Prince Edward County Chamber of Tourism & Commerce Newsletter
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Serving Prince Edward County for 100 Years 1905 – 2005

July/August 2008

MESSAGE FROM THE PRESIDENT

I have received several calls from our PECCTAC membership about how we can combat the high price of gas to encourage tourists to visit the County. We all have to be creative in the way we market our business during this period of high gas prices. Most tourists are looking for a deal, a special package or a discount. I have advised those who have called to offer mid week discounts, lower rates for accommodations for longer stays or create your own package deals. Our web site www.pechamber.com had over one million three hundred and fifty thousand hits lasts year. We have an area on the main page where businesses can advertise their specials or package deal for $19.95 per week. We also have just taken out a GOGGLE word ad with a link to our PECCTAC web site.

A majority of the tourists coming to the County are using the web to book their vacation. It is therefore imperative that your web site is updated on a regular basis. Make sure your e-mail and phone number are correct, give directions, use current pictures, update availability calendars on a daily basis. If there are other travel concerns that your guests might have, make sure your website answers those concerns as positively, but honestly, as possible. With high gas prices, travel distances are significant barriers to the tourist. Therefore you might describe the easiest and more importantly, "best" way of getting to the County.

Being President of PECCTAC has been a very rewarding experience for myself but can also be very time consuming. I want to thank all the volunteer Board of Directors for their continued support and input. Our summer students Sarah Cobb and Elyse Platt are doing a great job looking after our visitors. Our Office Manger Jan DeMille is busy looking after Visitors Information Services and all the details of the office. Our General Manager Lawrie Ackerman has been a tremendous help to myself and the Board of Directors. This great team effort has made my job a lot easier. Have a great summer. Thank You.

Sincerely, *Rick Caruso, President*

INCREASE BUSINESS!
Attention AAPEC Members

The AAPEC calendar is set so visitors know what you have available. If you are listed on any other website be sure the availability calendar is directed to YOUR AAPEC calendar and have a weblink to www.pecchamber.com.

HOW DOES PRINCE EDWARD COUNTY COMPARE?

Listed below are the accommodation rates and services offered at hotels in the Bay of Quinte region.

Hotel	Standard Rate	Services
Comfort Inn, Belleville	$111.10 - $117.77	• Breakfast • Coffee • Business area • No pets
Comfort Inn, Trenton	$104.99 - $119.99	
Holiday Inn, Belleville	$135	• Pool • Sauna • Fitness center • Business facilities (high speed internet included) • Kids eat free
Holiday Inn, Trenton	$127	
Fairfield, Marriott Belleville	$149 – $179	• Breakfast • Wireless internet • Packages available • Smoke free
Ramada Inn Belleville	$125	• Pool • Fitness center • Wireless internet • Pet friendly
Best Western Belleville	$111.76 - $139.95	• Pool • Hot tub • Breakfast • Wireless • Pet friendly
Hampton Napanee	$116 - $129	• Refreshments • Breakfast • Pool • Fitness center • Business center (fax, mail, printer) • No pets

Back for her 5th year!

Sarah Cobb

Sarah Cobb has joined our team again! We are thrilled to have her back for the 5th year.

Elyse Platt

Joining Sarah this summer is our new Tourism Ambassador – Elyse Platt. Elyse is an honour student going into grade 12 and is French proficient.

Please stop in and introduce yourselves.

YOUR CHAMBER @ WORK

Tourism Ambassador Program

The Prince Edward County Chamber of Tourism & Commerce (PECCTAC) in collaboration with the Prince Edward Learning Centre has been successful in garnering funding from the Prince Edward /Lennox and Addington Community Futures Development Corporation to move forward on this exciting project. The customized Tourism Ambassador program will be the 1st ever in Prince Edward County and will be flexible and affordable so all sectors and businesses can participate. Stay tuned for further updates and how you can participate.

BUSINESS PULSE

In conjunction with the East Central Ontario Training Board, and our local business associations we have formed a task force to conduct a detailed review and analysis of local business needs and the future economy of Prince Edward. Please take this opportunity to get your voice heard by participating in the business surveys, focus group sessions, and public meetings.

Please see the enclosed overview about this exciting initiative.

GREAT ADVERTISING OPPORTUNITY!

Promote your business in 2009 Francophone Tourism Information Guide.

With more than 500,000 Francophones in Ontario alone, not to mention the Francophones from Quebec, French Canada and abroad, Direction Ontario guide is the perfect source of exposure for any tourism endeavour. This publication of 80,000 copies has many new extras including the new cyberguide.

The "2009 Enhanced listing" is $325.00, which is featured on Direction Ontario's website. This advertising space gives you a name and address mention, coloured photo, telephone number or toll free number, email address, link to your website from the website plus a 40 word (250 characters) description of your business or services.

If you missed your chance to advertise in the 2008 guide, you can have an advertisement on this website, starting now until the end of 2008.

You will be contacted shortly after reserving your space in order to answer a six-question survey which evaluates your Francophone services at a national level. This allows tourists to know ahead of time, what type of Francophone services they can expect when visiting your area.

Please drop into the Chamber office if you want to get more information or get a copy of the purchase order reserving your space.

Event Signage

PECCTAC is pleased to offer to our members the availability to display an event sign on the property. In order to keep our property looking its' best please keep the sign size to a maximum of 3' x 2 '– one sign per event.

ARE YOU PAYING TOO MUCH?

VISA - 1.69%

MasterCard - 1.79%

CALL US TODAY TO GET THESE GREAT RATES!

DON'T MISS OUT!

Book your space for our **Market Place Trade Show!**

Saturday, September 27 at the Picton Curling Club.

Call Jan at 613.476.2421 to book your space.

WELCOME NEW MEMBERS
SideStreet Gallery
Hobson's Country Home
Cabana Guest Suite
Staging for Success

Thank you for your support!

DATES TO REMEMBER

Meet & Greets
September 10th
Kathy's Collections
80 Main St. Picton

October 14
Sunrise Cottage Resort
15841 Loyalist Pkwy

November 12
Bergeron's Estate Winery, 9656 Loyalist Parkway, Adolphustown

December 9th
The Victory Archives & Collections
205 Main Street, Picton

OTHER DATES TO REMEMBER

September 27th
County Merchants Showcase , Picton Curling Club

October 24th
Quinte Business Achievement Awards
Knights of Columbus Hall in Trenton.

SUMMER KICK-OFF BBQ

What a great turnout at the June Meet & Greet despite the rain; the summer kick-off BBQ was hosted by Bay of Quinte Mutual Insurance & Farm Mutual Financial Services in Picton. It brought out over 70 enthusiastic members who took the opportunity to present an 'infomercial' on their businesses and tell other establishments of their up-coming events.

Thanks to our hosts Jeff Howell & team from Bay of Quinte Mutual Insurance and Brent Timm of Farm Mutual Financial Services for their BBQ'ing skills. Also, Barley Days Brewery graciously provided the group with their popular and tasty beer samples.

There was a door prize also put on by Bay of Quinte Mutual Insurance & Farm Mutual Financial Services and the lucky winner of that prize (a picnic bag full of supplies and goodies) was Chris Pengelly from The Milford Bistro.

The 50/50 draw, put on by PECCTAC to raise money for the Dragon Boat Racing, was won by Janet Craig, from The Satisfied Soul Inc., who kindly donated the money

back to the Dragon Boat Races. Thanks Janet!

A hilarious group skit was performed by Career Edge, Prince Edward Learning Centre, and Ontario Works highlighting how businesses can access their services.

Thanks to everyone for their time, work and help with this successful Meet & Greet.

Want to know what's new? Come out to our next Meet & Greet and find out!

Want to host a Meet & Greet? Just contact us at the office at 613-476-2421 or email at pec@reach.net.

Helping Ontario Firms Expand Internationally

As Ontario adjusts to a new economic climate, influenced by a strong Canadian dollar, high oil and energy prices, a weakening US trading partner, and intensifying global competition, the importance of a strategy of diversification and export is becoming increasingly clear.

The Ontario Chamber of Commerce believes that government and the business community have a responsibility to foster an export culture. Many small and medium-sized enterprises (SME) have difficulty finding the resources to expand to new markets, and yet, SMEs who export have often been found to out-perform their non-exporting counterparts across a variety of success indicators.

In many countries in the world, and in fact in other provinces in Canada, assistance is available for companies that need help to grow their business in international markets. Now, as a result of a partnership between the Ontario Chamber of Commerce and the Government of Ontario, firms in Ontario also have access to this kind of support.

Export Market Access (EMA) will enhance Ontario's performance in international markets by helping new and emerging exporters access new markets and expand their growth. EMA will also lead to more employment opportunities for Ontario's highly skilled workforce at a time when the job market is undergoing a significant transition. Small and medium-sized enterprises (SME) are vital to Ontario's job creation, accounting for roughly 99% of Ontario's business community and employing about 53% of its workers.

EMA is a program that will increase export sales by helping to defray the costs of initiatives that companies could not or would not undertake without help. It's aimed at companies in Ontario with no or negligible export sales and preference will be given to a broad range of target markets which are not necessarily in the US. The program is not limited to members of the Ontario Chamber of Commerce.

Similar programs have been successful in improving regional economic performance in such countries as Britain, Australia, and the United States.

Assistance will be provided in four different categories: direct contact (which includes outgoing and incoming missions, and exhibiting goods and services to potential international buyers or suppliers); marketing tools; market research; and foreign bidding projects.

EMA coincides with efforts by the Ontario Chamber of Commerce to promote greater business connections between companies in

Ontario and emerging markets like India and the Asia-Pacific region.

Just last month the OCC released a report pointing to the opportunities for Ontario firms in helping India overcome its infrastructure deficit. With immense needs in India in terms of hard and soft infrastructure, and Ontario's essential strengths in these areas, *Ontario-India Relations: The Infrastructure Dimension* argues that infrastructure is a key point of access into this burgeoning economy.

Similarly, the Ontario Chamber of Commerce is working closely with several Hong Kong groups including The Hong Kong-Canada Business Association, the Hong Kong Economic & Trade Office and the Hong Kong Trade Development Council, to provide information and market intelligence to Ontario companies who see the benefits of launching a China strategy from Hong Kong as their base. One of the first initiatives within this partnership is an online dialogue or blog promoting two-way trade between the two regions. It can be found at www.venturesdialogue.ca

While these are just two markets, they represent unlimited opportunities for Ontario firms. With additional support and cost-sharing, it's hoped that greater penetration of these and other markets by companies from Ontario, will serve to strengthen Ontario's prosperity and job creation. More information about Export Market Access can be found at www.exportaccess.ca.

Editorial – Business Executive/Checkmark
Len Crispino
July 1, 2008