

April 27, 2009

Questions and Answers
The Marquee Tourism Events Program Summer 2009
Funding Recipients Announcement

Q1. What is the Marquee Tourism Events Program?

A. The Marquee Tourism Events Program is a Government of Canada initiative under Canada's Economic Action Plan, designed to provide funding of \$100 million over two years for marquee tourism events.

Q2. What is the purpose of the program?

A. Canada's marquee tourism events draw millions of visitors from both home and abroad. The program will assist marquee tourism events with international audiences, which may have been impacted by the global economic crisis.

By supporting these events, the government is creating and supporting the jobs of today and building for tomorrow. We are investing in the growth of the visitor economy while giving our national and international visitors a world-class experience they will never forget.

Q3. How will the program be delivered?

A. For the first funding phase, the Summer 2009 Marquee Tourism Events funding stream was implemented to quickly provide upcoming eligible 2009 summer events with needed funding. To respond to the need for timely economic stimulus, a number of well-established events were invited to apply to the Summer 2009 Marquee Tourism Events funding stream.

On April 6, the Marquee Tourism Events Program launch was announced to invite marquee tourism events across the country to submit applications for funding by May 8, 2009, and additional calls for submissions may be launched later this year.

The Minister of State (Small Business and Tourism) is responsible for the final decisions on applications received.



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Q4. How long will the program run?

A. Canada's Economic Action Plan is designed to boost the economy when it is needed most: now and over the next 24 months.

The government recognizes that tourism has been one of the fastest growing industries in the world and that further expansion of Canada's tourism brand can increase tourism export revenues at home and provide stimulus to the economy at a critical time. Given the global economic uncertainty, now is the time to act to strengthen our investment.

Q5. What types of events are eligible for funding under the program?

A. Project-based funding under the Marquee Tourism Events Program is designed to help existing tourism events that occur annually, are well established and have a tradition of programming and management excellence. The events must generate significant levels of tourism.

Q6. What are the criteria for participation in the program?

A. For the purpose of the Marquee Tourism Events Program, a marquee tourism event is defined as an annually occurring world-class event that is well established and that has a tradition of programming and management excellence. Two funding streams are described, each with different eligibility criteria.

A Tier 1 event is defined as an annually occurring tourism event that meets all of the following criteria:

- minimum overall attendance: 250 000;
- minimum percentage of attendees who are tourists: 10 percent;
- minimum cash operating budget: \$2 million;
- minimum number of years event/organization has been in existence: three years;
- programming that lasts for at least three consecutive days; and
- an existing international marketing strategy that incorporates overnight tour packages.

A Tier 2 event is defined as an annually occurring tourism event that meets all of the following criteria:

- minimum overall attendance: 50 000;
- minimum percentage of attendees who are tourists: 10 percent;
- minimum cash operating budget: \$500 000;

- minimum number of years event/organization has been in existence: three years;
- programming that lasts for at least three consecutive days; and
- an existing domestic marketing strategy and an existing or proposed international marketing strategy that would incorporate overnight tour packages.

An event that is eligible for funding under Tier 1 may not receive funding under Tier 2.

Those organizations that receive funding under the Summer 2009 Marquee Tourism Events stream will not be eligible to apply for funding under the first call for applications for the Tier 1 and Tier 2 funds in spring 2009, but would be entitled to apply under future funding streams, as appropriate.

Q7. What is the maximum amount of funding available for each event and how is the funding amount determined?

A. Under the Summer 2009 Marquee Tourism Events funding stream, the maximum funding allocation is \$3 million. The other streams of funding will have maximum funding allocations of \$3 million and \$1 million per year.

Q8. Which marquee tourism events were invited to apply to the Summer 2009 Marquee Tourism Events funding stream?

A. Invitations to apply under the first stream of funding were extended to well-established summer marquee tourism events attracting large numbers of international and domestic visitors. These events were assessed against the following criteria:

- minimum overall attendance: 250 000;
- minimum percentage of attendees who are tourists: 15 percent;
- minimum cash operating budget: \$10 million;
- minimum number of years event/organization has been in existence: five years;
- programming that lasts for at least three consecutive days;
- an international marketing strategy;
- an overall impact on the Canadian tourism economy;
- a global impact in promoting Canada as a premier tourist destination; and
- regional representation.

Q9. Why were these marquee tourism events invited to apply before other events?

A. With the launch of the Marquee Tourism Events Program, the Government of Canada is ensuring that budget stimulus measures can take effect quickly, given that most marquee events take place in the summer. The Summer 2009 funding stream is designed to give immediate assistance to a limited number of recurring world-class tourism events that will take place this coming season.

Q10. Were other festivals that applied to the program rejected? If so, on what grounds?

A. Today's announcements represent a number of the applications that have been received to date. However, other funding announcements may be made in the coming weeks.

Festivals that receive funding must demonstrate that they meet all eligibility criteria.

Q11. What is the deadline for applications for additional funding?

A. The deadline for applications for both Tier 1 and Tier 2 is May 8, 2009.

Q12. How does this program relate to the recently announced support for festivals and events under some provincial/territorial governments?

A. The Marquee Tourism Events Program (MTEP) focuses on the international marketing strategies of the festivals and events and the contribution these festivals can make to Canada's overall visitor economy. MTEP complements provincial- and territorial-funded programs that assist festivals and programs and does not necessarily exclude an event from also applying for MTEP funding streams.

Q13. The Stratford Festival recently announced that it is putting 30 performances "on hold." Will this program allow marquee tourism events, such as the Stratford Festival, to fund their regular programming?

A. The funding will be used by tourism events to enhance or expand their programming, increase their international marketing efforts or undertake other activities that will help to attract additional tourists.

Q14. How will the Marquee Tourism Events Program promote tourism?

A. During the global recession, government funding will help marquee tourism events stay competitive. These events drive tourism in communities and regions across Canada. They provide significant opportunities for Canadians and attract many national and international tourists to all parts of the country. They contribute considerably to the Canadian visitor economy, which includes hotels, restaurants and a variety of small and medium-sized businesses. Support for these events will contribute to the growth of the visitor economy by attracting international audiences and spurring business development.

Q15. What is the government doing to help smaller marquee events that do not meet these criteria?

A. The Marquee Tourism Events Program is not intended to cover smaller events. There are other federally funded programs in place to provide assistance to these types of events under the Department of Canadian Heritage (Arts Presentation Canada and Building Communities Through Arts and Heritage), the Regional Development Agencies, and the Canada Council for the Arts.

Q16. Is the Marquee Tourism Events Program a sponsorship program?

A. No. To receive funding under the Marquee Tourism Events Program, applicants must clearly demonstrate that they meet the program's assessment criteria. Funding will be project-based, and recipients will have to submit a final, detailed financial report, including audited annual statements.

Q17. Why is the federal government spending money on festivals when people are losing their jobs?

A. The development of Canada's tourism sector represents a powerful engine of growth for the entire country. The funding for marquee tourism events is part of an economic stimulus package — Canada's Economic Action Plan, which was created to protect Canadians during the global recession, stimulate our economy and make the investments necessary to ensure the country's long-term prosperity.

Tourism is an important economic driver in every region in Canada, directly employing 662 900 people in 2008. Tourism activity accounted for 2 percent (\$30.3 billion) of Canada's gross domestic product in 2008.

Investments made in tourism benefit more than just the direct beneficiaries. The local economy is boosted through these measures, which help to support local businesses, including restaurants, hotels, retailers and transportation companies.

Q18. Are there other opportunities to apply for funding beyond the May 8 deadline? If, so, when would the funding be made available and what types of festivals would be eligible?

A. Additional calls for proposals will be announced later this year. Funding is available to assist events to enhance their offerings for the 2010–11 season as well. The same eligibility criteria will apply.