



PRESS RELEASE
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Prebudget Consultation:
FAME urges the federal government to invest in the festivals industry

MONTREAL, August 10, 2017—Festivals and Major Events (FAME) is inviting the Government of Canada to increase Canadian productivity and Competitiveness through the Festivals and Major Events Industry by investing a part of the allocations for the 150th anniversary celebrations in the festivals and events industry. This is the crux of the report presented to the Standing Committee on Finance in the context of the prebudget consultation whose deadline for written submissions was last Friday.

According to FAME, a \$45 M investment will bring in 112.5 M \$ in tax revenue for the Government of Canada from the first year.

“In 2011, the Government of Canada concluded, in its evaluation of the Marquee Tourism Events Program (2009–2011), that ‘the Program responded to the need for an immediate economic stimulus to the tourism sector’ and ‘created positive benefits for recipients’”, said Martin Roy, Executive Director of FAME. “This positive evaluation speaks to the potential impacts that this type of program could have in today’s context—where the international tourism market is growing like never before. Canada can, and must, seize the opportunity to compete in this lucrative market by increasing support for its Festivals and Major Events sector”, he added.

The document submitted to the committee by FAME is available at bit.ly/2vTgbl0.

About Fame

Festivals and Major Events (FAME) is a national advocacy association that represents 26 large-scale events and festivals in seven provinces. FAME works jointly with Québec organization RÉMI to speak as the recognized national voice of the festival and events community, working collaboratively with industry partners, government, media and the public to advocate for improved federal funding policies.

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Source: Festivals and Major Events (FAME)

Info: Catherine Tremblay

514 419-3604

info@info.qc.ca