

Saskatchewan Event Hosting Program Frequently Asked Questions

WHAT IS THE SASKATCHEWAN EVENT HOSTING PROGRAM?

The *Saskatchewan Event Hosting Program* was launched in Regina on December 9, 2013 at the *HOST Saskatchewan* tourism conference. The program was designed with significant input from event stakeholders throughout the province and consists of four program streams to provide funding to assist the growth and development (including tourism visitor attendance and tourism visitor spending) of Saskatchewan events and the attraction of national and international events to the province.

The Mission Statement for the program is: to assist stakeholders in attracting and hosting events through promotion, collaboration, advice and financial support.

WHAT IS TOURISM SASKATCHEWAN'S ROLE IN THE PROGRAM?

Tourism Saskatchewan coordinated the industry/stakeholder consultation to inform the creation of the program. The direct input from industry was used to create the *Saskatchewan Event Hosting Strategy* (November, 2013) and to build the four funding program streams.

Tourism Saskatchewan is responsible for the administration of the program.

WHY IS THE PROGRAM IMPORTANT? WHAT IS THE ECONOMIC IMPACT OF HOSTING EVENTS?

Saskatchewan's tourism sector plays a significant role in the economic growth and well-being of the province. More than \$2 billion in travel spending and an estimated 12.5 million visits in 2012 are directly associated with the sector. Additionally, 57,300 Saskatchewan citizens work in tourism-related jobs.

In 2012, there were more than 1,000 events hosted throughout Saskatchewan. Sporting events alone, contributed \$43.8 million in economic impact within their host communities in 2009.

HOW WAS THE STRATEGY AND PROGRAM CRITERIA DEVELOPED?

Tourism Saskatchewan conducted research to review and evaluate comparable programs in other provinces, as well as international jurisdictions recognized as having leading event hosting programs. An overview of other provincial programs that fund events was compiled. Industry and stakeholder input was collected in the following ways throughout July and August, 2013:

- Online Survey - Tourism Saskatchewan conducted an online survey of event coordinators/organizers and hosting groups.
- Event Hosting Groups – in-person and telephone interviews were conducted with groups hosting events as well as groups participating in, or assisting with, bid proposals in Saskatoon, Regina, Yorkton, Swift Current, Prince Albert, the Battlefords, Lloydminster, Unity, Moose Jaw, Kindersley and Tisdale.
- Event Hosting Facilities – telephone interviews were conducted with event hosting facilities located in Saskatoon, Regina, Yorkton and Prince Albert.
- Consultation Meetings – in-person meetings were held with groups representing CIC Crown Corporations (SaskTel, SaskPower, Sask Gaming, SaskEnergy, SGI), lottery-funded global organizations (Sask Sport,

Saskatchewan Parks and Recreation Association, SaskCulture, Community Initiatives Fund and Saskatchewan Arts Board), and other groups such as the Saskatchewan Association of Agricultural Societies and Exhibitions.

All of this research was used to inform the creation of the *Saskatchewan Event Hosting Strategy*. Recommendations from the strategy were used to create the four program streams.

WHO WAS INVOLVED IN THE CONSULTATION PROCESS TO DEVELOP THE PROGRAM?

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WHEN CAN I APPLY TO THE PROGRAM?

Information about the four programs and the application process is available at industrymatters.com/event-hosting-program/program-information.

HOW DO I APPLY FOR THE PROGRAM?

Information about the four programs and the application process is available at industrymatters.com/event-hosting-program/program-information.

HOW MUCH MONEY IS AVAILABLE THROUGH THE PROGRAM?

Each program has different amounts available for each application. For example, Community Annual Events are eligible for funding up to \$15,000, or one-third of the actual operating budget for the event, whichever amount is less.

Information about the four programs and the application process is available at industrymatters.com/event-hosting-program/program-information.

WHAT IS DIFFERENT FROM THE FORMER PROGRAM?

Fulfilling a 2007 election platform promise to increase support for events throughout the province, the Government of Saskatchewan initiated the *Event Hosting Program* in 2008. The program demonstrated support for the tourism industry and for enhancing quality of life in Saskatchewan. From 2008 to 2012, the *Event Hosting Program* was housed first within the Ministry of Tourism, Parks, Culture and Sport, then the Ministry of Economy. During this period, its primary focus was on events that provide a positive return on investment (ROI) when compared to the

level of government support, as well as events that contribute to the quality of life for Saskatchewan residents. Since its inception, the *Event Hosting Program* has supported more than 95 events.

In 2013, the *Event Hosting Program* was added to Tourism Saskatchewan's portfolio as part of its restructuring to a Treasury Board Crown Corporation.

The new program provides four funding streams for events:

- Community Annual Events
- Marquee Annual Events
- National and International Events
- Special Tourism Projects

The program was designed with significant input from event stakeholders throughout the province and offers four programs through which funding is provided to assist the growth and development (including tourism visitor attendance and tourism visitor spending) of Saskatchewan events.

Information about the four programs and the application process is available at industrymatters.com/event-hosting-program/program-information.

HOW WILL APPLICATIONS BE REVIEWED AND DECISIONS MADE?

The evaluation process for applications varies by program stream. Detailed information about each program is available at industrymatters.com.

IS THERE SOMETHING IN THE PROGRAM FOR SMALL EVENTS AND COMMUNITIES OUTSIDE OF MAJOR URBAN CENTRES?

There are opportunities for events throughout the entire province. The Community Annual Events category provides significant opportunities for new and existing tourism festivals and events to enhance programming, improve services and elevate the overall quality of their event, in turn, giving visitors and residents a compelling reason to visit Saskatchewan communities. Other programs also apply to all communities in Saskatchewan and may assist in bidding and/or hosting national events.

WHY DO EVENTS MATTER?

In addition to the contribution that events make to the economic impact and employment within Saskatchewan's tourism sector, they also attract visitors to the province and enhance our positive reputation as an event hosting destination of choice.

Events are one of the common threads that weave throughout all communities in the province – urban, rural, large and small. They enhance quality of life for our province's citizens, represent our culture and sense of pride in our communities and bring communities together. They are a critical part of our province's history and future.



HOW WILL THIS PROGRAM SUPPORT THE ATTRACTION OF MORE/NEW NATIONAL AND INTERNATIONAL SPORTING EVENTS TO THE PROVINCE?

The program supports the development of new events that will generate travel to the province and showcase our communities to national and global audiences. The National and International Events category specifically provides support to encourage the attraction and hosting of one-time national and international sporting and cultural events. Information about the four programs and the application process is available at industrymatters.com/event-hosting-program/program-information.