

SMA BUSINESS MATTERS

Tweetstock IV: Standing Room Only



Keynote speaker, Scott Stratten, bestselling author of "Influencer Marketing," had no trouble holding the attention of the over 200 attendees at Tweetstock IV, a social media event, sponsored in part by the Business Resource Centre.

"The future is in social media; businesses that do not get on board will be left behind. People do business with those they know, like and trust," Stratten said.

Stratten's message was clear: business today is built on relationships, and using online networking sites like Facebook and Twitter to reach today's market is essential in building those relationships.

Stratten had businesses ask themselves why we continue to do things such as cold calling the same way we always have, when the targeted customer does not want to be reached that way? How is your business changing in response to the world changing around you?

Many businesses are working towards adapting to this change. In response to many attendees who left the event wanting more, the BRC will be offering hands-on workshops that are aimed at helping you take social media tools to the next level.

Upcoming Workshops

- **Getting Started** - Learning Facebook, twitter and other social media tools
- **Making it Work** - Developing a strategy behind the tools that works for your business using social media
- **It's Not Work • It's Business:** - Implementing social media into your day to day functions

For more information, please contact the BRC at 519-756-4269 or visit www.businessresourcecentre.ca.



TIP OF THE HAT

Stars of the Grand Winners



Congratulations to the recent winners of the Stars of the Grand Brantford Customer Service Recognition Program. Thanks for going above and beyond the call!

- **November** - Heather Smith, Speakezzies Café & Wine Bar
- **December** - Darlene Casey, Tim Horton's Paris Road Location
- **January** - Val and Joe, Bell City Carpet One Floor & Home

Kudos to all those who were recognized! Nominate your customer service star at www.starsofthegrand.ca.

Local Festivals Receive Grants

WOW! Congratulations to the following local events for their successful grant applications:

Celebrate Ontario 2011 12:

- HOCKEY FEST - 400,000
- A TASTE OF GLENHASTEN - 40,000
- BRANTFORD INTERNATIONAL JAZZ FESTIVAL - 40,000



The Brantford International Villages Festival received a 15,000 financial boost from the Federal Government in addition to the Ontario grant.

Congratulations to the recipients of the new ArtsVest Partnership Funding program: Brantford Arts Block, ICHTHYS Theatre, Brant Theatre Workshops, Canadian Industrial Heritage Centre, Brant Historical Society, Grand River Chorus, Arts After School Kids, Brantford Symphony Orchestra and Glenhyrst Art Gallery of Brant. All organizations had to find businesses that would match funds from an available 50,000. In total, over 114,000 dollars was raised.

DOWNTOWN HEARTBEATS

Meet us at Harmony Square!

Downtown Brantford is the place to be for these and many more exciting events:

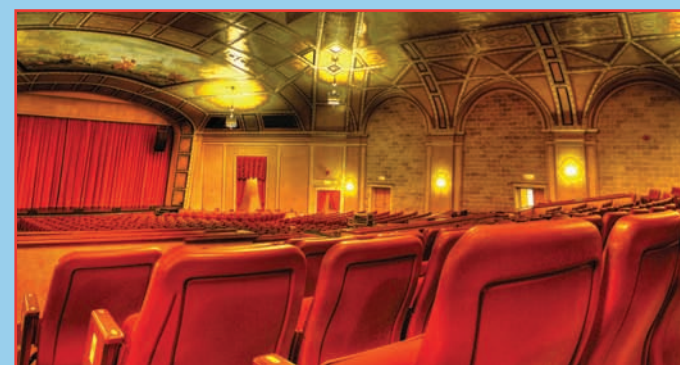
Friday, May 27, 2011

- Wireless Outreach Concert with MANAFEST; Free Concert with Hip Hop Artist "Manafest," who is especially relevant to "at risk" youth.

Sunday, July 24, 2011

- 7th Annual Telephone City Car Show - This show will take place in downtown Brantford with activities in Harmony Square. All proceeds go to the Canadian Diabetes Association. Call 519-759-2090 for the details.

Spring Program Attracts 20 Motor Coaches



The Sanderson Centre has finished a successful matinee spring season with performances of "Echoes of Ireland" and "The Peking Acrobats". According to theatre manager Glenn Brown, 67 per cent of patrons to the matinee series this season were from outside of the community.

"Many of the tour coaches arranged additional stops in our community for meals and to visit other attractions as part of their trip," says Brown. "Our new fall and winter matinee series with even more performances is already on sale to our tour group partners."

Greeted by Tourism Brantford staff, the busloads of visitors were given a brief orientation about the area, offered points of interest, and given a welcome bag with lots of information about our area.

Gallery and Gifts at the Brantford Arts Block



The Brantford Arts Block, located at 80 Dalhousie Street, is pleased to present *Exploration & Interpretation* from now until May 21, 2011. Featured artists include: Jarrod Barker, Philip Lefevbre, David Lyons and Milan Obradovic.

While visiting the Brantford Arts Block Gallery, be sure to check out the gift shop where you will discover the unique work of nearly 80 local artists and artisans. Items include soaps and candles, jewelry, pottery, knitwear, cd's and books.

Come by often - these one-of-a-kind items change frequently!

Tourism Talks is produced three times a year by the City of Brantford Economic Development and Tourism Department.

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Submission deadline for next issue: June 30, 2011

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.

OR 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.

Tourism Talks



Brantford Destination Development and Marketing News

Spring/Summer 2011

AT YOUR SERVICE

Get Ready to Celebrate!

June 6 to 11 is National Tourism Awareness Week



Tourism Brantford will join in celebrating Tourism Awareness Week from June 6 to 11, 2011. Plans are underway to highlight local attractions, businesses and events.

There will be contests, ad campaigns, special events, media tours and much more! Tourism Brantford encourages all of our partners to get involved. To find out more about participating or share your plans, please go to www.discoverbrantford.com or call the Brantford Visitor & Tourism Centre at 519-751-9900 ext. 203.

Customer Service Workshop

Tourism Awareness Week is a good time to discover what customers really want at our June Customer Service Workshop, to be facilitated by Russell Press from the Paris Agricultural Society. The workshop runs on Thursday, June 9 from 8 a.m. to noon and will take place at the Brantford Visitor & Tourism Centre. Breakfast is included.

www.discoverbrantford.com



WHAT'S NEW

OLG Casino Brantford Renovation Update



The major renovation project started in 2009 at OLG Casino Brantford is nearing completion. General Manager Grant Darling says the renovations are progressing as expected and excitement is building as design concepts are transformed into reality.

"So far, we have completed most of our gaming floor, which includes an expanded and redesigned slot floor, a new poker room, a redesigned and relocated bar area and the introduction of our Grab'n'Go express food outlet," says Darling.

< cont'd inside >

Thanks to this issue's sponsor:



AT YOUR SERVICE

Photo Contest Winners Revealed!

The Winners of the 2010-11 Brantford, County of Brant, Six Nations and New Credit Photo Contest are:

1. Crystal Young, Brantford – First Prize



2. Olivia Rutt, Bellwood – Second and Third Prizes



Thank you to our judges:

- Beverly Scott, Chair of the Tourism Advisory Communications Committee
- Expositor Photographer - Brian Thompson
- Sherri Simpson, Sr. Designer/Creative Director, City of Brantford; and
- Melissa Heimbuch and Kirsten Stone, both from Henry's on Lynden Road

Prizes were sponsored by Henry's, 61 Lynden Road, Brantford.

Business Retention + Expansion Program

BRANTFORD ECONOMIC DEVELOPMENT & TOURISM

Workshop Series 2011: Register Today!

Tourism Brantford is pleased to announce a 2011 Workshop Series. This year's lineup began with a bang - or should we say Tweet? *Tweetstock IV Social Media Marketing* was a resounding success! Read more about this event in this newsletter in Small Business Matters.

Workshop #2 was held April 7, and offered much-needed information about *Accessibility Standards and Customer Service*.

Registration is now open for our June 9 Customer Service Workshop, *"Know Who's the Boss!"*. This event is one of many Tourism Awareness Week planned activities; please visit www.discoverbrantford.com for more information.

It is our goal to provide ongoing quality workshops that bring good value to our partners.



Visitation Program is Underway

One of the key components of Tourism Brantford's Business Retention + Expansion (BR & E) Program is its *Visitation Program*.

Launched this spring, this program links key staff members from the Tourism Brantford division and the Business Resource Centre with local businesses and organizations to discuss available resources and offer assistance. The goal is to help businesses build capacity, retain jobs and create opportunities for a diversified local economic base.

Other programs that Tourism Brantford is actively involved in include customer service recognition programs such as Stars of the Grand and Shining Stars Tourism Awards, along with various communications and joint marketing initiatives.

TOURISM INDUSTRY HAPPENINGS

RTO #3 Update

The Regional Tourism Organization (RTO #3) has a new interim Board of Directors that includes Susan Sager, Manager of Tourism & Marketing; Kirby Brown, General Manager of Best Western Plus & Conference Centre and Vic Pendergast, Past Chair of Brantford's Tourism Advisory Committee. Plans are underway to refresh the www.theheartofontario.com website for the spring and summer seasons with new events and festivals in the Brantford area, as well as to launch the regional tourism strategy.

TMAC Marketplace

Tourism Brantford participated in the Tourism Media Association of Canada Marketplace in March. Local foods, unique and "cool" experiences and attractions, and new, exciting festivals and events piqued the interest of travel writers who met with a staff representative in one-on-one appointments.

Tête-a-Tête Attracts

Tourism Brantford, Best Western Plus & Conference Centre and the Sanderson Centre for the Performing Arts sent representatives to the Annual National Conference of Meeting Planners in January. The Brantford booth was a big draw, attracting associations and meeting planners who are considering new destinations for their next meeting or convention. Three meeting planners and one media representative participated in a FAM Tour of the area in March 2011 - a direct result of participation in the Tête-a-Tête event.

CSTA Congress



Regional, provincial and national sports organizations will be encouraged to plan their next major event in Brantford when Tourism Brantford, in partnership with the Brantford Hotel Association and the Tournament Capital of Ontario/Parks and Recreation attends the Canadian Sport Tourism Association Congress in Ottawa from April 26 to 29,

2011. Representatives from the Hampton Inn & Suites Brantford and the Best Western Plus Brant Park Inn & Conference Centre, and local sports ambassador, Walter Gretzky all plan to attend alongside Tourism Brantford staff.

WHAT'S NEW

OLG Renovations < cont'd from cover >

Gaming has continued throughout the extensive project. "One of the most exciting aspects will be the new showcase lobby. This area includes the main entrance, restaurant, three brand new escalators and a thirty foot water wall." Darling expects the renovations to be completed by May of this year.

Grand River Country: There's an app for that!

Grand River Country Marketing Alliance, of which Tourism Brantford is a partner, has completed a project that produced an iPhone App that highlights area businesses, tourist attractions and more!

Grab this App for an overview of the best events, attractions, dining, art, heritage and recreational opportunities in Guelph, St. Jacobs, Brantford, Elora, Brant, Haldimand, Six Nations or Arthur - all are within Grand River Country.

Choose your favourites, create an itinerary and then explore the diverse possibilities for adventure in cities and towns along the Grand River.



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!

COMING SOON

Discovery Guide 10th Anniversary Edition Now Available!



Looking for something to do while visiting the area? The Discovery Guide 2011-12 is making its 10th anniversary debut this spring. This one-stop-shop tool is made possible through the support of 87 different local advertisers. Loaded with informative and entertaining articles and top-notch photos, you will find everything you need to navigate the Brantford, County of Brant, Six Nations and New Credit area.

Discover Savings Card 2011/12

Tourism Brantford is pleased to announce the return of the Discover Brantford Savings Card. This program has had great success over the last five years in encouraging visitors to visit local businesses and attractions.

The card is valid from June 1, 2011 to May 31, 2012. Printable coupons can be downloaded from Tourism Brantford's website.

The cards are distributed throughout the region via the Tourism Brantford Special Events Van, at consumer trade shows, in relocation and fulfillment packages, as well as in meetings and convention delegate packages and tournament welcome bags.

If you are a meeting/convention planner or sport convener and are coordinating a tournament, why not add the Discover Brantford Savings Card to your package?

Contact Ela Stypa at Tourism Brantford - she'll be happy to assist you with this and many other services that relate to larger groups and conventions. Call Tourism Brantford at 519-751-9900 or email tourism@brantford.ca.

New Itinerary Catalogue

Meeting planners and group travel coordinators will soon have a new tool at their disposal to assist with travel plans. Tourism Brantford, in partnership with members of RTO #3 and the Ontario Motor Coach Association, is creating a new itinerary catalogue that will highlight suggested attractions for tour operators and meeting planners who are preparing to visit our area. This catalogue will include snapshots of key area highlights and promote local destinations, including; the War of 1812 Discovery Trail, theatre must-sees, new experiences and featured attractions.

War of 1812 Bicentennial Commemoration

In partnership with surrounding communities and as part of the Western Corridor Alliance (Region 7) that stretches from Burlington Heights to Middlesex County, the bicentennial commemoration activities in Brantford, Brant County, Six Nations and New Credit are kicking into high gear!



The 200th Anniversary of the War of 1812 is quickly approaching, and a diverse slate of programs, exhibitions and events are being planned for 2012 through 2014, promising to shed light on the untold and defining story of our region's involvement in the War of 1812.

Although this area was distant from the major theatres of war, both the settlers and Six Nations were greatly involved in and affected by the conflict. Strategically located on the Grand River, the Six Nations Territory was important to General Isaac Brock, Joseph Brant (Thayendanegea), John Brant (Ahyouwaigha) and others, as was the assistance of the Six Nations as British allies.

Mohawk Chapel, Brant's Fording Place on the Grand River, D'Aubigny Creek, the villages of Burford and Mount Pleasant and Six Nations are a few of the local points of interest that have a direct connection to the events of 1812 to 1814.

Exhibits at the Canadian Military Heritage Museum, Glenhyrst Art Gallery and others, as well as activities such as the 2012 GRCA Heritage Day workshop will also embrace the 1812 Bicentennial theme, celebrating 200 years of peace.

For more information about events and our local connection, visit www.discoverbrantford.com/war_of_1812.