

# ORILLIA & LAKE COUNTRY Business Resources

Learn more about how Orillia & Lake Country Tourism and our partners can help your business succeed



**Orillia and Lake Country Tourism** is a non-profit Destination Marketing Organization (DMO) for the region encompassing the municipality of Orillia, Rama First Nation and the townships of Ramara, Severn and Oro-Medonte. Working closely with our municipal and community partners, OLC focusses on product development and executing a wide variety of marketing initiatives to help promote the region and enhance the visitor experience. All tourism-related businesses in the region are eligible for a free listing on [www.orillialakecountry.ca](http://www.orillialakecountry.ca) as well as the opportunity to share events on our events calendar.

#### Additional Opportunities for OLC Members:

- Annual Visitor Guide advertising opportunities
- Participation in Flavours of Orillia & Lake Country, twice a year
- Participation in Tap Into Maple
- Website advertising
- Co-operative Photo & Digital Marketing Programs
- Web Event Listings

Website: [orillialakecountry.ca/memberships](http://orillialakecountry.ca/memberships)

Contact: [info@orillialakecountry.ca](mailto:info@orillialakecountry.ca)



**Regional Tourism Organization 7 (RTO7)** partners with tourism businesses and organizations to provide many programs (both assistance and funding) including video/image development, digital and social media advertising, storytelling, as well as assistance with developing small scale tourism experiences, workforce recruiting and retention and [free professional development opportunities](#) for tourism staff. In addition, RTO7 is a partner in the [T3 Accelerator](#), which provides tourism business owners/managers with targeted coaching support in a variety of areas including marketing, communications, finances, HR, experience development, etc.

#### Additional RTO 7 Partner Resources:

- [Partnership Program](#)
- [BruceGreySimcoe Free Training](#)
- [Experience Development 101](#)
- [Implementation Programs](#)

Website: [rto7.ca](http://rto7.ca)

Contact: [info@rto7.ca](mailto:info@rto7.ca)



**Tourism Simcoe County** works with its sixteen member municipalities, the cities of Barrie and Orillia, the Province of Ontario and varied tourism organizations and stakeholders to develop and market Simcoe County as the visitor destination of choice. TSC works directly with its industry partners to create visitor experiences and connect stakeholders to create unique experiences. TSC provides advertising opportunities for its partners through multi-media campaigns and Simcoe County tourism businesses are promoted on the Tourism Simcoe County website and on social media channels TWC continues to evolve and expand its suite of marketing collateral in order to connect to its consumers.

#### Tourism Simcoe County Partner Resources

- [Tourism Culture & Sport Grant for non-profits](#)
- [COVID-19 Resources](#)
- [Guide Distribution Program](#)
- [Agritourism Toolkit](#)
- [Business Directory](#)
- [Service Training](#)

Website: [experience.simcoe.ca/resources](http://experience.simcoe.ca/resources)

Contact: [tourism@simcoe.ca](mailto:tourism@simcoe.ca)

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**The Orillia Area Community Development Corp. (CDC)** will help your business start, grow and succeed! The CDC provides counselling, training & funding to local businesses to support job creation, growth and innovation. Working with many community partners on various community economic development projects to build an economy in Orillia & Lake Country that is prosperous, growing and sustainable. Business communities in the City of Orillia, Townships of Oro-Medonte, Ramara, Severn, and the Chippewas of Rama First Nation all benefit from the diverse range of services.

The Orillia and Area Community Development Corporation offers a wide variety of programs and services supporting community economic development and small business growth including:

- [Loans for small businesses and social enterprises](#)
- [Business counselling services](#)
- [Access to community and business information](#)
- [Access to BizLink](#) – a program that confidentially connects and supports business buyers & sellers
- [Business training and workshops](#)
- [Youth wage subsidies & employment](#)

Connect with your municipalities, Chambers of Commerce, and BIAs

## ORILLIA



[orillia.ca](http://orillia.ca)



[orillia.com](http://orillia.com)



[downtownorillia.ca](http://downtownorillia.ca)

## ORO-MEDONTE



[oro-medonte.ca](http://oro-medonte.ca)



[oromedontecc.com](http://oromedontecc.com)

## RAMARA & RAMA



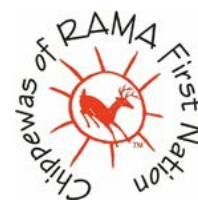
[ramara.ca](http://ramara.ca)



[ramarachamber.com](http://ramarachamber.com)



[lagooncitylife.com](http://lagooncitylife.com)



[ramafirstnation.ca](http://ramafirstnation.ca)

## SEVERN



**SEVERN**

[severn.ca](http://severn.ca)



[coldwatervillage.ca](http://coldwatervillage.ca)

**Have any questions?  
Reach out for support!**

[info@orillialakecountry.ca](mailto:info@orillialakecountry.ca) 1-866-329-5959  
22 Peter St S. Box 2525 Orillia, ON L3V 7A3  
[orillialakecountry.ca](http://orillialakecountry.ca)