



CENTRAL COUNTIES TOURISM NEWSLETTER

September 2023



Photo Credit: [@OntMotorCoach](#), at McMichael Canadian Art Collection, Vaughan

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

Good day,

Regardless of whether you are a sole proprietor, a behemoth like Canada's Wonderland or a civil servant, you have a better chance of meeting your goals and objectives when you find others that are heading in the same direction and working together to make it happen. I can understand some level of skepticism when you hear the word "networking" - especially for people who are most usually the doers in their own organizations. Don't get me wrong, there are "networkers" out there that give networking a bad name. One of my old neighbours "had a guy" for EVERYTHING. When we were looking to get our first hot tub, he had a guy. Needed the chimney inspected, he had a guy. Wanted cheap attractions tickets, he had a guy. I learned quickly enough that when it came to that last one, I was "his guy". He connected me to all sorts of people that were able to... [Read more.](#)

IN THIS ISSUE

**MEMBER NEED
TO KNOW • P2**

**IN THE
SPOTLIGHT • P4**

MARKETING & MORE • P5

FUNDING & SUPPORT • P6

LEARNING & EVENTS • P7

INDUSTRY NEWS • P8

MEMBER NEED TO KNOW...

Last Chance to Register

Registration closes September 20! Join us next week on **September 27, 2023** for the return of Dakota Brant at Black Creek Pioneer Village at our Truth & Reconciliation workshop, where we will explore using tourism as a tool for building healthy relationships across our region. The day will commence with a hands-on tobacco tying session, followed by Dakota's presentation,

"Connecting the 'Calls to Action' to Tourism", round-table exercises and networking opportunities. Lunch, catered by Peter and Pauls, will be provided along with coffee and light refreshments throughout the day. Hope to see you there! [REGISTER HERE](#).



Free One-Year Sponsor Circle Subscription

A few months back, we hosted in an [information session](#) on the Sponsor Circle partnership we launched earlier this year, and when asked about the best time to try to secure sponsorships, Brad McCabe, Managing Partner at Sponsor Circle, responded with "**in the Fall**". Budgets are closing, and planning for the year ahead is now top priority making it the ideal time to secure sponsorship dollars for your project or event. Guess what? Fall is right around the corner, so if you haven't yet signed up, what are you waiting for! As a reminder, our partnership gets you a free one-year subscription. Check it out [here](#).

CCT Learning Lab Modules

Our [Learning Lab](#) modules are designed to deliver practical, relevant, and self-paced knowledge for our members, with topics selected with your feedback in mind. Currently available is the Tourism Ambassador Program (TAP), Social Media Marketing Program and Tourism Grant Writing Ready, with new modules rolling out soon! As your busy seasons begin to wind down, or is that just wishful thinking?!, consider logging into the CCT Learning Lab and hone your tourism readiness skills. For members interested in our [Partnership Program](#) (next intake deadline is December 15), note that the successful completion of the TAP module is a requirement.

Central
Counties
Tourism

LEARNING
LAB



TOURISM AMBASSADOR
PROGRAM | SOCIAL
MEDIA MARKETING |
TOURISM GRANT WRITING



MORE MEMBER NEED TO KNOW...



NETWORKING IN HEADWATERS

Join us on **Monday, October 16, 2023** from 3pm to 5pm at [Elliott Tree Farm](#) for our next Headwaters 'Collaborating for Success' networking event. Come on out and hear from Elliott Tree Farm about how they became the new home of the Maple Syrup Museum of Ontario! Mingle with fellow tourism businesses from the Headwaters region and beyond. Advance registration is required. RSVP to Sarah Gratta, Headwaters Industry Relations Manager, at sgratta@centralcounties.ca by **October 10**. See you there!

UXBRIDGE NETWORKING EVENT

CCT, together with Uxbridge Tourism, will be hosting a networking event for tourism businesses next week at [The Second Wedge Brewing Co.](#) on **Tuesday, September 26, 2023** from 4pm to 6pm. RSVP to Lisa, our Durham Industry Relations Manager, at ljohn-mackenzie@centralcounties.ca by **September 20**.



NETWORKING IN YORK

A big thank you to everyone that attended the York networking event at the [McMichael Canadian Art Collection](#) last week, to our friends at [Tourism Vaughan](#) for co-hosting, and of course to the McMichael for hosting us! Stay tuned for the next one!

WANT TO HOST A CCT MEETING?

CCT staff are nomads. We were adopters of remote working, before "remote working" became the buzz word it is today. But, not having an office space, makes coming together for staff meetings tricky. While we can, and do, meet virtually, nothing beats being in the same place, at the same time. And that's where our amazing stakeholders come in! If you have meeting space, big or small, and would be open to hosting one of our upcoming meetings, reach out to Adriana at abarbary@centralcounties.ca. We are also looking for venues for future networking events, where you, as the host, can showcase your business to a group of engaged tourism stakeholders. 2024 Symposium planning will begin soon and we'll be looking for venue partners. Got space? Let's talk!



IN THE SPOTLIGHT

GOOD NEWS, ACCOLADES & COLLABORATION

New Executive Director at McMichael Canadian Art Collection

Earlier this month, the [McMichael Canadian Art Collection](#), announced that its Executive Director, Ian Dejardin, will be retiring at the end of October, with Sarah Milroy, currently the Gallery's Chief Curator, stepping into the role. "The McMichael Canadian Art Collection is a world-class museum – a cultural icon that celebrates the beauty and diversity of the Canadian experience. The careful guidance and leadership of Ian Dejardin has played a major role in its growth," says Neil Lumsden, Minister of Tourism, Culture and Sport. "As he departs for his well-earned retirement, I thank him for his tireless work in making art widely accessible and available. I would also like to welcome Sarah Milroy as the new Executive Director and Chief Curator. I am confident her passion and expertise will continue to create great opportunities for visitors of all ages." So are we! Congratulations and happy retirement best wishes are in order.



SOURCE: [McMichael Canadian Art Collection](#)



SOURCE: [The Sharon Temple NHS](#).
Donald Chretien & Shane Clodd next to the Truth & Hope Reflection Sculpture.

The Sharon Temple NHS Sculpture Unveiling

The saying "one man's trash is another man's treasure" is befitting of the origins of the Truth & Hope Reflection Sculpture, unveiled on September 8, 2023 at [The Sharon Temple National Historic Site](#). When a 200-year old sugar maple tree came down on its grounds and was deemed unsalvageable, rather than having it discarded, Lori Woodyatt, Executive Director at The Sharon Temple NHS, stepped into action to preserve what remained. The result: the 12-foot tall tree was carved into a female hand holding a feather (representing the tree of life) to stand as a symbol of reflection and hope. Designed by Anishinaabe artist Donald Chretien, and sculpted and carved by Shane Clodd, the sculpture is part of the project's first phase and will serve as a permanent reminder that Truth and Reconciliation is an ongoing process. This project was made possible through the support of FedDev Ontario's Tourism Relief Fund, administered by CCT. [Watch CTV News highlights from the unveiling.](#)



CCT MARKETING SUPPORT

Has CCT supported your consumer marketing efforts this past year? Have we helped you reach new audiences or grow your digital assets? Were you part of an influencer visit or featured blog article on [YorkDurhamHeadwaters.ca](https://yorkdurhamheadwaters.ca) this Spring or Summer? We want to hear from you. Tell us how we did, and how our support made a difference. Email Jessica, our B2C Marketing Manager at jelliott@centralcounties.ca. Thanks!

YDH ROAD TRIP PLANNING TOOL

Have you checked out our [YDH Road Trip Planner](#) yet? Created as a tool to help visitors map out the various points of interest within our region they'd like to explore, it is then easily converted into a simplified road trip itinerary, which can be saved and shared by email or even to social media. The tourism businesses featured on the Road Trip Planner are updated seasonally and pulled in from the businesses listed in our [Travel Directory](#). Inclusion in both is FREE. Don't see your business listed in the Travel Directory? Create a [CCT Account and Business Listing](#) now to get started. Not a stop option in the Road Trip Planner, reach out to your region's [Industry Relations Manager](#) for help.



START PLANNING

Start planning your ultimate road trip by discovering your road trip personality. Choose between ***This or That***, and we will match you with your ideal road trip personality.

Discover Your Personality

Road Trip Planner

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 Indigenous Launches Indigenous Tourism Careers Website

Recently, [Destination Indigenous](#), with the assistance of [Tourism HR Canada](#), launched [DiscoverIndigenousTourism.ca](#), a new tourism careers platform, to help address the labour crisis for Indigenous-led tourism businesses and assist job seekers to find exciting opportunities within Canada's vibrant tourism industry. Join their community of passionate individuals dedicated to preserving Indigenous cultures, fostering economic growth, and creating unforgettable experiences for visitors. [Learn more.](#)

Digital Main Street Digital Transformation Grant

Administered by the [Ontario Business Improvement Area Association](#), the [Digital Transformation Grant](#) program, 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](#).

Resilient Communities Fund

The [Resilient Communities Fund](#) supports community-based organizations that deliver programs and services in Ontario that need funding to recover and build capacity, resilience and sustainability. Eligible applicants can apply for a grant to develop and implement medium to long-term plans that address current organizational challenges being faced to recover and build resilience. The next grant application window opens September 27, 2023, with a submission deadline of **October 25, 2023**. [Find out more.](#)

Tourism Employment Outlook Released

Working with [The Conference Board of Canada](#), [Tourism HR Canada](#) has updated its tourism employment projections out to 2027. The newly released [Projections of Tourism Employment in Canada \(2019-2027\)](#) presents labour demand data—and discusses supply challenges—at the national and regional levels, incorporating occupations and industries. [Download the report.](#)



Ontario Hospitality Conference 2023

After a successful and sold out inaugural event, the [Ontario Restaurant Hotel & Motel Association](#) is excited to host its second annual Ontario Hospitality Conference on **October 2-3, 2023** at the Sheraton Parkway Toronto North Hotel & Suites in Richmond Hill. Attendees will connect with industry peers and gain insights into key industry issues, with actionable takeaways. [Register now.](#)

2023 Ontario Tourism Summit

Hosted by the [Tourism Industry Association of Ontario](#) (TIAO), this year's summit is about KNOWLEDGE, LEARNING and CONFIDENCE. Join tourism professionals from around the province at the [2023 Ontario Tourism Summit](#), from **October 25-26, 2023**, as TIAO recognizes areas of focus impacting our industry, our decisions, and how the industry is adopting the need to embrace change, try new, and have confidence in the opportunities that this provides. [Registration details.](#)

The International Symposium on Destination Stewardship

Join [Destination Canada](#) for the [International Symposium on Destination Stewardship](#), from **November 6-8, 2023** which will bring together global thought leaders, stakeholders, and knowledge holders from diverse sectors for a first-of-its kind discussion on redefining the role of tourism and destination stewardship. The event will explore existing frameworks on regeneration, measuring success through wealth and wellbeing outcomes, and tracking tourism's impact in alignment with the United Nations Sustainable Development Goals. [Find out more.](#)

2023 OMCA Marketplace

Focused on the group tour travel market, the [2023 Ontario Motor Coach Association \(OMCA\) Marketplace](#) is an intimate event that provides all group-tourism related companies a chance to connect, network, learn, and secure future group bookings. Taking place from **December 11-13, 2023**, this event is open to registered and non-registered OMCA members. [Learn more.](#)

TOURISM

INDUSTRY NEWS

Changes to Canada Emergency Business Account Repayment Terms

Last week, the Federal Government announced that it is extending the full repayment deadline for the [Canada Emergency Business Account](#) (CEBA) loans by one year, from December 31, 2025 to December 31, 2026. The zero-interest repayment deadline, which qualifies loan holders for partial forgiveness, is also being extended from December 31, 2023 to January 18, 2024. As of January 19, 2024, outstanding loans will convert to three-year term loans at 5% interest, with the full amount of the loan repayable by December 31, 2026. [Read the full announcement.](#)

The Stoll Report on Canadian Sport Event Funding

In partnership with Dr. Jennifer Stoll, Grant MacDonald, and Dr. Blake Price, [Sport Tourism Canada](#) recently announce the launch of [The Stoll Report on Canadian Sport Event Funding](#). Among the topics covered in this report are a historical timeline of major sporting events hosted in Canada, competitive analysis, provincial and territorial funding sources, recent activity, return-on-investment, and more. Download the report for free [here](#).

Tourism & Hospitality Employer Pulse Survey

[Tourism Skillsnet Ontario](#) (TSNO) are looking for your support to better understand local tourism and hospitality businesses' key challenges and barriers, and share best practices. The Employer Pulse Survey will be conducted on a bi-annual basis with the results contributing in part to the [TSNO Workforce Issues, Opportunities, and Impact Report](#). The data gathered will offer critical insights into regional and provincial challenges facing the tourism sector. [Complete the short survey now.](#)

Feedback Survey for Ontario Hospitality Business

The Government of Ontario is interested in learning about the experience of running a business in the hospitality sector within Ontario. They're looking to identify areas for improvement and inviting business owners to provide feedback via a [short 5-minute survey](#).

Connect with us on social!

