



Destination Markham 2021 Business Plan & Budget

Presentation Date: Monday, February 22, 2021

Destination!
Markham





The Destination Markham Corporation (DMC) is an arms length municipal corporation launched in April 2020 as the destination management organization (DMO) for the City of Markham.

Governance & Operation

The corporation is governed by 12 Board of Directors:

Mayor Frank Scarpitti

David Miller, Chair of the Board

**Councillor Amanda Collucci
(Ward 6)**

Shafiq Jiwani, Secretary
Entrepreneur, executive, and an IT professional.

Susan Mandryk
Senior Vice President of Marketing, MOVATI Athletic

Hiren Prabhakar
General Manager, Toronto Marriott Markham

Chuck Thibeault
Executive Director, Central Counties Tourism
(RTO6)

**Councillor Andrew Keyes
(Ward 5)**

Herman Grad
Principal and operator, Hilton Suites Toronto
Markham

Aarti Patel, Treasurer
Finance Director of Global Programs & Marketing,
Four Seasons Hotels and Resorts

Kate Seaver
Principal and operator, Kate's Garden

**Councillor Khalid Usman
(Ward 7)**
Vice-Chair, Economic Development and
Culture Committee

Team:

Eric Lariviere
City Lead

Monica Pain
Coordinator

Lia Baird
Stakeholder Relations Lead

Markham Safe Ambassadors:

Arpi Akelian
Celeste Sy
Ada Tam
Kenneth Chin

Marketing Agency:

Kayla van Zon
Interkom

2020 Key Accomplishments

Markham Safe Economic Recovery Plan

FedDev Regional Recovery and Relief Funding: \$470,000

Markham Safe Ambassadors Activation

- Connected with 1,200 tourism and hospitality businesses across Markham;
- Distributed more than 1,100 *Visit Markham Safely* masks, and 680 business toolkits in English and Mandarin;
- Completed 285 Business Recovery Surveys, providing meaningful insights on the state of the tourism and hospitality sector and guiding recovery efforts;
- Developed a database of 2,300 tourism and hospitality businesses, sent 3,000 emails, and more than 300 engagements for consumer facing activations;
- Engaged collaborative relationships with diverse tourism sector organizations, business improvement areas and stakeholders i.e. Unionville Mainstreet BIA, Markham Village BIA, Downtown Markham, Association of Canadian Chinese Entrepreneurs, and Chinese Cuisine and Hospitality Association of Canada.

Business Recovery & Support

2020/2021 Workshops

December 17, 2020

How to Sell on Social Media

Abtin Masseratagah, Northrn Mo

February 3, 2021

Building Consumer Confidence
with POST Promise and Safe
Travels

in partnership with Tourism Vaughan,
with Laura Hearn, President &
Executive Director of POST Promise
and Beth Potter, President and CEO
of Tourism Industry Association of
Ontario (TIAO)

February 8, 2021

How to Build an Instagram
& Facebook Strategy That
Converts: Strategy & Content
Creation

with Lindsay Sganga, The Social Place

February 22, 2021

How to Build an Instagram
& Facebook Strategy That
Converts: Grow and Maintain a
Digital Community

with Lindsay Sganga, The Social Place

February 23, 2021

Social Media Strategy Mapping
/ 社交媒体策略映射

presented in Mandarin, with Lexie Lou
from General Assembly

March 8, 2021

Building Brand Awareness with
Google Part 1: SEO Training for
Beginners

with General Assembly

March 22, 2021

Building Brand Awareness with
Google Part 2: Introduction to
Google Ads

with General Assembly



Destination Markham Brand

Supporting Businesses and guiding Consumers Confidence through two major marketing initiatives:



visit Markham safely



Eric Lariviere
Staff Lead
Destination Markham Corporation
p / 905.415.7546
e / elariviere@markham.ca
w / visitmarkham.ca

GET YOUR BUSINESS LISTED FOR FREE!

LOCAL LOVE HOLIDAY CAMPAIGN

visit Markham safely

visit Markham safely

Discover Markham *your way.*

visitmarkham.ca

visit Markham safely

Discover Markham *your way.*

Sip Savour Stay

FALL IN LOVE WITH MARKHAM

There is a distinct crispness in the air, and with everything we have gone through in 2020, sometimes all we need to do is stop, take a deep breath, and be thankful for what we have. Thanksgiving weekend is almost upon us, and at Destination Markham we wanted to share some activities to enjoy right in our own backyard.

Exploring Outdoors
Rever's Farm has opened their pick your own pumpkins and corn maze since October 12 - a great way of enjoying fun with the family and getting fresh air. Take photos at the pumpkin field, explore the corn maze and pick up a treat for the ride home!

Making Memories
This year Rever's Farm has also launched a Junior Corn Maze, perfect for children! We also appreciate the new social distancing regulations that have to place - certain reservations are required for all Friday and Saturday as well as Thanksgiving weekend, so be sure to book your time out!

Supporting Local
The weather can be a bit unpredictable in autumn, but there is plenty to do in Markham with the family, without opening the windows in Uxbridge. **Historic Downtown Main Street** is beautiful area of Markham to wander in, taking in the old world charm of buildings and trendy shops.

Thanksgiving Dinner at Home
Thinking of having Thanksgiving Dinner at home with your small family? **The Old Country Inn Restaurant** is offering a Turkey Dinner Take Out - including turkey, cranberry stuffing, gravy and casseroles, roasted potatoes and vegetables.

Discover Markham your way.

visit Markham safely



Destination Markham

ABOUT MARKHAM COVID-19 & MARKHAM THINGS TO DO WHERE TO STAY DEALS RESOURCES FOR BUSINESS INVEST IN MARKHAM

FALL FOODIES rejoice!

Check out highlights from our Fall Passport!

Discover Markham Your Way

Itineraries Neighbourhoods Culture Cuisine

- Itinerary: Where to See Fall Colours in Markham
- Welcome to the Neighbourhood: Downtown
- Itinerary: Did someone say Asian Fusion?
- Sights & Sounds of Main Street Markham

Hotels ready to welcome you back!

With strict hygiene and safety protocols, new socially distant spaces and PPE for staff, Markham Hotels are doing their utmost to keep #MarkhamSafe. Pandemic fatigue is real - take a break, rest, and recharge!

Uniting as an Industry

The COVID-19 pandemic gave us a great many "firsts". Lockdowns were introduced, school shifted online (no more show days!), meetings were Zoomed and conferences adapted to new norms in holding social events. The world came to an unprecedented halt, and hospitality and tourism were one of the hardest-hit sectors.

During a time when a large percentage of hotels shut down across the country and massive layoffs affected all demographics, the industry worked tirelessly to try to find ways to improve itself. Occupancy rates for Hotels in Markham from June - August 2020 ranged from 25% to 58%.

COVID-19 posed challenges never seen before, requiring owners, managers and brands to take new precautions to keep their employees and guests safe. The hospitality industry reacted tirelessly with the government for support programs and continues to face new challenges. New practices include adding hand sanitizer stations in lobbies, disinfecting surfaces like elevator buttons more frequently and removing extra items in rooms, such as pens and paper.

The sector includes one of the most diverse workforces in the country, and employees on the front line have continued to work tirelessly to meet guest demands. Brands have been tightening their cleaning protocols and heightening safety and hygiene standards all to welcome back pandemic-fatigued guests.

"In the hospitality industry, we are navigating through exceedingly difficult times. The impact on our business has been tremendous, but we have remained resilient. We have continued to welcome guests to our hotel, and we have made them feel comfortable and confident traveling during these challenging times by elevating our demanding standards to an even higher level with new protocols for the current circumstances through our Commitment to Clean program."

Toronto Marriott
All the major brands have released guidance for their properties, laying out new cleaning protocols and brand standards to keep guests and staff safe and clean. 100% Justified the Stay of Clean program. Hyatt has their Global Care & Cleanliness Commitment. Marriott assembled a Cleanliness Council to implement the Commitment to Clean initiative, and Hilton launched its CleanStay Experience.

The Toronto Marriott Markham donated 10 linen bins to Markham Shoutville Hospital, and launched a mask donation program, with all proceeds going to the Children's Miracle Network.

"At Monte Carlo Inn we know it has not been business as usual. We have however been blessed with an amazing team who has kept our staff and customers safe."

Monte Carlo Inn
We might continue to live through unprecedented times, and the right is far from over, but as the community keeps at Markham, hotels are ready to welcome you back and we are ready to meet them with open arms.

Article written by Destination Markham Corporation

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visit Markham safely

Fall Staycations

Hilton Toronto/Markham Suites Conference Center & Spa
Pamper, up and escape for a spa weekend. Take a wellness break with up to three of your girlfriends or a couple and forget all about the responsibilities of the day-to-day just for Friday or Saturday night. Check into a spacious suite and toast the weekend with some sparkling wine. Feel relaxed with 60 minutes Signature Facial from Monte Carlo Spa. While you're here, mouthwash your palate and enjoy a culinary experience at Essence of Uxbridge, lounge or room service.
torontomarkham.hilton.com

Toronto Marriott Markham
Whether you're looking for something to eat, relax in some local shopping, or enjoy the fresh air along the Rouge River, Downtown Markham is fit for a holiday when it comes to dining. Come explore the place that's loved by so many. We've partnered with some of our community's best restaurants and shops to bring you offers that you can't resist! Enjoy 25% off participating local businesses on the Home, Main, and Steen, Uxbridge. It's time to discover what's in your community. To book your Staycation Package, visit marriott.com/tyzmt

Courtyard Toronto Northeast/Markham
Members of Marriott Bonvoy™ will receive an exclusive, preferred rate (Marriott Bonvoy Member Rate) when they book some participating hotels in Downtown Markham including Courtyard. Experience the thrill of exploring for free nights, unexpected delights, access to special perks and more!
marriott.com/tyzmt

HomeWood Suites by Hilton Toronto/Markham
Enjoy our Dream Away offer! Enjoy the flexibility of early check-in, late check-out, and the early departure when available if you need to change your plans.
markham.homeswoodsuites.com

Residence Inn by Marriott
Have your car washed and warm yourself up with a cooked order hot breakfast, a perfect way to start the day!
While you work remote or travel with the family, we have you covered with our complimentary Wi-Fi and more!
residencein.markham.com

Hilton Garden Inn
Savor the sun, moisture and warm yourself up with a cooked order hot breakfast, a perfect way to start the day!
While you work remote or travel with the family, we have you covered with our complimentary Wi-Fi and more!
www.hilton.com/gardenstay

Monte Carlo Inn & Suites
Stay Warm, Stay Refreshed. Stay Connected this winter with our Winter Promotion.
Winter Promotion available from November 1st, 2021 at select suites (based on availability).
montecarloinn.com/seasons-markham-suites

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#SHOPLOCAL

THIS Holiday Season IN MARKHAM

@visitmarkham
@visitmarkham
@visitmarkhamca

HISTORIC MAINSTREET UNIONVILLE

Discover Markham your way.

visit Markham safely

#GET OUTSIDE MARKHAM

Discover Markham your way.

Visit us on Facebook @visitmarkham

Discover Markham your way.

SHOW SOME
MARKHAM
Love

SHOW SOME
MARKHAM
Love
WE GET IT.
YOU NEED
A BREAK.
A staycation never felt so good.

SHOW SOME
MARKHAM
Love



WHAT'S ON YOUR
HOLIDAY
WISHLIST?

Destination!
Markham
Start wishing at
visitmarkham.ca/shop

SHOW SOME
MARKHAM
Love
MAKE YOURSELF
COMFORTABLE.
Holiday shopping just got easier.
Start shopping at
visitmarkham.ca/shop
Destination!
Markham
Start shopping at
visitmarkham.ca/shop
MARKHAM tiao

SHOW SOME
MARKHAM
Love
TAKE A NIGHT
FOR YOURSELF.
Order take-out & let us
do the cooking tonight.
Get hungry at
visitmarkham.ca/eat

OVERWHELMING
WISHLISTS?
Holiday shopping was
just made easier.
Start shopping at
visitmarkham.ca/shop

Destination!
Markham
MARKHAM tiao
f @visitmarkham @ @visitmarkham

SHOW SOME
MARKHAM
Love
OUR RESTAURANTS
NEED YOU.
Now. More than ever.
Get hungry at
visitmarkham.ca/eat

WHAT'S ON YOUR
HOLIDAY
WISHLIST?
Start wishing at
visitmarkham.ca/shop
Destination!
Markham
MARKHAM tiao
f @visitmarkham @ @visitmarkham

SHOW SOME
MARKHAM
Love
MAKING THE SAME
DINNER, AGAIN?
Your tastebuds need
a take-out intervention.
Get hungry at
visitmarkham.ca/eat
Destination!
Markham
MARKHAM tiao
f @visitmarkham @ @visitmarkham

SHOW SOME
MARKHAM
Love
WE KNOW
THINGS ARE
DIFFERENT.
But, one thing that will always
be the same is a delicious
take-out holiday meal.
Get hungry at
visitmarkham.ca/eat

MAKE YOUR
HOLIDAY
COZY.
Find the perfect holiday décor
& enjoy curbside pickup, today.
Get shopping at
visitmarkham.ca/shop
Destination!
Markham
MARKHAM tiao
f @visitmarkham @ @visitmarkham

WE WANT
TO FEATURE
YOUR BUSINESS
FOR FREE IN OUR
SHOW SOME
MARKHAM
Love
HOLIDAY CAMPAIGN
Destination!
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2020/2021 Marketing Metrics

As of February 2021



Twitter

Over
300

pieces of content shared

80,880
impressions

3,014
engagements

110
followers



Instagram

Over
500

pieces of content shared

683,148
impressions

11,343
engagements

2,016
followers

The Hashtags #VisitMarkham,
#MarkhamSafe and #Shoplocal

15,000
times on Instagram.



Facebook

Over
500

pieces of content shared

863,568
impressions

25,926
engagements

10,662
post link clicks

315
followers

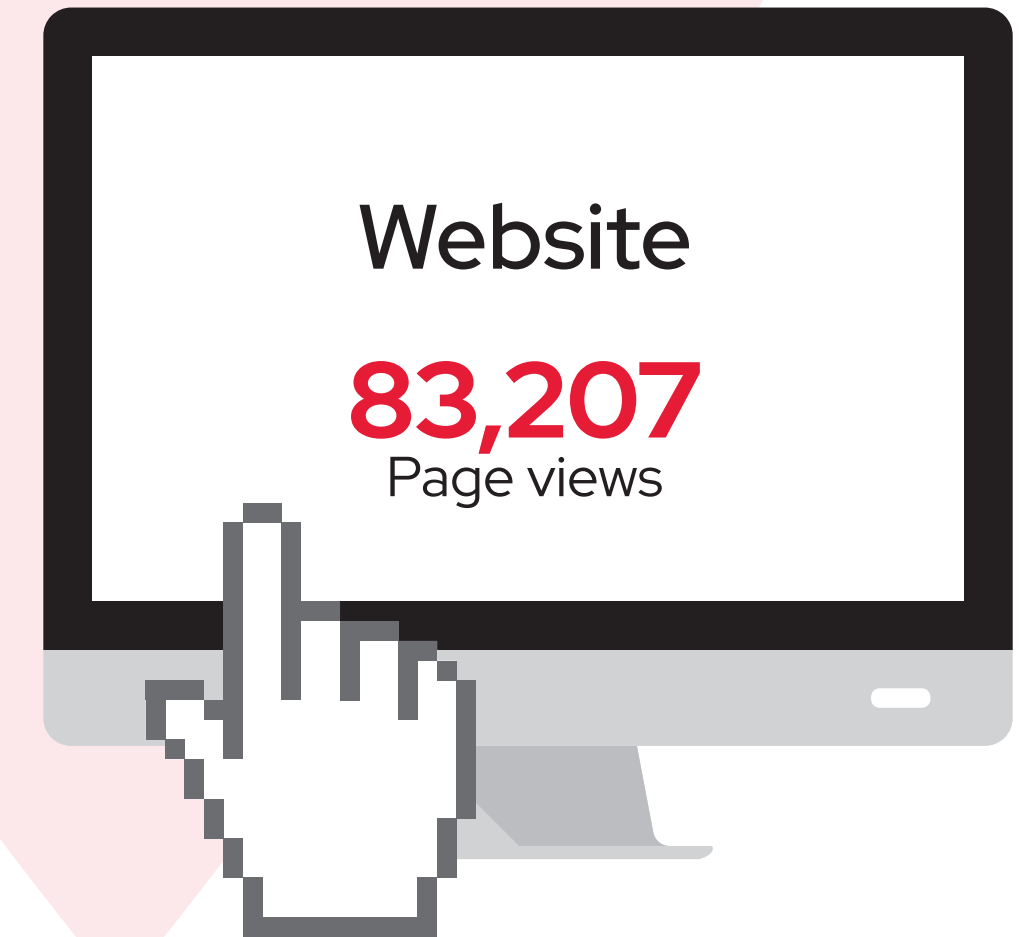


LinkedIn

Over
10,0000

impressions

76
followers



Website

83,207
Page views

Online Advertising

yorkregion.com, globeandmail.com,
thestar.com, ccue.com, Ming Pao, Sing
Tao, and We Chat.

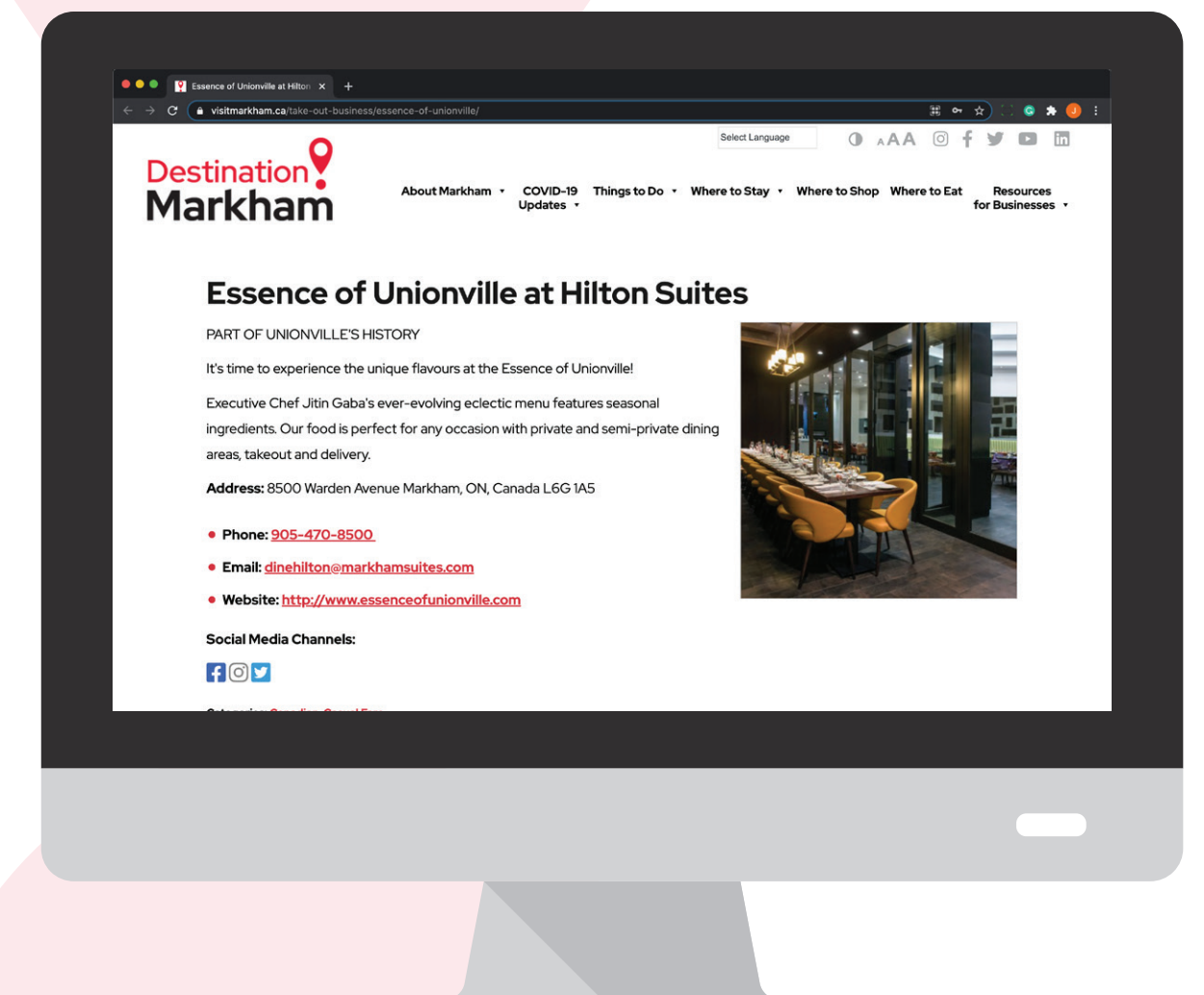
Almost
10,000,000
digital impressions

Show Some Markham Love Campaign Objectives

The **December Show Some Markham Love** campaign was aimed at supporting Markham businesses in the retail and dining sectors with marketing support during (in normal times) one of the busiest times of the year.

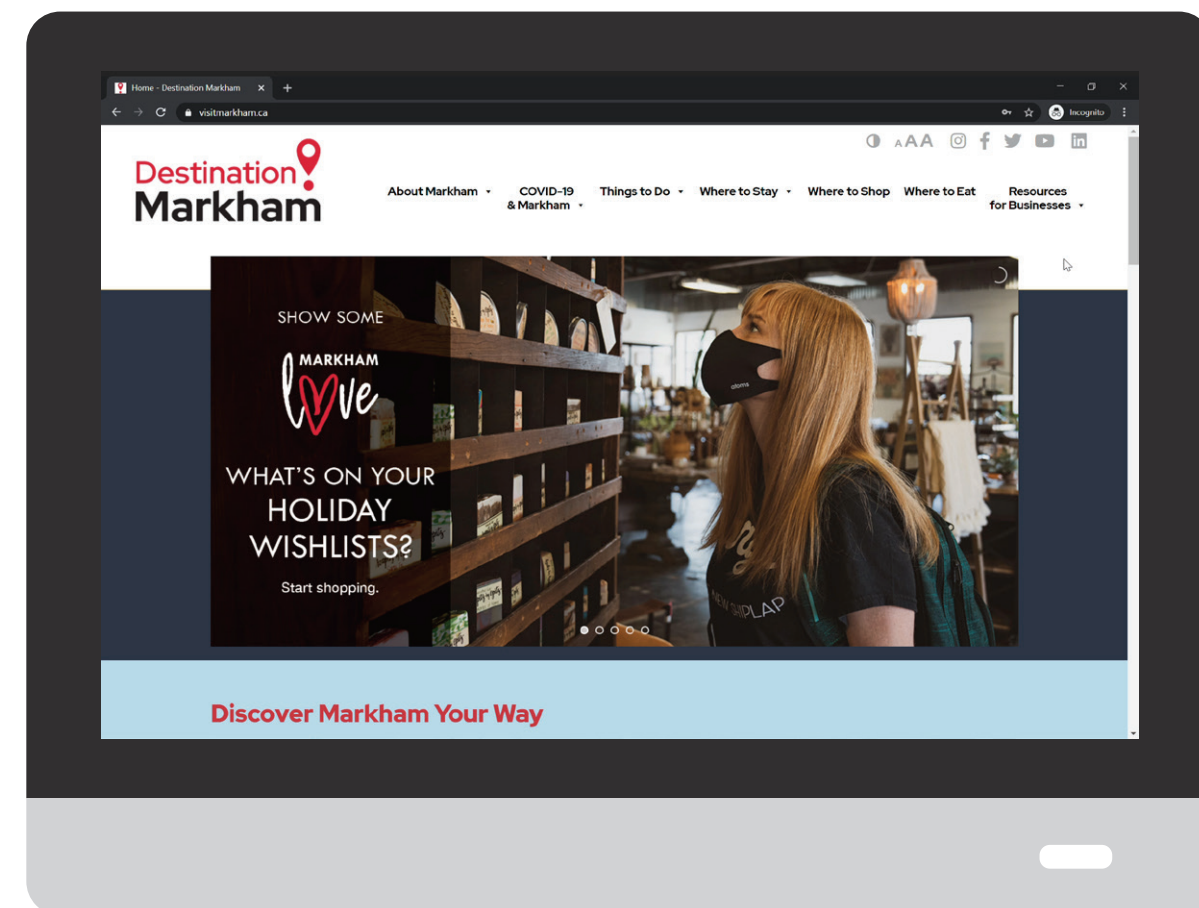
Campaign Goals & Objectives

- Add up to 500 Retail and Dining Businesses to the Visit Markham Website's Shop and Eat Database
- Garner 50,000 Page Views (clicks) to visitmarkham.ca website
- Gain 2,000,000+ digital impressions
- Engage with over 5,000 people on Social Media
- Add 500 to 1,000 new contacts to the DMC Email Database



Show Some Markham Love Campaign Impact

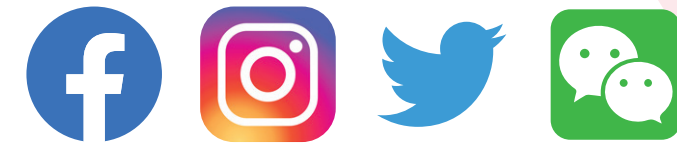
December 10–31, 2020



56,663
Page Views on
visitmarkham.ca

visitmarkham.ca launched December 10, 2020

2,137,583



Social Media Impressions



17,505

Social Media Engagements



2,857

DMC Email Database



2,185,550

Digital Impressions



350

Businesses Signed Up



How Destination Markham Supported Markham Businesses

“Destination Markham has been a great partner and has helped grow our social presence. Whenever they post one of our items, we immediately see an uptake in interest. They are thoughtful in what they share and communicate well in regards to needs and timing. I’m grateful to have such a great advocate and resource for our shop.”

- Too Good General Store

- Over 500 Markham Businesses were profiled and promoted on DMC’s Social Media channels (Twitter, Facebook, Instagram & LinkedIn) and in Visit Markham Itineraries
- 10 Markham Social Media influencers were engaged to profile local Markham Restaurants to their over 100,000 Markham followers
- Over 400 Businesses listed on the Destination Markham Eat & Shop pages
- All 16 Markham Hotel properties reflected on the DMC website with their own profile and unique page
- Over 128 Markham Businesses participated in DMC’s Free Workshop Series thus far
- Developed a Markham Business Toolkit to educate the business community on what grants and supports are available during the pandemic (available in English & Mandarin)

2021 Business Plan and Budget

Business Priorities

1. Governance, Strategic Leadership, Operation & Capacity Building

Goal: To create an inspiring vision and strategic plan, and sustain business levels.

2. COVID-19 Business Support

Goal: To prioritize support for hotels, restaurants, and the tourism industry small businesses, and sustain efforts to address the impacts of the pandemic.

3. Product & Experience Development

Goal: To encourage the development of destination product and experiences through direct support and partnerships with key stakeholders.

4. Marketing and Communications

Goal: To continue building a highly effective destination marketing program.

5. Industry & Stakeholder Relations/Outreach, Sustainability and Measuring Success

Goal: Build DMC's industry profile as Markham's leading destination organization and primary resource. To grow DMC business through partnerships and fundraising, and to develop DMC KPI.

DMC Budget Summary

Business Priorities

Budget Allocations

Governance, strategic leadership, operation, and capacity building Industry & Stakeholders relations/outreach, sustainability and performance measures

| | |
|-------------------------------|------------|
| Strategic Plan | \$ 40,000 |
| Operations and administration | \$ 40,000 |
| Staff and contracts | \$ 280,000 |
| City Resources | \$ 86,000 |

Covid-10 Business Support and equipping \$ 300,000

Product and Experience Development

| | |
|--------------------------------|------------|
| Destination Events/Attractions | \$ 150,000 |
| Projects Support | \$ 100,000 |

Marketing and Communications

| | |
|-----------------|------------|
| Fee Agency | \$ 96,000 |
| Marketing Costs | \$ 144,000 |

TOTAL BUDGET

\$1,236,000



Thank you



Destination!
Markham