

Kelly Lush

From: Regional Tourism Organization 7 <info@rto7.ca>
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To: Kelly Lush
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February 13, 2023

News, Events, Updates & More

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What's Going On...at RTO7

- **RTO7 Signs Sustainable Tourism 2030 Pledge**

RTO7 has recently signed the [Sustainable Tourism 2030 Pledge](#) to demonstrate our commitment to improving the sustainability performance of BruceGreySimcoe as a destination between now and 2030. We've taken this new step on the sustainability journey with support from [TIAO](#) (Tourism Industry Association of Ontario) and [GreenStep Sustainable Tourism](#). RTO7 has been in collaboration with organizations in developing and instituting their plans and has actioned many forms of sustainable tourism with an emphasis on responsible tourism and capacity limitations. By taking the pledge, we are now making a firm commitment to move forward in this area. The goal is to benefit all the region's stakeholders – tourism operators and organizations, visitors, and residents alike. Visit the [Sustainable Tourism page](#) on [RTO7.ca](#) to learn more and for updates.

You, too, can take the Pledge – see events list below for “Advancing Sustainable Tourism in Ontario” webinars to learn more about it. Webinars are being held on February 22 and March 21.

- **Free Training Available for BruceGreySimcoe Tourism Stakeholders 2SLGBTQ+ Training**

RTO7 is pleased to announce a new partnership with Canada's LGBT+ Chamber of Commerce (CGLCC) to offer a FREE training course, "An Introduction to LBGT+ Diversity and Inclusion". In addition, RTO7 has

partnered once again with STEM Consulting to present two more webinars on Diversity and Inclusion Training: 2SLGBTQ+ Identities. For more information on the training offered and to register, visit [RTO7.ca](https://rto7.ca). Information and links to the upcoming webinar can also be found listed in the Events below.

Typsy Training

This FREE program makes it easy to improve and diversify your professional development skills. Although the word “hospitality” appears on the Typsy website, the skills and knowledge learned through the courses can be applied to tourism businesses in general and can benefit staff at all levels. Choose from thousands of online courses, offered in bite-sized segments and with certification upon completion. The courses are offered 24-7 and can be done on your phone, too. Register now by visiting [RTO7.ca](https://rto7.ca), and we encourage you to share the training with your staff – managers, full-time, part-time and seasonal.

- **T3 Accelerator Program**

Now is the perfect time for mentoring and coaching as you work on your business planning for spring and summer 2023. T3 Accelerator has been created with the established tourism businesses of BruceGreySimcoe in mind. With the support of volunteer coaches with years of experience in multiple fields, the program offers coaching support in many areas, including marketing, social media, business planning, human resources, succession planning and more. Best of all, it's FREE to tourism businesses in BruceGreySimcoe!

- Visit our [YouTube channel](#) to learn more about the T3 program, its participants and to meet the coaches.
- Have questions or need more info? Visit the [T3 Accelerator page](#) on our website. You can also email t3@rto7.ca
- [Apply now for the program](#)

Funding, Professional Development & Business Support

- **Spruce the Bruce Grant Applications Now Open**

Beautiful settings attract people. Attractive storefronts help create a more vibrant and welcoming atmosphere on main street. Make your vision come to life with grant funding from Spruce the Bruce. Businesses that take a little more care with the exterior of their storefront by adding a fresh coat of paint, new signage or even a few strands of twinkly white lights, attract more customers and increase sales. Eligible downtown businesses in Bruce County can apply for grants to help cover the costs of the following:

- Façade improvements - up to \$4,000
- Fascia sign - up to \$1,000
- Perpendicular sign - up to \$750
- Awning - up to \$1,000
- Patio - up to \$4,000

Did you receive a grant before but have plans for another exterior improvement? You might be eligible for funding again! **Set up an appointment** to discuss your idea or visit **Spruce the Bruce** for more info.

- **Experience Simcoe County Tourism, Culture & Sport Enhancement Fund**

Tourism Simcoe County is now accepting applications for the Tourism, Culture & Sport Enhancement Fund. The deadline to submit applications is Monday, March 6, 2023. The program is available to municipal corporations and not-for-profits in the County of Simcoe. The applicant organization must be based in and/or provide services in one or more of the County of Simcoe's 16 member municipalities. Access the Guidelines & Applications by clicking **HERE**.

- **New Craft Alcohol Tourism Micro-Credential**

The Culinary Tourism Alliance has partnered with George Brown College's School of Hospitality and Tourism Management to produce a new Craft Alcohol Tourism course that helps operators at craft alcohol businesses globally build a fundamental understanding of how to design, develop, and

deliver a tourism experience at a craft beverage alcohol facility that exceeds visitor expectations and creates a unique "taste of place." This craft alcohol course runs from February 20 to April 30, 2023, and provides students with the upskilling needed to enhance business opportunities through visitor-facing experiences. Passing this course earns students a micro-credential, which is provided as a digital badge that can be posted to social media platforms (such as LinkedIn). Learn more and register on the [George Brown website](#).

- **Advancing Women Economically (AWE) – a series of virtual webinars**
Saugeen Connects' Advancing Women Economically Webinar Series helps women acquire the skills required to build and sustain a successful business, develop more confidence and be provided with support to overcome a good portion of the barriers they face. Lunchtime learning sessions are every Monday, from 11 AM-1PM, starting on March 8th - May 15th. Email andrea@sbdc.ca for an application today, or visit the [Saugeen Connects website](#) for more information. Upon completing all sessions and required paperwork, participants may qualify for \$500 to help overcome barriers and invest in their future!
- **Cultural Alliance Artrepreneur Program Accepting Applications Until February 21**
The Artrepreneur program provides the tools for creative entrepreneurs to grown themselves and their organizations through education, resources, and networks. The 12-program runs from March 7 to May 23, 2023 – applications close on February 21, 2023. Learn more and apply by visiting the [website](#).

Job Fairs

- **Grey County Regional Job Fairs**

Four events are being held in various locations in Grey County and registration for employers is now open. Employers must be located in Grey County, hiring 3 or more people (contact YMCA representative heather.rourke@osgb.ymca.ca if less) and registration is limited to ONE location per employer. Space is limited and is provided on a first come, first served basis. For more information about the fairs and to register, visit [Made in Grey](#).

Job fair dates & locations:

- February 22, 1 to 6 pm, Grey Highlands Secondary School, Flesherton
 - February 28, 1 to 6 pm, John Diefenbaker Senior School, Hanover
 - March 1, 1 to 6 pm, Harry Lumley Bayshore Community Centre, Owen Sound
 - March 2, 1 to 6 pm, Georgian Bay Community School, Meaford
- **March 2, 2023, 3 to 7 pm, Kincardine Davidson Centre**, hosted by the Municipality of Kincardine. Reserve your booth and find more information by visiting the municipality's [website](#).
 - **March 2, 2023, 4 to 7 pm, Wiarton and District Arena Community Centre**, hosted by the Wiarton District Chamber of Commerce. To register your business or learn more, contact Laura Lisk, info@wiartonchamber.ca / 519-534-4545 or Koreen Ryan, ramsportnorth@bmts.com / 519-534-0000.

Events

Stay up-to-date on these and more events by visiting the [industry events page](#) on [RTO7.ca](#) and our RTO7 Facebook [events listing](#).

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- **February 14, 2023, Diversity & Inclusion Training: 2SLGBTQ+ Identities, 10:30 to 11:45 am**

Note that this webinar features the same content as the one that was held on February 1, 2023.

In partnership with RTO7, this FREE webinar is presented by Rachel Glover of STEM Consulting. The 75-minute session explores gender identities and sexual orientations, and outlines the variety of ways people can identify. To learn more about the webinar and to register, visit the [event listing on RTO7.ca](#). To submit your questions and ideas about the webinar ahead of time, complete the [three-question survey](#).

- **February 15, Intro to Google Analytics 4 (GA4), 10 to 11 am**

Presented by your Local Digital Service Squad and hosted by the Grey County Business Enterprise Centre and the South Georgian Bay Small Business Enterprise Centre. This is a virtual, on-line event and is free to attend. Google Analytics provides invaluable feedback on a website's performance and how target customers are behaving online. However, businesses need to be updated to the new GA4 (Google Analytics 4) before July of 2023. Universal Analytics (the old version) is going away this year, as the new version is quite different from the old in terms of what data is collected and how it is presented. This is an essential webinar for business owners who would like to learn about the basic setup process, what's new and different and more importantly, how to navigate the new interface to find the data needed. Register [HERE](#) to attend the webinar.

- **February 15, Social Media Tips for Your Farm Marketing, 1 to 3:30 pm**

This Grey Ag Services Winter Course can be attended in-person at Grey Ag Services in Markdale or virtually on Zoom. Presented by Kelly Ward of OMAFRA, Amy Kitchen of Sideroad Farms, Julie Higginson of Higginson Farms and RJ Taylor of Springhills Fish Farm. Course fee is \$20. Pre-register by emailing info@greyagservices.ca. Find more information on the [Grey Ag Services website](#).

- **Sustainable Tourism Pledge Workshop, February 22, 12 to 3 pm.** Hosted by TIAO and GreenStep online. Learn more about taking the

Sustainable Tourism 2030 Pledge in support of the goal to see Ontario as most committed to sustainable tourism. Register on the [TIAO website](#).

Note if you are unable to attend this workshop, the same info is being presented on March 21 at 9 am (see below).

- **March 2, Destination Bike: Rolling On Cycle Tourism Conference**

This is Ontario By Bike's 5th conference and is being held in Toronto at the Centennial College Event Centre. Learn from and join the conversations and discussions with keynote presentations and concurrent sessions from Canadian and international speakers that will feature the latest trends and opportunities relating to one of the fastest growing tourism sectors in Canada, and worldwide: cycle tourism. Learn more and register on the [website](#).

- **March 3, AgKnowledge Forum, "Harvesting Opportunities: Exploring the Potential of Agri-Tourism, 9 to 11:30 am**

Presented by Nottawasaga Futures, this event brings together experts to discuss the many benefits and challenges of combining agriculture and tourism. The event also provides a unique opportunity to network and connect with others interested in this growing sector. Following the event, attendees will tour Windrush Winery Estate, a beautiful and well-established agri-tourism destination that showcases the best of the region's winemaking heritage and local food culture. This is a chance to see firsthand how agri-tourism can provide memorable experiences for visitors and support local communities.

Learn more about the event and register by phoning 705-435-1540 ext 108, emailing robin@nottawasaga.com or visiting the [website](#).

- **March 6 to 8, FEO 2023 Conference, "Celebrate"**

Registration is now open for Festival & Events Ontario's annual conference, taking place in Niagara Falls. Learn more, book your hotel room and register on the [FEO website](#).

- **Sustainable Tourism Pledge Workshop, March 21, 9 am to 12**

pm Hosted by TIAO and GreenStep online. Learn more about taking the Sustainable Tourism 2030 Pledge in support of the goal to see Ontario as most committed to sustainable tourism. Register on the [TIAO website](#).

Note if you are unable to attend this workshop, the same info is being presented on February 22 at 12 pm (see above).

- **April 21, Creative Communities Culture Conference 2023, 9 am to 4:30 pm**

“Re-energizing our Cultural Communities” is the theme of this conference being held at the Midland Cultural Centre. The day's speakers include Kim Clarke (RTO7's Manager of Stakeholder Relations), Jordan Herald (Founder, Impact Culture), Terry O'Reilly (Author, Radio Personality and Podcaster) and Dan Mathieson (Stratford Festival Board). Tickets start at \$60.48. Learn more about the conference and buy your ticket on [EventBrite](#).

In Case You Missed It

- January's Staff Topsy Picks of the Month: [RTO7 Connection blog post, January 31, 2023](#)
- RTO7 Signs the Sustainable Tourism 2030 Pledge: [RTO7 Connection blog post, February 7, 2023](#)
- [RTO7 January 30th Newsletter](#) – check out information on hiring Georgian College students as summer staff, The Digital Transformation Grant Program, the Rural Economic Development (RED) Program and more.

News From Around the Region

Bruce County

Looking to buy or sell an established business in Bruce County? Bruce County Economic Development has a “Businesses for Sale” page on its Business to Bruce website. Submit a business for sale so your information is easily available for buyers to find. Learn more on the [website](#).

Simcoe County

BizLink connects business buyers and sellers in Simcoe County to help entrepreneurs confidently move forward in the transition process. This proven program and tools offer confidentiality and anonymity in buying or selling a local business. Check out the [Orillia Area CDC's website](#) for more info and for a list of businesses currently for sale.

IN EVERY NEWSLETTER:

RTO7 Programs and Resources

RTO7 has other programs and resources to help your business recover from the effects of COVID-19, create video and image libraries and more! Click on the links below for more info:

- **Programs**
 - **Partnership Programs**
 - **BruceGreySimcoe Free Training** (click on the image below to learn more about Typsy)
 - **T3 Accelerator**
 - T3 Accelerator Podcast
 - **Tourism Biz Bites from the 7**
 - **Implementation Programs**
 - **Experience Implementation Program** (EIP)
 - Festival Implementation Program (See Operations Implementation Program)
 - **Operations Implementation Program** (OIP)
 - **Recruitment Implementation Program** (RIP)
 - **Sustainability Inclusivity Program** (SIP)
 - Tourism Implementation Program (See Operations Implementation Program)
- **Resources**
 - **Careers in Tourism**
 - **RTO7 Industry Events Calendar**

- Are You Listed?
 - **FREE Tourism Operator Listings on BruceGreySimcoe.com**
- Add Your Festival or Event!
 - **FREE Festivals and Events Listings on BruceGreySimcoe.com**
- Need Help Pushing Out a Promotion?
 - **FREE Promotions Listings on BruceGreySimcoe.com** (complete and up-to-date operator profile required)



MENTAL HEALTH SUPPORT FOR THE TOURISM AND HOSPITALITY INDUSTRY

**VISIT THE RESOURCE PAGE
ON RT07.CA**

T3 Accelerator Podcast

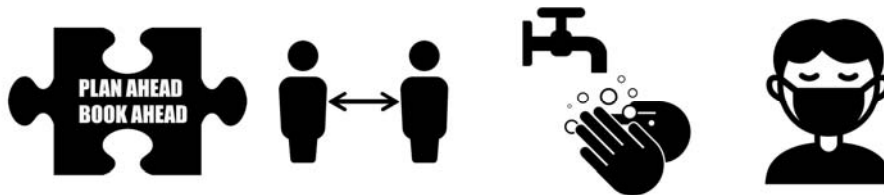


LEARN MORE

Careers in Tourism

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