

Destination!   
Markham

# Business Toolkit



In collaboration with:



**MARKHAM SMALL  
BUSINESS CENTRE**  
HELPING SMALL BUSINESS GROW

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## Destination Markham Corporation

[Destination Markham Corporation \(DMC\)](#)'s mission is to promote Markham as a remarkable destination, encourage tourism and stimulate the local business economy.

The key tourism objectives are to research, develop, market, and grow Markham's tourism economy, collaborating and building relationships with the hospitality industry, festivals and events, meeting/conference and travel planners, attraction operators, culture institutions, sports tourism, entertainment and recreation providers, the City of Markham and beyond.

DMC will:

- Take a leadership role in promoting and marketing Markham as a destination.
- Take a leadership role in promoting developments and investments that increase and enhance Markham's attractiveness as a tourism destination and as an economic sector generating employment and taxable assessment.
- Collaborate with stakeholder organizations in delivering programming that attracts greater spending and investments in Markham.
- Develop relationships with tourism stakeholders and other levels of government.
- Develop and implement Destination Management strategies and activities that reflect Markham's unique character, its cultural and built heritage, natural features, diverse ethnic communities, social and cultural traditions, recreational and sports assets, and business development opportunities.
- Seek to leverage the transit and infrastructure investments made by the City, York Region and the Province of Ontario.
- Undertake its work based on an informed and objective decision-making process that is accountable and transparent, resulting in city-wide benefits.

### Next Steps

- Visit [www.visitmarkham.ca](http://www.visitmarkham.ca) for information about business resources and support available
- Post your FREE business listing on our website at [visitmarkham.ca/submission/](http://visitmarkham.ca/submission/)
- [Sign up for our e-newsletter](#) for the latest announcements and updates for businesses
- Email [marketing@visitmarkham.ca](mailto:marketing@visitmarkham.ca) to learn about current marketing initiatives
- E-mail [info@visitmarkham.ca](mailto:info@visitmarkham.ca) to connect with an Ambassador for 1-on-1 business support or to receive a full toolkit of business resources and information

## DMC Partnership Program

[www.visitmarkham.ca/business-support/](http://www.visitmarkham.ca/business-support/)

### Overview

DMC's partnership program is to provide support to Markham tourism organizations who are working through the pandemic to keep their business open and facilitating projects for the recovery and revitalization of the visitor economy in Markham.

The partnership program is offering the opportunity for a DMC contribution to the partnership up to 20% of the project cost to a maximum of \$10,000. The level of support will be determined case-by-case, based on the strength and requirements of the project.

Partnership Funding Categories: Apply for ONE of the Partnership Funding Categories:

1. Restart Markham Economy
2. Product & Experience Development
3. Marketing & Communications Support

### Next Steps

- Visit our website: <https://visitmarkham.ca/business-support> to find out more about eligibility and the application process.
- Apply with the DMC Partnership Program Application
- For any questions, please email [info@visitmarkham.ca](mailto:info@visitmarkham.ca)

## My Main Street Local Business Accelerator Program

[www.mymainstreet.ca](http://www.mymainstreet.ca)

[www.visitmarkham.ca/my-main-street-ambassador](http://www.visitmarkham.ca/my-main-street-ambassador)

The My Main Street Local Business Accelerator Program focuses on creating and maintaining vibrant and inclusive local main streets while providing residents, new entrepreneurs, and existing businesses with economic opportunities in their main street community.

The My Main Street Local Business Accelerator is currently supporting the revitalization of 65 main streets across southern Ontario, including First Markham Place/First Markham Centre and Main Street Unionville.

As a My Main Street community, your community will be supported with the following:

- A My Main Street Ambassador to provide wrap-around business support
- A community market research profile to identify opportunities for new businesses
- Customized market research reports for local businesses to assist businesses in understanding their customers and growing their business.
- Eligible businesses may apply to receive funding of up to \$10,000
- Live and pre-recorded training videos for local businesses

For additional information, please contact your Main Street Ambassador.

**First Markham Place & First Markham  
Centre Ambassador**

Sonia Chow  
schow@visitmarkham.ca

**Main Street Unionville Ambassador**

Michael Butler  
michael@unionvilleinfo.com

## City of Markham: Support for Business

[www.markham.ca](http://www.markham.ca)

[customerservice@markham.ca](mailto:customerservice@markham.ca)

The City of Markham is the municipal governing entity for the City of Markham. In addition to governing the City and its residents, they provide guidance and resources to businesses.

They can support or have resources for businesses in these ways:

- Markham Business Directory
- Start-Up and Small Business Help
- Export/Import
- Business Associations
- Government Partners
- Marketing Partners
- BixPaL: Business Permits and Licenses
- Education & Training

In addition, the City of Markham and the Economic Development Department have run countless workshops geared towards different topics of starting and running a business in Markham to be successful.

To stay up to date on everything happening in Markham, sign up for their eNewsletter at:

[www.markham.ca/wps/portal/home/onlineservices/ewsssignup](http://www.markham.ca/wps/portal/home/onlineservices/ewsssignup)

## York Link: Region Economic Development

[www.yorklink.ca/covid19](http://www.yorklink.ca/covid19)

[edo@york.ca](mailto:edo@york.ca)

1-877-464-9675

In partnership with the Region's local cities and towns, the York Link | York Region Economic Strategy team provides complementary and confidential strategic "one-stop shop" support services for entrepreneurs, established local businesses, as well as, Canadian and international companies looking to set up operations in Toronto Area's York Region.

How Can York Link Assist You?

- Sector Data & Advisory
- Location Selection Assistance
- 'Soft Landing' Support
- Talent Attraction Support
- Innovation & Entrepreneurship Support
- Strategic B2B/B2G Introductions
- Community Public Relations
- Access to Government Incentives
- Small Business Support
- Agriculture & Agri-Food Business Support

## FedDev Ontario (Regional Development Agency for Southern Ontario)

[www.feddevontario.gc.ca](http://www.feddevontario.gc.ca)

Toll-Free: 1-866-593-5505

Canada's Regional Development Agencies (RDA) work closely with businesses and innovators to fuel economic growth that creates more well-paying, middle-class jobs for Canadians, diversifying regional economies and thus helping communities thrive. There are six RDAs across Canada, including FedDev Ontario which supports southern Ontario.

FedDev Ontario offers three core funding streams:

- Business Scale-up and Productivity
- Regional Innovation Ecosystem
- Community Economic Development and Diversification

## **Tourism Industry Association of Ontario (TIAO)**

[www.tiaontario.ca](http://www.tiaontario.ca)

[membership@tiaontario.ca](mailto:membership@tiaontario.ca)

The mission of the Tourism Industry Association of Ontario (TIAO) is to be a unified voice for the diverse tourism industry in Ontario in order to effectuate growth and prosperity. They engage in government relations on behalf of Ontario's tourism industry, working with the Ministries of Education, Labour, Finance, Infrastructure, Transportation, and Heritage, Sport, Tourism and Culture Industries, among others. They advocate for further investment in Ontario's tourism industry and strive to influence government policies that have the potential to impact it.

## **Tourism Industry Association of Canada (TIAC)**

[www.tiac-aitc.ca](http://www.tiac-aitc.ca)

[contact@tiac-aitc.ca](mailto:contact@tiac-aitc.ca)

Based in Ottawa, TIAC takes action on behalf of Canadian tourism businesses and promotes positive measures that help the industry grow and prosper. TIAC is responsible for representing tourism interests at the national level, and its advocacy work involves promoting and supporting policies, programs and activities that will benefit the sector's growth and development.

## **World Travel & Tourism Council (WTTC)**

[www.wttc.org](http://www.wttc.org)

[enquiries@wttc.org](mailto:enquiries@wttc.org)

The World Travel & Tourism Council (WTTC) strives to support the travel and tourism industry around the world. Their mission is to maximize the inclusive and sustainable growth potential of the Travel & Tourism sector by partnering with governments, destinations, communities, and other stakeholders to drive economic development, create jobs, reduce poverty, security, and understanding in our world.



## Central Counties Tourism (CCT)

[www.centralcounties.ca](http://www.centralcounties.ca)

[info@centralcounties.ca](mailto:info@centralcounties.ca)

Central Counties Tourism (CCT) is a not-for-profit organization that strives to build a stronger, more competitive tourism industry within the regions of Headwaters, York, and Durham. With a focus on destination research and development, CCT is a valuable source of information on consumer needs and market trends, and offers programs to assist industry partners in reaching their potential. CCT's responsibilities are strategic marketing, product and workforce development, and investment attraction within pan-regional tourism.

- Sign up for CCT's monthly e-newsletter for events, news, and updates in the tourism industry
- Apply to [CCT's Partnership Support Programs](#) for potential funding and research towards initiatives to further develop the tourism industry in the region.

## York Region Arts Council - Experience York Region

[www.experienceyorkregion.com](http://www.experienceyorkregion.com)

[info@experienceyorkregion.com](mailto:info@experienceyorkregion.com)

Experience York Region is a collaborative initiative between the York Region Arts Council (YRAC) and the Regional Municipality of York, Economic Strategy Branch. Together, they provide a central online resource to discover events, activities, and attractions in the Region's nine municipalities, one of which is the City of Markham! The website includes information on everything from trails to restaurants and a blog with curated content, making it a valuable trip planning tool.

- Sign up for York Region Arts Council to keep up to date on what's happening in the community.
- List your business for the online directory or submit any events or workshops your business may be hosting

## Safe Travels Stamp

[www.wttc.org/COVID-19/Safe-Travels-Global-Protocols-Stamp](http://www.wttc.org/COVID-19/Safe-Travels-Global-Protocols-Stamp)

[www.tiaontario.ca/cpages/safetravelstamp](http://www.tiaontario.ca/cpages/safetravelstamp)

[info@tiaontario.ca](mailto:info@tiaontario.ca)

The SafeTravels Stamp was created for travellers to recognize destinations and businesses which have adopted these global, standardized health and hygiene protocols. This common approach is then communicated by a consistent visual cue, encouraging visitors to confidently return and feel safe.

## Post Promise

[www.postpromise.com](http://www.postpromise.com)

[info@postpromise.com](mailto:info@postpromise.com)

The POST (People Outside Safely Together) Promise is a bilingual, national, and private sector-led initiative designed to help Canadians confidently and safely visit and work in local businesses during the COVID-19 pandemic. It signifies a business's commitment to implement and practice the five key steps to workplace safety, thus helping to prevent the spread of COVID-19.

## Additional Health & Safety Protocols:

### For Hotels/Motels

Safe Stay by the Hotel Association of  
Canada

[www.hacsafestay.com](http://www.hacsafestay.com)

### For Restaurants/Foodservice Industry

DineSafe by Ontario Restaurant Hotel &  
Motel Association

[www.dinesafe.ca](http://www.dinesafe.ca)

## **Markham Business Resources**

### **Markham Small Business Centre**

[www.markham.ca/msbc](http://www.markham.ca/msbc)

[msbc@markham.ca](mailto:msbc@markham.ca)

905-477-7000 Ext 6722

Funded by the City of Markham and Government of Ontario, Markham Small Business Centre (MSBC) provides no-cost and confidential business advice and information to new and growing Markham businesses through 1-on-1 consultation and group educational seminar sessions. Specializing in start-up and early stage growth for small businesses, they also offer mentoring and micro-grant funding opportunities to qualifying full-time and student businesses.

### **Markham Board of Trade**

[www.markhamboard.com](http://www.markhamboard.com)

[info@markhamboard.com](mailto:info@markhamboard.com)

MBT offers its members exclusive programs and services to assist them in growing their businesses and networks while saving them money through preferred pricing programs and rewarding supplier relationships. The Board also advocates on behalf of its membership, meeting regularly with representatives from all levels of government to ensure an environment in Markham that is conducive to business development.

### **Markham Public Library**

[www.markhampubliclibrary.ca](http://www.markhampubliclibrary.ca)

[mplchats@markham.library.on.ca](mailto:mplchats@markham.library.on.ca)

(905)513-7977

MPL offers a new business newsletter, online programming, online business resources, and business books for Markham residents. They also host virtual programs each month related to business, careers, and health and wellness, among others. MPL also has a large database of resources to refer you to based on your business needs, such as educational and training platform access and other support programs.

## **Financial Support**

### **Government of Canada**

<https://www.canada.ca/en/services/business/grants.html>

The Government of Canada hosts a large variety of financial support programs aimed at business success, but also has specific programs for the different industries found within Canada, including tourism.

### **FedDev Ontario**

[www.feddevontario.gc.ca/eic/site/723.nsf/eng/h\\_00122.html?OpenDocument](http://www.feddevontario.gc.ca/eic/site/723.nsf/eng/h_00122.html?OpenDocument)

1-866-593-5505

FedDev Ontario aims to provide opportunities for economic growth in Southern Ontario. They host a variety of different financial support programs to be able to assist every type of business out there.

### **Business Development Bank of Canada (BDC)**

[www.bdc.ca/en/financing](http://www.bdc.ca/en/financing)

The Business Development Bank of Canada provides business loans of various amounts for general business needs, but also for industry specific needs.

### **Mentor Works**

[www.mentorworks.ca](http://www.mentorworks.ca)

1-888-599-3111

Want an easy way to find different funding programs available? Check out Mentor Works where you can search by region, industry, and activity to see what programs you qualify for.

## Additional Business Support

### Government of Ontario

[www.ontario.ca](http://www.ontario.ca)

The Ontario website has a vast amount of information for new and existing businesses outlining all the legal requirements when owning or running a business.

### Workplace Safety and Prevention Services

[www.wsps.ca](http://www.wsps.ca)

1-877-494-WSPS(9777)

Workplace Safety and Prevention Services is your one stop shop for all things for all things workplace safety. They provide information, training, and links to external resources and research available for all your business needs.

### Tourism HR Canada

[www.tourismhr.ca](http://www.tourismhr.ca)

[info@tourismhr.ca](mailto:info@tourismhr.ca)

1-800-486-9158

Tourism HR Canada is a pan-Canadian organization with a mandate aimed at building a world-leading tourism workforce. Tourism HR Canada facilitates, coordinates, and enables human resource development activities which support a globally competitive and sustainable industry and foster the development of a dynamic and resilient workforce.

### Startup Canada

[www.startupcan.ca](http://www.startupcan.ca)

Startup Canada is designed for small and new businesses. Hosting webinars, podcasts and funding competitions, Startup Canada is a great resources for new and small businesses looking to expand.

### Canadian Federation of Independent Businesses (Ontario)

[www.cfib-fcei.ca](http://www.cfib-fcei.ca)

Canadian Federation of Independent Businesses offers small businesses valuable information and business resources such as access to accounting software, latest funding information, one-on-one coaching, and much more. CFIB also advocates for small business members with politicians and policy makers.

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