



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

Good day,

The weather may have turned cold and gloomy, but my mood is like that first day in May when the sun is shining and the temperature crests 22 degrees. And here is why. People – and not just you amazing folks who are obviously already engaged – are not just recognizing the importance of the visitor economy, but engaging with us to figure out how to play a bigger role in it.

Before I dive into that, I want to share an experience I had last month which, to me, exemplifies the epitome of best practice in terms of stakeholder-led destination development. If you are a fan of this newsletter, I am sure you have seen me reference [A Country Path](#) from time to time. It is the first industry-led trail that we had a hand in developing and, as they close in on 10 years of partnering with each other, they asked us to come spend the day on the path. Over the years... [Read more](#).

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MEMBER NEED TO KNOW...

Final 23/24 Partnership Program Intake

It's not too late to apply for our Partnership Program! To date, [59 tourism stakeholders](#) from across York, Durham and Headwaters have been supported through the CCT Partnership Program, with one remaining intake period. The deadline to be considered for our final intake is **December 15, 2023**, for projects beginning January 1 and March 31, 2024. Do you have an event or project

launching between this time frame? Not sure if its a fit for our Partnership Program? Review the [Partnership Overview](#), then reach out to discuss the project with your region's [Industry Relations Manager](#). Good luck to all the applicants in this final intake, and a reminder that it is a highly competitive program, where the number of submitted applications regularly exceeds the total funds available. As such, not all projects can be supported.



RECAP: Truth & Reconciliation Workshop

Last month, we hosted the [Truth & Reconciliation workshop](#) at Black Creek Pioneer Village with Dakota Brant. A big thank you to all that attended for your active participation with us! We can all agree that the day was a resounding success. Lots of great discussions were had around the 'Calls to Action' and their application to tourism, but there is still much work to be done. We will continue to seek guidance, and will work with Dakota to develop a report, outlining the key priorities, based on the breakout group discussions. **Dakota's presentation is now available [here](#)** for those that attended, and those that missed it! More to come.



SOURCE: [CCT Image Bank](#)

MORE MEMBER NEED TO KNOW...

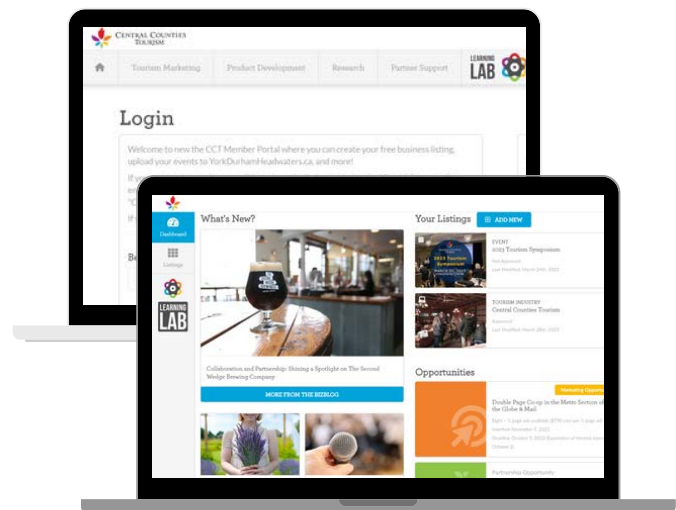
Durham College Student Field Placements

Did you know that several of our staff members also teach part-time at Durham College as part of the [Tourism - Destination Marketing](#) program? From research methodology to destination development, and attraction operations, our team is doing its part to help shape and support the next tourism workforce generation. And you can help in their workforce development too, or, rather, their students can help you! Students in Year 2 of the Tourism program are currently preparing for their Field Placements to take place in the upcoming Winter semester (**Jan-April 2024**). And this is where you, our wonderful tourism stakeholders, come in. We would love to help place these students within our region to gain the valuable hands-on tourism-related experience they need - i.e. marketing support, event planning, research, customer service, etc. These positions can be paid or unpaid, with a minimum requirement of 120 hours needed. For more information about this Field Placement opportunity and how your business can get involved, contact Christa Andrews, the Field Placement officer, at Christa.Andrews@durhamcollege.ca by **November 1, 2023**.



CCT Member Portal - Update Your Password!

Earlier this year, we launched our new member portal. Not only is it visually more appealing, functionally, it also combines access to your CCT account and the Learning Lab into one login, along with all of the most accessed CCT resources readily available at a glance. If you haven't yet checked it out, [head on over there now](#). You will need to create a new password though, as the password character requirements have changed. Don't have an account yet? Create one today to be included on our consumer site, YorkDurhamHeadwaters.ca. Read our recent blog article '[A closer look at CCT's new member portal](#)' to help get you started.



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MORE IN THE SPOTLIGHT

GOOD NEWS, ACCOLADES & COLLABORATION



Host In Vaughan website wins Gold

The Vaughan Economic Development team recently received a [2023 Excellence in Economic Development Award](#) from the International Economic Development Council for their [hostinvaughan.ca](#) microsite. Built by CCT's web developer, Haven Desinations - yay!, to support and promote Vaughan's meetings and events industry, the website won GOLD in the Special Purpose Website category. Congratulations Team Vaughan! We especially love that their site's database syncs with [ours](#) giving our stakeholders double exposure with a single listing!

Kijimba Kind Restoration Unveiling

Earlier this month, on October 13, the City of Pickering officially reopened Alex Roberston Park, unveiling the restored [Kijimba Kind Art Trail](#) along with redesigned interpretive signs, a new land acknowledgment sign, and park site map. Originally installed in 2001, the Kijimba Kind Art Trail is made up of a collection of carvings created, by artist [Dorsey James](#), on discarded telephone and power line poles donated by Ontario Hydro. These sculptures portray spirits from various cultures and aims to highlight the diversity and similarities among the people of Pickering. This restoration project was completed in partnership with Toronto and Region Conservation Authority and the Ontario Power Generation.



SOURCE: CCT Staff photos from unveiling



HOLIDAY & WINTER EVENTS

While the stunning fall colours and the accompanying change in weather is currently front and centre on all of our minds, the CCT team have just finished piecing together our holiday content and are quickly shifting gears into winter mode. We do our best to try and capture the best of what is happening across our three regions, but we also rely on you, our tourism businesses and stakeholders, to share with us details on what is new and exciting, at your business and/or community, for the season ahead. Our holiday campaign launches in **early November**, so be sure to [load your events](#) in the coming weeks for extra exposure! And connect with your Industry Relations Manager to let them know what you've got going on for winter that should be on our radar.



TESTIMONIALS: WORKING WITH CCT

As we are a provincially funded organization, at the end of each quarter, we are required to submit a Ministry report, in essence, to justify what we do, and ensure we are meeting our deliverables. This past quarter, Jessica Elliott, our B2C Marketing Manager, reached out to several stakeholders recently supported through our marketing efforts, whether through photography, social media, blog content, or other, to include their feedback in the report, and we were blown away by the responses! Here is a snippet of what we heard:

"the collaboration and the content you provided have been a resounding success, and we are confident that it will continue to yield positive results in the future. Your support has been invaluable, and we look forward to further opportunities to work together." - Holland Marsh Wineries

"The staff at CCT were extremely helpful and resourceful, not only completing this whole marketing process by themselves but also having it offered free of charge. We are very grateful for the efforts from CCT, we look forward to working together in the future." - Lavender Polo Farm

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](#)





Destination Markham's 2023 Partnership Support Program

The second intake deadline to apply for [Destination Markham's 2023 Partnership Program](#) is coming to a close on **November 1, 2023**. This intake period is aimed at providing financial support to organizations that stimulate the visitors' economy in Markham through marketing initiatives and hosting events, taking place between January to May 2024, and offers available matching fund dollars of up to 20% of the project cost, to a maximum of \$10,000. [Learn more.](#)

The Maple Production Improvement Initiative

The Governments of Canada and Ontario are investing up to \$1 million over two years through the [Sustainable Canadian Agricultural Partnership](#) to support productivity and growth in the province's maple syrup sector. The [Maple Production Improvement Initiative](#) will provide eligible maple syrup producers access to cost-shared funding to support a range of activities to enhance their operations, retroactively to April 1, 2023. Applicants can receive up to 50% cost-share funding for eligible costs, to a maximum of \$20,000 per project. Read the full media release [here](#) and check back for application details and deadlines after the program launches on **November 9, 2023**.

TIAO's Tourism Workforce Sustainability Program

The Tourism Industry Association of Ontario (TIAO) is now accepting applications for the [Tourism Workforce & Sustainability Program](#) - a program designed to build a truly sustainable workforce by introducing tangible tools to attract and retain workers from underrepresented groups. Employers who register for the program receive resources to help expand, diversify and retain their workforce, including support to offer the [Ontario Living Wage](#) to new, eligible employees. Complete details, along with an info session recording and FAQ's can be found on TIAO's website [here](#).

Electric Vehicle ChargeON Program

The Ontario Government is providing more funding to build thousands of new electric vehicle charging stations in small and medium-sized communities. Applications are now being accepted for the [Electric Vehicle ChargeON Program](#) to build publicly accessible electric vehicle charging stations in communities of less than 170,000 people, as well as in any Indigenous community in Ontario. Both public and private sector entities are eligible to participate in this program. Read the [Program Guide](#) for complete details, and sign up to for one, or both, of the [information sessions](#), being held on **November 1 and 30**, to learn more. Deadline to apply is **January 31, 2024**.



Propel Student Work Placement Program

Join [Tourism HR Canada](#) on **Thursday, October 26**, at 1pm, to learn all about the [Propel Student Work Placement Program](#), which provides direct support to the tourism, hospitality, and travel sectors. Funded by the [Government of Canada's Student Work Placement Program](#), Propel offers registered Canadian businesses, start-ups, and tourism and hospitality sector related not-for-profits, a subsidy on each qualifying student's wages. [Register now](#) to attend this virtual session.

TIAO Webinar: Making Your Business Accessible

Attractions are businesses that are dedicated to pleasure and interest, featuring some level of cultural, heritage, and/or natural character. How can we ensure that these businesses can be used by, and bring joy to, everyone, including people who have a disability? What are the impacts of enhancing accessibility at attractions? Join [TIAO's Making Your Business Accessible webinar](#), on **November 8** at 12pm, to hear from a broad range of panelists on the value of accessibility, and tips for making your business accessible.

CGLCC's Black & White Gala

Each year, the [Canadian Gay & Lesbian Chamber of Commerce](#) (CGLCC) brings together the 2SLGBTQI+ business community for their signature event, shining a spotlight on excellence among the forefront business leaders championing 2SLGBTQI+ inclusion. Join CGLCC on **November 10, 2023** for their [8th Annual Black & White Gala](#) for an evening filled with glamour, outstanding entertainment, and opportunities to connect with both familiar and new friends. [Learn more](#).

2023 OMCA Marketplace

Focused on the group tour travel market, the [2023 Ontario Motor Coach Association \(OMCA\) Marketplace](#), taking place from **December 11-13, 2023**, is an intimate event that provides all group-tourism related companies with a chance to connect, network, learn, and secure future group bookings. Tour operators meet one-on-one with tourism suppliers over two days, in 8-minute appointments, for speedy updates on products and services available to their upcoming groups. Non-registered OMCA members are also able to attend. [Registration now open](#).

TOURISM

INDUSTRY NEWS

Destination Canada and ITAC secure \$100K investment to boost Indigenous Tourism

On September 26, 2023, the [Indigenous Tourism Association of Canada](#) (ITAC) and [Destination Canada](#) announced having secured an investment of \$100,000 USD from [Expedia Group](#) to help boost Indigenous Tourism across Canada. This contribution from the Expedia Group marks a major milestone in advancing Indigenous Tourism in Canada and supporting the [Truth and Reconciliation Commission Call to Action #92](#). It also provides a significant boost into ITAC's newly established [Indigenous Tourism Destination Fund](#) aimed at accelerating the growth of Indigenous Tourism in Canada, by facilitating investments in infrastructure, human resources and transportation as well as business development and marketing. Read the full [Media Release](#).

Building Mentorship in Ontario's Tourism Sector

Are you a recognized tourism innovator, successful entrepreneur, experienced operator and/or sector expert? Join the ["Spark" Mentor Network](#) to support up-and-coming, and early stage, tourism innovators in Ontario by providing advice and guidance to help them take their new tourism ideas to the next level of development. For more information about the [Ontario Spark Program](#) and to learn how you can become a mentor, contact info@tourisminnovation.ca.

Connect with us on social!

