

Ministry of Tourism

Minister

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Ministère du Tourisme

Ministre

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Ontario

October 30, 2008

Dear Tourism Partner:

I am delighted to announce that the McGuinty government is investing \$9 million in Ontario's festivals and events through *Celebrate Ontario 2009*.

In recognition of the importance of festivals and events as significant economic drivers for communities throughout the province, *Celebrate Ontario* has been given ongoing funding. *Celebrate Ontario* grants help communities to develop and extend great festivals and events, so they can offer the experiences that bring both new and repeat visitors to Ontario.

This year's *Celebrate Ontario* is available to both new and existing festivals and events and has three tiers of support, including a new category aimed at boosting smaller festivals:

- Tier 1 – Festivals or events with operating budgets less than \$250,000 will be eligible for up to \$50,000 of assistance.
- Tier 2 – Festivals or events with operating budgets between \$250,000 and \$1 million will be eligible for up to \$100,000 of assistance.
- Tier 3 – Festivals or events with operating budgets in excess of \$1 million will be eligible for up to \$400,000 of assistance.

The *Celebrate Ontario 2009* Application Guide, Application Form and Questions and Answers are available on my ministry's website, at www.tourism.gov.on.ca.

Please note that the application deadline is **January 16, 2009**. Applications must be submitted in person or by mail/courier. Applications submitted in person must be received by the Ministry of Tourism, at 900 Bay Street, Hearst Block, 9th Floor, Toronto, by **5:00 pm** on January 16, 2009. Mailed or couriered applications must be postmarked no later than January 16, 2009. **Applications postmarked after the deadline will not be accepted.** Mailed or couriered applications must be addressed as follows:

Ministry of Tourism
Investment and Development Office
900 Bay Street
Hearst Block, 9th Floor
Toronto, Ontario
M7A 2E1

I hope that you will encourage the organizers of festivals and events in your community to consider applying for funding from *Celebrate Ontario 2009*. Should you have any additional questions, please do not hesitate to contact Herman Ng in my office at (416) 326-0844.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Monique M. Smith', written over a white background.

Monique M. Smith
Minister