an ambitious amateur, took the 300 km solo journey down The Grand River in his kayak to prove that adventure can be found anywhere. Hear how CCT helped to make this documentary about the Grand River a reality, and how CCT can also help your business. Please RSVP to Sarah at [sgratta@centralcounties.ca](mailto:sgratta@centralcounties.ca) by **May 1st, 2023**.

### The Grand: From Source to Mouth

This 20-minute film follows Tom Ostapchuk on his self-supported journey to kayak the 300 km-long Grand River in southern Ontario. Fighting for his dreams and searching for his place in the world, he finds the courage and determination to push beyond his limits. The eight-day expedition tests his determination and stamina as he faces powerful rapids, long days of paddling, and isolation with his thoughts. Along the way, he meets passionate paddlers who share their words and wisdom to guide his journey. As Tom rediscovers his place in these lands, he reminds us of the importance of celebrating the natural wonders in our own backyard.



### CCT Partnership with Sponsor Circle

[Sponsor Circle](#) helps the events, sports and entertainment industry connect with new suppliers and sponsors. This new partnership between Central Counties Tourism & Sponsor Circle provides our members with access to a one-year complimentary subscription to the Sponsor Circle platform. Find new ways to maximize your event or team profits. Contact your [Industry Relations Manager](#) to learn more.



## MORE IN THE SPOTLIGHT...

### Hello Network

For those of you that attended our Symposium last month, you may have seen [Hello Network](#) as one of our association vendor tables. If you had a chance to speak with them, you would have learned that Hello Network is a prepaid, reloadable card designed to meet your business goals, using a closed-loop model (i.e. businesses of your choosing) on top of the Visa network. Pretty cool! Hello has launched dozens of successful Shop Local and incentive programs for BIA's and Chambers of Commerce, most recently in Newmarket as part of their [Choose Local](#) campaign. Want to find out if this solution is right for your community? Contact Andre Cohen, Director of Sales, [acohen@hellonetwork.ca](mailto:acohen@hellonetwork.ca) to learn more.



**The Dufferin Tourism Trails**  
[The Dufferin Tourism Trails](#) project, supported through the FedDev Tourism Relief Fund and administered by Central Counties Tourism, aims to highlight the diversity of businesses in Dufferin County, encouraging locals and visitors to discover their niche markets to drive

increased spend and visitation in the region. The Dufferin Tourism Trails are a network of virtual trails across the region showcasing businesses in nine special categories, such as Women-Owned Businesses, LGBTQ+ Safe Spaces, Pet Friendly, and Accessible Businesses. Tourism businesses and service providers in Dufferin County are invited to #joinapath. Participation is free. Values poster and window decals will be provided to qualifying businesses to proudly display for tourists visiting their business.

[Learn how to get involved.](#)

### New Rides at Canada's Wonderland: Tundra Twister & Snoopy's Racing Railway

[Tundra Twister](#) a giant 360-degree spinning swing ride - the only one of its kind in the world!! - is coming to [Canada's Wonderland](#), and will have guests spinning, twisting and twirling upside-down at heights of 47 metres (154 feet) and speeds of 75 km/h when the park opens on May 5, 2023. A new launch coaster for families - Snoopy's Racing Railway - is also coming to the park this season. Snoopy's Racing Railway is the park's 18th roller coaster and will accelerate from zero to 50 km/h in a matter of seconds before taking guests through the dips and turns of a wild railway adventure.

### Film Studio Coming to Markham

"There is a very large, might I say, massive production studio being built, 1.2 million square feet, in Markham, Ontario. It's being done by a gentleman who grew up in Canada and who is a star in the film industry: Ryan Reynolds," said Neil Lumsden, Minister of Sport, Tourism and Culture at a legislative Q&A last month. It is expected to bring "over \$3 billion back into the economy. That's 46,000 jobs." Now if that isn't good news, we don't know what is! [Read all about it here.](#)

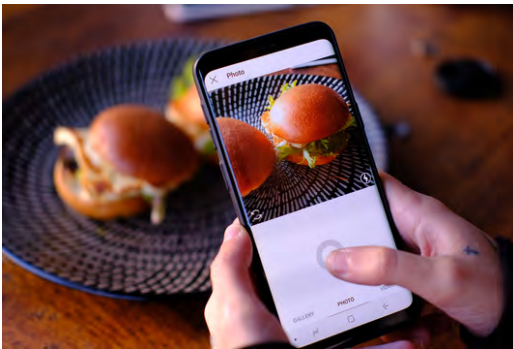


Ryan Reynolds visits [Il Postino](#) in Unionville, Feb. 2023  
SOURCE: @VisitMarkham



## CALL OUT FOR SPRING/SUMMER CONTENT

We are officially promoting spring and all the terrific things to see, experience, and taste in YDH. Got an event coming up that you'd like help promoting? Maybe a new experience, route or trail? Contact your [Industry Relations Manager](#) to make sure they know all about it. And log into your [CCT account](#), or create one now, to upload your events to the [YDH events calendar](#) for free.



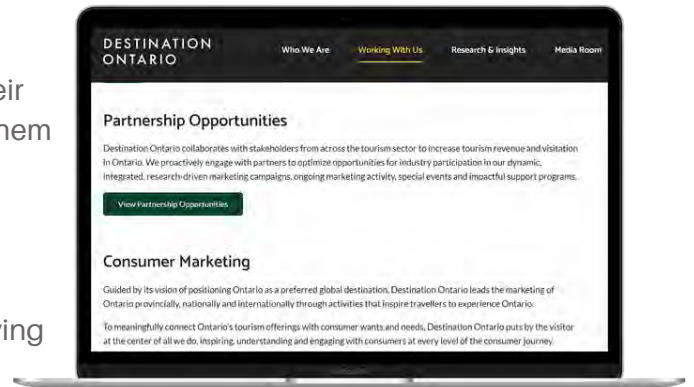
## CONTENT SUPPORT: REELS

Interested in creating reels to promote your business? Not sure how to get started? Or don't have the time? We're here to help! We can have someone come out to your location and create a reel. Contact your [Industry Relations Manager](#) to find out more.

## DESTINATION ONTARIO

Want to promote your event or experience through Destination Ontario's channels as well? Learn about their partnership opportunities and submit your content to them for consideration [here](#). Brochure distribution is also available through their network of travel information centres across the province.

Email us at [info@centralcounties.ca](mailto:info@centralcounties.ca) for their full list of seasonal and year-round locations, and for support having your printed promotional materials shared with them.



WE LOVE CONNECTING WITH YOU  
and sharing with our followers.

Be sure to tag the correct account so your message reaches the right audience.

For all things consumer, tag [@visitydh](#)  
For industry-focused news and events, tag [@centralcountiestourism](#)





# FUNDING & SUPPORT

## Experience Ontario 2023

Funded by the Government of Ontario, the [Experience Ontario 2023](#) program provides support for in-person festivals and events with a tourism economic impact to motivate visitors to rediscover Ontario, reconnect people with local experiences, and increase tourism spending. Events taking place between April 1, 2023 and March 31, 2024, over a minimum of two days, can apply for a grant of up to 50% of total eligible costs to a maximum of \$125,000, by the **April 28, 2023** (by 5pm) deadline. Learn more about this funding program and eligibility requirements [here](#).

## Canada Digital Adoption Program (CDAP)

Supports small to medium-sized businesses in accessing grants and expertise to increase online sales, reduce costs, better manage inventory and more. Two grants available: [Grow Your Business Online](#) which awards up to \$2,400 to help you adopt digital strategies, and [Boost Your Business Technology](#) which offers up to \$15,000 to support your business' digital transformation. Not sure which grant is right for you, a grant assessment tool is available [here](#).

## Digital Main Street Digital Transformation Grant

The Digital Transformation Grant (DTG) program, administered by the Ontario BIA Association (OBIAA), is designed to assist small businesses with the adoption of technologies. The program will provide training, advisory support and grants to brick-and-mortar small businesses looking to increase their capacity through digital transformation. The portal is now open and applications will be accepted until **September 30, 2023**. Learn more about the grant objectives, participant requirements and criteria [here](#).

## Propel Student Work Placement

Aimed squarely at the tourism and hospitality sector, the [Propel Student Work Placement Program](#) is helping the hardest-hit sector recover from the impacts of the pandemic. Funded by the [Government of Canada's Student Work Placement Program](#), Propel offers post-secondary students opportunities to develop the work-ready skills required to secure meaningful employment upon graduation. Qualifying employers are provided with a wage subsidy for each qualifying student hired through the program. [Learn more](#).



# LEARNING, EVENTS & INDUSTRY NEWS

## **Accelerated Leadership Training Series**

The Ontario Tourism Education Corporation's new [Accelerated Leadership Training Series](#) provides free training for Ontario tourism and hospitality sector managers and leaders. Designed to improve leadership skills, build people skills, and career advancement, this series features four unique leadership courses. The first two courses (Effective Communications & Thoughtful Leadership) are now available. Space is limited. [Learn more or register today.](#)

## **Forward Motion: How Much Should I Pay?**

The question of what to pay always weighs heavily on tourism operators, particularly in today's tight labour market. Is it all about dollars and cents? Or are there ways that you can re-imagine your total compensation package that will keep you competitive without breaking the bank? Join [Tourism HR Canada](#) and the [Tourism Industry Association of Ontario](#), in this one-hour webinar on **May 2, 2023**, to explore these questions, and gain practical tips and tools for finding the right strategies to meet the needs of your diverse workforce. This is the third session in a five part series on Building a Resilient & Vibrant Workforce. Remaining topics include: [Attracting, Building and Retaining an Indigenous Workforce](#) (**May 16, 2023**) and [A Blended Workforce](#) (**June 13, 2023**). To register for any of these free webinars, view past session recordings, and more info on the future webinars, click [here](#).

## **Temporary Foreign Worker Program Announcement**

Canada's economic recovery and critical labour shortages in key sectors, including tourism, continues to drive higher demand for workers under the Temporary Foreign Worker Program (TFWP). Accordingly, the Federal Government announced, last month, the extension of temporary measures introduced during the COVID-19 Pandemic, as part of the TFWP Workforce Solutions Road Map, intended to provide greater stability for employers and workers. [Learn more.](#)