



# CENTRAL COUNTIES TOURISM NEWSLETTER

December 2021



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

Last week, we hosted our annual tourism symposium. Kelly Ing, our Director of Industry Relations, did an amazing job of lining up some top-notch speakers and even though the event was virtual, the level of engagement was excellent. The one thing that really stuck out was a common theme of “community”. Each of our speakers, regardless of expertise, pointed to the importance of vibrant communities. Vibrant communities are full of businesses like yours that provide a sense of place and pride. They are full of municipal staff that are constantly reinventing ways to connect with their residents and visitors. And they are overflowing with residents who are proud of where they call home.

It doesn't happen in a vacuum or overnight.  
[...Read more.](#)

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# MEMBER NEED TO KNOW...

## CCT Staffing News & Updates

Central Counties Tourism is excited to announce the addition of Sarah Gratta to our team of awesome field managers. Sarah joins as the new Headwaters field manager and has been working throughout the region meeting members. If you are a Headwaters stakeholder, we encourage you to reach out to Sarah at [sgratta@centralcounties.ca](mailto:sgratta@centralcounties.ca). You can learn more about Sarah through her [Central Counties profile](#).



We are also excited to announce that Jessica Elliott, has moved to a new role as Marketing Manager. Jessica has already made a big impact in B2C marketing for our consumer website [yorkduhamheadwaters.ca](http://yorkduhamheadwaters.ca) driving one of our largest website engagement weeks with over 13,000 hits to the B2C site!

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## GEOFENCING DATA = CRITICAL BENCHMARKS & STRATEGIC PLANNING WINS

### Testimonial

Eric Lariviere, City Lead, Destination Markham & General Manager,  
Flato Markham Theatre

*"Destination Markham Corporation (DMC) strongly believes in analytics as a key business tool, and recently commissioned research to Central Counties Tourism, working with Tom Guerquin, Manager of Research and Development. We were very interested in gathering data from the new method of the "Geofencing" reporting tool. The process and customized reports provided DMC with valuable data and insights, including visitors' origins and socio-demographic profiles. This is meaningful and detailed intelligence that will establish some critical benchmarks for DMC, and will help shape our strategic business plan and guide our marketing and engagement strategies."*



### 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

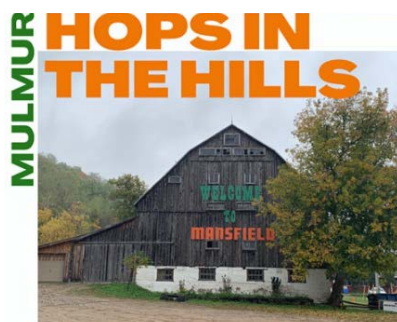
## ACCOLADES, GOOD NEWS & GROWTH

### Historic Newmarket Clock Tower to be a Boutique Hotel

The Town of Newmarket [announced plans](#) to transform the town's historic Clock Tower into a boutique hotel in partnership with [Streetcar Developments](#) and [Dream Unlimited](#). The reinvention of this special property into a unique accommodation provider will further accelerate the ongoing revitalization of downtown Newmarket, and enhance the already unique vibe of the area while providing York Region's only boutique hotel experience.

### Mulmur's Hops in the Hills in Toronto Star

The Hops in the Hills event in Mulmur Township, part of the region of Headwaters, recently received coverage in *The Toronto Star's* Canada section for their new Oktoberfest beer and cider event. The event is a great example of a community working together to develop a new product that brings residents and businesses together to enjoy the assets of the region and have fun. Read more in the [Toronto Star](#).



### Best Western Parkway a Champion Green Award Winner

[The Best Western Parkway](#) in Richmond Hill received the Champion Green Award by demonstrating a commitment to sustaining resources and reducing their carbon footprint. Champion Green Award recipients must comply with the AH&LA Green guidelines and/or the Green Key programs in Canada and meet quality and service standards. The hotel was one of only 116 hotels out of more than 2,100 properties in the U.S. and Canada to receive the designation this year.

### Stouffville hosts Lego-like Holiday Market

The town of [Stouffville teamed up with GRIPBlock](#) to create a Lego-like mini city for Stouffville's 2021 Holiday Market. Held on November 27 and 28, the initiative was the vision of Stouffville Mayor, Iain Lovatt. The market featured more than 40 structures and included vendor booths, horse-drawn wagon rides, photos with Santa and live entertainment on the event stage for residents and visitors to enjoy.



Image courtesy of GRIPBlock

# LET’S GET SHARING! HOW TO LEVERAGE CCT SOCIAL MEDIA TO BOOST YOUR BUSINESS

We all know that social media is a great way to spread the word about your business, events, or unique experiences. Whether you’re looking to attract visitors and guests, or reach like-minded peers in the tourism industry, Central Counties Tourism can help you maximize your social media reach. Here’s what you need to know...

## Our Channels

We have two separate social media streams, one that features information for Consumers and one for Industry news and opportunities.

## Tagging the right channels - Consumer vs B2B

We want to share your news and stories. In order to do that you’ll need to ensure you tag us using the appropriate hashtags and handles depending on the information you want to share and who the target audience is - Consumer or B2B. Below is a chart to help you determine which social media stream to tag in your posts.

Consumer Social Media Channels	B2B Social Media Channels
Facebook: <a href="#">@visitydh</a> Instagram: <a href="#">@visitydh</a> Twitter: <a href="#">@visitydh</a>  #visitydh	Facebook: <a href="#">@centralcountiestourism</a> Instagram: <a href="#">@centralcountiestourism</a> Twitter: <a href="#">@CCT_RTO6</a>  #cctrto6
Consumer Topic Guidelines	B2B Topic Guidelines
<ul style="list-style-type: none"> <li>- Public events</li> <li>- New visitor experiences</li> <li>- Unique products</li> <li>- Grand openings</li> <li>- Points of interest that will attract visitors to the region</li> </ul>	<ul style="list-style-type: none"> <li>- Industry-focused networking events, surveys and learning opportunities</li> <li>- Tourism-related hiring notices</li> <li>- Calls for industry committees and board of director positions</li> <li>- Partnership and funding opportunities</li> </ul>

## When it comes to sharing your content, here’s what we’re looking for:

- Properly tagged posts
- High-quality images and video to entice visitors or attract industry participation
- A great story that includes your key information
- Advanced notice of your campaigns and posts

Tagging a post incorrectly is a lost engagement opportunity. If you have questions about sharing your content or would like to provide advanced notice of an upcoming social media post or campaign, please contact your [regional field manager](#).





# FUNDING & SUPPORT

## Targeted COVID-19 Support Legislation

The Federal Government announced Bill C-2 that extends the Canada Recovery Hiring Program until May 7, 2022, for eligible employers with current revenue losses above 10%, and increased the subsidy rate to 50%. Further support is also available through three streams:

- Tourism and Hospitality Recovery Program: Provides support through wage and rent subsidies to, for example, hotels, tour operators, travel agencies, and restaurants, with a subsidy rate of up to 75%.
- Hardest-Hit Business Recovery Program: Provides support through wage and rent subsidies to other businesses that have faced deep losses, with a subsidy rate of up to 50%.
- Local Lockdown Program: Provides businesses that face temporary new local lockdowns up to the maximum amount available through the wage and rent subsidy programs.

[Learn more.](#)

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## Tourism Relief Fund - Applications Still Open

Applications for the Tourism Relief Fund are still being accepted. The fund supports tourism businesses and organizations that need to adapt their operations to meet public health requirements while investing in products and services to facilitate their future growth. This includes creating new or enhancing existing tourism experiences and products to attract more local and domestic visitors. Funding also aims to help the sector reposition itself to welcome international visitors by providing the best Canadian tourism experiences we have to offer the world. [Apply here.](#)

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## Ready for Winter? Employ a Student & Get a Wage Subsidy

Students from local colleges in tourism and hospitality programs are currently looking for work-term placements starting in January 2022. Propel Student Work Placement Program is federally funded, and allows employers to receive up to 75% of a qualifying student's wages. Placement are for students enrolled in tourism and hospitality post-secondary programs. See the Propel program [here.](#)



# FUNDING & SUPPORT

## **The Resilient Communities Fund**

The Ontario Trillium Foundation (OTF) is supporting non-profit organizations that have been impacted by COVID-19 through the Resilient Communities Fund. Eligible organizations can apply for funding for their community-based projects to help rebuild their capacity, deliver program and services in innovative ways, and meet the needs of their communities as they continue to build back and recover. Grant application deadline is December 8, 2021. Read more [here](#).

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## **FedDev Jobs & Growth Fund**

The Jobs and Growth Fund provides funding to businesses and organizations to help create jobs and position local economies for long-term growth. The fund, delivered by Canada's regional development agencies (RDAs), provides \$700 million nationally over three years, which includes up to \$70 million dedicated to businesses created after January 2020 that meet eligibility criteria. Applications accepted on an ongoing basis. Read more [here](#).

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*CCT Stock Image*



# LEARNING & EVENTS

## **Photo & Video Best Practices Webinar - Destination Ontario, December 9, 2021**

As marketers, visuals are instrumental in inspiring consumers to choose a product, experience or destination. Learn: Best practices for visual asset production; Planning for creative vs. tactical visual acquisition; Sharing visual assets with Destination Ontario for possible global amplification. The event will be recorded and shared via e-mail along with a slide deck. Register [here](#).

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## **Propel Student Work Placement Program Information Session, December 9, 2021**

Join Tourism HR Canada on Thursday, December 9, at 1:00 p.m. for a virtual info session on the Propel Student Work Placement Program. Learn about hiring a student for a work-integrated learning placement and how you can access up to \$7,500 in wage subsidies for each student hired. Register [here](#).

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## **Must Read - [Use the Story of Your Company to Attract Right-Fit Employees](#)**

On November 22, we held our annual Symposium. Thank you to all those who attended and made our virtual event a tremendous success. We were lucky enough to have workplace culture expert and author, [Eric Termuende](#), as one of this year's presenters. His topic: *Attracting and Retaining Tomorrow's Top Talent*.

Eric sat down with writer, Katherine Ryalen, for a one-on-one where he shared his insights urging organizations to think differently about how they attract and retain right-fit people for their business. If finding the best talent for your business matters to you, this article is a [must read](#).

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# TOURISM

## INDUSTRY NEWS

### **Tourism Vaughan Advisory Committee Call for Applicants:**

**Deadline: December 10, 4:30 p.m.**

Do you want to help shape Vaughan’s future as a world-class tourism destination, and advance the development and implementation of the [Vaughan Destination Master Plan](#)? Eligibility requirements and the application package can be found [here](#). Complete “Attachment 1” of the [Tourism Vaughan Advisory Committee application form](#) and submit via email to the Office of the City Clerk at [clerks@vaughan.ca](mailto:clerks@vaughan.ca). [Learn more and apply.](#)

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### **TIAO Survey:**

#### **Understand What’s Driving the Tourism & Hospitality Labour Crisis in Ontario**

The tourism industry is currently facing massive hiring challenges, a culmination of pre-existing issues made worse by the COVID-19 pandemic. As former employees have left the industry for other sectors, tourism businesses across Ontario are struggling to hire and/or retain qualified staff. Understanding the factors behind these workforce challenges is crucial to the recovery of the tourism industry. Complete the survey [here](#).

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### **Ontario By Bike: Cycling & Cycle Tourism Survey 2021**

Your input is valuable and confidential, it is the collective results we will use to show the impact of cycling and cycle tourism in Ontario which is important in light of current times and tourism recovery. Ontario By Bike is a not-for-profit organization and will also use results to access funding, increase partnerships and continue to offer the programming and resources used by so many cyclists. Survey is open until December 15, 2021. Complete the survey [here](#).

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Connect with us on social!

