



CENTRAL COUNTIES TOURISM NEWSLETTER

November 2022



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

We are finally the Bride!!! For years and years and years our programs have been chosen as one of the finalists in various awards categories at the annual Tourism Industry Association of Ontario (TIAO) Tourism Awards Gala, but we never, ever won – to the point that people would joke with me that CCT was always the bridesmaid and never the bride. That all changed on October 27 when we picked up the hardware for four different awards. Now, I certainly don't endorse the idea of becoming a bride four times in one night, but it sure was great to get welcomed to the stage with the staff to accept these awards. The team was finally recognized for the efforts they make day in and day out to help you, your neighbours and your community be better prepared to welcome and entertain visitors so they stay longer and spend more money.

Two of our amazing programs were finalists in a combined seven categories...[Read more.](#)

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IN THE SPOTLIGHT

CELEBRATING WINS AT THE 2022 ONTARIO TOURISM SUMMIT...AND THE AWARDS GO TO...

The Tourism Industry Association of Ontario gathered last week to celebrate the best of the best in our industry with the Ontario Tourism Resiliency Awards. It was an honour to take the stage to receive not one but four awards for experiences created in collaboration with businesses from across the region. And we weren't the only Central Counties winner. Congratulations to Bare Oaks Family Naturalist Park who won this year's Region Six Safe Travel Stamp Award. Also in the running for several awards was the Pickering Museum Village.



Ontario Tourism Resiliency Award-Winners

[YDH Trails Talks with CVC Island Lake Conservation Area](#)

Sustainability Categories - Cycling & Outdoor

[Spine-Tingling Tour](#)

Collaboration Categories - Attraction & Outdoor



Ontario Tourism Resiliency Award-Finalists

[Pickering Museum Village the Anne and Maud Experience](#)

Collaboration Categories - Attraction, Cycling, Outdoor & Regional Tourism Organization

[YDH Trails Talks with CVC Island Lake Conservation Area](#)

Sustainability Categories - Attraction & Regional Tourism Organization

[Spine-Tingling Tour](#)

Collaboration Category - Regional Tourism Organization

A special thank you to all of the partners who made these award-winning experiences come to life.



NEW TOURISM RELIEF FUND INTAKE

FedDev Ontario launched a new, four-week intake of the [Tourism Relief Fund](#) from November 2 to November 28, 2022 for projects set to be completed by March 31, 2023. This provides an opportunity to support activities and events that attract visitors during winter and off-season months. FedDev Ontario is hosting three briefings via Zoom. To learn more, register via the below links:

- [Tuesday, November 8, 2022 from 2:00PM to 3:00PM](#)
- [Wednesday, November 9, 2022 from 2:00PM to 3:00PM \(session in French\)](#)
- [Wednesday, November 16, 2022 from 2:00PM to 3:00PM](#)

For more information, please visit [the FedDev website](#).

Final Intake for CCT Partnership Opportunities Program

Central Counties is here to support and promote the tourism providers of the York, Durham, and Headwaters regions. So far this year our Partnership Opportunities Program has helped dozens of tourism-related businesses expand and deliver new experiences. Areas of focus are capacity building, product/experience development, and marketing communications. The application deadline is December 15, 2022, for projects beginning January 1 to March 31, 2023. More information can be found on [the CCT website](#).

Resilient Communities Fund | Ontario Trillium Foundation

Are you looking to help your non-profit organization rebuild from the impacts of COVID-19? Ontario Trillium Foundation (OTF) funding is available to rebuild your organization's capacity, enhance your resiliency, and meet the changing needs of your community. For information on the program and eligibility visit the [Resilient Communities Fund](#) website. Application period is from November 9 until December 7, 2022 at 5 PM ET.

Community Economic Development and Diversification Fund

This government funding is for businesses or not-for-profit organizations in small communities who are working to develop, diversify and transform their local economies. Funding is available to enhance business attraction, investment, retention and employment opportunities; develop and expand collaborative efforts that strengthen regional competitiveness; and support regional businesses with the goal of economic diversification, integration and transformation. [Learn more here](#).

TOURISM

LEARNING, EVENTS & INDUSTRY NEWS

NEW CCT LEARNING LAB COURSES: Social Media Marketing

The CCT Learning Lab is growing! This FREE learning hub now offers a four-course Social Media Marketing program. Each interactive course includes practical knowledge that you can apply to your business, as well as workbooks, planning documents, infographic posters, and more. Courses include:

- Get Tourism Social Media Ready
- Get Tourism Social Media Savvy
- Get Tourism Social Media Content Ready
- Tell Your Tourism Story

Register for the [CCT Learning Lab](#) to get started today!

Change in Canada Emergency Business Account (CEBA) Repayment Deadlines

The existing terms of CEBA loans require that the outstanding balance (other than the amount available to be forgiven) be repaid on or before December 31, 2022 in order to be eligible for partial loan forgiveness. The Government of Canada has announced the December 31, 2022 forgiveness repayment date will be extended to December 31, 2023 for eligible CEBA loan holders in good standing. If you qualify for the new extended term, you will be contacted with details regarding the new repayment date. Visit the [CEBA web page](#) for more information.

Become Sustainable Tourism Certified

TIAO has partnered with Sustainable Tourism to deliver sustainable tourism certification programs to businesses, operators, and destinations in Ontario. As the exclusive purveyor of Sustainable Tourism certification in the province, TIAO is able to offer preferred rates for its members. The program is delivered by GreenStep Solutions, an award-winning sustainability consulting firm and Certified B Corporation that has helped over 3,000 businesses to measure and improve their sustainability performance. [Learn more.](#)

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