

Experience Ontario Funding Ministry of Tourism, Culture & Gaming

Mia Robertson

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Ministry of Tourism, Culture & Gaming (MTCG)

We help Ontario's economy and quality of life through strategic support and investment by:

- working with the tourism industry and regional tourism organizations to support businesses and attract international investment
- **investing in festivals and events across the province**
- promoting the arts and the creative economy
- funding public libraries and community museums
- supporting community projects and engagement
- promoting a culture that values sport and physical activity
- supporting growth of the sport sector through investments that increase tourism and provide athletes of all abilities and circumstances the opportunity to participate in sport at all levels

Regional Development Advisors



Transfer Payment Administration and Program Delivery

Delivers ministry financial and non-financial programs and services to primarily not-for-profit organizations in communities throughout the province



Capacity Building and Organizational Support

Builds and fosters relationships amongst organizations and all levels of government

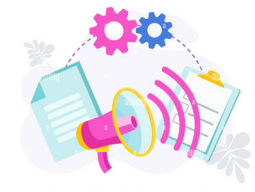
Provides consultation services and advice to potential applicants for ministry funding programs and monitors projects



Providing Local Intelligence

Shares knowledge such as local issues and community development

Provides information and advice for the development of government programs and policies



PUBLIC RELATIONS

Public Affairs Support

Provides support for public affairs activities which includes the co-ordination and preparation of products for tours and events involving the Premier, Ministers, Deputy Ministers and Assistant Deputy Ministers

Experience Ontario

- Celebrate Ontario > Reconnect > Experience Ontario
- Experience Ontario provides support for festivals and events with a tourism economic impact to motivate visitors to discover Ontario, connect people with local experiences, and increase tourism spending.
 - Offer programming that **encourages people to travel**, experience events in-person and celebrate Ontario.
 - **Draw tourists and increase visitor spending through innovative programming** in partnership with businesses and community partners
 - Provide job opportunities for Ontarians in the tourism, culture, and entertainment sectors.
 - Increase Ontario's profile through various media channels
- Provide funding up to \$125,000
- **Transfer Payment Ontario** provides a one-window access to information about funding opportunities that are available, how to apply for funding and how to check the status of your submission

Eligibility

Organizations

- A legal entity, established by or under legislation; federally or provincially incorporated; First Nation in the province of Ontario.
- An Indigenous community in Ontario, a regional or provincial organization, representing First Nation, Métis, Inuit or urban Indigenous peoples or an Indigenous service provider
- In existence since January 1, 2023, or before.
- An operating business (e.g. business address, physical presence) in Ontario.
- Not in default of the terms and conditions of any grant or loan agreement with any ministry or agency of the Government of Ontario.
- Conducting business in Ontario and have a Canadian bank account in the legal name of the applicant at a Canadian financial institution.

Events

- Take place between April 1, 2024, and March 31, 2025, over a minimum of two consecutive days
- Occur in the province of Ontario.
- Be open to the public at large without membership in a club or group.
- Previous year's attendance must include tourist attendance at 30% of overall attendance or 5,000 tourists.
- Have been held at least once in the previous three-year period.
- Follow all municipal and provincial guidelines, including health and safety guidelines.

Eligible Expenses

- Expenses must be incurred between April 1, 2024, and March 31, 2025.
- Eligible expenses must be incurred for the delivery of the festival or event and do not include costs related to ongoing costs of operation.
- Eligible expenses must be linked to programming activities and other services accessible to the public (i.e., not for expenses benefiting VIPs or invitation-only guests).
- Expense Categories
 - Program & Production
 - Temporary Staffing
 - Marketing

Experience Ontario - Assessment

Assessment Criteria	Application Form Section	Scoring Weight
Organizational capacity	E + Financial Statements	20
Event description, alignment with program objectives, risk management and contingency plans	G	20
Marketing plan	H	15
Partnerships	I	10
Impact: performance measures + tracking of results	J, K	20
Impact: Government Support	L	10
Event budget	L	5
Priority Event		5
Total		105

Grant Life Cycle

- Transfer Payment Agreement
 - If approved for funding, applicants enter into a TPA with the ministry and must agree to binding terms and conditions in connection with the grant, including an obligation to repay up to the full amount received if any terms are not complied with.
- Monitoring
 - Site Visits
- Final Report



Kingston Grant Theatre

Experience Ontario – Success Stories

- Ontario has invested \$210 Million dollars to support festival and events since 2018
- Experience Ontario 2024 invested \$19.5 million in one-time funding
- Local Impact (TRIEM model)
- Local Organizations in the 1000 Islands who have received funding in 2024/2025:





KINGSTONLICIOUS

A premier prix fixe culinary experience

Featuring local chefs and special guests, mouth-watering menus and signature events.

[View events](#)

[View menus](#)

Las Vegas



September 25-29, 2024
JOIN THE CONVERSATION!





MERMAIDS



Le FestivILES



Le FestivILES



River of
LIGHTS
BRCKVILLE ONTARIO
Presented by
CANARM


Ontario 

Photo Credit: Adam Parke

BIG BROTHERS BIG SISTERS
RibFest
OF LEEDS AND GRENVILLE





Mia Robertson

Ministry of Tourism, Culture & Gaming

Regional Development Advisor

City of Kingston, Counties of Lanark, Frontenac,
Lennox and Addington, Renfrew, United Counties of
Leeds and Grenville

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Ontario 