



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

Last Wednesday evening, Ryan, the operating partner of our Brampton GlowZone 360, and I held a staff meeting with the shift supervisors. There are eight of them and the oldest is 20. Each of them has keys to our building and is responsible for opening, closing, and everything in-between. After going through a lot of the operating processes and procedures that keep the facility ship-shape, we focused our attention on the guest experience. Don't get me wrong, having a clean facility with toilet paper in the washrooms, fully stocked redemption area, age-appropriate music, etc., are very important to the overall experience. But what is vitally important is the experience the guest has with the staff. You and your staff can turn a grumpy customer into a champion or lose a long-time guest in an instant.

"What do you do when a guest tells you their experience is not going as well as expected...[Read more.](#)

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MEMBER NEED TO KNOW...

Final Partnership Intake Period...Don't Miss Out!

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. Here's how the Partnership Opportunities Fund can help you! We have three main areas of focus:

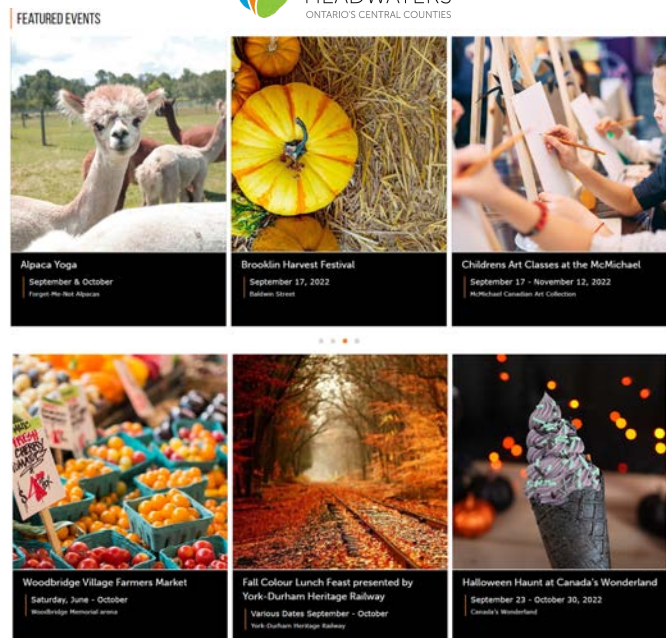
- **Capacity Building** - Includes supporting initiatives that help you attract and retain guests; tourism-related training and workshops; enter into or grow group tourism
- **Product/Experience Development** - Includes research, non-capital costs to build new products and experiences, festival development, various operating costs to implement new experiences
- **Communications/Marketing** - Includes familiarization tours, festival promotion, media relations, advertising, way finding

Don't let this opportunity pass you by. The deadline is Dec. 15, 2022, for projects beginning Jan. 1 - Mar. 31, 2023. More information can be found on [our website](#).

Get Listed!

Fall is fabulous! And across our regions that means fairs, harvest celebrations, autumn road trips and Halloween haunts. It's the perfect time to make sure your business and events are listed, up-to-date, and ready to be discovered by visitors looking to enjoy the season...and the region. In addition to the [Central Counties Tourism](#) member portal, here are some other great places to get listed for FREE!

- [Destination Ontario](#)
- [Durham Tourism](#)
- [Dufferin Board of Trade](#)
- [Visit Caledon](#)
- [Experience York](#)



IN THE SPOTLIGHT

ARTS, CULTURE, AND COMMUNITY DEVELOPMENT

York Region Arts Council (YRAC) Unveils Two New Experience Trail Markers

As part of YRAC's Experience Trail Marker project, two new larger-than-life-size markers, depicting The Moth and The Hummingbird have been unveiled in the region. Designed by Indigenous artist Don Chretien with a cultural narrative by Ojibwe Elder Shelley Charles of Georgina Island First Nation, the huge trail markers are part of a collaborative interactive art project designed to re-connect people on the land presently known as York Region through art. [Experience the trail.](#)



Source: Instagram, [@yorkregionarts](#)

Pickering Secures \$17 Million for Net Zero Community Facilities

The City of Pickering has secured \$17 million in federal funding for two net zero community infrastructure projects - the Pickering Heritage & Community Centre and the Redman House Program Centre improvement project. The 44,000 square-foot community centre will host new and improved leisure and rec programming as well as library services, a theatre, and a museum. The community centre will be the City's first net zero facility. Additional funding will support green retrofits to the existing Redman House Program Centre. [Read more.](#)



Source: City of Pickering, [Heritage and Community Centre - artist rendering.](#)

MARKETING AND MORE...

The Power of the Press Kit

It's the start of a new season, you have new products, experiences, maybe even an entire new space to welcome your customers and visitors to. And you want to tell the masses. Enter the press kit. More and more we're finding the media are looking for easy-to-access downloadable information for their travel and lifestyle stories. Having a backgrounder, press releases, and images ready to share with them, as well as CCT, can help expand your media opportunities. More information about how to create a press kit, as well as CCT media services can be found in this latest Biz Blog article, [The Power of the Press Kit!](#)

Getting REEL in Headwaters with @ToDoToronto

When it comes to marketing Central Counties, there's no shortage of amazing experiences and towns draw from. We teamed up with [@ToDoToronto](#) for a very successful influencer campaign featuring Grand Valley - a Headwaters hidden gem.

[@ToDoToronto](#) is one of the largest "things-to-do" focused Instagram channels in Toronto, with content reaching millions of locals within Toronto and the GTA region. The Instagram Reel-based campaign showcased fun visitor spots in and around Grand Valley. It resulted in 500 new @visitydh followers. While the Reel received 159k views and 4,429 likes.



Fall and Holiday Photography Callout and Photoshoot Opportunity

The leaves are changing colour and before we know it Central Counties will be a winter wonderland. We're looking for photography submissions, as well as stakeholders to partner with for photoshoots that capture the best of fall, holiday, and winter across the region.

If you have images to share or would like to be considered for an upcoming seasonal photoshoot, please contact Marketing Manager, Jessica Elliott, at jelliott@centralcounties.ca



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

Indigenous Tourism Ontario (ITO) Business Advisory Program

Indigenous Tourism Ontario offers one-on-one support services to Indigenous tourism businesses. This innovative training, coaching and mentoring model uses a relationship-focused approach where businesses receive support from one of ITO's experienced Business Advisory team members who are experienced and passionate about rejuvenating Ontario's Indigenous Tourism economy. An informational video can be found on [ITO's Facebook page](#) and by visiting the IBA Program webpage [here](#).

Reconnect Ontario Marquee Event Fund

The Ministry of Tourism, Culture and Sport continues to accept applications on an ongoing basis for the Reconnect Ontario Marquee Event Fund. Applications must be submitted at least four months before the event start date. The fund supports costs related to hosting:

- major one-time events in Ontario
- events that do not recur annually or biannually in Ontario
- national or international events in Ontario

For additional details and eligibility see the [Reconnect Ontario Marquee Event Fund application guide](#).

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](#).

Rural Economic Development Program

Ontario's Rural Economic Development (RED) program provides cost-share funding to support activities that create strong rural communities in Ontario and opens doors to rural economic development. To be eligible for the program you must be a municipality, not-for-profit entity, Ontario Indigenous community or organization, or a Local Services Board. Learn more about funding amounts, qualifying projects, eligibility, and how to apply [here](#).

TOURISM

LEARNING, EVENTS & INDUSTRY NEWS

Ontario Tourism Summit Oct. 25-26, 2022 - Join tourism professionals from across the province to share and collaborate on the future of tourism. [Register today.](#)

Social Media for Your Business Webinar

On October 11, 2022, the Town of Caledon and Toronto Digital Service Squad Social are hosting a free webinar, [Social Media for Your Business](#). Learn the ropes of building an engaging and profitable social media presence for your business, from choosing the right social media platforms, to best practices for engagement, to growing your social media community using both organic and paid strategies. [Register here.](#)

Registration Now Open for the 2022 Ontario Hospitality Conference

On Nov. 1-2, 2022, the Ontario Restaurant Hotel & Motel Association is hosting their first ever [Ontario Hospitality Conference](#) at the Westin Toronto Airport Hotel. The event will gather foodservice and accommodation leaders for two days of networking and education. Visit www.ontariohospitalityconference.com for more information.

Cast Your Vote for the 2022 Safe Travel Stamp Awards

The World Travel and Tourism Council, in conjunction with the industry, including the Tourism Industry Association of Ontario (TIAO), has created the Safe Travels Stamp based on worldwide industry protocols. Thirteen tourism businesses (one per tourism region) will be awarded a Safe Travels Stamp Award at the Ontario Tourism Summit. Public voting for the awards is open now to Thanksgiving weekend. [Cast your vote here.](#)

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.](#)