



FESTIVALS AND MAJOR EVENTS
FESTIVALS ET ÉVÉNEMENTS MAJEURS

CANADA

ABOUT FAME

Festivals and Major Events Canada (FAME) is a pan-Canadian coalition representing some 500 festivals and events of all sizes through a combination of direct and affiliated membership.

FAME aims to:

- Raise awareness of the importance of the Canadian festivals and events industry as an economic driver
- Act as the recognized spokesperson for the festivals and events sector at the national level
- Publish economic data and research results that highlight the importance of the Canadian festivals and events sector
- Present comparative analyses of the competitive position Canada occupies at the international level in this growth sector
- Improve the policies and public financing of festivals and events

THE FESTIVALS AND EVENTS INDUSTRY

■ A CULTURAL, TOURISTIC, AND ECONOMIC DRIVER

Festivals and events are at the heart of Canadians' identities and are an integral part of their lifestyle. For international tourists, who leave behind important economic benefits, they are an opportunity to meet locals and experience our culture.

According to an economic impact study by KPMG in 2018, 17 events generated \$17.3M in federal taxes and fees from an investment of \$9.7M from the Federal Government. In one fiscal year, this means that these events generated 1.78 times the federal contribution.

FAME is striving to create a **better business environment** for ALL Canadian festivals and events. This initiative is formally supported by Members of Parliament, Mayors of major municipalities, as well as tourism, restaurant, and accommodation associations – who all wrote letters to the federal government over the past two years.

FAME's better business initiative is based on three pillars: *growth, safety, and creativity.*

GROWTH
SAFETY
CREATIVITY

A BETTER BUSINESS ENVIRONMENT



GROWTH

Government lead: Hon. Mélanie Joly, Economic Development and Official Languages



While the event industry is growing rapidly globally, the growth of Canadian festivals and events remains stunted due to chronic under-investment by the Federal Government. Canadian festivals and events struggle to compete with festivals internationally.

SOLUTION

- Implement a program aimed specifically at festival and event growth that recognizes their touristic and economic value.
- Renew the funding for the Canadian Experiences Fund (CEF) created in Budget 2019-20 which currently runs until 2020-2021 and add a sixth pillar for "events tourism" to the CEF.
- Provide funding support to conduct a comprehensive pan-Canadian economic impact study on the festivals and events industry.

SAFETY

Government lead: Hon. Bill Blair, Public Safety and Emergency Preparedness



Security costs for festivals and events have mounted exponentially following the several high-profile incidents around the world. The increase in security costs have a crushing impact on the budgets of festivals and events, many of which are not-for-profits, free, and open to the public.

SOLUTION

Allow additional funding announced in Budget 2019-20 for the Security Infrastructure Program for Communities at Risk accessible to non-profit festivals and events.

OR

Create a similar program that would assist public event organizers in covering a portion of infrastructure expenditures, including metal detectors, cameras, and various security devices.

CREATIVITY

Government lead: Hon. Steven Guilbeault, Canadian Heritage



The two-year investments made in Budget 2019-20 to the Canada Arts Presentation Fund (CAPF) and the Building Communities Through Arts and Heritage Program (BCAH) were welcomed enthusiastically by the industry. These commitments are set to end in 2020-2021, and did not achieve the levels required to meet the demand and allow Canada's cultural sector to thrive. The CAPF, in particular, is over-subscribed. In 2017-2018, total requests from applicants exceeded available program resources by approximately 40 percent.

SOLUTION

- Renew the funding from Budget 2020-21 for CAPF and BCAH in order to avoid uncertainty within the industry and ensure its successful delivery in 2021-22.
- Implement a proactive review process that includes consultation with industry with the aim to optimize the delivery of renewed grants in 2021-22.