

October 11, 2018
The Honourable Melanie Joly,
235 Queen Street
Ottawa, Ontario, K1A 0H5

Subject: Festivals and Major Events Canada (FAME)

Dear Minister Joly,

I am writing to you as President and CEO of the Tourism Industry Association of New Brunswick, to express my support for an initiative – spearheaded by Festivals and Major Events Canada (FAME) – to create a better business environment for all festivals and events in Canada by helping to keep them safe, help them grow, and focus on creation.

FAME has submitted its recommendation for the 2019 budget (attached for your reference), calling on the Federal to:

1) Keep them safe: One of the main areas of concern within the industry is the emerging threat to festivals, and the related increase in security costs which cannot be offset by sponsorship. Security costs at Festivals have been mounting exponentially since the occurrence of several high profile incidents in the last couple of years alone. Overall, the figures show that between 2013 and 2017, security costs increased by approximately 60 % among members of FAME in light of the increased risk of incidents at public events.

2) Help them grow: FAME wants to ensure that the industry will be able to compete to attract international tourists in a rapidly-growing market, and is asking the Government to establish a Federal fund dedicated to the growth of festivals and events with a capacity to generate increased economic and touristic activity.

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3) Focus on creation: As the number of events in Canada has increased, the budgets of programs that benefit the industry at the Department of Canadian Heritage have not increased in almost 10 years. This means that these programs remain under high pressure and cannot keep up with the demand.

With festivals serving as a significant economic generator for the tourism industry – not only in New Brunswick but to all regions across Canada – it is vital for all levels of government to recognize the importance of investing back into the industry and to support its growth.

It is my hope that you will champion this initiative at the Federal level, and to your colleagues in the House and within your caucus.

I thank you for your kind consideration of this request.

Sincerely,



Carol Alderdice
President and CEO
Tourism Industry Association of New Brunswick

c.c. Martin Roy, Executive Director, FAME
c.c. Minister of Canadian Heritage and Multiculturalism, Pablo Rodriguez
c.c. Minister of Public Safety and Emergency Preparedness, Ralph Goodale
c.c. Minister of Innovation, Science, and Economic Development, Navdeep Bains

