



# COVID-19: SURVEY OF FESTIVALS AND EVENTS IN CANADA

**Highlights** from a survey of more than **100 Canadian festivals and events** conducted in **August 2020** by the **Ottawa Festival Network** and **Festivals and Major Events Canada (FAME)**, in collaboration with the **Regroupement des Événements Majeurs Internationaux du Québec (REMI)**, **Quebec Attraction Events (EAQ)**, **Event Atlantic** and the **Atlantic Presenters Association**.



## DAUNTING DEFICITS

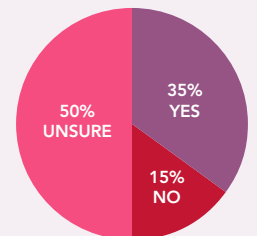
The current cumulative deficit reported by responding organizations is estimated to be **\$40.4 million**. This figure is in line with FAME's estimate of at least \$150 million for organizations both surveyed and non-surveyed **across Canada**. The associations recommend the **creation of a federal program** to tackle this problem.



## UNCERTAIN RETURN

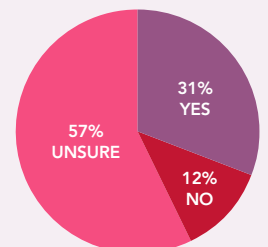
*Will you be able to come back without a government support program created for the festival industry to offset deficits incurred in 2020 due to the impacts of COVID-19?*

**2/3 (65%)** of festivals and events will not return next year or are uncertain whether they can return if there is not a **bailout program** created to wipeout deficits created by the impacts of COVID-19.



*Will you be able to come back without a government stimulus program created to help the festival industry during recovery years?*

**More than 2/3 (69%)** of festivals and events will not return next year or are uncertain whether they can return if there is not a **stimulus program** created for the festival and event industry.



## SPONSORSHIPS EVAPORATED

Festivals and events reported a **62% loss of sponsorship revenue** due to the impact of COVID-19. Sponsorships account for up to a third of festival and event revenues in normal times.



Photo credit: Northern Lights



## JOB LOSS

**2/3 of organizations** have had to lay off staff (48%) or have reduced employee hours (28%). **There was an average 50% reduction** in the workforce of those organizations who have had to lay off staff.



## CONTINUED SUPPORT NECESSARY FROM THE FEDERAL GOVERNMENT

**58% of organizations benefited from the Canada Emergency Wage Subsidy (CEWS) and 37% were supported by Phase 1 of the Emergency Support Fund (Canadian Heritage)** for Cultural, Heritage and Sport Organizations. The associations recommend the extension of the **CEWS** or an equivalent wage subsidy adapted to the culture and tourism industries.



## DETERMINING FACTORS FOR A RETURN

Respondents identified the most important factors that will influence the **return of in-person activities** (factors rated as very important or important for over 90% of respondents):

- **Sponsorship agreements**
- **Affordability of increased costs** due to COVID-19 (implementation of health and other measures)
- **Clear public health guidelines**
- The availability of **protective equipment**
- The **comfort level** of festivalgoers attending an event
- **Government assistance to reduce deficits and government assistance to relaunch activities**



## AN INDUSTRY THAT MATTERS

Survey responses represent a cumulative revenue of **\$277 million** and audiences of **14 million people (visits)** per year in normal times. Due to COVID-19, income losses for this year are estimated to reach **\$177 million** for these respondents alone.

