



COBOCONK, NORLAND & AREA  
*Chamber of Commerce*

**2023**

# **YEAR IN REVIEW**

## Chamber Activities and Programs

Being a part of the Chamber is about the community coming together to make our towns better and make our voices heard.

Every one of our members and partners are important to the success in making this happen. Thank you for being part of it.

We look forward to serving your interests.

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

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# Promotional Highlights

## Trent Severn Trail Towns Program

This program offers FREE promotion and connection to other communities along the Trent-Severn Waterway for businesses within 2km of the TSW.



## Trail Towns Friendly Business

Businesses who live within the perimeters of the TSW can sign up to be deemed a Trail Towns Friendly Business!

- get free promotion on all social media platforms
- be featured on the Trail Towns Website
- have access to networking opportunities with other Trail Towns businesses
- opportunities for free video and photography of your business

## Taste of the TSW

Taste of the TSW gave food & beverage establishments the opportunity to get creative and showcase a culinary product to celebrate the TSW! By participating in the program, businesses received a window cling, free promotion on all Parks Canada and Trail Towns social media platforms and featured on the Trail Towns website. Now businesses that offer Taste of the Trent-Severn products/menu items have the opportunity to offer customers a fun photo experience with the Taste of the TSW giant fork!

## Trail Towns Paddle Project

Artists were invited to design a wooden paddle that depicts the uniqueness or history of Trail Towns. The finished paddles have been displayed at The Saucy Willow and Rosie's Dockside right here in Coboconk – you can see one at the CNACC office, too! Thank you to Anne Cutting, Julia Noakes, Jordan Cutting, and Kayla Donaldson for the amazing art!

# Promotion Highlights

## Things to See & Do 2023

This past year we brought back our tourism brochure with a Directory of Local Businesses & Community Organizations!

- each CNACC member was included with a complimentary listing
- several businesses participated in the advertising opportunity offered
- Approximately 4000 copies were distributed to residents, various businesses, and other local Chambers of Commerce
- Approximately 3500 views on our digital version so far



## Spotlight Kawartha

“Spotlight Kawartha” is a bi-weekly tv show that airs on Cable Cable, RogersTV and Cogeco. Episodes are also available in full online! The program features local businesses, charities, and organizations from the Kawartha region and area. We teamed up with Spotlight Kawartha producer, Mel Shannon, to feature 6 of our members and 1 tourist attraction in the upcoming season!

Ongoing opportunity:  
Create your own show!  
Can be weekly, bi-weekly, monthly (½ hour or 1 hour) show with a minimum of 4 episodes.  
No cost to air.

Featured on the next season of Spotlight Kawartha:

A Zebra of a Different Stripe, Coboconk Go-Karts & Ice Cream Parlour,  
The Riverside Inn, Kodiak Steel Buildings, Balsam Lake Dry Stone Walls  
The Land Between Garden & Fountain, Norland Rec Centre Volunteer Committee

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# Community Initiatives & Member Supports

## Summer Tourism Experience Program

Thanks to municipal funding, we were able to hire 2 local students as Summer Tourism Ambassadors that welcomed visitors to the area, encouraged visitors to increase their stay with visitation of tourism assets, and provided local business information. These ambassadors also assisted with the municipal Business Count Project and beautification activities such as: weeding and watering flower beds, litter removal, and ensuring the area is welcoming & vibrant.

## Choose Your Own Adventure

Through municipal funding, the final project of our digital refresh has been completed!

We teamed up with Birchbark Media to deliver an interactive set of 12 videos where folks can choose their own adventure online as a trip planning tool. The goal of this project is to entice people to visit our area and experience everything our communities have to offer!

In the past year, our virtual tourism page shows over 800 unique views!





# Community Initiatives & Member Supports

## Digital Assets

New this year: designed by our summer students, and thanks to municipal funding, the CNACC was able to produce virtual tourism yard signs and postcards! Both promote and entice people to explore our shops, restaurants, and key sites so that visitors and residents alike can discover, or re-discover, what makes our communities such a great place to be. Each sign and postcard has a QR code which will lead you directly to the corresponding virtual adventure.



## Get Your Skates Ready!

The CNACC has applied for funding to have an outdoor ice skating pad at Ward Park in Norland through the Ontario Trillium Foundation. We are thrilled to report that the application was successful for \$150,000! This project is being managed by the Norland Rec Centre Volunteer Committee, and work is being done currently for an outdoor ice rink that will be ready for Winter 2024!

Ontario  
Trillium  
Foundation



Fondation  
Trillium  
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An agency of the Government of Ontario  
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# Learning Opportunities & Other Offers to Members

The past year, we were pleased to offer the following opportunities to our members

## Webinars & Workshops

- DCC Information Session
- Apps for Small Businesses
- Marketing Fundamentals
- Business Retention and Expansion
- E-commerce
- Paid Advertising 101

## Kawartha Lakes Digital Service Squad

- Digital Transformation Grant
- Free Digital Assessments
- Website Assistance
- Social Media Assistance
- Consultation





# 2023 Events





# Upcoming Events & Initiatives

## Crowdown Showdown Contest



## Santa Claus Parade 2023

Celebrate the holidays with us on  
December 3, 2023!

Businesses who wish to have floats  
can start signing up now – we can't  
wait to see all your creative ideas!

Our sponsors are vital partners in  
having a successful event – please  
consider sponsoring the parade.  
New this year – the parade will be  
televised with RogersTV!

## Fall Shopping Passport

