



# CENTRAL COUNTIES TOURISM NEWSLETTER

June 2023



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

Good day,

As I alluded to at the AGM, this month's topic is partnership. The staff at CCT, all of us, are passionate about what you do. Your innovation, resilience and own passion for the industry and your role within it, inspire us each day to do more and better to support your efforts. We knew going into this year that each section of our budget was going to be tight. We knew that the number of partnership projects submitted was going to far outweigh the funds we had available for it. But what we didn't foresee was how having to say "no" or "not as much" would break our hearts as much as it has. We are only two and a half months into the new fiscal and the Partnership Program has been at the top of the discussion list for almost every meeting.

Now, I think part of that is because... [Read more.](#)

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# MEMBER NEED TO KNOW...

## CCT's Annual General Meeting

Last week we virtually hosted our 2023 Annual General Meeting, and welcomed Geri Smith, from Black Creek Pioneer Village (Toronto and Region Conservation Authority) to the [CCT Board of Directors](#). If you missed our AGM, the recording, along with the presentation deck, is now available on our website. Check it out [here](#).



## Partnership Program - Intake 3

For those of you that attended our AGM, you know that our [Partnership Opportunities Program](#) has been the subject of much discussion amongst staff, so much so that it is the topic of [Chuck's E.D. Corner](#) this month. With limited funds, and growing interest in the Partnership Program, we are simply unable to support all the projects being submitted to us. Having said that, the third intake deadline for projects beginning August 1 – September 30, 2023 is coming up on **July 15, 2023** and we do want you to apply! If you intend to submit an application and haven't yet done so, please reach out to your region's [Industry Relations Manager](#) to discuss your project. For those interested, the current list of 2023/2024 partnership recipients from the first two intake periods is now available [here](#).

## Sponsor Circle Partnership: Information Session

We recently announced our partnership with Sponsor Circle which provides our members with free access to their cutting-edge sponsorship management platform. With Sponsor Circle, CCT members are able to easily connect with potential sponsors, showcase their brand and events, and manage their sponsor relationships from a single platform.

To learn more about this new opportunity, we will be hosting an information session virtually, with Sponsor Circle, on **Thursday, June 29 from 1-2pm**. [Advanced registration is required](#). Find out how this tool can make it easier for your organization to find, manage, and grow sponsorships.



# IN THE SPOTLIGHT

## GOOD NEWS, ACCOLADES & COLLABORATION

### Ontario's Best Butter Tart

The annual Ontario's Best Butter Tart Festival took place in Midland on June 10, 2023. And this year's [Best In Show winner](#) can be found right here in York Durham Headwaters at [Rosemont General Store](#) located in Mulmur, Dufferin County. They also took home the first place award in the Professional Baker Wild Style category for their potato chip and chocolate butter tart. Congratulations Joanne and team! Can't wait to try one ourselves.



SOURCE: [@rosemontgeneralstore](#)



SOURCE: [@thesecondwedge](#)

### The Township of Uxbridge: Tornadoversary

It's been just over a year since a tornado touched down in Uxbridge leaving behind a trail of disaster. Among the hardest hit locations were two of our tourism stakeholders, [The Second Wedge Brewing Co.](#) and [York-Durham Heritage Railway](#). Recovery is still ongoing. But, we have good news!

Last month, The Second Wedge Brewing Co. was finally able to re-open their outdoor beer garden, coinciding with the one year anniversary (aka the Tornadoversary) and their official grand re-opening is imminent. We are thankful that we were able to offer support to both of these organizations through the [Tourism Relief Fund](#) last year, and look forward to seeing the new Second Wedge Brewing Co. space soon. Perhaps a good spot for an upcoming CCT staff meeting!?

### King Cole Ducks: Chef Erica

[King Cole Ducks \(KCD\)](#) is a farm to fork family-run duck farm in Whitchurch-Stouffville currently led by third generation farmers - all female to boot! Recently, KCD teamed up with [Chef Erica](#) - winner of both Top Chef Canada and Chopped Canada - to develop new recipes to inspire more people to #TryTheDuck. Our mouths are already watering! Craving some duck now, visit their [Farm Fresh Store](#) open 7 days a week. Ready made options are also available.



SOURCE: King Cole Ducks



## SUMMER EVENTS CALLOUT

Summer is just around the corner and we want to know about all of the exciting events going on in [York Durham Headwaters](#). More importantly, we want our VISITORS to know what's happening!! **Fun fact:** Did you know we had over 500,000 visitors to our website last year, reading all about you? Make sure you're getting noticed! Upload your festivals and events to our [YDH Event Calendar](#) by logging into your CCT account or creating one now - [here](#). And tag us @visitydh on social media too, so we can more easily share your content to our audience.



### FEATURED EVENTS



Canada's Wonderland Fireworks  
July 1, Aug 6, Sept 3  
Canada's Wonderland



Celebrating Light: A Summer Solstice Ceremony  
Wednesday, June 21, 2023  
Country Cut Flowers

## FALL CONTENT

Believe it or not, we are currently working on our fall content. Yup, summer is technically not even here and we're already deep into fall - and we want to include you! Reach out to your [Industry Relations Manager](#), ahead of their deadline, and make sure they know what you've got going on. The more they know, the more we can promote.

## PRESS RELEASE SERVICES

Do you have a new experience, exciting upcoming event, or just general good news about your business to share with the media? Did you know CCT provides free press release distribution services to a comprehensive list of media, travel writers, bloggers and influencers? Want us to help spread the word? Send your press release to our B2B Communications Manager Sandra at [squiteria@centralcounties.ca](mailto:squiteria@centralcounties.ca) and we will send it out.

### PRESS RELEASE



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

## **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](#) program, administered by the [Ontario Business Improvement Area Association](#), 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](#).

## **FREE Google Business Account**

Set the right first impression by taking charge of how your business appears online via [Google Search](#) or [Maps](#). If you aren't already managing your business' Google profile, get started today! Create a free [Google Business Account](#) or claim an existing business profile as your own by selecting the "Own This Business?" option on the listing. Creating an account allows you to manage the content of your profile, add photos, offers and events, respond to reviews, post FAQs, and more, to allow you to more easily connect with customers and make your profile stand out.



## LEARNING & EVENTS

### **Rainbow Registered - Virtual Open House**

[Rainbow Registered](#) is a national accreditation for 2SLGBTQI+ friendly businesses and organizations with set standards to ensure 2SLGBTQI+ customers feel safe, welcomed, and accepted, administered by the [Canadian Gay and Lesbian Chamber of Commerce](#). Businesses that are interested in acquiring the Rainbow Registered accreditation, can speak directly with their Program Manager, during their open office hours held the last Thursday of each month. The next virtual open house is on **June 29, 2023** from 3-5pm. [Advance registration is required.](#)

### **Tourism Workforce Sustainability Program: Regional Information Sessions**

The [Tourism Industry Association of Ontario](#) (TIAO) has launched a new project to expand and retain a diverse and sustainable workforce for the tourism industry. This program will provide direct support to tourism employers to hire 200 new employees across the province. To learn more about this program, tourism employers are being invited to attend a regional information session. The session that includes the CCT region (RTO6) is taking place on **June 29, 2023** from 11am-12pm. However, should you be unable to attend this date/time, you can register for one of the other sessions. [Register and learn more here.](#)

### **Building a Resilient Workforce**

Over the last few months, [TIAO](#) in collaboration with [Tourism HR Canada](#) hosted a five-part webinar series: Building a Resilient and Vibrant Workforce. If you missed any or all of these webinars, all five recordings are now available. Click on the links below to watch them now.

Webinar 1: [Building A Seasonal Workforce](#)

Webinar 2: [Building A Team That Stays](#)

Webinar 3: [How Much Should I Pay](#)

Webinar 4: [Attracting, Building, and Retaining an Indigenous Workforce](#)

Webinar 5: [A Blended Workforce](#)

Connect with us on social!

