

Celebrate Ontario supports festivals and events that offer visitors and residents the best of the world in one province, 365 days of the year.

Program Objectives

Celebrate Ontario supports programming improvements at new and existing events that attract tourists for longer stays, create great experiences for visitors and support communities across Ontario.

Applications must demonstrate:

- Programming improvements that increase tourist visits and spending
- A strategy to grow the event's tourism attendance and an 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
- Strong organizational and leadership capacity with proven ability to deliver the project
- Contributions to rural, northern, non-peak season, Francophone and Indigenous event development.

Celebrate Ontario 2020

At a Glance

Definitions

- An **existing event** is an annual or biennial event, festival or series of public activities that takes place within a set period of time, with specific programming developed for, marketed to, and attracting tourists, that has occurred in Ontario at least once in the last two years.
- A **new event** meets the above definition but will be holding its inaugural edition or is an event that has not occurred in Ontario in the past two years.
- A **tourist** is 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.
- For existing events, **programming improvements** (as part of the Celebrate Ontario project) are to existing interactive, participatory, experiential, exhibit-based or performance-based programming, or the addition of new programming, responding directly to tourist interests.
- For new events, **programming improvements** are any programming initiatives that respond directly to tourist interests.

- A **Celebrate Ontario project** (for existing events) consists of programming improvements that enhance the tourist experience. A Celebrate Ontario project is designed to increase tourism visits, tourist expenditures, overnight stays and community economic development.

An Eligible Organization:

- Is Ontario based and has legal status for one year or longer as of January 1, 2020 (e.g., organizations established by or under legislation; federally or provincially incorporated; band councils established under the [Indian Act](#); or other Indigenous organizations that are incorporated)
- Is not in default of the terms and conditions of any grant or loan agreement with any ministry or agency of the Government of Ontario.

An Eligible Event:

- Occurs in the province of Ontario
- Is annual or biennial (in the case of new events, has the intention of repeating)
- Occurs between April 1, 2020 – March 31, 2021
- Is open to the public at large, without membership in a club or group
- Is not primarily commercial in nature (e.g., trade fairs and shows, business events, consumer shows, artisan and craft fairs)

- Is not a symposium, convention, meeting, conference, seminar, clinic or event that solely consists of an award show
- Does not seek to attract only a special interest audience or recruit new members (e.g., religious or political gatherings and workshops)
- Is not a sporting event that offers programming of primary benefit to event participants only, and is not marketed to, or does not attract, additional tourists
- **Note:** Canada Day events are eligible if they feature at least 3 hours of multicultural programming and meet all other eligibility requirements.

Application Deadline

Tuesday, January 21, 2020 at 5:00 p.m. (EST)

Contacts

- Applicants are strongly encouraged to consult with their Tourism Advisor prior to submitting an application.
- Event cash operating expenses under \$1 million: [Tourism Advisor](#)
- For service in French: [Safaa Zbib](#) at 647-823-7863
- Event cash operating expenses of \$1 million or more: [Luanne Smith](#) at 416-219-3950

Technical Support

Contact Transfer Payment Ontario Customer Care:

- Monday - Friday 8:30 a.m. to 5:00 p.m. (EST)
- 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

The Application Process

How do I Apply?

Applicants apply using the Transfer Payment Ontario System (TPON)

- Provides one-window access for online grant information, applications, submission and reporting
- New applicants: Go to [How to Apply?](#)
- Previous Applicants: [Log In](#)

Getting Started

1. Discuss your plans with your [Tourism Advisor](#).
2. Review the [Celebrate Ontario 2020 Application Guide](#).

3. Gather materials required to complete your application. (e.g., event plan, budgets, previous financials, performance measures, tourism data and rationale).
4. Download the Application Form from [TPON](#) and frequently save changes
5. Submit your application including all mandatory documents through [TPON](#) prior to the program's deadline

After You Submit Your Application

1. Once you submit your application through TPON, you will receive an email confirmation. If you have not received a confirmation notice, please contact TPON Customer Care.
2. Applicants will be notified by email in spring 2020. Ensure that your organization's contacts are up-to-date in your TPON user profile.

Tips for Applicants

- Start early and submit early.
- Demonstrate how your project or new event meets Celebrate Ontario objectives.
- Use statistics, economic impact calculators and industry best practices to support your answers.
- Don't over promise - be realistic about results.
- Review the submission checklist to ensure all requirements have been addressed.