



CENTRAL COUNTIES TOURISM NEWSLETTER

January/February 2022



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

Happy New Year!

I received a call from my dad on Friday letting me know that my Nanny was in the hospital and things weren't looking good. She had a ruptured aneurism in her aorta. The doctor said that surgery was possible but Nanny, at 102, decided that she had no interest in a lengthy and painful recovery period that had no guarantee of a quality of life she wanted. The doctor concurred and the waiting game is on.

The news hit me hard. Nanny is so intricately woven into the fabric of so many peoples' lives, it is generally accepted that she will be here forever. As I let my friends know, that truth set in. Shock and disbelief, coupled with a profound sadness was the unanimous response...[Read more.](#)

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MEMBER NEED TO KNOW...

Tourism and Hospitality Recovery Program Spreadsheet Error May Have Affected Your Eligibility

The federal government has reported that recent applicants for the Tourism and Hospitality Recovery Program (THRP) may have been affected by an error in the calculation spreadsheet for wage and hiring support, which showed they were ineligible for the program when they may have been eligible. Read more on the TIAO website [here](#).

Reconnect Ontario 2022 Program Open for Applications - Deadline: February 2, 2022

The Reconnect Ontario 2022 Program is accepting applications until February 2, 2022.

If your festival or event takes place between April 1, 2022 and March 31, 2023, it is eligible to apply for funding. The Reconnect Ontario Program supports festivals and events that have a tourism economic impact and motivate visitors to rediscover Ontario, reconnect people with local experiences and generate increased tourism spending. For information on the program, please see the [Reconnect Ontario Application Guide](#). Information about how to apply to the program is available at [Ontario.ca](#). To assist with questions about the application process, [Regional Advisors](#) are also available.



CCT Stock, Image Bank



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

York Regional Council Supports the Work of York Region Arts Council

York Regional Council has recognized the important role arts and culture play in the community and has approved a special one-time grant of \$250,000 to the York Region Arts Council (YRAC) through the special Regional Relief and Recovery Fund. The funding will help YRAC deliver programs for the community. YRAC is a non-profit charitable arts service organization focused on capacity building, creative place-making and community engagement in support of artists, arts organizations, and creative entrepreneurs. Read more about YRAC [here](#).

Thermëa Spa Village Getting Set to Open

Groupe Nordik's plan to develop a third Spa-Nature next to Cullen Central Park in Whitby is progressing and set to open in 2022. Thermëa spa village is projected to draw 150,000 visitors a year and will further position Whitby as a "must visit" destination for the GTHA and beyond. See [Building a Spa Village | Episode 1: The Thermal Baths](#) to learn about the village's unique thermal baths.

Revitalizing the Region with My Main Street

The Government of Canada in partnership with the Canadian Urban Institute (CUI) and the Economic Development Council of Ontario (EDCO) has released the list of successful applicants for the [My Main Street](#) Program, which supports the revitalization of neighbourhoods across Southern Ontario.

Congratulations to the region's successful applicants of the [Local Business Accelerator Program](#): Thornhill (Yonge Street Corridor and Centre Street Corridor); Vaughan Metropolitan Centre (VMC & Highway 7 West); Downtown Orangeville BIA (South); Downtown Oshawa (BACD); Downtown Brooklin (BACD); Downtown Whitby North (BACD); Downtown Whitby South (BACD); Main Street Witchurch - Stouffville (Witchurch-Stouffville Chamber of Commerce); First Markham Place & First Markham Centre (Destination Markham Corporation); Unionville BIA.

Additional congratulations go out to the [successful applicants](#) of the [Community Activator Program](#).

CENTRAL COUNTIES TOURISM MARKETING SUPPORT

Expand Your Marketing Message to the MEDIA!

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.



CCT Image Bank for Members

Looking for photos of your region? Look no further than the CCT Image Bank. Our Image Bank is filled with thousands of incredible images of regional stakeholder businesses, towns, conservation areas, activities, food photography, YDH stock photos and more. Plus they are free for all registered stakeholders to use!

Why use generic stock images, when you can access the real deal!

Register for your free account today and start browsing.

[CCT IMAGE BANK REGISTRATION](#)

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

Ontario Government Funding Announcements for Tourism

The Ontario government has announced an Ontario COVID-19 Small Business Relief Grant for small businesses that are subject to closure under the modified Step Two of Roadmap to Reopen.

Ontario Business Costs Rebate Program: Businesses required to close or reduce capacity can receive rebate payments for a portion of their property tax and energy costs. Businesses required to reduce capacity to 50 per cent can receive a rebate payment equivalent up to 50 per cent of their costs. Businesses required to close for indoor activities, such as restaurants, will receive a rebate payment equivalent to 100 per cent of their costs. Learn more at [Central Counties QUICK LINKS](#).

Federal Government Extends CEBA and RRRF Loan Repayment

The federal government has announced that the repayment deadline to qualify for partial loan forgiveness for both the CEBA and RRRF loans is being extended from December 31, 2022, to December 31, 2023. Find more information [here](#).

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 per cent, and increased the subsidy rate to 50 per cent. Further support is also available through three streams. Read more [here](#).



LEARNING & EVENTS

Become a Tourism Ambassador

Central Counties Tourism has launched its new Learning Lab and the *CCT Tourism Ambassador Program*. This interactive program will give you a deeper understanding of the relationship between tourism, your business, and your community. The course is ideal for business owners, staff, community tourism groups, tourism stakeholders and those interested in having a positive impact on visitors to your business and region. Through this one-hour course, you will learn how to create memorable guest experiences that can benefit your bottom line and community. Complete the course on your time and pace, with the ability to pause and restart where you left off until you complete the course.

Sign-up or login to the [CCT Learning Lab](#). Choose your Avatar and begin your journey to becoming a Tourism Ambassador as you collect progress badges and learn from entertaining videos about the RIGHT and NOT SO RIGHT way to be a Tourism Ambassador.

Building Inclusive Tourism Monthly Webinar Series

This monthly webinar series will provide the tourism industry with education, information, and resources on Diversity, Equity and Inclusion (DEI). Sessions will be produced and led by recognized experts providing thought leadership in the field of DEI. These lunch-and-learn sessions will occur on the second or third Wednesday of each month in 2022.

Recorded session (January 12, 2022):

[DEI 101 & Enriching Tourism by Embracing the Original Hosts of the Land](#)

Next session: February 16, 2022, Better Business Discovery Process

This workshop will provide the steps to conduct a discovery within your own operations and businesses to identify current gaps. You will gain insights through hearing about other’s experiences as well as best practice stories and examples of how adjusting your business to be more inclusive can increase business success.

[Register here.](#)

TOURISM

INDUSTRY NEWS

NEW

TIAO Survey: Current Challenges Facing Ontario’s Tourism Businesses in 2022

In the coming weeks, TIAO will be meeting with a variety of government ministers, opposition critics, MPPs and MPs to detail the very latest information regarding the state of the tourism industry in Ontario. It is vital that TIAO is able to substantiate their recommendations with empirical information that helps to fill the gaps of support. Please take a few moments to fill in the survey to help TIAO and the tourism industry make a stronger case. Please click [here](#) to fill out the survey.



LEARNING
LAB



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TOURISM AMBASSADOR PROGRAM

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