

Clause 2 in Report No. 11 of Committee of the Whole was adopted, without amendment, by the Council of The Regional Municipality of York at its meeting held on June 29, 2017.

2

York Region Annual Tourism Update

Committee of the Whole recommends:

1. Receipt of the presentation by Samantha (Rodin) Wainberg, Executive Director, York Region Arts Council.
2. Adoption of the following recommendation contained in the report dated June 9, 2017 from the Commissioner of Corporate Services and Chief Planner:
 1. This report be received for information.

Report dated June 9, 2017 from the Commissioner of Corporate Services and Chief Planner now follows:

1. Recommendation

It is recommended that Council receive this report for information.

2. Purpose

This report provides a review of 2016/2017, current and planned activities to promote regional and local tourism. It also advises Council of a renewal agreement with the York Region Arts Council to deliver tourism-related services.

3. Background

Tourism, arts and culture contribute to quality of life and place-making in York Region

York Region continues to be one of the fastest growing municipalities in Canada. The attraction of the Region lies not only in our residential and business growth, but also in the quality of life to be found here.

The Region possesses a unique demographic and geographic diversity, with urban corridors connecting east to west and south to north. These urban corridors also intersect with the ecologically significant Oak Ridges Moraine and planned Greenbelt lands creating urban areas that reside next to green space and farm land. From most points within the Region, historic towns, shopping malls and cultural assets such as theatres, art galleries, fine dining, fairs and festivals are located just a short distance away from parks, trails and forests. A vibrant arts and culture scene adds significantly to creating complete communities; the sort of places that are attractive to businesses and employees as a good choice in which to live, work, or invest.

The York Region Arts Council has been the Region's partner in promoting tourism, arts and culture since 2011

The York Region Arts Council is the community connection to York Region's arts and culture assets and operators. The Arts Council has a mandate to foster arts and culture and is York Region's primary partner in promoting tourism, arts and culture to local consumers. The organization provides a vehicle for collaboration among local municipal arts councils, promoting activities across all nine municipalities in York Region.

Since 2011, York Region has been partnering with and providing funding to the Arts Council to deliver a marketing plan that develops and promotes tourism to residents. This partnership covers three primary areas:

- Development and implementation of a marketing plan
- Website development and management
- Industry engagement

In addition to these three primary areas, the Arts Council has also worked with the Region on entrepreneur development through the Artrepreneur program. The Artrepreneur program teaches the entrepreneurs in the creative community the business skills required to support a profitable business.

The Region and the York Region Arts Council partner with other stakeholders to develop and promote tourism

The Arts Council partners with Central Counties Tourism to promote tourism-related activities. Central Counties Tourism is responsible for promoting the Regional Tourism Zone 6 to external markets across Ontario and beyond while the Arts Council's focus is on promotion to the local population.

In 2009, the Ontario Ministry of Tourism divided the Province of Ontario into tourism zones. York Region is included in Regional Tourism Zone 6 (RTO6) along with Durham Region, and the Hills of Headwaters. York Region has had representation on the board of Central Counties Tourism since June of 2016.

4. Analysis and Implications

YorkScene.com is the go-to website for activities in York Region

YorkScene.com is the online resource to find tourism, arts, culture, entertainment and outdoor activities in York Region. The website was originally established in 2010 and relaunched in April 2016. The 2016 redesign provides a more user-friendly experience and a new ticketing feature for event promoters. Besides being the go-to website for activities in York Region, YorkScene.com also acts as a resource for tourism operators. Attachment 1 provides a sample of the information found on YorkScene.com. This is also circulated as flyers at festivals across the Region.

YorkScene.com enjoyed a Pan Am spike and continues to grow

From 2014 to 2016 the number of visits to YorkScene.com increased from approximately 96,000 to over 103,000. During this period, the number of unique visitors grew by 5.3 per cent from 77,770 to 81,879. In 2015 there was a 23 per cent increase in unique visitors which was attributed to increased visitation to York Region for the Pan Am Games.

The Arts Council has also developed a sizeable social media following with over 5,000 Facebook followers and just under 4,000 Twitter followers.

Trillium Funding Resulted in Development of the first generation of the 'Festivals App'

Through a successful Trillium funding application submitted by the York Region Arts Council, the York Region Festival Alliance (YRFA) was launched in 2015. The alliance currently promotes over 20 festival and event members. Through the Alliance, the first generation of the York Region Festivals app was launched in 2016 with YorkScene.com event calendar integration. The app's functionality allowed users to access a curated list of York Region festivals and events on their mobile devices. It also featured a map with local businesses based on the consumer's location.

A new app creating a better user experience will be launched in June, 2017.

York Region continues to promote Agri-Tourism with the Farm Fresh Map

Each year York Region with additional financial support from four of the local municipalities creates and distributes a map listing some of the farm stands and farmers' markets in the region. The map is designed as a resource to encourage residents and visitors to explore and enjoy a day trip shopping for fresh food during the growing season. Food-related events are also listed on the map.

Distribution channels for the map include:

- 15,000 maps produced and distributed to partnering municipalities, the York Region Agricultural Alliance Liaison Group, and the York Region Arts Council
- 60,000 Visitor's Guides published by the York Region Media Group which include a print-ready version of the map
- 100,000 visitors to YorkScene.com can download a digital version of the map

The annual Tourism Summit helps promote industry engagement

Since 2013, the Arts Council, Central Counties Tourism and the Region have collaborated on delivering an annual tourism summit with local industry stakeholders. The purpose of this event is to inform stakeholders about the strategic partnership between York Region, the York Region Arts Council and Central Counties Tourism. The most recent Tourism Summit was held in Newmarket on March 30, 2017 with over 100 attendees. To-date over 700 persons participated in the summit.

The Artrepreneur Program has benefitted over 70 arts and culture entrepreneurs to-date

Innovation plays an important role in the Region's Economic Development Action Plan and is recognized as an integral element of the community's economic prosperity. Arts and culture provides entertainment to help create complete communities and a sense of place within the Region. It also helps inspire innovation, new ideas, designs and messages that inform business opportunities.

Outside of the core agreement with the Arts Council, York Region provided seed funding of \$40,000 over two years to support the establishment and expansion of the Artrepreneur Program in 2015 and 2016. This collaboration has benefitted over 70 entrepreneurs to date and provided the Region with another way to engage the creative community. Participants of Artrepreneur cohort completed the program in early 2015 and have since generated over \$1,000,000 in revenues through sales,

sponsorships and grants. An assessment of the economic impact is done one year after a cohort's completion, therefore cohort two will be evaluated in early August 2017 and cohort three in early February 2018. A number of the participants also took advantage of services from ventureLAB, the York Small Business Enterprise Centre (YSBEC) and NewMakelt, a new innovation maker-space in Newmarket.

The Artrepreneur program has attracted participants from all of York Region's nine municipalities as well as Toronto residents looking to expand creative businesses into York Region. Over 50 per cent of participants are visual artists, with the remainder comprised of musicians, actors, writers, filmmakers, dancers, multi-disciplinary artists and arts and cultural organizations. Ages range from young adults to seniors. Attachment 2 provides a snapshot of the attendees and outcomes of the program so far.

Staff from the York Region Small Business Enterprise Centre continues to support the program by sitting on the Artrepreneur selection committee and facilitating classes throughout the 12-week curriculum.

York Region has renewed its partnership with the Arts Council for 2017

The formal funding arrangement between the Arts Council and the Region has been renewed for 2017. The agreement articulates roles and responsibilities that align with the Region's goals, and identifies requirements related to reporting and use of Regional funding.

Through its efforts in connecting stakeholders and residents, the Arts Council is bringing to life the complete communities York Region is planning for the future.

The following are the major elements of the 2017 work plan included in the agreement:

- Marketing and Support: develop and deliver a coordinated marketing plan that supports encouraging traffic to YorkScene.com to promote the Region's tourism, arts and cultural assets
- E-newsletter and Social Media Development: focus on techniques to expand the YorkScene consumer and industry stakeholder e-newsletter subscriber databases as well as the number of YorkScene's Facebook and Twitter followers
- Industry Engagement: Engage arts, culture and tourism operators in the community to develop the annual tourism summit in partnership with Central Counties Tourism

- **Product Development:** work with local tourism operators and Central Counties Tourism to develop product packages that promote tourism, arts and culture
- **Customer Service Support:** field tourism related calls and email enquiries from local residents and potential visitors

The partnership with the York Region Arts Council supports the long-term goals of Council-approved plans

This partnership promotes the arts, culture and tourism initiatives of the 2015 to 2019 Strategic Plan, which endeavours to ‘Strengthen the Region’s Economy’, while ‘Fostering an environment that attracts, grows and maintains businesses’, and the Regional Official Plan.

These initiatives support the goals of the Economic Development Action Plan 2016 to 2019 to ‘Maintain and evolve the lifestyle promotion of York Region through web, social media and event channels (e.g. YorkScene.com).

5. Financial Considerations

Continued collaboration remains a cost-effective solution for promoting tourism within York Region

The Regional Council-approved Planning and Economic Development branch budget includes an allocation of \$72,400 in 2017 to assist the York Region Arts Council with delivering on the marketing plan. This will enable continued support for ongoing local tourism promotion, customer service delivery, arts and culture programs and product development for the tourism market. This partnership is a cost-effective opportunity for York Region given that the Arts Council has office space at the NewMakelt innovation hub in Newmarket, accomplished staff and well established relationships throughout the local arts and culture community and with York Region’s media outlets.

6. Local Municipal Impact

The Region continues to support local tourism marketing in partnership with the Arts Council and Central Counties. Tourism marketing decisions are made based on alignment with municipal, regional and provincial priorities through regular meetings and collaboration with municipal economic development partners.

Other notable local Municipal tourism activities in 2016 include:

- The renovation and restoration of Newmarket Old Town Hall, adding cultural and artistic programming in Newmarket that compliments other activities
- Newmarket Main Street won the Great Places in Canada award
- Georgina and East Gwillimbury announced joint tourism strategic plans
- The inaugural Farm to Fork Tour sold out in East Gwillimbury
- The new East meets West experience at the Taste of Asia Festival in Richmond Hill featuring indigenous performers and artists, side-by-side with Chinese culture, creates a celebration of diversity and tradition
- The Town of Richmond Hill launched a new Festival Strategy

7. Conclusion

The Region continues to play an important role in supporting and promoting tourism, arts and cultural programs through a formal relationship with the York Region Arts Council and collaboration with various tourism stakeholders. The Arts Council continues to provide important and productive tourism deliverables, with ever-increasing website traffic and a presence at events, therefore raising the profile of York Region's arts, culture and tourism assets and stakeholders.

With these partnerships now well established, there is a need to continue the relationship with the Arts Council leveraging the agreement in place to further support local tourism operators by promoting local tourism opportunities to audiences within York Region and beyond. Taking a place-making approach will further enhance the Region's appeal as a great place to work and live, a positive development that supports our broader economic development goals.

For more information on this report, please contact Doug Lindeblom, Director, Economic Strategy, at 1-877-464-9675 ext. 71503.

The Senior Management Group has reviewed this report.

June 9, 2017

Attachments 2

#7654642

Accessible formats or communication supports are available upon request.

3,000 flyers with three versions were distributed at 18 festivals

The York Region Arts Council distributed these printed flyers at 18 festivals through the Summer Street Team/Outreach efforts. Approximately 3,000 flyers were printed and distributed over the summer months. The three versions highlight and identify some key attractions, and locations to enjoy arts, culture and tourism offerings in York Region.



DAILY
EVENTS
& MORE



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find us:  /Yorkscene  @YorkScene

WINERIES & BREWERIES
in York Region

Spend your summer catching up with old friends, or making new ones at some of the **wineries** and **breweries** in the area!

APPLEWOOD FARM & WINERY
The winery has a warm and comfortable atmosphere along with a large tasting bar where you can sample award winning wine and chat with the wine maker-they love meeting their fans! Their delicious selection of fruit wines are made from the fruit which are harvested right in their farms. You can browse through a collection of giftware, jams, jellies and much more.
📍 STOP BY AND INDULGE IN DELICIOUS SAMPLES | 12416 MCCOWAN RD. STOUFFVILLE

GALLUCCI WINERY
This breath-taking winery gets you feeling warm and fuzzy, and that's only partially due to the wine. The Gallucci Winery was built on lots of love and it's evident by the owners and the team behind the facility. Situated in Stouffville, the winery promises a tranquil oasis for wine drinkers.
📍 FIND YOUR OASIS AT THE GALLUCCI WINERY | 13204 NINTH LINE STOUFFVILLE

HOLLAND MARSH WINERIES
The Holland Marsh winery takes you on a journey of flavours, you'll get to know the story behind the family and the soil that started the winery. If you like being pampered and want to feel like family this is the place to be. Surrounded by beautiful grounds, and a picturesque location, you can't get better than this! PS-Try the local chocolate pairing with their wines, YUM! Come for the wine and stay for the celebration!
📍 COME FOR THE WINE & STAY FOR THE CELEBRATION | 18270 KEELE ST. NEWMARKET

WILLOW SPRINGS WINERY
One of our favourites (we're allowed to play favourites, aren't we?) is Willow Springs Winery. A scenic escape to well-maintained grounds and you can't miss it because the Willow trees give them away. Willow Springs has a few awards under its belt, and once you taste some of their offerings, you'll know why! PS -We recommend the Pino Noir, smooth!
📍 FIND YOUR FAV AT WILLOW SPRINGS WINERY | 5572 BETHESDA RD. STOUFFVILLE

For more on your favourite wineries, visit YorkScene.com



DAILY
EVENTS
& MORE



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find us:



/Yorkscene



@YorkScene

OUTDOOR ADVENTURE

in York Region

CANADA'S WONDERLAND

Summer isn't the same without a visit to Canada's Wonderland. Located in Vaughan, Wonderland is a place for the whole family to find their level of thrill on the roller coasters or chill in the lazy river. Find your thrills and chills at Wonderland this summer!

📍 9580 JANE ST. VAUGHAN

TREETOP TREKKING AT BRUCE'S MILL

Remember watching Tarzan as a kid, and thinking, "I'd love to swing from tree to tree!" Well now you have the option, although, more secure than the ropes Tarzan hung on to. Treetop Trekking gets you locked in and ready to fame the jungle as you do aerial courses through the trees.

Bonus: depending on how much you work out, your upper body is going to be a bit sore. Either way, this is a super fun time!

📍 3291 STOUFFVILLE RD. STOUFFVILLE

SPRAY LAKE WATER SPORTS AND ACTIVITIES CENTRE

Want to learn something new this summer? Check out Spray Lake's various activities. Spray Lake Watersports and Activity Centre is situated on a one-of-a-kind, private freshwater lake, in King Township and its core services include water skiing and wakeboarding behind their top-of-the-line Nautique boats. They also provide various other water or land-based activities at Spray Lake, including stand up paddle boarding, beach volleyball and recreational swimming.

📍 18205 KEELE ST. KING TOWNSHIP

GEORGINA ROC

The ROC is the community pride and joy of Georgina. During the summer, the ropes course, climbing wall and 300' zip line is sure to please. Then cool yourself in the water play splash pad. Pack a lunch or get something from the Canteen. If you haven't had a chance to make it to Georgina, make sure you stay for the sunset—it truly is magical!

📍 26479 CIVIC CENTRE RD. KESWICK

RAIL YARD WAKE PARK

Open daily from May to October, Rail Yard Wake Park keeps things interesting for those looking to try challenging water sports. Their cable system allows beginners and intermediates to learn the ropes, quite literally, and manoeuvre through the wake-boarding course.

📍 5407 QUEENSVILLE SIDEROAD MOUNT ALBERT

For more information on outdoor sports and adventure, visit YorkScene.com



DAILY
EVENTS
& MORE



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find us:



HISTORIC MAIN STREETS

in York Region

MAIN STREET MARKHAM

Main Street Markham, the home to many great stores, historic sites, wonderful people, and now, the noble Canada Goose. Visit Main Street Markham and explore its many excellent stores and services. Here you'll find the best breakfast and dessert, the best butcher, best travel agent, best jeweller, gift store, and best antiques, the best financial planner, best bicycle shop, best Kitchen & Bath store, best formal wear, shoe shop, and more!

You don't want to miss the upcoming **Markham Village Music Festival**, June 19 & 20.

HISTORIC VILLAGE OF KLEINBURG

Kleinburg is a sweet little village with architecture that heralds a bygone era. Today, nostalgic buildings intersect with warm, welcoming, friendly smiles that make Kleinburg the ideal quintessential small town. The historic village centre offers boutique shopping, art, festivals, and dining.

While you're there, don't forget to visit the **McMichael Gallery**.

MAIN STREET NEWMARKET

Discover Newmarket's Main Street. Whether it's baked goods or a taste of history you're craving you'll be sure to find it in Historic Downtown Newmarket. Independent boutiques line the street nestled in historic buildings. Boutiques range from restaurants, cafes, clothing stores, yoga, to barbers and hair salons. There is a little bit of everything here. While visiting, take a stroll through the beautiful Fairy Lake Park and remember every Saturday from May to October check out our *traditional* Farmers' Market.


P.S. Some fabulous festivals take place in Fairy Lake Park, **Caribbean & South Asian Showcase**, June 27 - 28 and the **Newmarket Jazz Festival**, July 31-August 3.

MAIN STREET UNIONVILLE





Treat yourself to a relaxing stroll around the block. Stop and shop at the variety of stores, boutiques and galleries. Indulge in some culinary delights. Be it fine dining or some comfort food, a variety of restaurants and bars are here to cater to your every whim. Be sure to check out the **Stiver Mills Farmers' Market** every Sunday from June to October.

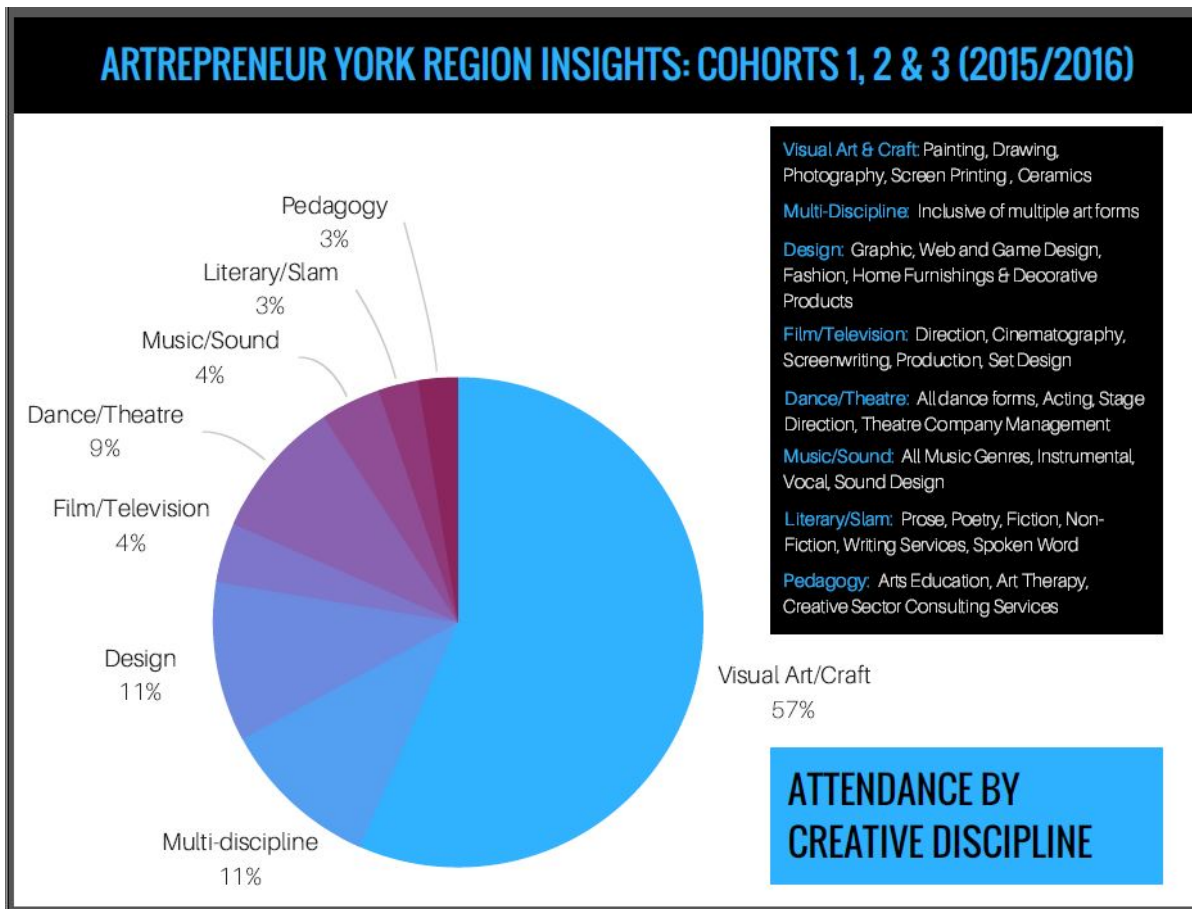
There's something for everyone, be it crafts, jewelry, clothes, antiques or galleries. Pamper yourself for a relaxing afternoon with choices of spas and salons.

For more information on Historic Main Streets, visit YorkScene.com

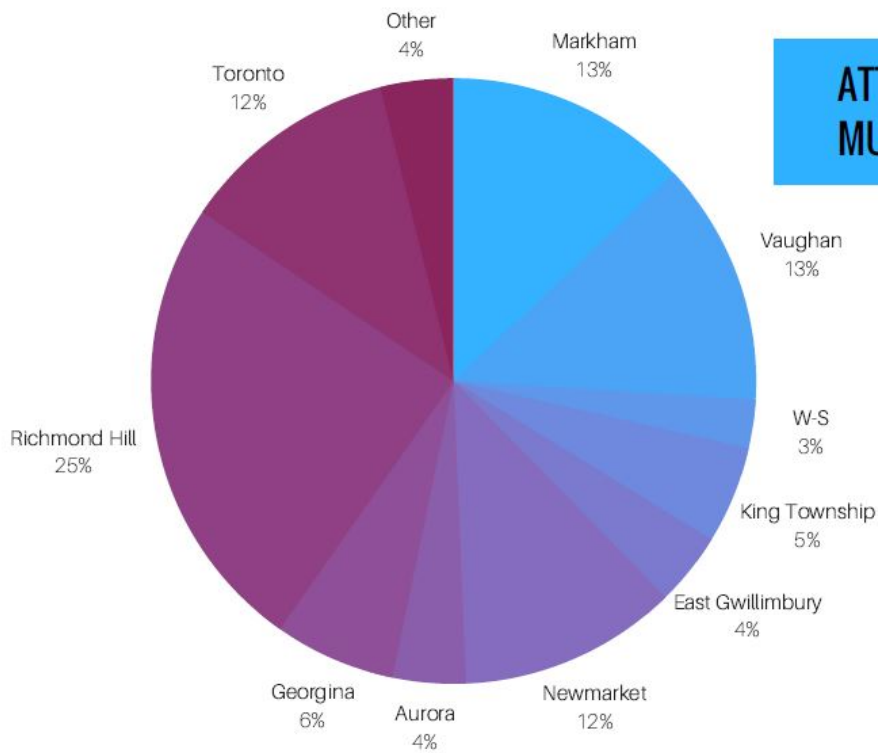


artrepreneur
YORK REGION
INSIGHTS
COHORTS 1, 2 & 3 (2015/2016)

-  **76 Participants**
-  **9+ Municipalities**
-  **8 Creative Disciplines**
-  **Over \$1M Generated**



ARTREPRENEUR YORK REGION INSIGHTS: COHORTS 1, 2 & 3 (2015/2016)





PRESENTATION TO REGIONAL MUNICIPALITY OF YORK
COMMITTEE OF THE WHOLE

YORK REGION AND YORK REGION ARTS COUNCIL PARTNERSHIP

SAMANTHA WAINBERG
EXECUTIVE DIRECTOR
YORK REGION ARTS COUNCIL
JUNE 22, 2017

Photo Credit: Central Counties Tourism

NEW MISSION AND FOCUS

2017-2020 STRATEGIC PLAN

NEW MISSION

CREATING A DYNAMIC YORK REGION ARTS AND CULTURE SCENE BY INCREASING KNOWLEDGE, COMMUNICATION AND AWARENESS

NEW FOCUS

CREATIVE PLACEMAKING

CREATIVE PLACEMAKING STRATEGIES



SIX STRATEGIES:

- ▶ Focus on festivals
- ▶ Positioning York Region
- ▶ Facilitating a more connected community
- ▶ Attracting established arts and cultural events
- ▶ Developing creative hubs
- ▶ Equipping local creatives with business skills

ALIGNMENT WITH YORK REGION ECONOMIC DEVELOPMENT ACTION PLAN 2016-2019



- ▶ The importance of quality of life
- ▶ Innovation and entrepreneur development
- ▶ Tourism, arts and culture is essential to creating complete, attractive communities
- ▶ Creating spaces that promote collective thinking and technology adoptions
- ▶ Elevating the Region's profile requires a next level public relations initiative
- ▶ Marketing and communications

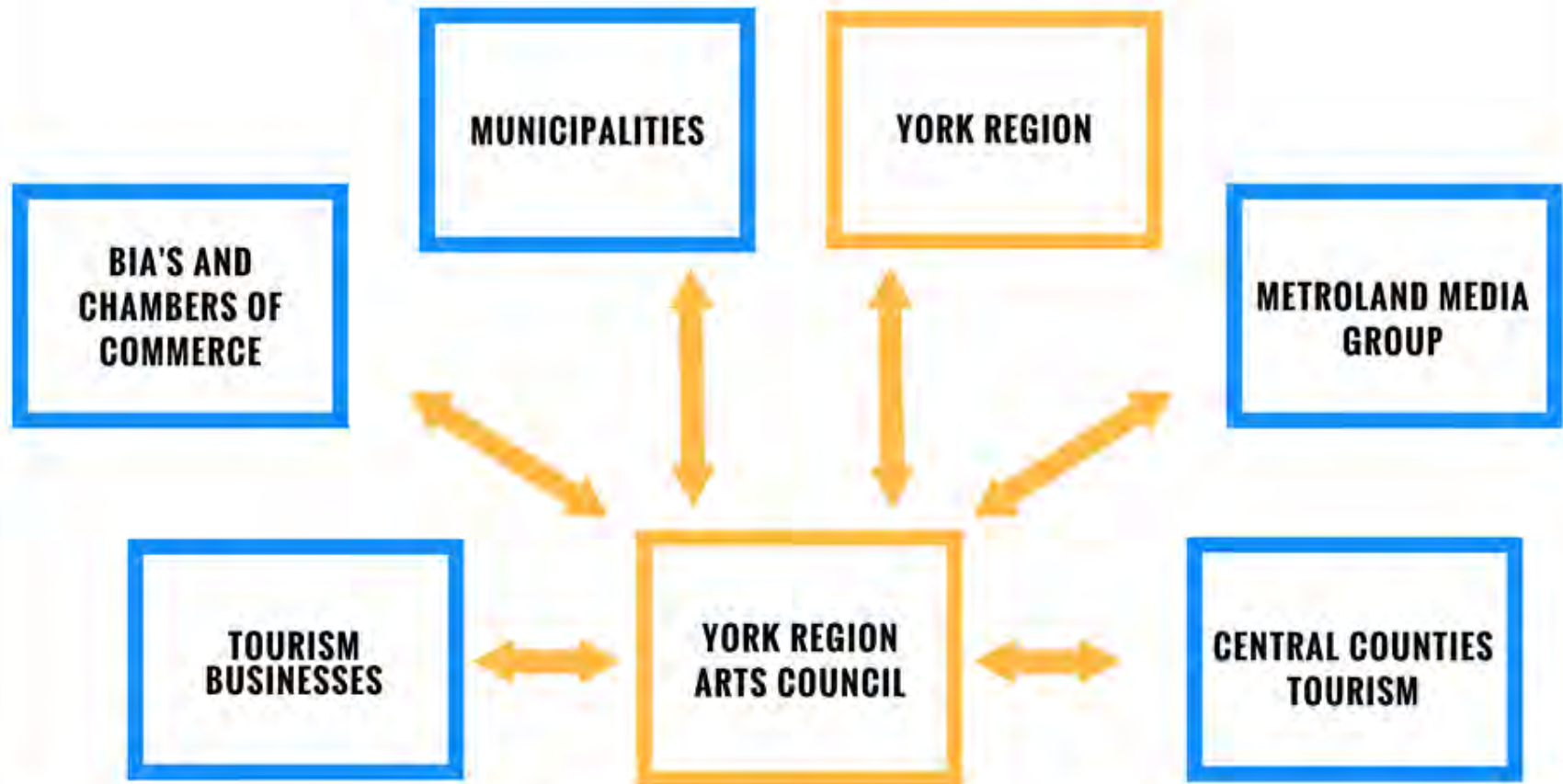
COLLABORATIONS WITH YORK REGION



Photo Credit: Louis Li

- ▶ Continued partnership in support of tourism promotion
- ▶ Tourism Marketing Plans developed in 2015, 2016 and 2017
- ▶ Collaborative Agreement includes \$70,000 in 2015, \$71,300 in 2016 and \$72,400 for 2017 initiatives
- ▶ \$40,000 in seed funding for Artrepreneur since 2015
- ▶ Partnership to pilot the Artrepreneur business accelerator program for creative entrepreneurs 2015-2016

LOCAL TOURISM ECOSYSTEM



2016 HIGHLIGHTS

YORKSCENE



WHAT'S YOUR PLEASURE?

- ▶ Launched new YorkScene.com in April with YorkTix
- ▶ Features new event calendar and ticketing function
- ▶ 103,429 total visitors



- ▶ Continued partnership with Metroland to develop YorkScene Guide
- ▶ Over 50,000 copies distributed



Photo Credit: Snapd Richmond Hill

- ▶ 11 Street Team Ambassadors
- ▶ Attended 38 festival days over the summer

2016 HIGHLIGHTS

YORKSCENE

WHAT'S YOUR PLEASURE?

HISTORIC MAIN STREETS
in York Region

MAIN STREET MARKHAM
Main Street Markham, the home to many great stores, historic sites, wonderful people, and even the mighty Canada Goose. This Main Street Markham and explore its many excellent stores and services. Here you'll find the best breakfast and dinner, the best facilities, best travel agents, best jewelry, gift store and best antique. The best financial planner, best bicycle shop, best Kachow & Kach store, best formal wear, shoe shop, and more!

You don't want to miss the upcoming Markham Village Music Festival, June 17 & 18.

HISTORIC VILLAGE OF KLEINBURG
Kleinburg is a sweet little village with architecture that blends a historic era, today's modern amenities, and a vibrant community. It's a place where you can find everything you need for your lifestyle. The historic village creates a unique shopping, art, festivals, and dining.

While you're there, don't forget to explore the Memorial Gallery.

MAIN STREET NEW MARKET
Discover Newmarket's Main Street. Whether it's a local goods or a taste of history you're craving you'll be sure to find it in Historic Downtown Newmarket. Independent businesses line the street nestled in its historic buildings. Businesses range from restaurants, cafes, clothing stores, yoga, to barber and hair salons. There is a little bit of everything here. While visiting, take a stroll through the beautiful Fairy Lake Park and remember every Saturday from May to October check out our traditional Farmers' Market.

P.S. Don't miss the historic town square in Fairy Lake Park, Carleton Place & South Anna Square, June 27 - 28 and the Newmarket Fall Festival, July 21-August 1.

MAIN STREET UNIONVILLE
Treat yourself to a relaxing stroll around the block. Stop and shop at the variety of stores, boutiques and galleries. Indulge in some culinary delights. Be it fine dining or some comfort food, a variety of restaurants and bars are here to cater to your every whim. Be sure to check out the Silver Mile Farmers' Market every Sunday from June to October.

There's something for everyone, be it crafts, jewelry, clothes, unique gifts, or groceries. Plan your visit for a relaxing afternoon with champagne, brunch and more.

DAILY EVENTS & MORE

yorkscene
EAT · PLAY · STAY LOCAL

WWW.YORKSCENE.COM

find us: /YorkScene @YorkScene

YorkScene is a partnership between the York Region and the York Region Arts Council.

**3,000 FLYERS
DISTRIBUTED**

2016 HIGHLIGHTS

YORK REGION
Partners in Tourism
S U M M I T March 31 2016
 Tell ~~Sell~~ your story! Register today!

Join us and learn how to tell your story!

Join the York Region Arts Council and Central Counties Tourism for the annual Tourism Summit, taking place on March 31, 2016. The summit will be an opportunity for industry stakeholders to share best practices and hear from professionals.

This year's summit will pick up from where we left off last year, with renowned keynote speaker Terry O'Reilly, who will share his insights of telling powerful stories and creating messages that reach your audiences. The summit will be a starting point to a successful 2016/2017 tourism season and an excellent opportunity for stakeholders to benefit from powerful marketing initiatives and receive important updates from Central Counties Tourism (RCTO) as well as the York Region Arts Council (DMO in York Region). Includes lunch.

Event Schedule at a Glance:

12 to 12:30 p.m.	Registration
12:30 to 1:10 p.m.	Lunch and Networking
1:15 p.m.	Welcome and Introduction
1:20 to 1:40 p.m.	CCT Destination Management Plan
1:40 to 2 p.m.	YRACT Strategic Direction
2 to 3 p.m.	Keynote: Terry O'Reilly - The Power of Story Telling
3 to 3:15 p.m.	Break
3:20 p.m.	An Engaged Team = Satisfied Customers, Empowering Your Staff to Exceed Expectations.
4:20 p.m.	Festival Trail
4:50 p.m.	Closing
5 to 6 p.m.	Cocktails and Networking

March 31, 2016 - The Manor, 18750 Weston Road, Kettleby, ON
Admission: \$20 - Lunch included
 For more information, visit yorkscene.com/tourismsummit or email info@yorkscene.com

Terry O'Reilly
 | Keynote Speaker

Terry began his career as Copy Chief for PM138 Radio in Burlington, Ontario, where he discovered that with meticulous planning and attention to detail, you can still feel fast on your feet. With that learning, he went on to become an award-winning copywriter for Toronto advertising agencies Campbell-Ewald, Doyle Dane Bernbach and Chiat/Day.

In 1996, Terry co-founded Pirate Radio & Television, a creative audio production company producing scripts, sound and music for radio and television commercials. Pirate grew to a staff of 50 with 8 recording studios in Toronto and New York City.

In demand as a keynote speaker, Terry talks about key marketing issues of companies and organizations that - from the critical need to embed marketing in marketing to why customer service - profit, he has to change a unique perception, to why smart marketers don't outsource like computers - they outsmart them.

CENTRAL COUNTIES **YORK REGION Arts** **metroland media** **York Region**

- ▶ York Region *Partners in Tourism* hosted annual Tourism Summit
- ▶ Since 2013, approximately 700 persons attended
- ▶ Featured keynote speaker, Terry O'Reilly in 2016
- ▶ Featured keynote speaker, Todd Lucier in 2017
- ▶ Examined how arts and culture drive tourism in 2017

2016 HIGHLIGHTS

SPACEFINDER YORK REGION



SpaceFinder York Region

BY FRACTURED ATLAS



- ▶ Matchmaking tool for renters and people looking for space
- ▶ Online, easy to use, exclusive to York Region
- ▶ Training sessions and official launch forthcoming
- ▶ One of the fastest growing SpaceFinders in Canada with 74 spaces added as of May 31, 2017

A **PARTNERSHIP** BETWEEN ARTSBUILD ONTARIO, YRAC, TOWN OF NEWMARKET, CITY OF MARKHAM, TOWN OF RICHMOND HILL AND THE TORONTO AND REGION CONSERVATION AUTHORITY

2016 HIGHLIGHTS

ARTREPRENEUR ACCELERATOR PROGRAM



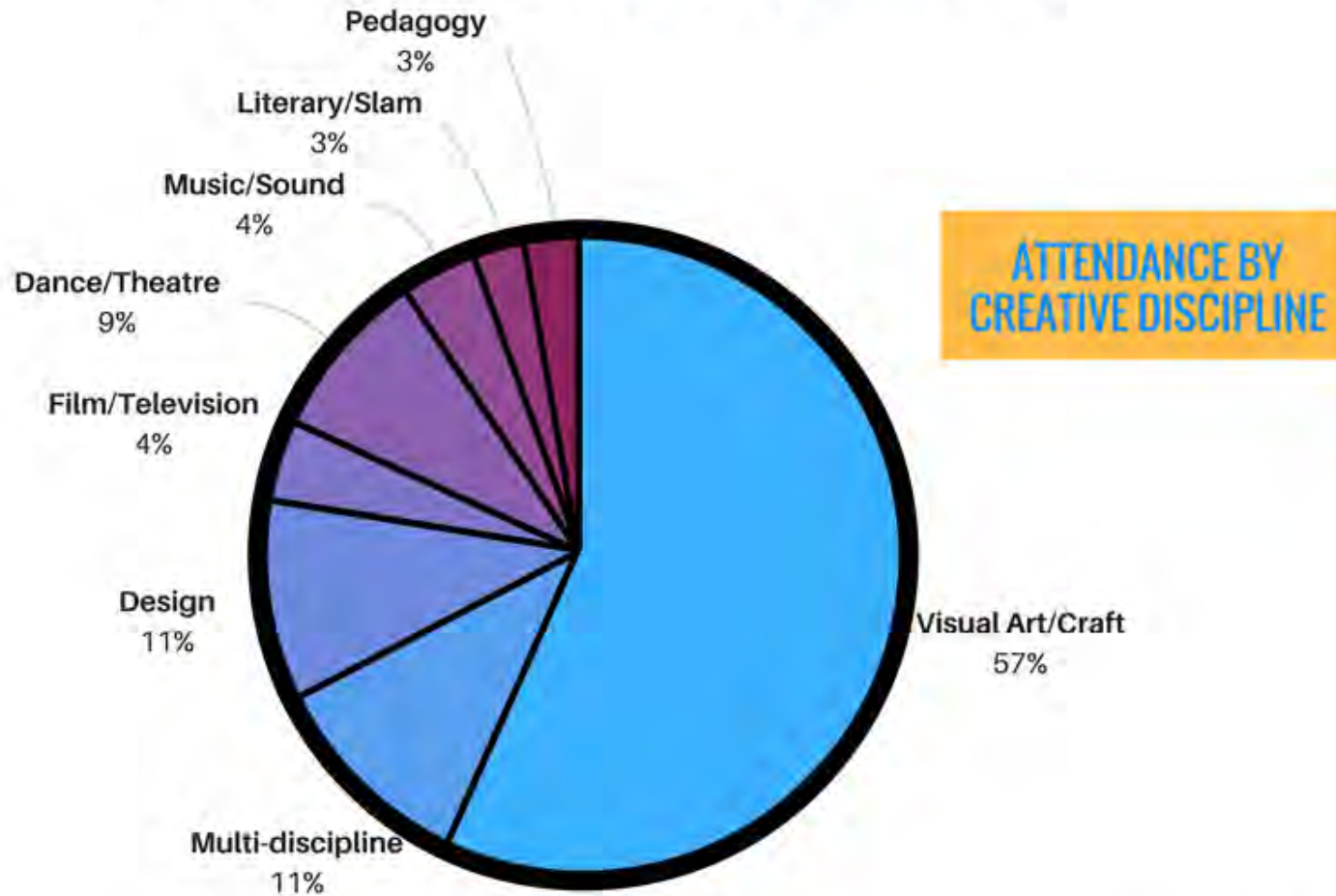
Photo Credit: Louis Li

- ▶ Ran three York Region cohorts between 2015 and 2016
- ▶ Trained 76 artists, creative entrepreneurs, arts administrators and educators
- ▶ Facilitated new connections resulting in the formation of new collaborations and projects
- ▶ Extensive partnerships with small business centres, arts organizations and academic institutions

THE FIRST COHORT IN 2015 GENERATED OVER **\$1,000,000** IN REVENUE ONE YEAR AFTER COMPLETING THE PROGRAM.

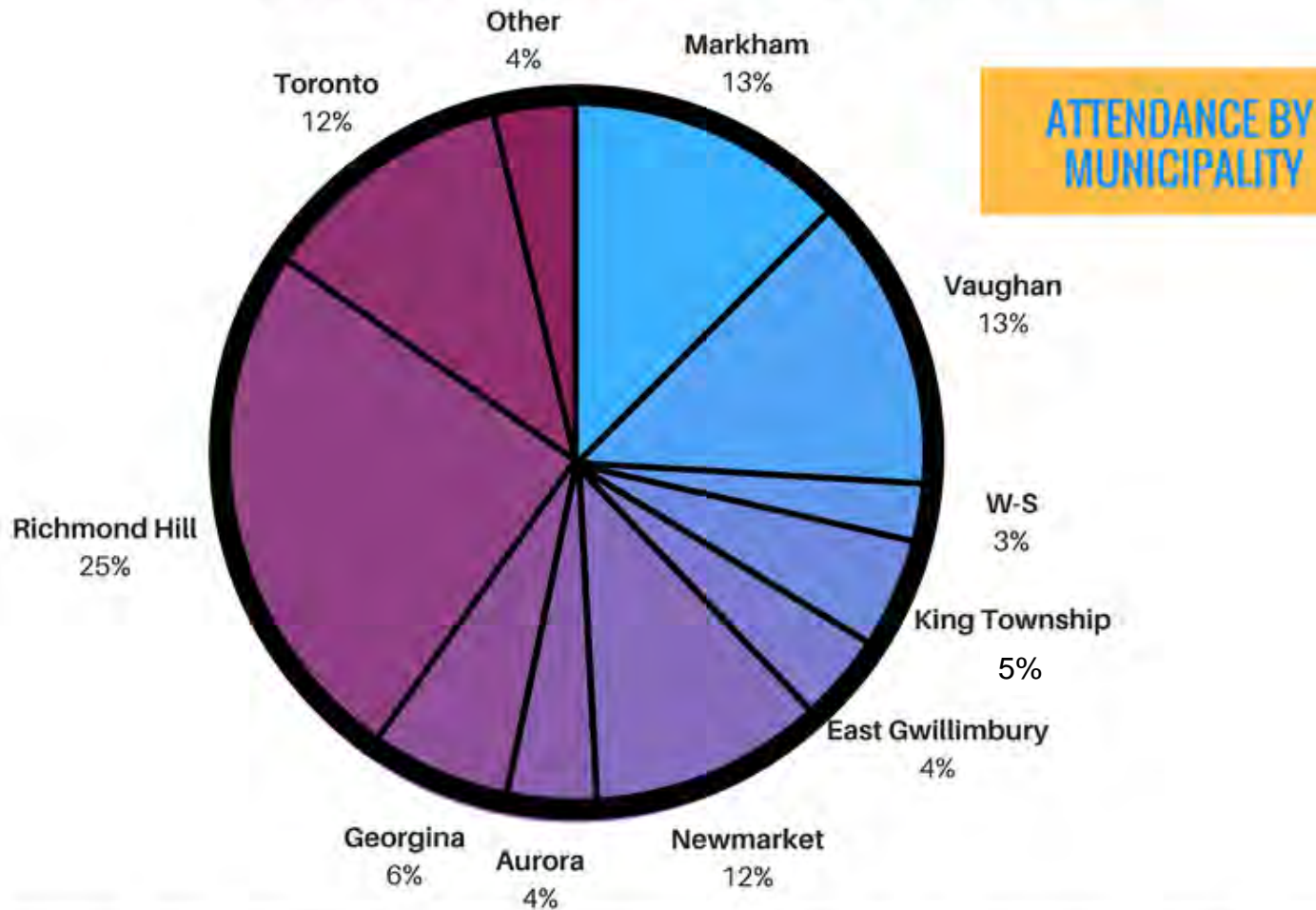
2016 HIGHLIGHTS

ARTREPRENEUR 2015-2016 INSIGHTS



2016 HIGHLIGHTS

ARTREPRENEUR 2015-2016 INSIGHTS



2016 HIGHLIGHTS

YORK REGION FESTIVAL ALLIANCE



- ▶ YRFA grant contributed to YorkScene.com enhancements
- ▶ East Meets West activation at Taste of Asia Festival
- ▶ Cooperative advertising in YRMG papers
- ▶ Capacity building workshops
- ▶ Over 20 festival and event members
- ▶ First iteration of mobile app developed

THE YORK REGION FESTIVAL TRAIL

CELEBRATING CANADA 150



YORK REGION AND YORK REGION ARTS COUNCIL PARTNERSHIP PRESENTATION | JUNE 22, 2017

THE YORK REGION FESTIVAL TRAIL

CELEBRATING CANADA 150



EXPERIENCE THE FESTIVAL TRAIL

The York Region Arts Council is proud to announce The York Region Festival Trail Celebrating Canada 150. We invite you to visit the many festivals and be immersed in rich cultural diversity around Canadian values and artistic excellence throughout York Region as we commemorate Canada's 150th anniversary.

Follow along the festival trail and share your experiences with us using the hashtag [#YRFestivalTrail](#)

JUNE

- SATURDAY 3** COSMOFEST
Experience some of Canada's hottest music acts on the CosmoFEST Main Stage for FREE CONCERTS featuring MOTHER MOTHER, THE BEACHES, HONEYMOON SUITE, MEGAN PATRICK and JACOB MOON. Full Main Stage schedule will be released in early May on CosmoFEST.ca.
- SAT & SUN 3-4** UNIONVILLE FESTIVAL
- SATURDAY 10** KING CITY CRAFT BEER & FOOD TRUCK FESTIVAL
- FRI & SAT 16-17** MARKHAM VILLAGE MUSIC FESTIVAL
Canadian Open Cello Competition
- SAT & SUN 24-25** TD TASTE OF ASIA FESTIVAL
- FRI - SUN 30-2** WHITCHURCH-STOUFFVILLE STRAWBERRY FESTIVAL
Hosts a Canada Music Party - 10am-6pm

JULY

- SATURDAY 1** RICHMOND HILL CANADA DAY
- FRI - SUN 7-9** MARKHAM ROTARY RIBFEST
CULTURE BRIDGE FESTIVAL
- SUNDAY 23** UNIONVILLE EXOTIC CAR SHOW
THE ELWINS IN CONCERT FEATURING A FOOD TRUCK FRENZY

AUGUST

- SATURDAY 5** AURORA SUMMER MUSIC FESTIVAL
- SUN & MON 6-7** JAMBANA
- FRI - SUN 11-13** STOUFFVILLE COUNTRY RIBFEST

- SATURDAY 12** RICHMOND HILL ROTARY CRAFT BEER TASTING FESTIVAL
- THURS - SUN 17-20** TD MARKHAM JAZZ FESTIVAL
- FRI - SUN 25-27** CARIVAUGHAN
TD NEWMARKET MUSIC FESTIVAL
- SATURDAY 26** TASTE OF STOUFFVILLE

SEPTEMBER

- SUNDAY 10** MARKHAM AUTO CLASSIC
- SATURDAY 16** BINDER TWINE FESTIVAL
- SUNDAY 17** WEAVING WORDS: FESTIVAL OF STORIES
- SUNDAY 24** RICHMOND HILL TASTES OF THE HILL

This year the World Pavilion, comprised of many cultural groups representing the continents of the world, is one of the main attractions. Interactive displays showcasing clothing, artifacts and art along with interactive experiences are available for attendees. This year the pavilion will feature a special Canadiana section highlighting all things Canadian!

- THURS - SUN 28-1** MARKHAM FAIR
Markham O'Connell's Remembrance: The History of Festivals and Fairs
- SATURDAY 30** HOLLAND MARSH SOUPFEST
FARM TO FORK THANKSGIVING TOUR

OCTOBER

- ONE WEEK 7-9** WOODBRIDGE FALL FAIR
- SATURDAY 14** OKTOBERFAIR

WINTER 2017 & 2018

- 24** FESTIVAL OF LIGHTS
- 1** UNIONVILLE OLDE TYME CHRISTMAS PARADE
- 23 & 24** AURORA WINTER BLUES FEST

LOOKING AHEAD

POSITIONING YORK REGION



Photo Credit: Central Counties Tourism

- ▶ Carry out 2017 Tourism Marketing Plan and develop 2018 Plan
- ▶ Implement 2017-2020 York Region Arts Council Strategic Plan
- ▶ Focus on creative placemaking and positioning York Region as an exciting place to live, work and visit
- ▶ Expand Artrepreneur, SpaceFinder York Region, The Festival Trail and offer new programs and services

THANK YOU

CONTACT INFORMATION



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