

SMALL BUSINESS MATTERS

Discover Brantford Savings Card



The Discover Brantford Savings Card is back, with a number of new and returning partners offering great discounts for visitors to the city! The popular card features savings from 10 - 50 per cent off of attractions, merchandise and services from local hotels, restaurants, shops and more. The card is given to all motor coach groups who visit the Brantford Visitor & Tourism Centre and participate in our 'welcome program' and various event planners who work with Tourism Brantford staff to plan meetings, conventions, sport events or reunions. The Discover Brantford Savings Card offers are also available online at www.discoverbrantford.com.

Upcoming Workshops

SMALL BUSINESS WEEK: October 17 - 21

In celebration of Small Business Week, the Business Resource Centre (BRC) and TD Canada Trust, along with local community organizations, have created a workshop series.

As a small business owner, we recognize that you are expected to know a little bit about a lot of things - these workshops are designed with that in mind. We also understand how difficult it is to be away from your business for long periods of time, therefore the workshops are designed to maximize the amount of information presented in a minimal amount of time, with one workshop per day for two hours.

Workshop Topics Include:

- Monday, October 17th: *Marketing - Creating a Customer Focused, Measureable Marketing Plan*
- Tuesday, October 18th: *Taxation and Bookkeeping - What you need to know as a Small Business Owner*
- Wednesday, October 19th: *Business Growth - Strategies to help grow your business*
- Thursday, October 20th: *Financing Options - What are some financing options and how to become "bankable"*
- Friday, October 21st: *Social Media - What is Social Media and how it can help increase your sales*

Each workshop costs \$30.00 or you can attend all five for \$125.00.

The BRC provides free assistance with all your business needs such as: business and marketing plan development, market research, licensing requirements and access to workshops and networking events.

For more information or to register for upcoming events, please contact the BRC at 519-756-4269 or visit www.businessresourcecentre.ca.



TIP OF THE HAT

Stars of the Grand Winners 2011



Tourism Brantford continues to recognize those who go above and beyond when delivering customer service.

Each month, local businesses and organizations turn in nomination forms, which are carefully reviewed by a panel of volunteers from the Tourism Advisory Committee. The winners - Stars of the Month - are chosen based on specific criteria. All nominees receive a letter, certificate of congratulations and a special Stars of the Grand lapel pin. So far this year, Brantford's Town Crier David McKee, and advisory committee Chair Arthur Horney have honoured six nominees at their workplaces with a surprise visit, certificate presentation and gift to acknowledge their superb customer service efforts.

Recent Stars of the Grand include: Val Pickering, Carpet One Floor & Home; Joe Marchese, Carpet One Floor & Home; Ray Gallant, Al Dente Pasta, Pizza & Grill; Nadine Evans, Tipperary Bog; Lea Ann Boswell, Contact Brant; and Linda Pickering, The Golden Teapot/Elegance in Glass. If you'd like some Stars of the Grand nomination brochures, please contact Tourism Brantford.

Tourism Awareness Week a Big Hit!

Jack Jackowitz and Beverly Scott from the Tourism Advisory Committee kicked off Tourism Awareness Week 2011 in style, with a presentation to council and an official proclamation declaring the week in the city.



A week of events and fun ensued, with a contest that ran in the Brant News from which the lucky winners took home great prizes from sponsoring partners; an excellent Customer Service Workshop, led by Russell Press - General Manager of the Paris Agricultural Society; the launch of the new business directory; and some fun, educational Familiarization Tours for local tourism industry partners' frontline staff. The week also included a pre-launch of the Love MY Brantford campaign.

Why have a Tourism Awareness Week? Our area's tourism sector injects over \$70 million annually into the local economy and employs 20 per cent of the community's workforce. Tourism Brantford sends a big "thank you!" to all who helped to celebrate Tourism Awareness Week.

DOWNTOWN HEARTBEATS

New Season Set to Impress



The Sanderson Centre for the Performing Arts has announced their new season line-up! An exciting array of shows includes the long-awaited return of musical theatre with the inspiring U.S. national touring production of "The Color Purple," direct from Broadway; comedian Howie Mandel; and popular music acts such as Leahy, The Irish Rovers and Great Big Sea, to name a few.

Families can enjoy The Backyardigans, Toopy and Binoo or magic with Outerbridge: The Time Capsule. Country music fans will be clamouring for tickets to see the CMT Hitlist tour, Paul Brandt, Emerson Drive and more! Anyone searching for a unique way to celebrate New Year's Eve will be interested in the very adult, very naughty Les Coquettes Cabaret Burlesque. For more conventional dance, the State Ballet Theatre of Russia will present a traditional Nutcracker and, in 2012, they will return with Tchaikovsky's Swan Lake. Matinees are always popular at the Sanderson Centre for the Performing Arts and many events feature evening performances as well.

Whether you are looking for something to bring the kids to, a night to share with friends or a romantic evening, you will find what you are looking for at the Sanderson Centre.

For a full listing of events and to view the online brochure, visit www.sandersoncentre.ca.

Art and Food a Lovely Mix



Stir it Up! Some people have an appreciation for art and some for food - you can enjoy both at Stir it Up, a neat little bistro/gallery located on Dalhousie Street in the Commercial Building block in downtown Brantford. Stir it Up! offers an extensive, health-conscious menu that uses a variety of fresh, natural ingredients. Exhibited art changes every two months, and highlights the work of both established and rising artists. For more information, visit Stir it Up on Facebook at <http://www.facebook.com/pages/Stir-It-Up/8675797199>.

The Station Coffee House and Gallery, located at the historic VIA Rail Train Station on West Street, always has something new and exciting on the walls and on stage. Several themed art shows are featured throughout the year. Enjoy the sounds of artists like Stringbone, James Anthony, and David Lum while digging in to some light fare. Plan to go there in September during the 2nd Annual Roots & Rails Festival. For more information, go to www.brantfordstationgallery.ca.

Brantford International Jazz Festival



Mark September 16 to 18 in your calendar for the Brantford International Jazz Festival. This highly successful event draws huge crowds to downtown Harmony Square, and takes advantage of a variety of nearby indoor and outdoor venues including the Sanderson Centre for the Performing Arts, as well as local clubs and restaurants. Visit www.brantfordjazzfestival.com to see the line-up for this year's three-day festival.

Information submitted will be considered for publication based upon space limitations and editorial discretion. Information current at press time. Tourism Brantford is not responsible for any changes, omissions or errors.

FOR THE LATEST information on area festivals and events, studio art tours, one-of-a-kind shops, sports tournaments, world-class theatre, and other tourism activities, please visit www.discoverbrantford.com. Hometown hospitality and the natural beauty of our landscape and waterways make our city a choice destination.

Submission deadline for next issue: November 7, 2011

Tourism Talks



Brantford Destination Development and Marketing News

Summer/Fall 2011

AT YOUR SERVICE

New! Group Itinerary Catalogue



The recently released South Western Ontario Group Tour Catalogue is an excellent example of how working together creates great results.

Coordinated by Tourism Brantford and supported by RTO #3, this project included ten Destination Marketing Organizations (DMO's) and five private partners from Burlington through to Windsor, who came together to develop this effective marketing tool for the group market.

The catalogue features over 50 itineraries, 176 festivals, War of 1812 bicentennial events and new packages and maps for each of the nine areas showcased. Tourism Brantford will be distributing the catalogue at trade shows and sales missions in key primary markets.

Brantford and area is highlighted with themed tour packages, Sanderson Centre for the Performing Arts shows and group-friendly events. The division's acclaimed services, including FAM tours and the 'Meet n' Greet' welcome program, are outlined in the catalogue, showcasing Tourism Brantford's commitment to exceptional service.

WHAT'S NEW

Taste our Local Flavours



Just in time for the peak growing season, the new culinary tourism booklet, **When Country Comes to Town**, serves up a delicious selection of recipes, all featuring locally grown, farm fresh ingredients. The booklet features local growers and chefs, and great recipes that use local farm-fresh ingredients.

When Country Comes to Town is being distributed through the Brantford Visitor & Tourism Centre, County of Brant offices, Six Nations Tourism office, at various events and festivals, local and area community centres and farm gate establishments. Prefer to go digital? No problem! Check out this booklet online at www.discoverbrantford.com.

This collaborative effort was produced by Tourism Brantford in partnership with the County of Brant Economic Development & Tourism Division and the Brant Federation of Agriculture's Bountiful Brant Committee.

www.discoverbrantford.com



Thanks to this issue's sponsor:



AT YOUR SERVICE

Shining Stars 2011

Now is the time to nominate for the annual Shining Stars Tourism Awards!

Tourism Brantford is pleased to be partnering with the County of Brant and Six Nations Tourism, and acknowledges the major presenting sponsors of this year's program - the OLG and The Expositor. Of the 15 awards for 2011, there are several new categories, including: Promotion & Marketing (3 awards); Arts (1 award); History & Heritage (1 award); and Exceptional Experiences (4 awards).



This year's event will be held at the Sanderson Centre for the Performing Arts on October 13. Many thanks to Spence Printing, the Jewel 92, and BDO Canada for their continued support. To order tickets or to submit a nomination (business or individual), go to www.shiningstarsawards.ca. Nominations close September 23, 2011.

Special Events Van Really Gets Around!



The summer festival season is here and Tourism Brantford's Special Events Van is on the road once again. This year marks the seventh season that the Special Events Van will be making its mark at numerous events and festivals in southwestern Ontario. The van program is made available through the support of local tourism businesses and attractions, all of which are featured on the graphic wrap images that make this 'travelling billboard' a great marketing tool.

Follow us on Facebook and Twitter

Want to keep up with the latest events and Tourism Brantford happenings? Go to www.discoverbrantford.com, click on the Facebook and Twitter icons and get in on the action today!

Business Retention + Expansion Program

BRANTFORD ECONOMIC DEVELOPMENT & TOURISM

BR+E Visitation Program

Tourism Brantford, in cooperation with the Business Resource Centre, is continuing to conduct visits at various local tourism and hospitality businesses.

"This is an ideal way to meet our local entrepreneurs, and let them know about the services available to them from the City of Brantford, including the Economic Development & Tourism Department," Susan Sager, Manager of Tourism and Marketing, said.

Visits are typically done at the place of business, take about one hour to complete, outline available services, and also gather information that helps tailor the division's marketing and destination development services to best meet the needs of the community - in particular those of the small to mid-size businesses.

Coaching and guidance, including business plan development, marketing tactics, and financial planning are some of many services Tourism Brantford offers.

A BR+E Steering Committee, made up of key advisory committee representatives from economic development, tourism and the arts and culture sectors, has been formed and is providing input to the ongoing program.

If you are interested in participating in the BR+E visitation program, contact Susan Sager at 519-751-9900 ext. 202 or email ssager@brantford.ca to learn more and set up an appointment today.

Get Involved!

Tourism Brantford's **2012-13 Business/Marketing Plan** will be developed starting in the fall. Under the City of Brantford's Tourism Advisory Committee - Sector Specific Marketing Working Group's leadership, the plan will be drafted using input from a wide variety of sources and leading research from Ontario Tourism, the Tourism Industry Association of Ontario, and the Canadian Tourism Commission.

This 2012-13 plan will also incorporate elements from the newly formed Regional Tourism Organization (RTO) #3 and findings of the regional tourism strategy that is set to launch.

If you are interested in participating in this process or would like to learn more, please contact Tourism Brantford today. Your participation is important. For a copy of this year's plan please visit www.discoverbrantford.com/partners.

TOURISM INDUSTRY HAPPENINGS

RTO #3 Update



Regional Tourism Organization (RTO) #3 has formalized its Interim Board of Directors. Congratulations to Tourism Advisory Committee member Vic Prendergast, who assumed the Chairperson's role in June! He, along with Kirby Brown and Susan Sager, will continue to represent Brantford at the RTO table.

Approval of the new regional tourism strategy is expected later this summer, with the formal presentation by the consultants for the project, The Sierra Planning Group/The Tourism Company, set for the end of July. This blueprint will help the board and new RTO #3 Manager Maria Fortunato to establish the organization's priorities for the next three years.

Special thanks to those local tourism partners who provided feedback to this new strategy by participating in telephone interviews, completing a questionnaire, or attending the Demand Generator Workshop in May. Your input was critical to ensuring that the strategy represents the community as it relates to new and enhanced tourism development and marketing.

Mark Your Calendar ...

Register for the Ontario Tourism Summit today! Presented by the Ontario Tourism Marketing Partnership (OTMPC) and the Tourism Industry Association of Ontario (TIAO), the summit will be held October 2 to 5 at the Hamilton Convention Centre.

The theme is 'Taking Care of Business' and will include keynote presentations on several topics, including developing Ontario's compelling experiences, travel trends and social networking, as well as the Ontario Tourism Information Centre's annual industry marketplace and reception on October 2 at the convention centre. For more information or to register, please go to www.ontariotourismsummit.com. Early bird rates are available until September 3, 2011.

Journey the Grand

Get out and explore this summer! Why not start planning your adventure with the **2011 Journey the Grand** brochure, released in June? Bursting with beautiful images, helpful guides and descriptive text, this brochure highlights the destinations, conservation areas and outdoor adventures along the 300-km Grand River, a Canadian Heritage River and its tributaries. Communities up and down the watershed are featured, including Brantford, County of Brant, and Six Nations. For more information, visit www.grandrivercountry.com.



WHAT'S NEW



MY OH MY!

Brantford ... tell us why!



Left to right: Walter Gretzky, Dave Levac MPP, Mayor Chris Friel, Phil McColeman MP

Love MY Brantford was officially launched in June. The goal? Engaging Brantford citizens to share the best places to go, things to do, sights to see and otherwise experience in the city.

The campaign focuses on getting the public to play an area-wide game. Nine large pieces - big red and white "MY" signs - have been distributed to various favourite locations in town.

How does it work? Simple! Find a big red "MY," take it to a new location that you think is great, take a photo of the "MY" at that new spot, and upload it to the website. Each approved submission earns one entry into the grand prize contest.

Feeling creative? Create a personalized "MY" and enter that photo into the contest. The grand prize winner will be the **LoveMYBrantford Star for a Day** and receive a great line-up of prizes provided by local businesses. Sing it, dance it, write a poem about it, take some photos or videos and upload them to www.LoveMYBrantford.ca.

Summer Outdoor Adventures

Brantford offers the best of both worlds with urban and rural experiences sure to excite people of all ages. Guided or self-guided, there are plenty of outfitters with the right knowledge and experience, ready to take you and your family on your next adventure.

Treks in the Wild offers a wide variety of excursions within and outside our local area. Canoe, kayak, raft or hike along the Grand River, learn about our local history and ecology and enjoy the view. Go to www.treksinthewild.com for details.

COMING SOON

War of 1812 Bicentennial Map

2012 is just around the corner, and bicentennial commemoration planning in Brantford and the County of Brant is kicking into high gear as the 200th anniversary of the War of 1812 approaches.

The local 1812 Steering Committee is set for a fall launch of a commemorative map that highlights this region's involvement in and the untold stories of the war and its impacts on our area.

The War of 1812 Bicentennial Map project was carefully researched and developed as accurately as possible through collaboration and consultation from a wide variety of historical sources. The map highlights local sites and points of interest, describes the story of the war using specific themes and narrative descriptions, and charts the routes of Major General Sir Isaac Brock, the flight of refugees throughout southwestern Ontario as a result of the conflicts, and the devastating trail of American General Duncan McArthur's raid throughout the region.

Pick up one of these maps at the Visitor and Tourism Centre, County of Brant offices or Six Nations Tourism, or check the map out online at www.discoverbrantford.ca/war_of_1812 or www.grandriver1812.ca. For more information, please contact Susan Sager or Nicole Drake at Tourism Brantford.

Destination: Brantford



Watch for Tourism Brantford's new e-bulletin - "Destination: Brantford," a quick reference, seasonal information piece with photos and links to discoverbrantford.com and other points of interest for visitors to Brantford and area.

"Summer Sizzlers" is coming to your inbox soon! This first edition will feature summer deals at local hotels, information for large groups, conferences and tournaments, family reunion events in Brantford, a spotlight on our 70 km of trails and a feature on some of the area's unique signature events.

Ready, Set, Snap!

The Tourism Brantford Photo Contest 2011-12 is set to launch on August 15! This contest is for amateur photographers only, and will feature several different categories. The contest will close November 15, 2011. Photos taken between November 2010 and November 2011 will be eligible for entry. For more information contact Tourism Brantford 519-751-9900 or email tourism@brantford.ca.

Travel Map Ad Space

With an annual distribution of 35,000, this fully indexed, popular travel map is one of the key information pieces requested by visitors to the area. Tourism Brantford, in partnership with the City of Brantford's Parks & Recreation and Engineering Departments, is gearing up to launch this program later on this fall.

With highlights of the downtown area and the many attractions available for visitors to Brantford, the map is a useful tool for visitors to our area. Advertising space is available! This map, distributed by Tourism Brantford, is included in fulfillment requests, meetings and convention delegate kits and tournament participant welcome bags, and is also given out at consumer tradeshow.

For more information on how to participate in this marketing program, please contact Tourism Brantford today - space is limited!

Free Seminar September 21

Entrepreneurs and business owners are invited to attend a free breakfast business seminar on Wednesday, September 21 from 7:30 - 10:00 a.m. at the BEST WESTERN PLUS Brant Park Inn & Conference Centre.

"How to Maximize Your Competitive Advantage Using Global Talent," to be led by international speaker Lionel Laroche, will focus on helping you increase your bottom line.

Contact jake@workforceplanningboard.org or phone 519-756-1116 ext. 223 for more information or to register.