



THE CHAMBER AND TOURISM

CARLETON PLACE & DISTRICT
CHAMBER OF COMMERCE



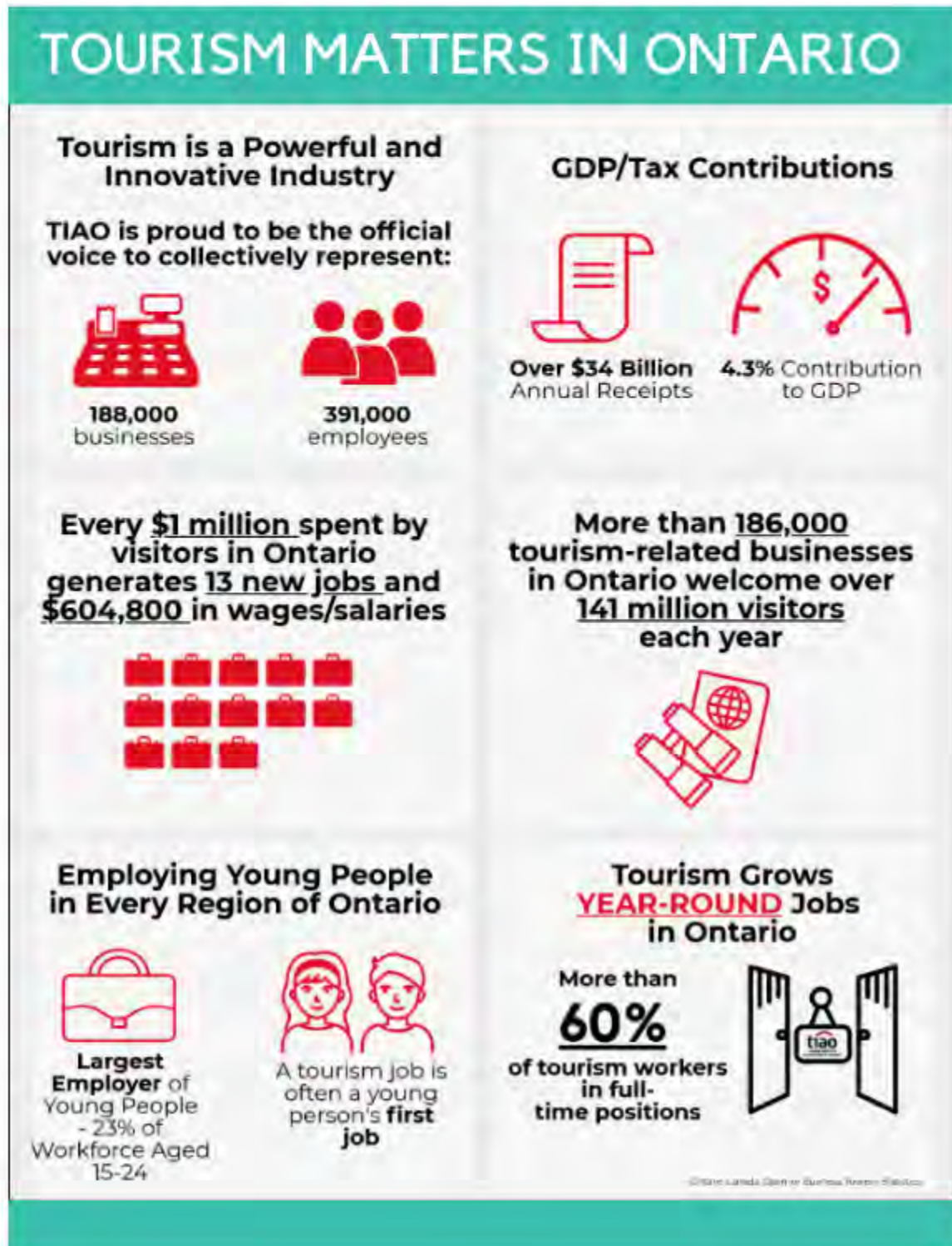
What is the Chamber of Commerce?

The Carleton Place & District Chamber of Commerce is a business network whose goal is to further the interests of businesses within our geographic area. Our Chamber has an active membership base of over 255 local business owners.

From monthly networking events, to professional development opportunities and training, to advocacy and lobbying, the Chamber exists to provide support and guidance for local business owners and to help them achieve success.

We work with the Town of Carleton Place and the DBIA to attract business to the area and also help local businesses prosper. The Chamber is taking the lead on tourism in Carleton Place and helping to put out friendly community on the map!

Why Invest in Tourism?



TOURISM IS...

BIG BUSINESS

Tourism in Lanark County draws over 1.4 million people each year, bringing more than \$107 million into the local economy

Tourism has emerged as one of the fastest growing and resilient economic sectors in the world

Our Partners in Tourism

LANARK
COUNTY



THE CANADIAN
CHAMBER
OF COMMERCE

LA CHAMBRE
DE COMMERCE
DU CANADA



KEY ACTIONS

- Enhance Collaboration
- Focus on Visitors
- Expand on Experiences
- Build on Themes
- Broaden Reach
- Follow Progress

Tourism Services



Management of the Information Centre

- Information Centre - 7 days a week, year round
- Monday - Friday Open 9:00-5:00
- Saturday - Sunday Open 10:00 - 4:00

Annual Information Guide

- Oversee the production and distribution

The Information Centre

2800 VISITORS



Wales, South Africa, Indonesia, England, Germany,
United States, Australia, Switzerland, France

Supporting Activities

- Bike rentals, snowshoe rentals and seasonal activities
- Provide feedback on Town of Carleton Place tourism page
- Actively provide travel advice, directions and referrals
- Create, support and share tourism related materials to social media
- Support tourism signage for the community
- Facilitate tourism training for local business community
- Work closely with Lanark County Tourism and OHTO
- Participate in partnership projects to increase tourism
- Continue to add and develop the image bank

**We strive to offer exceptional customer service by
engaging with visitors in a positive and friendly manner**

2020 Community Guide



Carleton PLACE

Information Guide - 2020



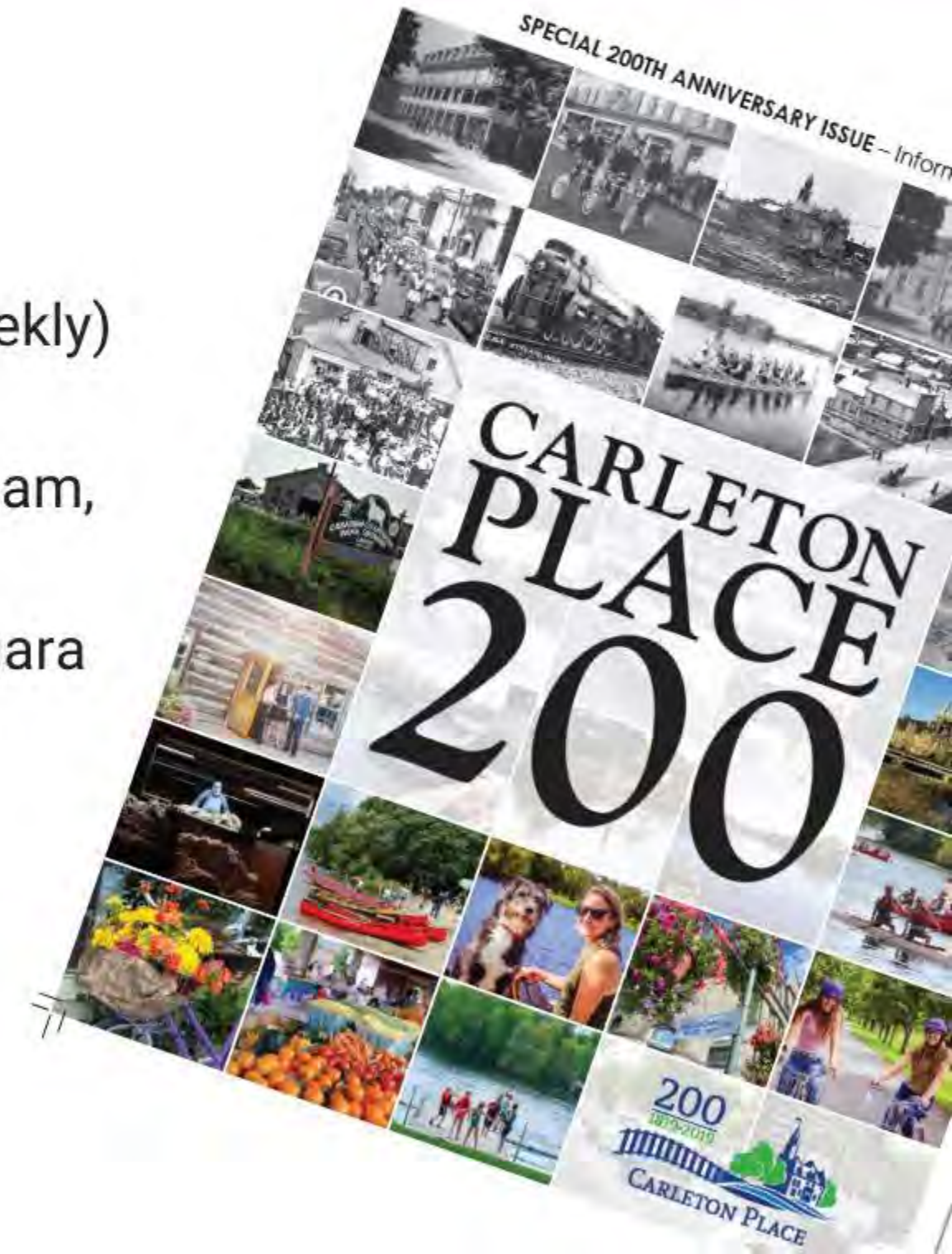
What's Inside?

- Top 20 bucket list things in 2020
- #cpeats like a local
- Discover our Train History at Carleton Junction
- Ride the OVRT
- Festival and event listings
- Carleton Place murals
- Get the FAQ and much more

Guide Distribution

Where does it go?

- Newspaper insert - reaches 12,000 local doorsteps, newspaper stands
- Local merchants - large display at Freshco and Independent (restocked weekly) as well as dozens of businesses downtown and on Hwy 7
- Neighbouring towns such as Almonte, Perth, Smiths Falls, Arnprior, Pakenham, Calabogie, Renfrew
- Larger cities including Ottawa, Gatineau, Belleville, Cornwall, Kingston, Niagara Falls, Toronto, London
- All Ontario Travel Information Centres
- New residents and walk-in residents and visitors



Supporting Projects

Summer Students

- **Tourism Ambassador -**
9 weeks @ 34 hrs. per week
- **200th Anniversary Events Support Ambassador -**
16 weeks @ 32 hrs. per week

\$11,000+ to further invest in tourism activities and support in our community



Supporting Projects

200th Anniversary Events

Actively participating and promoting of 200th Anniversary events

Trivia Night Deck of Questions

Q: What standard piece of equipment used in airplane crash investigations was developed for use by Leigh Instruments of Carleton Place.

A: The "Black Box"



Special Projects



Downtown Dining & Shopping Map

10,000 copies printed and delivered door to door within Carleton Place and to local shops and services

Updated Image Bank



Special Projects

Local Products

Actively adding to the Information Centre Gift Shop

- Handmade bees wax candles
- Locally made bath bombs
- Books from local writers
- Local hot sauce, spiced rubs and seasonings
- Lanark County maple syrup
- merch from local businesses
- Town of Carleton Place merchandise



Special Projects

Sip and Savour Trail

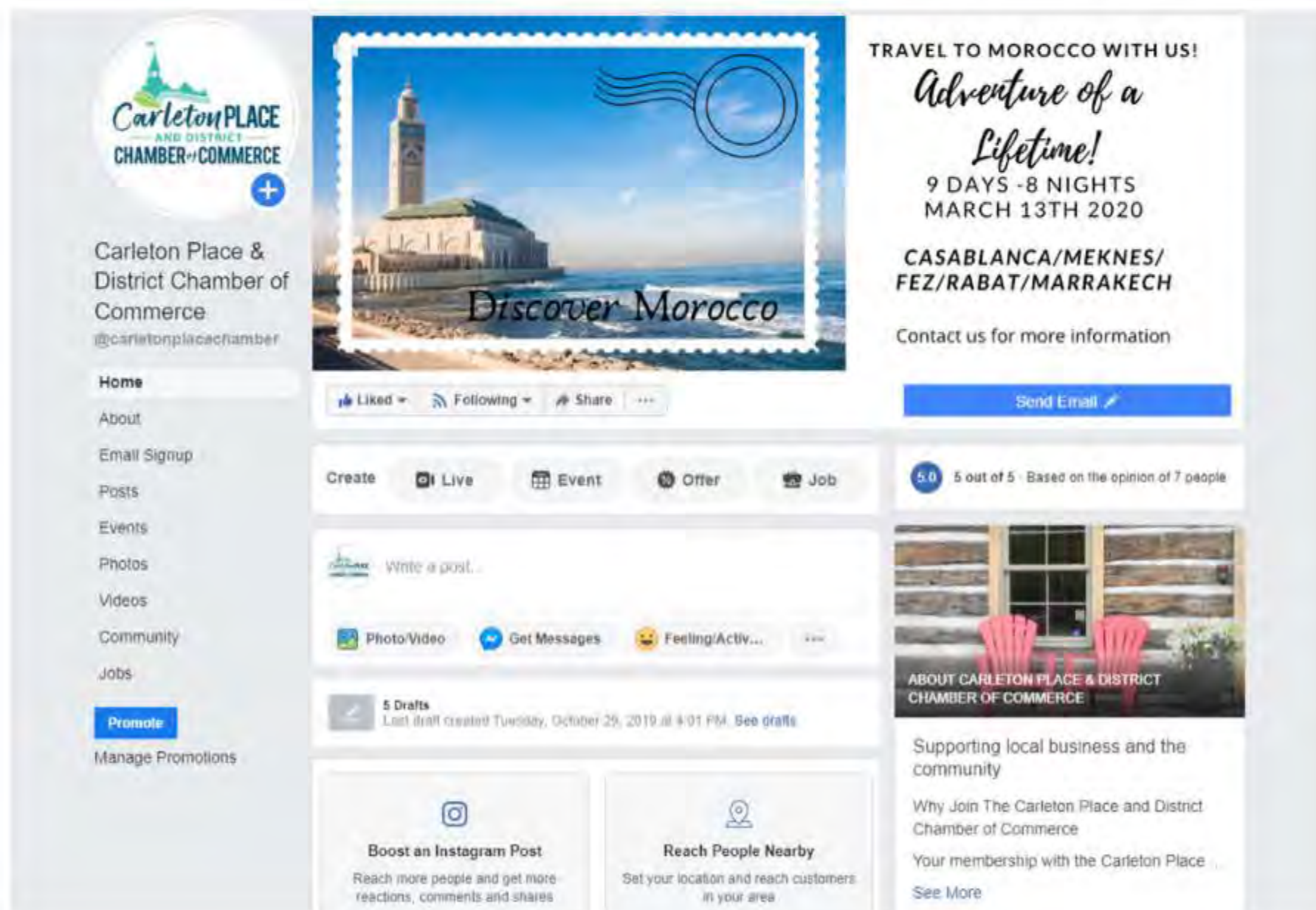
Work with Lanark County Tourism Association to roll out the new Sip and Savour Trail in Lanark County to promote local food and beverage assets.

In addition

Worked directly with Lanark County Tourism to bring 3 food writers to Carleton Place.



Special Projects



Promote and Share

Promote and share blogs and stories featuring local stores, shops, restaurants and local destinations.

Social Media Presence

Promotion and advertisements of Carleton Place events, offerings and stories about what makes our town a great place to live and do business!



75% of our followers
are women.
highest number of followers are
30-55 yrs old.

Community/Special Events



Community Engagement

We play an active and visible role in many community events!

- The Easter Bunny Run
- Wine'd Around Downtown
- Lambs Down Festival
- Bridge Street Summer Fest
- Brett Pearson Run
- Pumpkinfest
- Get Wrapped up in Downtown Carleton Place
- Santa Claus Parade
- Downtown Christmas Market and Chocolate Party

Community/Special Events

Getting Involved

- Played a role in the BRE project undertaken in Lanark County
- Working with community partners to build the Community Friendship Oven at Carleton Junction
- Prize donations in support of community organizations
- Partners with Roy Brown Society
- Partnered with the Moore Family



Walk-in Data



2019 to date

- Over 2800 visitors seeking information with highest percentage visiting for the day
- Many recently moved or planning to move to Carleton Place
- Help the public with a wide range of questions
- people LOVE our bathroom!

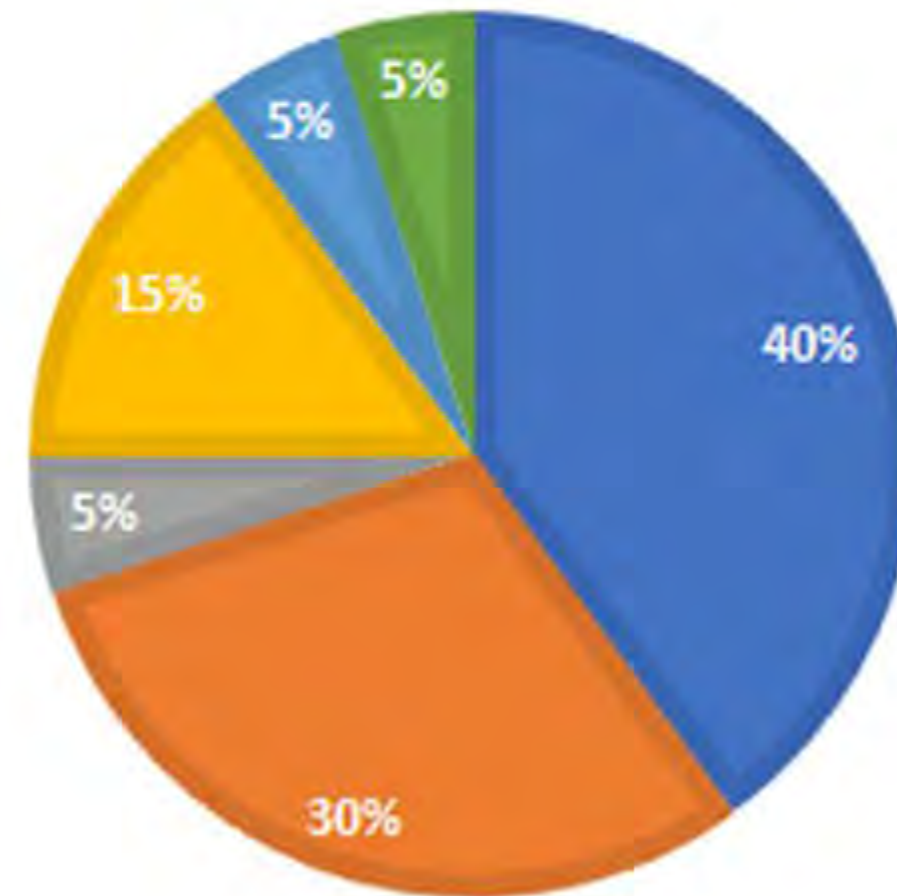
Walk-in Data

Visitor Origin



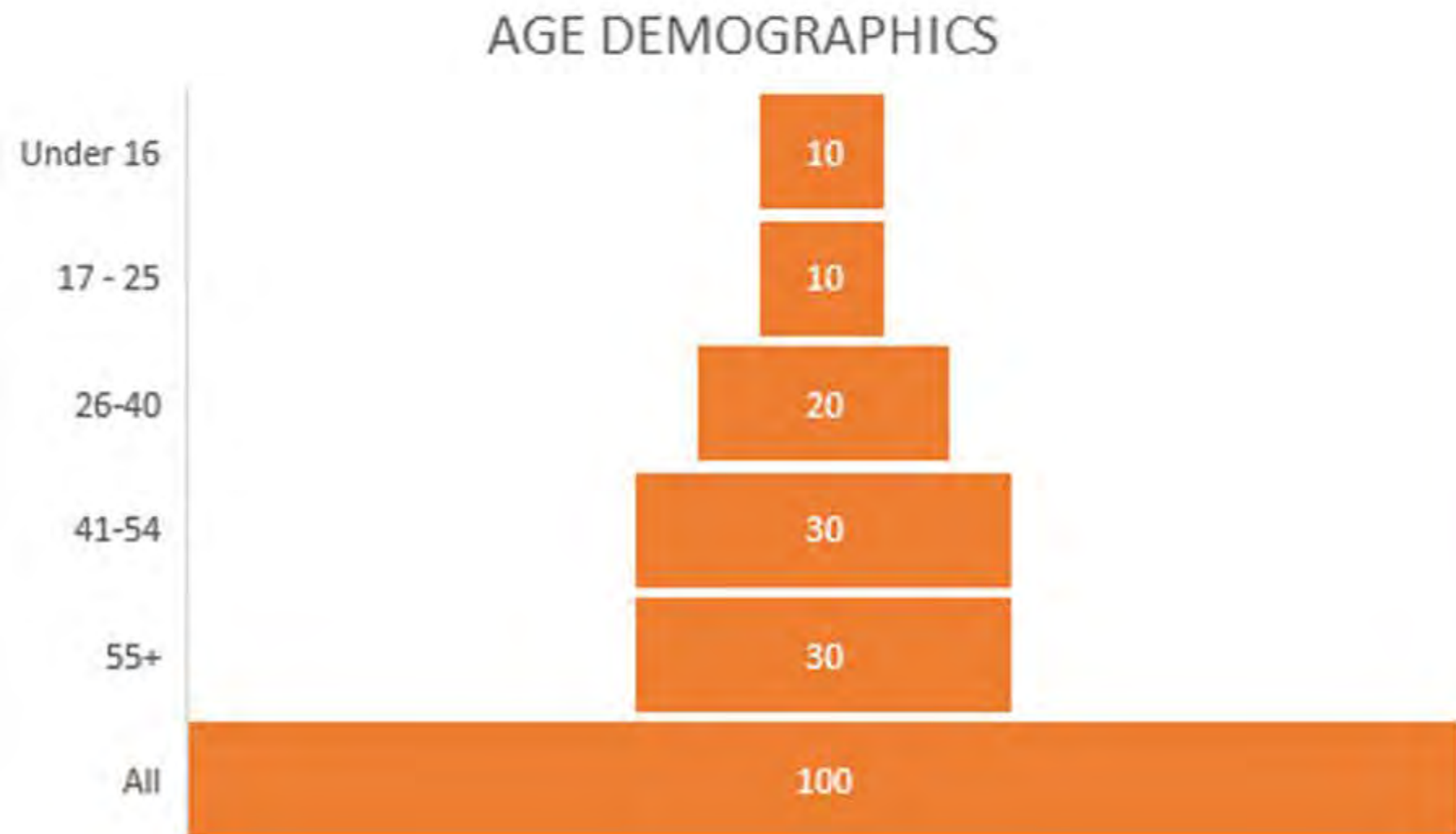
WHERE ARE YOU VISITING FROM?

■ Resident/Local ■ Ottawa ■ Ottawa Valley/Lanark County ■ Other Ontario ■ Other Canada ■ International



Walk-in Data

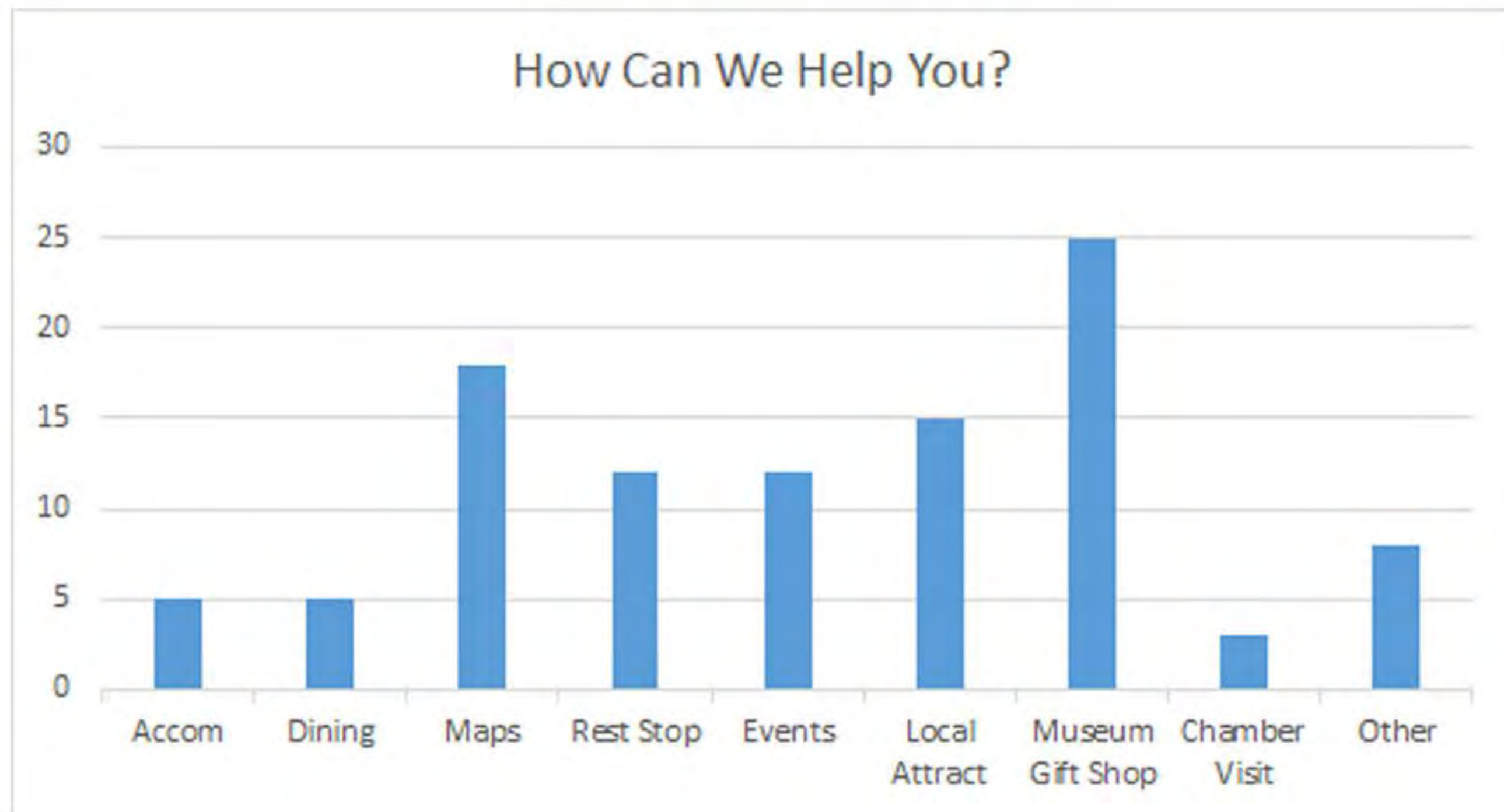
Visitor Range of Age



Reason for visiting Carleton Place:



Walk-in Data



Proposed Activities for 2020

- Continue to deliver high level services at Information Centre
- Create and distribute 2020 Information Guide
- Work with Lanark County Tourism and town staff to develop a 2020 local tourism strategy and action plan
- Promotion of Bike Share Program and OVRT trail
- promote and expand fishing rod rental program
- promote and expand on snowshoe program
- Continue to promote Sip & Savour Trail and #cpeats
- Explore opportunities for use of the Community Friendship Oven
- Continue to be active on LCTA board of directors
- leverage funding from OHTO for tourism training delivery



The Investment

Carleton Place & District Chamber of Commerce - 2020 Tourism Budget

INFORMATION CENTRE →

INFORMATION / VISITOR GUIDE →

INDUSTRY VISIBILITY & PARTNERSHIPS →

ADVERTISING & PROMOTION →

ACTIVITY	BUDGET	DESCRIPTION
Hosting of the Information Centre and Participation in Community Festivals and Events when possible	\$26,262.00 (including employer MERCS) 7 days of staff time plus event participation	Info Centre open – based on 7 days/week (33% for weekdays + weekend Staff and volunteers at Bridge St. Summerfest, Carleton Place Home Show, all downtown community/tourism events and activities
Tourism Centre Operating Costs	\$6,208.00	1/3 of total costs, include supplies, insurance, maintenance, telephone, internet (15%), flowers, signage
Development, project management, coordination, editing and images etc.	\$3,602.00	Goal: to create another guide that is functional to both residents and visitors alike to get them active in Carleton Place, includes time to contact local community groups and develop annual event calendar, writing content, sourcing and purchasing photos, developing cover layout.
Distribution	\$5,100.00	Goal: to distribute 12k copies locally, 1k for at summer events, 2k for trade shows, 1k for the information centre, 6k to outside communities.
Postage	\$520.00	Fulfilment of requests for our Guide from people in the USA and throughout Canada – services as a great tool for people considering a move to Carleton Place
External Communication eg. Lanark Tourism/OHTO & Summer Student Grant Writing	\$3,366.00	Goal: attend Lanark County tourism meetings and special committees, mileage, communicate with other tourism organizations write grants to obtain summer students, supervise summer students, support of sip & savor tour, Customer Service Training opportunities.
Tourism Membership Fees	\$520.00	LCTA, OHTO
		for CP as the first choice for spending time & money. Visitors: Promote Carleton Place as a day trip destination – Outdoors/shopping/sports etc. Potential residents: encourage people to consider Carleton Place When Relocating
Print advertising/Media relations		Goal: to promote Carleton Place as a destination of choice based on the new brand & complements existing
Consumer/Tourism/events		Chamber staff and volunteer support at Ottawa Travel Show, extra events, etc.
Total	\$45105.00	
2% cost of living increase	\$902.10	
Total for 2020	\$46007.10	

A photograph of a log cabin building with a sign for Carleton Place and Lanark County tourism. The sign is green and white, featuring the text 'CARLETON PLACE', 'Please help yourself to FREE Maps and Guides', and 'LANARK COUNTY lanarkcountytourism.ca'. The sign also includes a small map and a photo of a person. The cabin has a wooden door and windows, and a flower bed with pink and white flowers is in the foreground. Three people are standing near the door.

Thank You!

We appreciate Council's ongoing support and recognition of the importance of investing in the Chamber's efforts to enhance the prosperity of Carleton Place.