



CENTRAL COUNTIES TOURISM NEWSLETTER

June 2021



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

Eleven days after being put on a ventilator because of COVID-19, I received a call from my friend's wife saying that he had recovered enough to breathe on his own. It was at that moment, as I burst into tears, that I fully realized the extent of the pent up emotions, released by the wonderful news that I was carrying with me. Because, while my friend was entering recovery, so many other aspects of our lives are still on life support. I was shedding tears of relief for my friend, tears of stress for my own business and so many of yours that are still shuttered, tears of fear that the negative visitor sentiment being demonstrated within communities is going to prevail, tears of frustration that the light at the end of the tunnel doesn't seem any closer.

The good news also strengthened my belief that we too will make it through...[Read more.](#)

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MEMBER NEED TO KNOW...

Central Counties Tourism 2021 AGM Registration Now Open

Join Central Counties Tourism for our virtual AGM to get updates on 2021/22 programs and hear from our engaging speakers, Chuck Thibeault, Central Counties Tourism Executive Director and Todd Lucier, co-founder of Northern Edge Algonquin Retreat Centre.

The business meeting portion of the AGM will begin at 10:00 am, followed by an exciting interactive speaker session at 10:30 am. You can find more information [here](#).

Topic: *Emerge - Preparing for a tourism season that will be like no other*

Connect and engage with your community, and be inspired to meet the health and wellness needs of your teams and the evolving expectations of visitors. Full speaker event description is [here](#).

[REGISTER NOW](#)

NEW CCT OPPORTUNITY: Summer 2021 Staycation Program

Staying in York, Durham or Headwaters this summer is about to get more enticing with CCT's new Summer Staycation program. Valid between July 1st through September 6th, 2021, CCT will provide a \$100 rebate for guests staying two or more nights at participating hotels in our region. Find out more about this **NO COST** program and how to get involved by contacting **Sandra Quiteria** at squiteria@centralcounties.ca
Deadline: June 15th, 2021



Ramada by Wyndham Jacksons Point, York Region

IN THE SPOTLIGHT

OLD FLAME BREWERY EXPANDS TO NEWMARKET

Six-and-a-half years after the opening of its original brewery and taproom in Port Perry, Old Flame Brewing has announced the soft launch of its second location in Newmarket's historic Old Fire Hall. [Read more](#) about the launch.

AURORA PREPARES MACHELL'S ALLEY FOR SUMMER FUN

In anticipation of open businesses and open spaces for downtown enjoyment, the Town of Aurora is supporting a multi-organizational collaboration that will see Machell's Alley, a temporary donated greenspace, used as an open-air seating space for residents and visitors to enjoy local food, entertainment and ambience. The space is located in downtown Aurora's historic district and was the site of a blacksmith shop in the 1870s.

Collaborating organizations include the Aurora Economic Development Corporation, Yonge Developments Inc., the Downtown Aurora BIA, Aurora Chamber of Commerce, Explore Aurora, and Central Counties Tourism.

CENTRAL COUNTIES' TOWNSHIPS RECEIVE GOVERNMENT FUNDING BOOST

Congratulations to Georgina, Brock, Scugog, and Clarington for securing Federal and Provincial funding that will help improve their communities for residents, as well as visitors.

This funding comes from the Investing in Canada plan, with the Government of Canada and Government of Ontario contributing a total of \$44 million through the Community, Culture and Recreation Infrastructure Stream (CCRIS), and the Green Infrastructure Stream (GIS) of the program.

Central Counties recipients and projects:

- Georgina - Clearwater Farm Barn Area Renovation
- Brock - Sunderland Memorial Arena & Community Centre Renovation and Expansion
- Scugog - 1837 Historical Town Hall Accessibility and Renovation Improvement
- Clarington - Eiram Stormwater Management Pond Retrofit and Rehabilitation

More information can be found [here](#).

NEW! GEOFENCING RESEARCH TOOL FOR MEMBERS

Central Counties Tourism is excited to now offer geofence information as an additional research tool for the Visitor Research Program.

Geofencing can provide a deeper understanding of your customers through mobility data. By creating a specific geofence (a virtual perimeter around a particular area) we are able to capture the number of unique visitors, the number of trips made by those visitors, the distance they travelled from their home, and provide an analysis of these cell phone holders over a specific time period.

Geofencing is useful for businesses who can't collect postal data for various reasons, e.g., at public beaches/parks, free festivals/events, specific sections of a downtown core, a grouping of various businesses, or simply a lack of resources. Geofencing data will validate who your customers are based on real data. Learn more about the Geofencing Research Tool [here](#).



Night it Up, York Region

2021 Q1 Hotel Stats Available

This year's first quarter hotel data reports for York, Durham and the overall Central Counties Tourism region are now available on our website. You can find all three reports [here](#).



The Briars Resort & Spa, York Region

ATTRACTING SMALL GROUPS THROUGH ADAPTING YOUR OFFER

By Nancy Arsenault, Managing Partner,
Tourism Café Canada Ltd.

COVID-19 demanded businesses large and small, niche and mass market, urban and rural, to rethink their visitor experience, product offers, physical and emotional guest interactions, safety requirements, price point, and business models to survive the present and thrive in the future.

The entire tourism industry was forced out of their **comfort zones** and into the **fear zone** when the pandemic shut down travel worldwide. 2020 was a challenging year, but it had a silver lining. It forced businesses to move into the **learning zone**, look for new opportunities, innovate, attract new customers, invest differently, and take chances to stay in business. We learned a great deal, and now is the time to move into the growth zone; to dream, set new goals, invest with purpose while continuing to adapt.

Attracting small groups is a short-term requirement but represents a part of a long-term solution.

Read the full article [here](#).





FUNDING & SUPPORT

Destination Markham - Partnership Support Program

Destination Markham Corporation (DMC) is launching their partnership program to collaborate with the hotel industry, festival-event-conference-travel planners, attraction operators, cultural institutions, sports tourism promoters, entertainment and recreation providers, restaurants and related service businesses and the City of Markham. Projects must make a contribution to the awareness and growth of the Markham visitor economy. The program is offering up to 20 per cent of the project cost to a maximum of \$10,000. Application submission deadlines: June 7: Projects beginning July 1 – September 30, 2021; September 7: Projects beginning October 1 – December 31, 2021. More information and how to apply can be found [here](#).

Funding Reminder: Ontario Tourism and Travel Small Business Support Grant

Apply for the Ontario Tourism and Travel Small Business Support Grant. The deadline is June 25, 2021. The grant provides one-time payments of \$10,000 to \$20,000 to eligible small businesses in the tourism and travel sector. Apply [here](#).

CCT Partnership Program: Current intake now - July 15, 2021

The Partnership Program is now in its third intake period. The current deadline is July 15, 2021 for projects beginning August 1 to September 30, 2021. If you're not quite ready to take advantage of the program, don't worry, there are two intake periods remaining through to December 15, 2021. Learn more about how to apply, as well as intake dates [here](#).



Museum of Dufferin, Headwaters



LEARNING & EVENTS

Critical Tools for Business Recovery: Dufferin County’s *Setting the Table* event

Date: May 31, 2021, 10:00-11:00 am

This virtual event is hosted by Dufferin County’s Development & Tourism department. *Setting the Table* is a free, virtual exchange of ideas, experiences and resources among members of Dufferin’s restaurant and food service community. Join your fellow restaurateurs for the future of the culinary sector in Dufferin County. More information and registration is [here](#).

2021 Digital LGBT+ Global Business Summit

Date: June 7, 2021

The future of business has arrived. Driven by unrelenting digital disruption and rapidly reinventing industries, step into the New World - four days of virtual rich content, 37 sessions, networking opportunities with LGBT+ and allied members, certified suppliers, corporate and government partners to take your business from survive to thrive. Register [here](#).

CENTRAL COUNTIES TOURISM
REGISTER HERE
06.23.2021
VIRTUAL ANNUAL GENERAL MEETING

TOURISM

INDUSTRY NEWS

Roadmap to Reopen

Read the Government of Ontario’s three-step plan to safely reopen. Public health measures will be gradually lifted based on the province-wide vaccination rate and improvements in key public health and health care indicators. See Roadmap to Reopen [here](#).

Durham is Home Campaign

Durham Tourism has launched [Durham is Home](#) as a recovery strategy to foster interest in Durham Region’s many communities and share the story of why Durham Region is a great place to live and work. Explore the community collections [here](#). Read more about the project [here](#).

Dufferin County’s Tourism Advisory Group - Applications Open

Dufferin County is seeking to build a small team of community members who represent different perspectives from within the County - arts & culture, small business, agriculture, accommodations, and more. [Click](#) to learn more about the opportunity and to apply!



Connect with us on social!

