

News Release

For Immediate Release

Government of Canada supports the Newmarket Chamber of Commerce through the Tourism Relief Fund

Newmarket Chamber of Commerce receives \$100,000 from Central Counties Tourism through FedDev Ontario to encourage day trippers to explore Newmarket

January 18, 2023 Newmarket, ON

The tourism sector is vital to the economy and jobs in York Region. The Newmarket Chamber of Commerce kicked off a tourism initiative this past fall, highlighting events and experiences around town. And now that cooler days are here, it's encouraging people to warm up to winter fun in Newmarket. A picturesque historic downtown, unique shops and experiences, and the fun and excitement of winter events, all make the short drive north from Toronto worth it.

The Newmarket Chamber of Commerce received a non-repayable contribution of \$100,000 from Central Counties Tourism to launch explorenewmarket.com—an easy-to-access hub for both visitors and residents that will provide a central location to see all that is going on in Newmarket and allow anyone to submit local events and story ideas. The Chamber has also created an Instagram page [@explorenewmarket](https://www.instagram.com/explorenewmarket), where it highlights gorgeous sights, places to dine and things to check out. Print ads in newspapers across the GTA, as well as radio spots and digital promotions are helping to spread the word.

This is part of the Government of Canada's [Tourism Relief Fund](#), delivered by the [Federal Economic Development Agency for Southern Ontario](#) (FedDev Ontario). Central Counties Tourism received \$8.65 million from FedDev Ontario to help local tourism organizations and businesses safely welcome back visitors, recover from the impacts of the pandemic and prepare for future growth.

This investment will help the Newmarket Chamber of Commerce adapt and recover to attract new visitors and drive economic growth in York Region.

Ready to visit Newmarket? Visit explorenewmarket.com to help plan your trip!

Quotes

"Our government is happy to invest \$78 million in southern Ontario's Regional Tourism Organizations and Indigenous Tourism Ontario to help communities across southern Ontario rejuvenate local tourist attractions. With this funding, hundreds of local businesses and organizations are getting the support they need to create jobs, attract more visitors and grow local economies, now and into the future."

- *The Honourable Filomena Tassi, Minister responsible for the Federal Economic Development Agency for Southern Ontario*

"I am very happy to see the impact this \$8.65-million Government of Canada investment in Central Counties Tourism (RTO 6) is having on our local tourism economy. This support has helped 118 area businesses and organizations—like the Newmarket Chamber of Commerce—develop new, enhanced products and services to attract visitors for future growth."

- *Tony Van Bynen, Member of Parliament, Newmarket-Aurora*

“There are some incredible things happening here. We’re excited to launch explorenewmarket.com, and we’re thrilled to be working with talented photographers and content creators who are helping us shine a spotlight on Newmarket as the perfect day trip destination.”

- *Chris Emanuel, President & CEO of the Newmarket Chamber*

“The visitor economy creates thriving, vibrant communities across Ontario. Visitors bring new money into a community and for many businesses in York, Durham and Headwaters, these additional revenues can mean the difference between staying solvent and having to shutter their doors forever. Central Counties Tourism applauds the Government of Canada for recognizing the importance of growing our collective capacity to welcome and entertain visitors. Its investment in tourism is helping municipalities and individual businesses build compelling destinations that will attract visitors and residents alike. The economic impact from the Tourism Relief Fund will be felt for years.”

- *Chuck Thibeault, Executive Director, Central Counties Tourism*

Quick facts

- In 2017, the Newmarket Chamber received Accreditation with Distinction from the Chamber Accreditation Council of Canada. A rigorous process, to achieve accreditation a chamber must meet minimum standards in critical areas, including areas of governance, operations, membership programming, policy and advocacy and strategic planning.
- Central Counties Tourism is the provincially-funded not-for-profit dedicated to developing, supporting and promoting tourism in Durham Region, York Region and the Headwaters Tourism Region. Since their inception, they have assisted dozens of municipalities through destination development and hundreds of tourism related businesses grow their capacity, strengthening the visitor economy in the region. The Government of Canada’s [\\$500-million Tourism Relief Fund](#) is helping tourism-oriented businesses and organizations recover from the pandemic and prepare for future growth. FedDev Ontario is delivering nearly \$120 million of the [Tourism Relief Fund](#) across southern Ontario.

Associated Links

- [Newmarket Chamber of Commerce](#)
- [Central Counties Tourism](#)
- [FedDev Ontario](#)
- [Tourism Relief Fund \(TRF\)](#)

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About the Newmarket Chamber

The Newmarket Chamber has been part of the Newmarket community for more than 160 years. As a not-for-profit business organization our approach is built on key pillars we think make the world a better place to live: economic vibrancy; civic leadership; and social responsibility. These values underpin everything we do, from our events to our programs, services and initiatives. Discover why so many local businesses are part of the Chamber. Check us out on our socials and at newmarketchamber.ca

About Central Counties Tourism (CCT)

Central Counties Tourism (CCT) was established as a regional tourism organization in 2010 under a framework developed by the Ontario Ministry of Tourism, Culture and Sport. Its mandate is to identify sustainable best product and practices that will build a stronger and more competitive tourism industry within the York, Durham, and Headwaters regions. CCT is funded by the Ontario Government and managed as a not-for-profit organization by a voluntary tourism industry board. CCT's mission is to increase tourism in the region by promoting and developing unique and competitive tourism products that attract high yield visitors from outside the Central Counties region.

About FedDev Ontario

For 13 years, the Government of Canada, through [FedDev Ontario](http://FedDevOntario.ca), has worked to advance and diversify the southern Ontario economy through funding opportunities and business services that support innovation, growth and job creation in Canada's most populous region. The Agency has delivered impressive results, which can be seen in southern Ontario businesses that are creating innovative technologies, improving productivity, growing revenues, creating jobs, and in the economic advancement of communities across the region. Learn more about the impacts the Agency is having in southern Ontario by exploring our [pivotal projects](#), our [Southern Ontario Spotlight](#), and FedDev Ontario's [Twitter](#), [Facebook](#), [Instagram](#) and [LinkedIn](#).