

Celebrate Ontario Program Information Excerpt from Program Guidelines

The Celebrate Ontario program is guided by the following criteria and funding priorities. Applications to the program are evaluated based on the evaluation process and assessment criteria.

Celebrate Ontario Program Criteria

Applications to the fund must demonstrate how the Celebrate Ontario project or new event programming will:

- Increase community economic development and business partnerships
- Increase tourist attendance and expenditures
- Meet visitor demand and interests by creating engaging experiences
- Attract overnight stays and out-of-province tourists to a community
- Improve the event’s appeal to tourists.

Celebrate Ontario Funding Priorities

Priority will be given to projects and new events that demonstrate:

- Innovative programming improvements that enhance the quality of the event experience and increase tourist visitation and spending.
- A strategy to grow the event’s tourism attendance and an evidence-based rationale for the proposed programming improvements.
- Strong community and regional economic development focus.
- Confirmed tourism, business and community partnerships that encourage increased spending and overnight stays in the host community.
- Strong organizational and leadership capacity with proven capability to deliver the project.

Evaluation Process and Assessment Criteria

The decision to fund all or part of a funding request will depend on its fit with Celebrate Ontario 2019 program funding priorities, eligibility, mandatory and technical requirements, as well as the overall demand for funds in the program. Applications that meet the eligibility and mandatory requirements will be scored in accordance with the criteria set out below:

Assessment Criteria	Scoring Weight
Current financial position and organizational capacity	20%
Project information and rationale	25%
Performance measurement, impact and marketing	25%
Tourism / community economic development partnerships	20%
Event budget and Celebrate Ontario project budget	10%
Total	100%

The ministry cannot guarantee funding to all applicants, nor can it ensure that the total amount requested by successful applicants will be granted. Past funding does not guarantee program funding.