

# Perth County Visitors' Association



Come in and see what  
we've been up to...

# Introductions

- **Board of Directors Phone List**
- Sue Gueguen – Bears Am I – Perth East/ Shakespeare
- Laurie Diemand – A Peace of Heaven B&B – Perth East/Poole
- Dave Shearer-School Teacher- Perth East/Milverton
- Susan Graham – P'Lovers – Stratford
- Sharon Darcy–President of Chamber of Commerce –North Perth/ Listowel
- Heather Martin – Stratford Shakespeare Festival - Stratford
- Rita Binns –Pretty Wings Web Projects- West Perth/ Mitchell
- Patty Kehl – River Roots Inc. -West Perth/ Mitchell
- Linda Knechtel – The Best Little Pork Shoppe- Perth East / Shakespeare
- Kelly Lynn Baird – St Marys Tourism – St. Marys
- Sue Hyatt- Village Craft and Candle – St Marys
- Alicia Hunter – Business Times – North Perth/ Listowel
- Cathy Bieman – General Manager
- Sylvia Pietras – Tourism Coordinator

# Organization's Goals

- ❑ To assist organizations in all aspects of development of tourism in Perth County, including Marketing (communications, advertising and promotional activities), Product Development, Partnership Development and Networking
- ❑ To offer assistance to organization that offer products and/or services to people visiting Perth County
- ❑ To increase economic development for all of Perth County

# Success

- The PCVA has had a tremendously successful year.
- We have been successful in receiving many grants throughout 2010
- We have been able to turn our \$90,000 that the County of Perth gives us into \$459,000
- For every dollar received in core funding we have generated \$5.10 in additional revenue
- We have been able to build on our partnerships with Stratford, St Marys and Huron County.

# PCVA Membership

- ❑ Membership continues to grow yearly
- ❑ PCVA represents 250 businesses from across Perth County
- ❑ PCVA saw an increase in membership in 2009/10 from 189 to 250

shopping



**TEA LEAVES TEA TASTING BAR**  
411 E. St. Shallowford, ON  
Ph: 519-279-1281  
Toll Free: 1-800-733-0376  
info@tealeaves.com  
www.tealeaves.com  
Contact: Karen Harbeck  
Come in and sample high and low leaf. Has before you purchase at Shallowford's unique tasting bar with Canada's top teas. Karen Harbeck, Explore the ancient world of tea. Taste the your senses and expand your tea knowledge by discovering the complexities of flavor, aroma and color. A fresh selection of white, green, oolong, black, pu-erh, oolong, herb and flavored blends. Offering: Bowler Group tastings and seminars by appointment. Open all year.



**Sabringville**  
288 Huron Rd. Sabringville, ON, N0B 1T0  
Ph: 519-853-5225  
Contact: Pam Dault  
Pam's gift & garden boutique-style shops. Array of collectibles, vintage jewelry, lighting and clothing "treasures" also at Harry Fry's Thriving in Thriftspire  
519-425-8113

**THE BEST LITTLE PORK SHOPPE**  
2148 Hwy 7 & B  
Waterloo, ON N2L 2Y3  
Ph: 519-425-8184  
Contact: Linda and Gary Knechtel  
info@bestlittleshoppe.com  
www.bestlittleshoppe.com  
Farm market with a difference! Daily (after local pork, Omega 3, chicken, GHDMS, well aged beef steaks, loose, cheddar steaks, on farm bakery featuring cinnamon buns, breads and freshly baked breads and berry pies. "Willy Dells cow" yard ornaments and locally created items to go with everything! Delightful animal-themed gift shop. Check out our Holland Girls for the best GBO ever, guaranteed never to fade again! Visit the farm animals, take a photo with "Percy", the TE farm pig! Open Sat to 10 to 6, Sun 9 to 4, April 1 to Dec 31st



**BEARS ARE!**  
Ph: 519-425-7500  
bearare@hotmail.com  
www.bearare.com  
Contact: Ian Gurgan  
We design teddy bears, custom cushions and throws from vintage family furs. We have been creating "uggable" memorabilia for our customers since 1989. Come see us a bear at the new Perth County Welcome Center and Arthur Meistrup.

**BRIGHT CHEESE AND BUTTER**  
300 Huron Rd. W  
Shelburne, ON N0B 2P0  
Ph: 519-425-1209  
We have cheese made the old fashioned way. Owned and operated by local farmers in and around Bright, Ontario since 1874. Open 7 days a week. Stop in for our hot pizza and samples. Cheats, sandwiches and a coffee service at its best. Located on Hwy 7 & B in Waterloo.



**THE PIG PORK SHOPPE**  
April 1 to December 31st  
Home delivery  
Call 519-425-8184  
100 E. St. Shallowford, ON  
519-279-1281

- Delicious local pork
- Omega 3 Chicken
- Organic Eggs
- Well aged beef steaks
- Bacon
- Cheddar steaks
- On farm bakery
- "Willy Dells cow" yard ornaments
- Handful of animal-themed gift ideas



**BRIGHT**  
CHEESE & BUTTER CO. LTD.  
Manufacturers of Quality Cheese  
Quality of Excellence & Customer Service at its Best!  
100 Stone and Bazaar Streets, New  
Shelburne Plaza / North Side of Hwy 7 & B  
300 Huron Rd. West  
R 519-425-1209 • F 519-425-1200  
Share Your  
Monday - Saturday 9:00 to 6:00 Sunday 11:00 - 5:00

# Perth County Visitors' Tour and Travel Guide

- ❑ We produce a 56 page guide all about Perth County
- ❑ User friendly themed pages
- ❑ Smaller size more compact for handling
- ❑ 8 page pull out map
- ❑ 4 page Event calendar



# Guide Distribution



- ❑ Guide distribution includes:
- ❑ All hotel and attraction locations in Windsor , Sarnia, Hamilton, Burlington, London,
- ❑ St Thomas and surrounding areas
- ❑ Ottawa area
- ❑ All Ontario Tourism Centre's
- ❑ Kitchener & Waterloo
- ❑ Huron and Oxford Counties
- ❑ We also ship the guide all over the world on request

# Website



- ❑ Features local music/musicians online
- ❑ Video streaming documentaries of Perth County
- ❑ Added community forum
- ❑ Links to several social networking websites such as Facebook, Twitter, Youtube, Myspace, Flickr
- ❑ Added Arts, Culture and Heritage database
- ❑ Downloadable Arts, Heritage and Culinary treks

# Website

- Website mirrors the Tour and Travel Guide
- Hot links set up for each member
- User friendly
- Easy to navigate
- Social Media Pages : Facebook and Twitter
- Member micro site includes:
  - 3 photo's
  - a locator map
  - description of their business



Handmade, homemade, gourmet and delicious, Perth County's restaurants, shops and farmers' markets celebrate everything there is to love about food. Linger at local [farming markets](#) and [celebrations](#). Highlighting local talent and food, don't miss [Barnet, Stafford, Perth County!](#) Whether you savor the breads, cheeses, eggs, preserves, berries and vegetables available from local producers or seek a dining experience with an international flavor, you'll find just the right menu to tickle your palate. All of Perth County is brimming with markets, shops and farm-gate stands offering seasonal produce, meats, cheeses, home baking, maple products, preserves, pickles and more. Try these two meals — [Historic Perth Day Lunch](#), [Day Street](#) and the [Esplanade, Day](#)—so you can go on well-guided gastronomic adventures. Pick them up at the Welcome Centre in Shakespeare (just after location) and fill the load.

Click [more](#) to view details, if available

 <b>Millbank Cheese &amp; Cold Storage Inc.</b> • Food, Banquets, Meetings 72 Church Street Millbank, ON, N0B 1L5 Phone: (519) 694-5787 <a href="#">MORE</a>	 <b>Mohler's Designer Desserts</b> • Pastry, Biscuits, Breads, Cakes 21 Church St. N. St. Marys, ON, N4X 1G1 Phone: (519) 284-1383 <a href="#">MORE</a>
 <b>Shakespeare Place</b> • Food 2284 Hwy 7 & B Oxton, ON, M0B 2P0 Phone: (519) 429-1289 <a href="#">MORE</a>	 <b>Kitchen Cupboard</b> Artisan Breads • Pastry, Biscuits, Breads 2000, Perth Road, Shedden 105 Elizabeth St. W. London, ON, N6W 1B8 Phone: (519) 241-4777 <a href="#">MORE</a>

# Perth County Welcome Centre and Artisan Marketplace

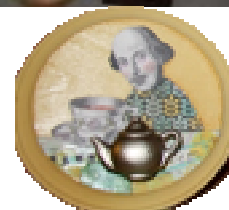


- We have seen over 25,000 visitors since May 2009!
- Visitors were from all over the world
- Thousands of brochures were handed out
- Directed visitors all over the county
- Educated visitors about festivals, events and attractions in Perth County
- We are happy to announce that the Welcome Centre pretty much broke even for its first year .....that is very exciting!
- Looking forward to another very successful year !



# Artisan Weekends

- Very successful
- Increased traffic and sales
- Every Saturday and Sunday during the month of August
- We had local bands each weekend and BBQ with local products
- Vendors from our Welcome Centre did demonstrations of their crafts
- We will build on the success of the Artisan Weekends the month of August





# Summer Students



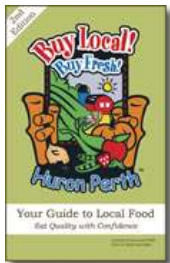
- Received two grants for summer students in 2010
- 1 was from the Summer Student program through Service Canada and the other 2 were from the Ontario Tourism Program
- All students worked for 7 to 11 weeks with staggering start times



# Culinary Program



- Ontario Ministry of Agriculture Food and Rural Affairs Grant for culinary programs in Perth County



- The total value of the grant is \$97,000.00 and includes several partners such as: Stratford Perth Museum, Mitchell Minor Sports, Taste Listowel, Milverton Agri Society and many more. We have 10 partners in total
- The Culinary initiatives goal for agri-tourism is to increase farm gate awareness and sales.
- We are able to recreate the Buy Local Buy Fresh Map
- The Perth County Buy Local Buy Fresh map has 60 Perth Farm Gates plus 11 restaurants .

# Perth Arts Connect



- We have created an electronic database for Artists and Visitors which can be searched by subject, architectural style, date, location, etc.
- Housed on numerous local Web sites for visitors to search
- Created a brochure/touring map identifying and promoting Art, Culture and Heritage in Perth County.
- We launched a successful marketing campaign that will drive visitors to Perth County to visit current Arts Organizations in the area.

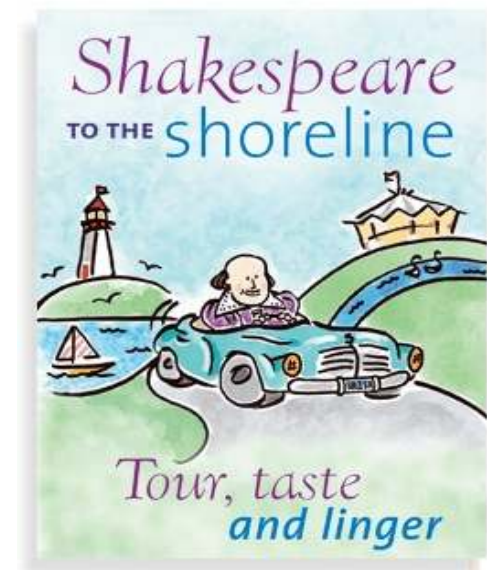
# Perth Arts Connect



- Provided marketing and promotional support channels for increased sustainability of Art and Culture organizations.
- Printed 150 signs for distribution throughout the Stratford-Perth region.
- Online Ticketing solutions have been created
- We are planning to have special events throughout the coming year for Perth Arts Connect

# Shakespeare to the Shoreline

- Increased media coverage
- Some of the themed self-guided tours include:
  - Antiques & Collectibles
  - Nature Trails
  - Shopping
  - Dining
  - Theatre
- Printed numerous maps and bookmarks



# New Huron Perth Ride the Counties Map

- ❑ Created a map for motorcyclists, directing them all throughout both Perth and Huron Counties
- ❑ 50,000 maps printed and distributed
- ❑ Launched our Forbidden Ride Motorcycle Event in May of 2009 with 200 motorcyclist and had our second annual Forbidden Ride with a 25% increase!
- ❑ Also, launched Ride the Counties website: [www.ridethecounties.ca](http://www.ridethecounties.ca)



# Motor Coach Tours / Amish Bus Tours

- We have had over 25 Motor Coach's come into Perth County this year.
- We will pursue this market and entice more travel by these group
- Next year we are happy to announce that there will be bus tours throughout the year to various Amish Farms



# Thank you

- The Perth County Visitors' Association has always strived to support our local businesses, and each municipality in any way we can.
- We look forward to continuing to support our members and each municipalities in 2011.

