



# Regional Review

ECONOMIC DEVELOPMENT AND TOURISM DEPARTMENT

## Department wins four marketing awards



Economic Development and Tourism Commissioner Patrick Olive and Tourism Manager Kerri King showcase the EDCO awards and some of the winning marketing pieces.

The Economic Development and Tourism Department has received two first-place honours and two awards of merit from the 2008 Ontario Economic Development Marketing Awards, presented by the Economic Developers Council of Ontario (EDCO).

The Economic Development and Tourism Department was the winner in the Publications—Specialty Brochure/Map/Guide category for the Gates Open: Savour Durham Tour Adventure Passport. The passport was used by more than 500 visitors last October at Gates Open: Savour Durham Tour, a weekend event that celebrated the region's natural resources and cultural heritage.

Gates Open—www.gatesopen.ca, a website produced for the same event, garnered first-place honours in the Technology—Website category. The informative and user-friendly website was also a finalist for The Lieutenant Governor's Awards for Marketing Excellence in Ontario, the highest honour awarded by EDCO.

"It's great to see the department's marketing efforts being recognized," stated Township of Scugog Mayor Marilyn Pearce, Chair of the Finance and Administration Committee for Durham Region. "These awards are a testament to the creativity and hard work that staff have demonstrated in promoting Durham Region's countless tourism opportunities. This is the third consecutive year that the department has won EDCO awards, which shows that they continue to be a leader in creating high-calibre tourism marketing materials."

Durham Region Through the Seasons,

a year-long advertising campaign that highlighted Durham Region's seasonal attractions and events through print, broadcast and online advertisements, received an award of merit in the Advertising—Advertising Campaign category.

The Lucy Maude Montgomery—100 Years of Anne brochure, which showcased celebratory festivities for the 100th anniversary of Montgomery's renowned novel, Anne of Green Gables, also received an award of merit in the Publications—Specialty Brochure/Map/Guide category.

"The department strives to promote local tourism with innovative and far-reaching marketing approaches," said Patrick Olive, Commissioner for Economic Development and Tourism. "Being recognized out of more than 150 entries that were judged this year demonstrates that our efforts are effective and make positive impacts to Durham Region's tourism industry."

"These successful marketing initiatives are the result of effective teamwork," said Kerri King, Manager of Tourism. "In particular, the website was a major project that would not have been possible without the expertise and support of various departments within our organization as well as local graphics designer Sarah Taniwa."

EDCO is the country's largest provincial economic development association. The organization's goal is to provide a forum to enhance the professional development of its members; advance economic development as a profession; and promote, assist and foster economic development prosperity in Ontario.

### MAKING BUSINESS HAPPEN

#### Durham Region supports new agri-business research

The Economic Development and Tourism Department of Durham Region is working to strengthen the region's red meat sector through a research project.

With support from the Food and Beverage Industry Innovation Fund administered by the Agricultural Adaptation Council, the Red Meat Value Chain Research Project aims to develop a sustainable value chain model for the red meat sector, to provide consumers with quality, healthy, consistent and accessible products.

Subsequent to the development of new meat products, retail opportunities and new markets will be identified or created. Further, a meat sector educational program will be developed with educational institutions in the region.

This research project will involve various agri-business stakeholders, including lamb, pork and beef cow-calf producers as well as a feedlot operator, processor, packer, butcher, spice manufacturer and retail outlets. During product development, consumer feedback will be gathered through a taste panel.

Project partners are pleased to welcome Jeff Crosier, Program Co-ordinator. It is anticipated that this initiative will lead to a value chain model that can be used by the red meat industry throughout Ontario and across Canada. Stay tuned for more updates.

### SAVE THE DATE



#### Building a Sustainable Community: An Energy and Infrastructure Perspective

Exploring the resources (human, capital, technological) and partnerships needed to develop sustainable communities.

A Durham Strategic Energy Alliance full-day Conference with national and international speakers

Thursday, October 1, 2009  
Ajax Convention Centre  
550 Beck Crescent, Ajax, Ontario

Watch [www.dsea.ca](http://www.dsea.ca) for details

## Durham Region to host rural tourism conference

If you are involved or interested in local tourism, plan to attend the Beyond the City Lights Conference on Thursday, April 23 at the Wooden Sticks Golf Club in Uxbridge.

Beyond the City Lights Conferences are part of a province-wide initiative of the Ontario Ministry of Agriculture, Food and Rural Affairs. Conferences are co-ordinated by local tourism partners and offer attendees the opportunity to explore industry trends, share tourism success stories and exchange marketing ideas with industry peers.

This year, Durham Tourism is

hosting the conference in partnership with Getaway Country, the six-region area in Central Ontario to which Durham Region belongs. The day-long event will feature a panel discussion of culinary tourism as well as guest speakers' sessions on the most current industry topics such as online marketing and the "greening" of tourism businesses. A networking session and brochure swap will also be held.

Limited seating is available. For more information and registration, contact Durham Tourism at 1-800-413-0017 or [tourism@durham.ca](mailto:tourism@durham.ca).

## Stay informed with free e-newsletters

The Economic Development and Tourism Department has recently launched two new e-newsletters that focus on advanced manufacturing and agri-business.

Intended for business owners, stakeholders and anyone interested in these sectors, the free newsletters contain a wealth of sector-specific information, including updates on departmental and regional initiatives, industry news, success stories, business tips and web links to useful resources.



Newsletters are emailed to subscribers quarterly. To subscribe, email [business@durham.ca](mailto:business@durham.ca) or call 1-800-706-9857.