

A close-up of a person's hands playing a drum with a fur head. The drum has a wooden body and a white fur head. The person is wearing a black shirt and a red skirt with a black pattern. In the background, a group of people are dancing in a circle on a grassy area. There are trees and a blue tent in the background.

Celebrate Ontario 2020 Webinar Information Session

Celebrate Ontario 2020

Let's get started...

Project Summary:

1. Who is your NEW or GROWING target 'tourism / 40km+' audience.
2. What is your 'PROJECT'? (the 'program / activity / marketing' you would like funding for?)
3. 'How' or 'why' do you know your 'project' will attract 'tourists'?

Welcome

- Program information available at:
www.ontario.ca/celebrateontario
- Your Tourism Advisor:
http://www.mtc.gov.on.ca/en/tourism/contactus_tourism.shtml
- Celebrate Ontario email address:
Celebrateontario@Ontario.ca
- **Deadline for applications:**
Tuesday, January 21st, 2020 at 5:00 p.m. (EST)

Section 1 – Celebrate Ontario 2020

What are the program's key principles?

- Program Objectives
- Funding Criteria
- Eligibility
- Mandatory Requirements
- Key Definitions

Program Objectives

Celebrate Ontario supports programming improvements at new and existing festivals and events that attract tourists for longer stays, create great experiences for visitors, and support communities across Ontario. Applications will be scored based on a set of defined criteria that demonstrate:

- ❑ Strong organizational and leadership **capacity** with proven ability to deliver the project
- ❑ Programming improvements that **increase tourist visits and spending**
- ❑ **A strategy** to grow the event's tourism attendance
- ❑ **Evidence-based rationale** for the proposed programming improvements
- ❑ Strong community and regional **economic development focus**
- ❑ Confirmed tourism, business and community **partnerships** that encourage increased spending and overnight stays in the host community
- ❑ **Contributions to** rural, northern, non-peak season, Francophone and Indigenous event development.

Definitions

What is an event?

An annual or biennial event, festival or series of public activities organized annually or biennially within a set period of time, with specific programming developed for, marketed to, and attracting tourists.

How do you define a tourist?

An individual (including an Ontario resident) who travels 40 kilometres or more (one-way), or crosses a border into Ontario to attend an event. Contributors to an event (e.g., performers, suppliers, vendors) are not considered tourists.

Definitions

What are programming improvements?

For Existing events: Improvements to existing interactive, participatory, experiential, exhibit or performance based programming, or the addition of new programming, that responds directly to visitor interest

Example: Introduction of Juno award-winning Latin music entertainers, interactive dance programming, food and drink demonstrations to a jazz festival attracting millennials.

New events: Presentation of interactive, participatory, exhibit-based or experiential programming

Example: Musical entertainers, magician costs and interactive arts programming costs for a new two day Sorcerers and Wizardry children's festival.

Event Eligibility

The event must:

- Take place in Ontario,
- Occur between April 1, 2020 – March 31, 2021,
- Be open to the public without membership in a club or group,
- Be annual or biennial (for new events, have the intention of repeating).

Ineligible events include:

- Events of a primarily commercial nature (trade and consumer shows, artisan and craft fairs, business events)
- Fundraising events or events with a primary charitable purpose
- Symposia, conventions, meetings, conferences, seminars, clinics, workshops and events that solely consist of an award show
- Events that seek to attract only a special interest audience or recruit members (e.g., religious or political gatherings)
- Sporting events offering programming of primary benefit to event participants only - not marketed to or attracting additional tourists
- One-time-only events

Mandatory Eligibility Requirements

- Applicant organizations must be Ontario-based and have **legal status** as an incorporated entity for one year or longer as of January 2020.
Includes: private businesses, registered not-for-profits, municipalities, incorporated Indigenous organizations, and Band Councils.
- Applicant organization must **not be in default** with any ministry or agency of the Government of Ontario.
- Mandatory requirement for applicants awarded grant funding: proof of minimum **\$2 million commercial general liability insurance**, with province as co-insured and coverage for the period April 1, 2020, to 150 days post event.



Questions ?

Section 2

- What's New?
- How Do I Apply?
- What are the Mandatory Application Documents?
- What is the Funding Formula?



What's New?

Fund objective includes recognition of:

- Rural and Northern Ontario tourism event development to grow tourist attendance and support community economic development
- Improvements to non-peak (October 1 – May 31) events to encourage year round travel
- Francophone and Indigenous event development

Canada Day events, that feature a minimum of three hours of multicultural programming, are now eligible.

The Application Process

1. Consider: does this program fit with your event plans? Review the [Celebrate Ontario 2020 Application Guide](#) and eligibility requirements.
2. Discuss plans with your Ministry [Tourism Advisor](#).
3. Follow all instructions, eligibility and funding formula guidelines in the Celebrate Ontario 2020 Application Guide and application form.
4. Gather material(s) required to complete your application (i.e., detailed event plan, budgets, previous financials, performance metrics, tourism data, rationale for programming improvements and tourism draw).
5. Access [Transfer Payment Ontario](#). (TPON)
6. Follow the instructions to download, save, complete and validate your mandatory application online at Transfer Payment Ontario.

Transfer Payment Ontario (TPON)

- www.grants.gov.on.ca
- Provides one-window access for online grant information, applications, submission and reporting. Recommend Google Chrome as browser.
- Previous Applicants: click on [Log In](#)
- New Applicants: click on [How to Apply?](#)
 - ✓ Create a one-key account and ID
 - ✓ Register your Organization in Transfer Payment Ontario (TPON) – complete profile, upload legal documents
 - ✓ Registration takes up to 5 business days
- Technical Support: (Monday to Friday from 8:30 a.m. to 5:00 p.m.)
Transfer Payment Ontario Client Care:
 - ✓ Toronto: (416) 325-6691 / Toll Free: 1-855-216-3090
 - ✓ TTY/Teletypewriter (for the hearing impaired): 416-325-3408 / Toll Free: 1-800-268-7095
 - ✓ E-mail: TPONCC@Ontario.ca

Mandatory Application Documents

The following documents must be completed and uploaded prior to the Celebrate Ontario deadline of January 21, 2020 at 5:00 p.m. (EST)

1. A copy of your organization's legal **incorporation** documents (may have been previously submitted). Note: the name on this document must match the applicant name.
2. A completed, electronically signed and dated **application** form.
3. Applicants, with existing events, must submit a Board-endorsed or Treasurer-certified (signed/dated) **income statement** for the most recently completed festival/event.

. . .continued

Mandatory Organization Documents

Financial Statements

Existing Events with previous year's cash operating expenses less than \$1 million or **New Events** with budget less than \$1 million

- ❑ Applicant organization's most recent review engagement or audited financial statements. MUST include income statement, balance sheet, notes to statements and opinion by licensed Public or Chartered Professional Accountant **OR**
- ❑ Applicant organization's most recent Board-endorsed financial statement. MUST include income statement and balance sheet, accompanied by a board motion that verifies the accuracy and approval of the document and is signed and dated by board Chair **OR**
- ❑ Applicant organization's most recent treasurer-certified financial statement – income statement and balance sheet, including a note that verifies the accuracy and approval of the document and is signed and dated by the treasurer.

Mandatory Organization Documents

Financial Statements

Event's previous year cash operating expenses of \$1 million or more or new event's cash operating budget \$1 million or more:

- ❑ Applicant organization's most recent review engagement or audited financial statements prepared by a Licensed Public or Chartered Professional Accountant. They must include an income statement, balance sheet, notes to financial statements, and an auditor's opinion/assurance on the financial statements.

Funding Formula – Existing Events

Project-based funding determined by the lesser amount of:

- 50% of Celebrate Ontario project cash operating expenses, OR
- 15% of most recent event's cash operating expenses (verified by event income statement)
- Maximum funding \$250,000
- Celebrate Ontario funds can be requested ONLY for eligible programming & media buy expenses
- Applications requesting marketing funding only are ineligible

The Lakeside Music Festival adds new Latin programming

- two new evening musical performances
- Interactive Latin dance classes with expert instructor
- Latin food and drink demonstrations

- $50\% \times \$122,000$. (Celebrate Ontario project budget) = **\$61,000.**
- $15\% \times \$340,000$. (2019 event cash expenses) = **\$51,000.**

The Lakeside Music Festival maximum funding request is **\$51,000.**

Funding Formula – New Events

Eligible for the lesser of:

- 50% of projected eligible event programming and media buys to tourists
- 15% of total of event projected cash operating expenses
- Maximum funding \$ 250,000
- CO funds can be requested ONLY for eligible programming & marketing expenses
- Applications requesting marketing funding only are ineligible

The Festival of Sorcerers and Wizardry is a 2 day children's event featuring musical and magical presentations, jousting competitions, and interactive workshops in wand-making, costuming, potions and wizardry.

- $50\% \times 130,000$ (total eligible programming expenses) = **\$65,000**
- $15\% \times \$250,000$ (total 2020 cash operating budget) = **\$37,500**
- The Festival of Sorcerers and Wizardry could request maximum funding of the lesser of the two totals = **\$37,500**.



Questions ? Questions??

Section 3 – Completing Your Application

- Organization Details/Capacity
- Programming Improvements/Marketing Information and Rationale
- Marketing Plan
- Eligible Expenses
- Financial Information
- Performance Measures
- Partnership Information

Application Assessment

Assessment Criteria	Application Section	Scoring Weight
Current financial position and organizational capacity	Financial statements, Section E	20%
Project information, rationale and growth	Section G	25%
Performance measurement, impact and marketing	Section H, K, L	20%
Tourism/community economic development and partnerships	Sections I, J	25%
Event budget and Celebrate Ontario project budget	Section M	10%
Total		100%

- Rural, Northern, Non-peak awarded 5 points
- Indigenous and Francophone 10 points
- To be considered for funding applicants must obtain a minimum score of 55%

Organization Details / Capacity

- Section A, B – Organization Information – review for accuracy
- Section C – Application Contact Information
 - MUST include 2 different contacts - Grant contact and senior elected or appointed official (expand form for second contact)
 - Grant contact must be staff or organizational appointee, not an external grant writer or event organizer/production representative.
- Section D – Grant Payment Information- ensure legal name matches
- Section E – Organization Risk Capacity
 - Organizational financial managements processes, policies and oversight for budgeting, approvals, monitoring.
 - What oversight to minimize financial risk due to revenue shortfalls or expense overruns.

Organization Capacity . . . Section E

- E2 – Detail the skills and experience for staff and volunteers delivering event:
 - Include skill sets, experience and organizational history for key staff/volunteers overseeing five key management areas
 - Financial, program delivery, staffing/HR, site logistics and security
 - Third party contract expertise, relationship with event and oversight/reporting to applicant organization staff must also be included
- E3 – Identify three risk factors for event and provide full details for management of and mitigation plans for each factor. Suggested areas for consideration – financial, logistics, operational, environmental, legal issues, security

Section G: Project Information, Rationale and Growth

- **G1 - Event Summary** – (1,000 characters)
Brief description of current event or new event
- For Canada Day events, provide details and the number of hours of multicultural programming

The Lakeside Music Festival is a 3-day outdoor festival to be held September 11 – 13, 2020. The festival profiles new and established Canadian and international musicians, primarily with the rhythm and jazz genres. The event attracts adults aged 22 – 40 years with 35% tourist visitation, including domestic and near –border U.S. tourists

- The gated event includes three music concert stages, 15 musical performances, two musical workshops, daily master class sessions (3) and over 20 diverse food, local craft beer and juried arts vendors.
- An additional free public performance is held opening night as a kick-off to the festival

Project Information, Rationale, Growth

G 2.Past/Projected Attendance and Cash Expenditures

Fiscal Year	Total attendance	Total event cash operating expenses
2017/18 (actual)	35,522	\$288,939.
2018/19 (actual)	42,185	\$329,411.
2019/20 (actual)	49,500	\$340,000.
2020/21 (projected)	59,400	\$452,000.
2021/22 (projected)	65,340	\$520,000.

- Assessing past and planned growth of festival
- NA for new events or in years the event did not occur

G 3.Explanation of calculations for attendance/growth in 2021-22. Beyond next fiscal year how are you planning for additional event growth?

Project Information, Rationale, Growth

G 4. Summary of event - follows format provided in the application.
Includes performance measure targets from section K.

- This project will include new Latin music performances, interactive dance, food and drink demonstrations and dining , that could increase overall event tourism spending by \$350,000, tourism draw by 4400, overnight visits by 400 and securing 20 local business partnerships

G5. Detailed description of Celebrate Ontario project or new event key deliverables.

- a. Programming (artists, performer specifics, # of shows, increased hours, shows, days,)
- b. Details of funding request elements
- c. Specific tourist target markets (who, from where?) why this group?
- d. Alignment with Celebrate Ontario program objectives

EXISTING events must detail how the proposed programming has changed from previous years' activities.

Project Information, Rationale, Growth

G6 Demonstrate how the Celebrate Ontario project or new event will increase tourist visits and spending.

- Present data/research that shows how programming will attract the tourist growth (visits/spending) at your event
- Survey data from previous years, sector research performer stats, previous test activities, comparatives from similar sized events

G7 Accessibility measures at event

- Actions taken to support compliance with [Accessibility for Ontarians with Disabilities Act](#)
- Link in application for Government of Ontario [Guide to Accessible Festival and Outdoor Events](#)

Tourism Marketing Plan: Section H

- Detail marketing planned to tourists (ON: 40k +) out of province. Be specific. Paid and unpaid.

Targeted audience (gender, age, etc.)	Tactics/timing (Social media, radio, newspapers, etc.)	Focus area (specific communities)	Cash Expense	In-kind value
Millennial urban couples, friend groups Age 22- 45	Facebook, Instagram, Twitter ads Aug 1 – September 11	Kitchener, Waterloo, Cambridge, Stratford, London, St. Cathartines, Niagara Falls	\$5,000. (media buy) \$5,000. (creative)	0
Urban couples, friend groups Age 40 - 50	Radio – Jazz 99.1 FM Paid ads and promotional giveaways: bonussed at 1: 1 Aug 8 – September 11	Kitchener, Waterloo, Cambridge, Stratford, London	\$5,000.	\$5,000.
Millennial urban couples, friend groups Age 22 - 35	YouTube advertising Aug 15 – September 11	Kitchener, Waterloo, Cambridge, Stratford, London, St. Cathartines, Niagara Falls	\$7500. (media buy) \$3,000 (creative)	0

Section I – Tourism Partnerships

List a minimum of 3 tourism organization/business partnerships with whom event is partnering for offers, incentives, packages or marketing collaborations

Tourism Organization	Description of Offer, Package or Activity	Cash value	In-kind value	Confirmed
Harbour Hotel	Best overnight rate and breakfast E-news promotion by hotel	NA	\$2500	Yes
Staybridge Suites	Stay and shuttle package – guests provided with free shuttle with overnight stay	NA	\$3000	Yes
Regional Tourism Organization	Integrated marketing tactics with summer festival campaign - Content for e-blast, social media ads	\$3500	\$3000	Yes

Section J - Business/Community Partnerships

Organization	Description of partner contribution	Cash value	In-kind value	Confirmed
Waterfront BIA	15% discount to event participants (with festival wristbands) Promotion advertised on screens and posters at event Draw to capture emails for future promotions	NA	\$500	Yes
City Bank	Lead corporate sponsor	\$10,000	NA	Yes
Crowd Source	Technology company providing tablet-based software and training for user surveys and analysis	NA	\$7,500	Yes
20 local food vendors	All food partners are local and will be contributing with branded consistent signage at event.	\$4,000	NA	Yes

Partnerships Impact

- How will partnership in previous two tables contribute to increased tourist visits, spending and support local business?
 - Will there be legacy, long-term impacts?
- BIA initiative incents consumer spending in neighbourhood that is adjacent to festival. 2019 merchant reports saw average increased gross revenues of 35%; e-marketing following event.
 - Hotel offers are providing value add offers for extended stays in the community. Hotels develop an opt-in database to send follow up offers for return visits
 - Food vendors at event promotes local business – 2019 receipts increased 60% when on-site. Consistent signage ensures business are well promoted with community location identified.

Performance Measures: Section K

No. 11	Metric 2020/21 Attendance – Ontario	Description Projected ON tourists (ON residents who travel 40 km or more to attend) (Goal)	Goal/Actual * 21,660
No. 12	Metric 2020/21 Attendance – Canada	Description Projected out-of-province Cdn tourists (Goal)	Goal/Actual * 450
No. 13	Metric 2020/21 Attendance – International (including U.S.)	Description Projected international tourists (Goal)	Goal/Actual * 1,650
No. 14	Metric 2020/21 Total Tourist Attendance	Description Add lines 11 to 13 (Goal)	Goal/Actual * 23,760
No. 15	Metric 2020/21 Total Attendance	Description Add lines 10 and 14 (Goal)	Goal/Actual * 59,400
No. 16	Metric 2020/21 Same-Day Tourist Visits	Description From total tourist attendance (line 14): number of same day visits (Goal)	Goal/Actual * 19,000
No. 17	Metric 2020/21 Overnight Tourist Visits	Description From total tourist attendance (line 14): number of overnight visits (Goal)	Goal/Actual * 47,060
No. 18	Metric 2020/21 Total Tourist Spending	Description Total (not per person) projected spending by all 2020/21 tourists. (Goal) (Use TREIM or other tourism economic impact calculator)	Goal/Actual * 1,968,064

Calculating Tourism Economic Impact – TREIM

www.mtr-treim.com

Ontario.ca | Français



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TOURISM REGIONAL ECONOMIC IMPACT MODEL

VISITORS' SPENDING USING NUMBER OF VISITORS

Step 3 of 4

Select an activity (from the pull-down menu, such as Skiing, Museum visit, Festival, etc.) or check the "I Don't Know the Activity" box if this information is not known, and enter the total number of visitors by origin in the table below. If known, for each origin, enter the % of visitors that are on same day or overnight trips, and the average length of stay for overnight visitors. Same Day and Overnight percents should add up to 100 for each origin (i.e., the % of same-day visitors from Ontario and the % of overnight visitors from Ontario). If you don't know these percents then leave the fields blank. Check and verify the TOTAL before proceeding.

Activity (or Event) ☐ I don't know the Activity

Visitors' Origin	Number of Visitors	Same Day	Overnight	Average Length of Stay (nights) – Optional
		Percent of Visitors' Origin	Percent of Visitors' Origin	
Ontario	21,660	80.00%	20.00%	1
Rest of Canada	450	80.00%	20.00%	1
USA	1,650	80.00%	20.00%	1
Overseas	0	0.00%	0.00%	0
TOTAL*	23,760			

* Denotes required field

Do not use the browser back button, use the Previous or Next screen buttons below.

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Section L – Performance Measures/Evaluation

1. Methods of collection for 2019/20 data
2. Methods of collection for 2020/21 data
 - ❑ Include data sample size and when you collected
 - ❑ Methodology and what data (minimum geography and length of stay)
 - ❑ Identify specific data calculator used for economic impacts, i.e., TREIM
3. Explain your overall evaluation tools to determine success of your event and the specific programming improvements and tourism marketing tactics.
 - ❑ Include factors beyond performance measures in table
 - ❑ Assessing increases to vendor sales, shifts in percentage of visitors who are tourists, increases in specific market geography

Section M: Financial Information

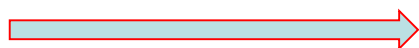
Maximum Grant Calculator (cannot exceed \$250,000)

Section 1

Existing Events: Enter previous year's event cash operating expenses. Total must match financial documents submitted with this application.

New Events: Enter total projected cash operating expenses *

\$340,000



(15% auto calculation)

\$51,000

Section 2

Existing Events: Enter total Celebrate Ontario project cash operating expenses (Column B total in Budget Table 1)

New Events: Enter total eligible expenses *

\$122,000



(50% auto calculation)

\$61,000

Section 3 - Maximum Grant Request

Enter the lower amount calculated in Sections 1 and 2.

Your Grant Request (Column E total in Budget Table 1) cannot exceed this amount. *

\$51,000

Budget Table 1 Cash Operating Expenses

$$A+B=D$$

BUDGET TABLE 1 - Cash Operating Expenses					
EXPENSE ITEM Existing events: Column A excludes expenses in Column B New events: do not fill in Column B	A. Projected Cash Operating Expenses	B. Celebrate Ontario Project Cash Operating Expenses	C. Eligible Expense? (Y/N)	D. Total Cash Expenses (Columns A + B)	E. Celebrate Ontario (CO) Funding Request
Programming (Eligible for CO funding)					
Artists Fees	100,000.00	40,000.00	Yes <input type="checkbox"/>	140,000.00	20,000.00
Production crew	10,000.00	10,000.00	Yes <input type="checkbox"/>	20,000.00	5,000.00
Lighting, sound	25,000.00	15,000.00	Yes <input type="checkbox"/>	40,000.00	7,500.00
Interactive dance, food demonstrations	30,000.00	15,000.00	Yes <input type="checkbox"/>	45,000.00	9,500.00
Artist travel & accommodation	4,000.00	2,000.00	Yes <input type="checkbox"/>	6,000.00	0.00
Ramping for accessibility	0.00	3,000.00	Yes <input type="checkbox"/>	3,000.00	1,500.00
Marketing (Eligible for CO funding)					
Media Buys > 40 km or out of province	0.00	15,000.00	Yes <input type="checkbox"/>	15,000.00	7,500.00
Marketing (Ineligible for CO funding)					
Creative	10,000.00	0.00	No <input type="checkbox"/>	10,000.00	
Print, production	10,000.00	0.00	No <input type="checkbox"/>	10,000.00	
Media Buys < 40 km	15,000.00	0.00	No <input type="checkbox"/>	15,000.00	
Event Staffing and Administration (Ineligible for CO funding)					
Wages and benefits	50,000.00	10,000.00	No <input type="checkbox"/>	60,000.00	
Insurance, legal, audit	10,000.00	0.00	No <input type="checkbox"/>	10,000.00	
Office Expenses	4,000.00	0.00	No <input type="checkbox"/>	4,000.00	
Rent	12,000.00	0.00	No <input type="checkbox"/>	12,000.00	
Site/Event Logistics (Ineligible for CO funding)					
Tenting & security	15,000.00	7,000.00	No <input type="checkbox"/>	22,000.00	
Sanitation	10,000.00	2,000.00	No <input type="checkbox"/>	12,000.00	
Wristbands	4,000.00	0.00	No <input type="checkbox"/>	4,000.00	
Cost of goods	15,000.00	3,000.00	No <input type="checkbox"/>	18,000.00	
Visitor survey costs	6,000.00	0.00	No <input type="checkbox"/>	6,000.00	
TOTAL	330,000.00	122,000.00		452,000.00	51,000.00

Questions?



Tips for Applicants

- **START IMMEDIATELY**
- Ensure this program is the right fit for your event
- Address all the prompts outlined in the application and guide
- Demonstrate how your Celebrate Ontario project or new event will increase tourism visitation, spending, and community economic development with event statistics, economic impact calculators and industry data to support your answers
- Don't over promise results – be realistic about growth
- Have someone read your full application before submitting
- Review the submission checklist to ensure all requirements have been addressed
- **SUBMIT EARLY – Deadline January 21, 2020 at 5:00 p.m. (EST)**

Resources

Ministry of Heritage, Sport, Tourism and Culture Industries

[Ministry website](#)

- Research – By region, including profiles at: [Tourism Research](#)
- Ontario Tourism Regional Economic Impact Model (TREIM) - Provides economic impact figures if you have visitor numbers
[TREIM Link](#)

Destination Ontario website www.tourismpartners.com/en/home

- Includes market research and travel segment profiles

Regional Tourism Organization Information and Contacts

- [Ontario Tourism Regions](#)

Resources – cont'd

Festivals and Events Ontario <http://www.festivalsandeventsontario.ca/>

Membership based organization supporting a lively, engaged and dedicated festival and events industry by sharing knowledge, enabling networking and providing leadership on education, advocacy and promotion

Local tourism-related organizations – Municipal, Chamber, Business Improvement Area, etc. - Local partnership opportunities, tourism data, marketing/promotional opportunities

Accommodation Partners – packaging for overnights, data for business during festival period

www.ontariotravel.net – register and list your event for free

www.ontariolivemusic.ca – Live music focused event listings

Guide to Accessible Festivals & Outdoor Events

www.ontla.on.ca/library/repository/mon/30009/336416.pdf

Questions After the Session

Technical Support questions

Please contact **Transfer Payment Ontario Customer Service** Monday to Friday 8:30 am to 5:00 pm

- Toronto: (416) 325-6691 / Toll Free: 1-855-216-3090
- TTY/Teletypewriter (for the hearing impaired) 416-325-3408 / Toll Free: 1-800-268-7095
- E-mail - TPONCC@Ontario.ca

Email: Celebrateontario@ontario.ca

- **Events with operating expenses under \$1 million:** Tourism Advisor www.mtc.gov.on.ca/en/tourism/contactus_tourism.shtml
- **Events with operating expenses \$1 million or more:** Luanne Smith at Luanne.smith@Ontario.ca
- **Service in French:** Safaa Zbib at Safaa.Zbib@ontario.ca