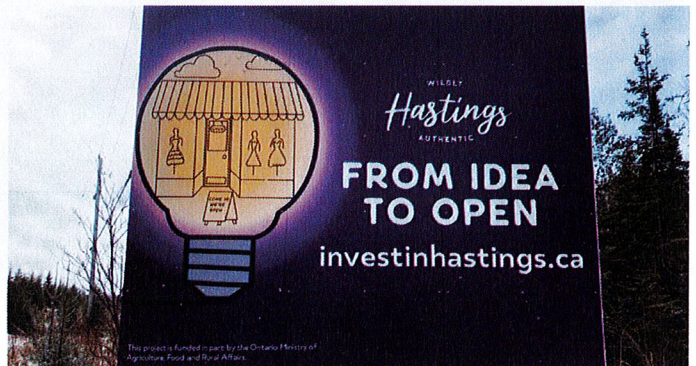


MARCH NEWSLETTER

Spring is here, meaning sap is flowing, and producers are making the quintessential Canadian sweetener that is maple syrup. This month we have a wide range of exciting updates including, workshops, new videos, grand openings, billboards, our end-of-year report, and much more.

BILLBOARDS ALONG HIGHWAY 62

We have rented and designed new billboards along Highway 62. Two billboards are in Madoc, and one is in Hastings Highlands. The billboards are a part of our Be The One campaign to inspire people to invest and open a business here in Hastings County and advertise our Small Business Coordinator resource.



TRAVEL TRADE WORKSHOP

We hosted a Travel Trade workshop at Limerick Lake Lodge with Holly Blefgen of OHTO, where she discussed the benefits and best practices for promoting our tourism businesses to international travellers as well as how to support them and provide incredible experiences when they visit.

IT'S YOUR TIME FITNESS GRAND OPENING

We celebrated the grand opening of It's Your Time Fitness Centre in Tweed. They offer online and in-person classes, training, open gym and more. We

were joined by Hastings County Warden Bob Mullin, Owner Terry-Lynn Storms, Tweed Mayor Don DeGenova, Denise Gray on behalf of MP Shelby Kramp-Neuman and MPP Ric Bresee and Tweed Community Development Coordinator Cindy Chow.) as well as their friends, family, and community members.



SKINKLE'S PET SUPPLIES GRAND OPENING

We celebrated the grand opening of Skinkle's Pet Supplies & More! Located in Stirling, they are a one-stop shop for all pet supply needs. In attendance pictured L to R: Hastings County Economic and Tourism Development Manager Andrew Redden, Township of Stirling-Rawdon Economic Development Officer Michelle Detlor, Manager of Constituency Services for MPP Ric Bresee Anita Ramski, Hastings County Councillor and Mayor of Tweed (on behalf of the Warden) Don DeGenova, owners Melissa and Josh Skinkle, Shelby Kramp-Neuman MP and Store Manager Krystan.



EDCO CONFERENCE PRESENTATION

Our Small Business Coordinator, Christine McLean, participated in a panel at the Economic Development Council of Ontario Conference in Toronto this year, speaking to an audience of 80 people. She promoted our initiatives while focussing on attracting and retaining talent and how to effectively sell your community's unique attributes.



YEAR END REPORT



2023



2023 YEAR END REPORT

We published our Year End Report for 2023, which includes highlights such as \$1.5 million invested by business owners in startup or expansion costs. We supported the opening of 17 new businesses through the direct support of our Small Business Coordinator, there was an estimated \$181.5 million worth of construction activity, approximately 766,000 overnight visitors with \$156.2 million spent through retail, travel & entertainment, and services businesses, as well as more than 510,000 people reached through online marketing. Read the full report here: online.flippingbook.com/view/1016877449/

TOTAL SOLAR ECLIPSE

We worked with Hastings County Emergency Services and Administration to promote safety during the April 8th eclipse by sharing tips on our social media channels and amplifying messaging from other government organizations like Public Health and Ontario. We created a series of social posts as well as an educational video to help educate the public on safety and precautions around this celestial event.

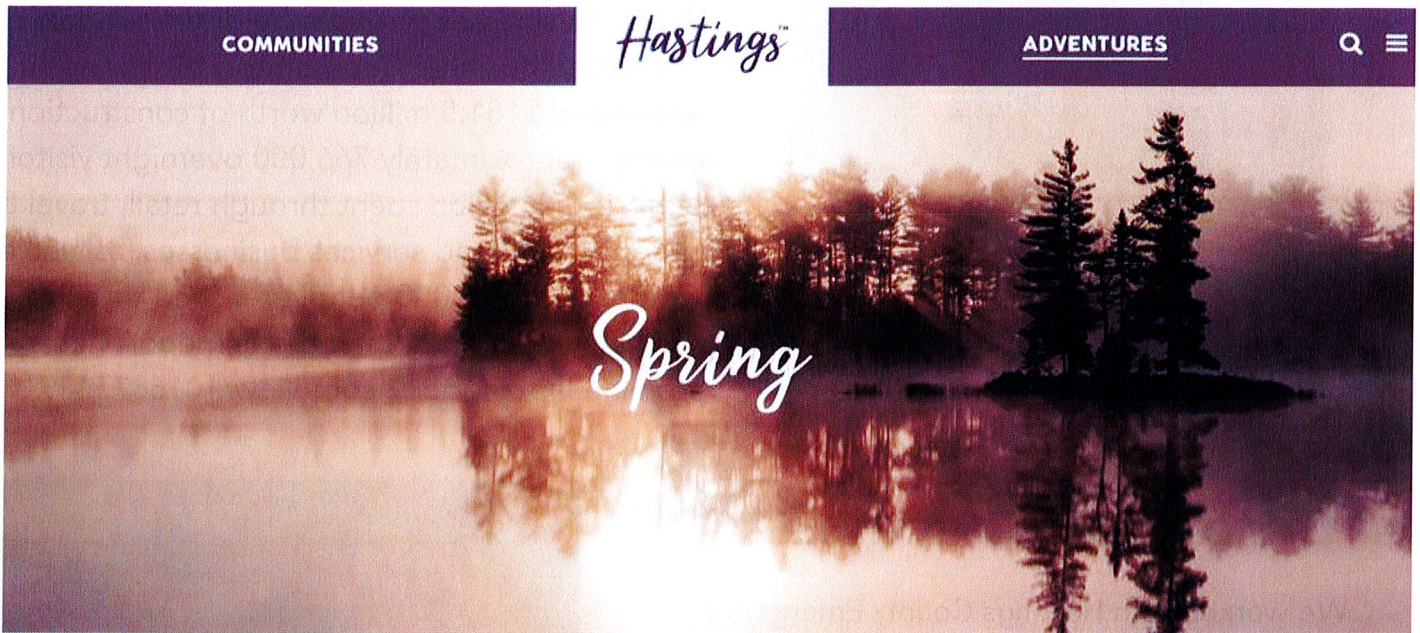


THE WILDLY AUTHENTIC ADVENTURES OF TIMMY BOYLE

We officially launched The Wildly Authentic Adventures of Timmy Boyle videos on YouTube and Social Media that see local Comedian Timmy Boyle experience some of the best that Hastings County has to offer in terms of Wildly Authentic Experiences. The videos can be found at: youtube.com/@HastingsCountyECD

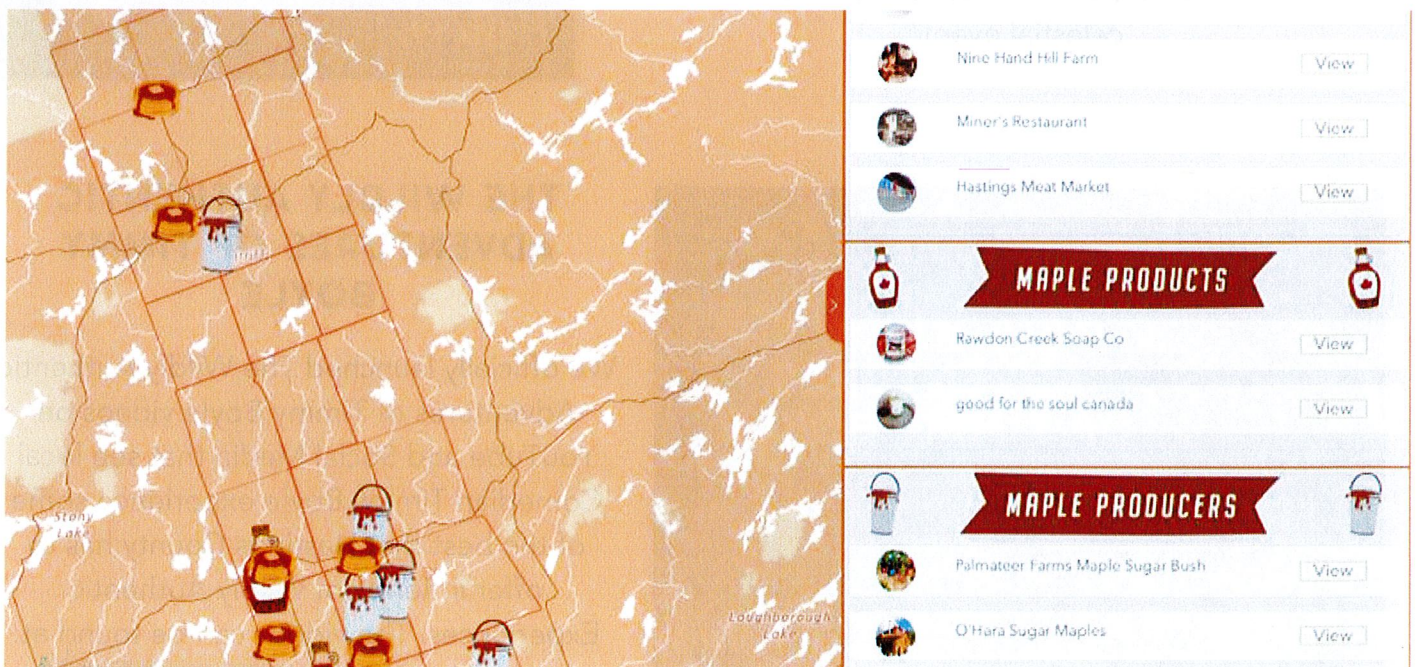
SPRING / MAPLE

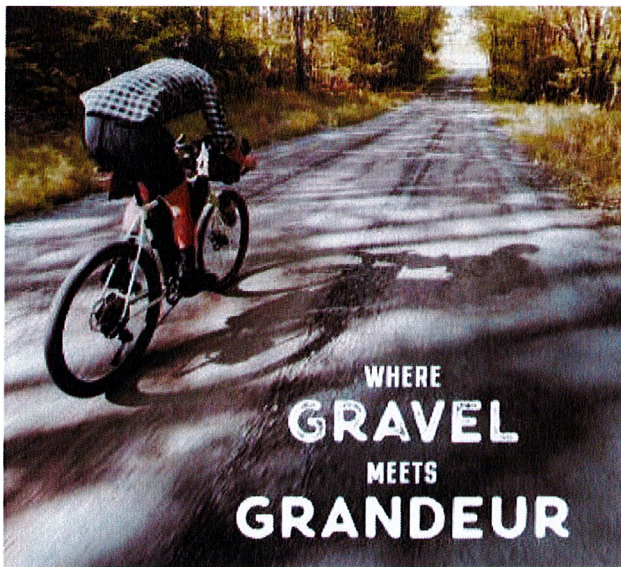
We launched our new Spring page on the Hastings County website. This page is full of Spring experiences, where to stay, where to eat, as well as stories and events to help promote our region during this beautiful season. hastingscounty.com/adventures/spring



NEW INTERACTIVE MAPLE MAP

Also, on the Spring page, visitors can find our new maple map which was created in collaboration with our GIS department. This interactive map is a place where visitors can find maple producers and maple products, and where to get maple-themed food and beverages like pancakes and lattes all across Hastings County.





NEW CYCLING CAMPAIGN

We worked with Laura Voskamp of the Bay of Quinte Adventure Cycling Club to create content promoting cycling in Hastings County. A new blog article along with an ad is currently being promoted with Ontario By Bike on their website and social channels. The blog article can be found here:

www.ontariobybike.ca/spring-dreaming-hastings-gravel-routes/

RESOURCE TEAM MEETING

We hosted our quarterly Resource Team meeting at the Deloro Community Centre, where we discussed ways to support local businesses here in Hastings County. We also had a local business speak and share with the group their story, as well as successes and challenges as the team provided ideas and resources to help them overcome obstacles and further develop their business.



EMPLOYEE NEWCOMER HIRING TOOLKIT MEETING

Our Small Business Coordinator attended the launch of the Quinte Immigration Services Employer Toolkit: For Hiring Newcomers. This is an updated resource aimed at empowering employers in the Quinte Region to effectively employ and integrate newcomers into their workforce. Learn more:

www.quintelip.ca/employer-tool-kit/



JOINING THE REGIONAL BAY OF QUINTE FILM BOARD

Hastings County Economic Development and Tourism is joining the Regional Bay of Quinte Film Board. This board is being established, to help promote our region to the film industry as a great place to film. This board will look into developing film policy and investment attraction from film and television production companies.

UPCOMING

TWO COOKS GARDEN VIDEO

We worked with Brian Lavender of Lavender Lane Media to produce a new video in our Wildly Successful Testimonials series. This episode features Two Cooks Garden, owned by Chefs Sam and Lisa, who bring their culinary expertise to your table, as their business is about cooking worldwide cuisines using fresh ingredients that are prepared from the comfort of their client's homes for them and their guests. They also come up with creative solutions to extend the life of excess food.



NEW BUSINESS UPDATES

- 9 BUSINESS KITS DISTRIBUTED (11 YTD)**
- 4 BUSINESS OPENINGS**
- 683 BUSINESSES SUPPORTED (SINCE 2017)**