



# CENTRAL COUNTIES TOURISM NEWSLETTER

November 2021



CCT Image Bank

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

Happy Autumn!

First off, I would like to let you all know that registration has opened for our 2021 Symposium. It's a can't miss event for you, your co-workers, and all the peers in your neighbourhood that make your community a vibrant place to live, work, and visit. This year's Symposium is virtual, and we've secured excellent speakers who will inspire us all to look for new ways to work together, grow, and flourish - thanks to our incredible sponsors. Please take note and thank them when you have a chance.

It's events like this that remind us how important it is to keep connecting with our tourism peers as well as our day-to-day business contacts, and to seize the opportunities we're given...[Read more.](#)

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# MEMBER NEED TO KNOW...

## CCT Virtual Symposium 2021 Early Bird Registration

From now until October 31 you can take advantage of Early Bird pricing for our annual Symposium being held on Monday, November 22, 2021. We've got an amazing line-up of speakers!

This year's speaker line-up:

[Collaboration, Cooperation & the Future of Communities](#), Doug Griffiths

[Attracting and Retaining Tomorrow's Top Talent](#), Eric Termuende

[Tips for Building Winter & Shoulder Season in Your Community](#), Mylene Deneault,  
Twenty/31

[Community Trails Strategy: Benefits for Communities, Business and Trail Users](#),  
Amy Camp, Cycle Forward

Thank you to Vaughan Tourism Corporation, Presenting Partner.

[REGISTER HERE](#) for early bird savings of \$15 off regular priced tickets.

## MEMEBER EXCLUSIVE: FREE PRESS RELEASE DISTRIBUTION

Take advantage of Central Counties Tourism's FREE press release distribution service and get your tourism products and programs noticed by the media!

Simply send press releases or advisories to your [Regional Field Manager](#) and CCT will distribute your news to reporters, bloggers and all types of news outlets. Don't underestimate the power of earned media!

This service is for CCT members only. Releases must focus on tourism events, products and programs.



### 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](#).

# IN THE SPOTLIGHT

## STAKEHOLDER ACCOLADES, GOOD NEWS & GROWTH

### Pickering Village Museum Wins Attractions Ontario Award

Congratulations to [Pickering Village Museum](#) who won the recent award for the Top Small Museum, Art Gallery, Historic Site category. See the full list of winners [here](#).



Image source: Pickering Village Museum, Durham Region, [@pickeringmuseum](#)

### Whitby MPP Supports Tourism

Lorne Coe, MPP for Whitby and Chief Government Whip, supports tourism in his community and throughout the province. MPP Coe says the current Destination Ontario tourism campaign will help residents safely rediscover attractions this fall. Adding that his own district of Whitby is home to many tourism attractions, offerings and experiences that provide important contributions to communities by creating local jobs and boosting the local economy. Read more [here](#). See Destination Ontario [here](#).

### Lights, Cameras, Action! Durham Making its Mark in Film Production

As of October 1, the City of Pickering began its agreement with William F. White International Inc. for a multi-year lease of City-owned lands, which will be used as a movie and television filming backlot. This is the largest film backlot of its kind in Canada. Read more [here](#).



Image source: City of Pickering



# FUNDING & SUPPORT

**Reminder: Apply for the Ontario Tourism Recovery Program - Nov. 10 Deadline**

The Ontario Tourism Recovery Program (OTRP) supports eligible Ontario-based, tourism businesses in the for-profit attractions, accommodations and transportation sectors that have been hardest hit by COVID-19. Apply [here](#).

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**New! Applications Open for My Main Street**

My Main Street is a \$23.25-million investment to help drive business and restore vibrancy to local communities across southern Ontario in the aftermath of COVID-19. My Main Street will be delivered in two program streams:

- 1) The My Main Street [Local Business Accelerator](#) will support the revitalization of 65 main street communities by providing direct business support, market research and non-repayable funding contributions to businesses.
  
  - 2) The My Main Street [Community Activator](#) will support local community placemaking projects, including events, activities, enhancements, and policy and capacity building designed to draw visitors and increase local vibrancy. Learn more [here](#).
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**Reminder: Summer Student Wages Reimbursement**

Through the Propel Student Work Placement Program, organizations that supported summer students on work-integrated learning placements this year can receive retroactive reimbursement for up to 75% of their wages, to a maximum of \$7,500. Read more [here](#).

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**Digital Main Street Funding up to \$2,500 - Oct. 31 Deadline**

The Ontario government is investing \$10 million towards the Digital Main Street program for 2021-22 to help over 13,000 small businesses expand their digital presence and market their services online. As businesses enter Step 3 of the Roadmap to Reopen, the renewed program will provide small businesses with \$2,500 grants, technical training, and digital resources to help them reach more customers in person and online, positioning them for a stronger recovery. More info [here](#).



# LEARNING & EVENTS

## Info Session: Access \$7,500 for Student Wages

The Propel Student Work Placement Program offers tourism and hospitality employers access to up to \$7,500 in wage subsidies when they hire a post-secondary student. Register for an information session and live Q&A on this recently launched program on Thursday, November 4, at 1:00 PM Eastern. [Full details and link to register.](#)



**LEARNING LAB**  **ONLINE THIS FALL:  
CCT LEARNING LAB  
TOURISM AMBASSADOR PROGRAM**



  
**VIRTUAL SYMPOSIUM 2021**  
PARTNERS IN TOURISM

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NOVEMBER 22, 2021  
9:00 AM - 4:00 PM

**EARLY BIRD  
REGISTRATION NOW OPEN**

TICKETS AVAILABLE AT [WWW.CENTRALCOUNTIES.CA](http://WWW.CENTRALCOUNTIES.CA)

# TOURISM

## INDUSTRY NEWS

### Ontario's Vaccine Program - Downloadable Signage & Information

Ontario has officially launched its COVID-19 Vaccination Certificate system, where proof of vaccination and identification is required to be shown in order to enter most indoor settings. The news release with guidelines is [here](#).

Download your vaccination receipt [here](#).

Proof of Vaccination signs for business:

[Proof of Vaccination Poster \(English\)](#)

[Proof of Vaccination Poster \(French\)](#)



Connect with us on social!

