

Economic Development, Tourism, and Transportation

NEW Discover More Adventures Signature Experience: Pick-Your-Own at Applebottom Orchards

Our tourism offerings continue to expand with the launch of our 16th Signature Experience, Pick-Your-Own at Applebottom Orchards!

Walk amongst rows of apple trees at this experiential pick-your-own orchard focused on food production, education and community engagement.

Starting September 7th, they're open for the pickin' every Saturday and Sunday until the end of harvest season!



Want to Join our Discover More Adventures Program?



The Discover More Adventures program helps local businesses expertly enhance and market their unique offerings!

Participating businesses receive an experience enhancement and marketing package including *expert guidance, professional photography/videography, paid advertising, and more.*

To date, this program has helped launch 16 Signature Experiences including Bonbon Making Workshops at Chok. Fine Chocolates, Alpaca Walking at TLC Alpaca, Goat Socials at The Perth Farmhouse, Interactive Beehive Tours at Huckleberry Hives, and many more!

If you have a cool idea and would benefit from support in bringing it to life, please **sign up** for this **FREE** program!

Find out more at perthcounty.ca/discovermoreadventures or reach out to Clara Leney at cleney@perthcounty.ca.

Hop On Board with PC Connect

Experience hassle-free travel with \$6 Rural Route tickets from PC Connect. Benefit from convenient routes, friendly drivers, and no parking issues, making transportation smooth and easy.



HOP ON BOARD

With PC Connect
Stratford • Mitchell • Listowel

For Only

\$6

connect
PERTH COUNTY • STRATFORD • ST. MARYS
Your Community Transit System

Are you an employer looking to take advantage of PC Connect to help recruit or retain employees through bulk pass purchasing or hosting a bus stop along the the current routes? Or would you like to discuss your company's transportation needs and how PC Connect can serve them better?

Contact Justin Dias at 519-271-0531 ext. 153 or jdias@perthcounty.ca.

Upcoming Event: Breakfast on the Farm

On September 14th, Farm & Food Care Ontario and the Louwagie family welcome you to visit Hillmanor Holsteins for Breakfast on the Farm! Tour a modern dairy farm and witness

firsthand how robots seamlessly handle tasks such as milking and feeding, reflecting the Louwagie family's commitment to efficiency and sustainability.

Register today by visiting www.FarmFoodCareON.org.

A young child wearing a green cap and orange overalls is running happily on a paved surface. In the background, other people and farm equipment are visible, suggesting a busy outdoor event.

**GET A MOVE ON TO
BREAKFAST ON
THE FARM!**

Event Highlights:

- All-Ontario breakfast
- Farm tours and activities
- Meet and greet with local farmers
- Free for children


Breakfast
on the Farm

Hurry up and visit
FarmFoodCareON.org for tickets!

17 Date: Saturday, Sept. 14
🕒 Time: 9:00 a.m. -1:00 p.m.
📍 Location: Hillmanor Holsteins,
Dublin Ontario

Upcoming Networking Event: Breakfast Before Business

Join us at Hoover's Maple Syrup on September 26th for an unforgettable networking experience! Connect with fellow business owners, meet new faces, and engage with municipal representatives while enjoying a delicious maple-inspired breakfast, catered by Impressions Bakery Café. Don't miss this opportunity to make valuable local connections and expand your professional network in a fun and relaxed setting!

BREAKFAST BEFORE BUSINESS

📍 HOOVER'S MAPLE SYRUP

SEPTEMBER 26, 2024

7:30AM - 9:00AM

HOOVER'S MAPLE SYRUP

5896 LINE 78 ATWOOD, ON

RSVP AT:
<https://tinyurl.com/4p433e78>

QUESTIONS?
ecdevtourism@perthcounty.ca

RSVP here for our event on September 26th at 7:30 AM. If you have any questions, please reach out to our team at ecdevtourism@perthcounty.ca.

Business Resources

WARET

WORKFORCE ATTRACTION & RETENTION EMPLOYER TOOLKIT

WARET

presented by

Perth County & invest STRATFORD
Cultivating Opportunity

Explore an abundance of FREE online resources for employers. WARET is an innovative and interactive toolkit that supports employers in navigating:

- Workforce Housing Challenges
- Workforce Attraction & Retention
- Workforce Recruitment & Onboarding
- ...and more!

Learn more and register today at www.perthcounty.ca/employerregistration.

EMAIL MARKETING FOR SMALL BUSINESS



Email Marketing for Small Business: FREE 3-Part Course

Looking for a low-cost marketing method that can earn you more profit? Email marketing is often overlooked as a viable marketing tool. Learn how to use emails to build brand loyalty and grow your revenue.

In this 3-part series you'll learn how to legally and efficiently collect your customer's emails and turn that address into profit.

This is a free series that will be taught LIVE by Holly Mortimer, business advisor at the Stratford Perth Centre for Business.

Week One (September 16 @ 10:00 am) : Learn the basics and the legalities.

Week Two (September 23 @ 10:00 am) : Putting together an effective email that actually gets delivered to an inbox.

Week Three (September 30 @ 10:00 am) : Automate your sales.

These classes will be live with time allowed for Q&A. *You will not be able to access the replays of the classes until all three sessions have been completed.*

Register here for all three sessions!

Local Training for Working at Heights: Technical Training Group (TTG)



Working at Heights and Refresher Courses

If your employees require **working at heights training**, TTG offers Working at Heights (WAH) and Refresher courses in Stratford each month.

Upcoming dates for Working at Heights: (8:30am-4:30pm)

- September 11, 2024

Upcoming dates for Working at Heights Refresher: (8:30am-12:30pm)

- September 18, 2024

For more details [click here](#) or contact TTG to book a spot, or schedule a Custom Course at **519-801-8641**.

Apply for the Grow Ontario Market Initiative!



Grow Ontario Market Initiative: Apply Today!

The Governments of Canada and Ontario are investing up to \$12 million in market development efforts under the Sustainable Canadian Agricultural Partnership (Sustainable CAP) to help eligible agri-food businesses and industry organizations expand into domestic and foreign markets.

The **Grow Ontario Market Initiative** is a new, cost-share initiative that helps food and beverage processors, farm businesses and agri-food sector organizations take actions to reach new markets.

Examples of eligible projects could include:

- Market analysis and planning
- Product development activities
- New market-entry promotional efforts to expand opportunities for Ontario food products

Under the **Grow Ontario Market Initiative**, applicants can receive up to 50 percent cost share for eligible costs, to a maximum of \$60,000 per business for producers and food and beverage processors, and up to \$125,000 for sector organizations.

Grow Ontario Market Initiative Guidelines and Application can be found on the website at the following link: www.ontario.ca/page/grow-ontario-market-initiative-guidelines.

WELCOMING COMMUNITIES TRAINING



3 FREE Courses Available for Businesses:

- The Essentials of Intercultural Competency
- Effective Intercultural Communications
- Power Dynamics and Systemic Discrimination

Further details can be found here:

www.perthcounty.ca/en/doing-business/business-training.aspx

Learn online
at your
own pace!



REGISTER NOW!
ecdevtourism@perthcounty.ca



Corporate
Training
Solutions

Canada

Wage Subsidies and other assistance programs

If you are looking to access federal funding assistance to support your hiring or training needs, the Government of Canada has developed **a one stop resource page** with information on available funding programs and other resources.

Some examples of resources include:

- Apprenticeship Tax Credits
- Financial Assistance for Training
- Funding for Persons with Disabilities
- And more!

For more information, please visit their **website** or reach out to our team ecdevtourism@perthcounty.ca to get you connected.

Join our Discover More Flavour: Farm Gate Map Program



Fall harvest is around the corner, and our **Discover More Flavour** program is still in full swing! Join over 85 farms and local food businesses participating in Perth County's **Farm Gate Map** program.

What are the benefits of participating?

- Receive a signage and flag kit to help raise awareness and presence at the road-side
- Be featured on our digital Farm Gate Map at perthcounty.ca/farmgate
- Receive marketing and promotion throughout the year on the Perth County Tourism website and social media platforms

What is the cost?

Participation in this program is completely FREE.

How do I participate?

Visit perthcounty.ca/farmgate and click 'Join The Program' to complete the simple registration form. Once we receive your form, a member of our team will reach out to you to confirm the information provided and to coordinate delivery of your signage items.

Additional questions? Don't hesitate to get in touch!

Clara Leney
cleney@perthcounty.ca
519-301-5611

Get Social with Perth County Tourism



Follow our socials to stay in the loop on Perth County events, destination recommendations, local experiences, business updates, and more!

If you require an alternate format of this eNewsletter, please contact accessibility@perthcounty.ca



Try email marketing for free today!