



20.07.17 KK  
- Estimates  
- H. MacDonald  
Prince Edward Island  
Econ. Dev't  
& Tourism  
(Tourism PEI)  
TOURISM

# Tourism PEI

## Professional Services

### 2016 - 17 Forecast

March 2017

**Tourism PEI  
Professional Services  
2016-2017 Forecast**

**2016-2017**

**Forecast**

**General Administration**

Audit fees	20,000
Consultants	1,319
Computer support	31
Consultants	400,000
Variance from forecast	5,650
<b>Total Forecast</b>	<b><u>427,000</u></b>

**Parks Operations**

Conservation Officer	10,000
Computer service	13,000
Variance from forecast	4,500
<b>Total Forecast</b>	<b><u>27,500</u></b>

**Brookvale**

Alarm maintenance	342
Canadian Ski Patrol	1,500
Engineering	800
Variance from forecast	458
<b>Total Forecast</b>	<b><u>3,100</u></b>

**Golf Courses**

Alarm monitoring	1,898
Computer services	566
Alarm monitoring	276
Software support	767
Customer experience evaluation	2,250
Software license	6,000
Variance from forecast	(857)
<b>Total Forecast</b>	<b><u>10,900</u></b>

**Tourism PEI  
Professional Services  
2016-2017 Forecast**

2016-2017

Forecast

**Strategy and Evaluation**

Centre for Tourism Research at TIAPEI	186,000
Sale of Mill River property	53,804
Economic Impact Report 2014	8,500
2016 Canadian Summer Travel Initiative	149
2016 Food Travel Monitor	532
SPSS Subscription	565
Research	9,750
Research	2,800
Land appraisal	13,000
Property evaluation	55,000
Variance from forecast	19,901
<b>Total Forecast</b>	<b>350,000</b>

**Regulation and Compliance**

Inspection services/water samples	48,000
Variance from forecast	0
<b>Total Forecast</b>	<b>48,000</b>

**Tourism PEI  
Professional Services  
2016-2017 Forecast**

**2016-2017  
Forecast**

**Digital Marketing - ITS**

Book PEI License/billings	312,245
Marketing automation	6,989
Google Analytics	315
Airport kiosk maintenance	5,000
CRM module	3,304
Digital publishing platform	558
Screenscape License	3,841
Website hosting	43,559
CRM phone charge	9,064
Contact Centre implementation	12,894
Sugar CRM system	55,279
Social media tool	8,190
Project management tool	875
E-mail marketing services	4,422
Variance from forecast	(16,535)
<b>Total ITS Forecast</b>	<b>450,000</b>

**Visitor Services**

Visitor Services partnership	13,500
Variance from forecast	0
<b>Total Forecast</b>	<b>13,500</b>

**Advertising and Public Relations**

Marketing fees/expenses	945,005
Co-op Sales Brochure	2,676
Photo contest software	1,061
Google Analytics	662
Digital Publishing Platform	569
Media event Toronto	10,000
Variance from forecast	3,127
<b>Total Forecast</b>	<b>963,100</b>

**Tourism PEI  
Professional Services  
2016-2017 Forecast**

2016-2017

Forecast

**Media Relations/Editorial**

Clipping service	15,350
Variance from forecast	<u>2,650</u>
<b>Total Forecast</b>	<b>18,000</b>

**Fulfillment**

Tremploy contract	3,237
Storage Visitor Guides & maps	1,560
File preparation	9,800
Variance from forecast	<u>12,003</u>
<b>Total Forecast</b>	<b>26,600</b>

**Publications**

Photography	27,922
Modeling fees and expenses	7,641
Contest winners	2,375
Kit processing	677
Translation	680
Variance from forecast	<u>3,705</u>
<b>Total Forecast</b>	<b>43,000</b>



20-01-11 R.R  
- Estimates  
- H. MacDonald  
Prince Edward Island TOURISM  
- Econ Dev't  
Tourism  
(Tourism PEI)

# Tourism PEI

## Salary

2016 - 17 Forecast

March 2017

**Tourism PEI  
Salary Summary by Position  
April 1, 2017**

	<b>Classification Level</b>	<b>Salary Range</b>
<b>Finance and Administration</b>		
Chief Executive Officer	Level 30 (EX)	111,185 - 138,981
Records Info. Management Coordinator	Level 13	46,828 - 55,761
Bilingual Receptionist	Level 9	38,489 - 43,751
<b>Parks Administration</b>		
Manager, Parks	Level 21(EX)	70,154 - 87,691
Operations Supervisor	Level 16	53,045 - 66,285
Regional Admin. Officer West (.67)	Level 11	46,216 - 52,484
Administrative Assistant	Level 10	40,781 - 46,340
Regional Admin. Officer East (.67)	Level 9	38,489 - 43,751
<b>Provincial Parks Operations</b>		
Parks Maintenance Supervisor	Level 14A	53,367 - 63,507
Parks West Supervisor (.57)	Level 14A	53,367 - 63,507
Parks East Carpenter (.50)	Level 11A	46,216 - 52,484
Parks West Carpenter (.50)	Level 11A	46,216 - 52,484
Parks West Plumber (.40)	Level 11A	46,216 - 52,484
Parks East Plumber (.40)	Level 11A	46,216 - 52,484
Parks East Mechanic (.50)	Level 10A	43,500 - 49,429
Parks Stores Worker	Level 5A	34,921 - 37,955
<b>Brookvale</b>		
Superintendent Ski Operations(.43)	Level 14A	53,367 - 63,507
Snowmaking/Grooming Supervisor (.44)	Level 11A	46,216 - 52,484
Office Supervisor (.40)	Level 9A	41,055 - 46,669
Lift Supervisor (.40)	Level 9A	41,055 - 46,669

## Golf Courses

Manager	Level 21(EX)	70,154 - 87,691
Club Maintenance Coordinator	Level 13	46,828 - 55,761
Admin Support Worker	Level 10	40,781 - 46,340
Golf Accounting Clerk (.40)	Level 8	40,693 - 44,156
Golf Shop Clerk (Brudenell/Dundarave) (.46)	Level 4A	33,293 - 36,166
Golf Superintendent - Crowbush	Level 15A	53,290 - 66,643
Golf Superintendent - Dundarave/Brudenell	Level 18A	62,234 - 77,771
Assistant Golf Superintendent - Dund/Brudenell	Level 14A	53,367 - 60,949
Golf Superintendent - Mill River	Level 17A	58,987 - 73,715
Golf Shop Supervisor (.54) - Brudenell/Dun	Level 14A	53,367 - 63,507
Golf Shop Supervisor (.54) - Crowbush	Level 14A	53,367 - 63,507
Golf Shop Supervisor (.54) - Mill River	Level 14A	53,367 - 63,507
Mechanic (.75) - Brudenell	Level 12A	46,872 - 55,925
Mechanic (.50) - Crowbush	Level 10A	43,500 - 49,429
Horticulturalist (.50) - Brudenell	Level 10A	43,500 - 49,429
Horticulturalist (.50) - Mill River	Level 10A	43,500 - 49,429
Golf Course Foreman (.50) - Brudenell	Level 9A	41,055 - 46,669
Golf Course Foreman (.50) - Crowbush	Level 9A	41,055 - 46,669
Golf Course Foreman (.50) - Dundarave	Level 9A	41,055 - 46,669
Golf Course Foreman (.50) - Mill River	Level 9A	41,055 - 46,669
Golf Course Foreman (.50) - Dundarave	Level 9A	41,055 - 46,669
Automotive Service Worker (.40) - Mill River	Level 8A	40,693 - 44,156
Irrigation Technician (.50) - Brudenell	Level 8A	40,693 - 44,156
Irrigation Technician (.50) - Crowbush	Level 8A	40,693 - 44,156
Irrigation Technician (.50) - Dundarave	Level 8A	40,693 - 44,156
Irrigation Technician (.50) - Mill River	Level 8A	40,693 - 44,156
Assistant Mechanic (.50) - Dundarave	Level 5A	34,921 - 37,955
Admin. Clerk (.54) - Crowbush	Level 7	36,113 - 39,296
Golf Shop/Reservation/Payroll (.46) - Brudenell	Level 7A	38,521 - 41,916
Golf Shop/Reservation Clerk (.50) - Mill River	Level 6A	36,665 - 39,879
Golf Shop/Reservation Clerk (.46) - Mill River	Level 6A	36,665 - 39,879
Golf Shop/Reservation Clerk (.46) - Mill River	Level 6A	36,665 - 39,879



Golf Shop Clerk (.46) - Brudenell	Level 4A	33,293 - 36,166
Golf Shop Clerk (.46) - Crowbush	Level 4A	33,293 - 36,166
Golf Shop Clerk (.46) - Crowbush	Level 4A	33,293 - 36,166
Golf Shop Clerk (.44) - Dundarave	Level 4A	33,293 - 36,166
Golf Shop Clerk (.44) - Dundarave	Level 4A	33,293 - 36,166
Greenskeeper (.50) - Brudenell	Level 4A	33,293 - 36,166
Greenskeeper (.50) - Brudenell	Level 4A	33,293 - 36,166
Greenskeeper (.50) - Brudenell	Level 4A	33,293 - 36,166
Greenskeeper (.50) - Brudenell	Level 4A	33,293 - 36,166
Greenskeeper (.50) - Brudenell	Level 4A	33,293 - 36,166
Greenskeeper (.50) - Brudenell	Level 4A	33,293 - 36,166
Greenskeeper (.50) - Crowbush	Level 4A	33,293 - 36,166
Greenskeeper (.50) - Crowbush	Level 4A	33,293 - 36,166
Greenskeeper (.50) - Crowbush	Level 4A	33,293 - 36,166
Greenskeeper (.40) - Crowbush	Level 4A	33,293 - 36,166
Greenskeeper (.50) - Crowbush	Level 4A	33,293 - 36,166
Greenskeeper (.50) - Crowbush	Level 4A	33,293 - 36,166
Greenskeeper II (.50) - Crowbush	Level 5A	34,921 - 37,955
Greenskeeper (.46) - Crowbush	Level 4A	33,293 - 36,166
Greenskeeper (.50) - Dundarave	Level 4A	33,293 - 36,166
Greenskeeper (.50) - Dundarave	Level 4A	33,293 - 36,166
Greenskeeper (.50) - Dundarave	Level 4A	33,293 - 36,166
Greenskeeper (.50) - Dundarave	Level 4A	33,293 - 36,166
Greenskeeper (.50) - Dundarave	Level 4A	33,293 - 36,166
Greenskeeper II (.50) - Dundarave	Level 5A	34,921 - 37,955
Greenskeeper II (.50) - Dundarave	Level 5A	34,921 - 37,955
Greenskeeper (.50) - Mill River	Level 4A	33,293 - 36,166
Greenskeeper (.50) - Mill River	Level 4A	33,293 - 36,166
Greenskeeper (.50) - Mill River	Level 4A	33,293 - 36,166
Golf Cart Attendant (.46) - Crowbush	Level 4A	33,293 - 36,166
Starter (.40) - Brudenell	Level 3A	31,979 - 34,718
Starter (.46) - Mill River	Level 7A	38,521 - 41,916
Starter (.46) - Crowbush	Level 3A	31,979 - 34,718
Starter (.40) - Dundarave	Level 3A	31,979 - 34,718

Marshal (.40) - Crowbush	Level 3A	31,979 - 34,718
Marshal (.40) - Mill River	Level 3A	31,979 - 34,718
Marshal (.40) - Dundarave	Level 3A	31,979 - 34,718
Asst. Horticulturalist (.40) - Mill River	Level 3A	31,979 - 34,718

## **STRATEGIC INITIATIVES**

### **Strategy and Evaluation**

Director, Strategic Initiatives	Level 25(EX)	86,086 - 107,608
Manager, Evaluation and Measurement	Level 19	62,275 - 77,891
Senior Research Analyst	Level 16	53,045 - 66,285
Data Analyst	Level 16	53,045 - 66,285
Administrative Assistant	Level 10	40,781 - 46,340
Manager, Product Development	Level 19	62,275 - 77,891

### **Regulation and Compliance**

Compliance Officer	Level 11	43,327 - 49,205
--------------------	----------	-----------------

## **MARKETING & COMMUNICATIONS**

### **Digital Marketing**

Manager of Digital Marketing	Level 19	62,275 - 77,891
Digital Content & Social Media Officer	Level 15	50,456 - 63,102
CRM Officer	Level 15	50,456 - 63,102
Marketing Information Co-Ordinator	Level 11	43,327 - 49,205

**Visitor Services**

Manager of Visitor Services	Level 18	58,923 - 73,648
Industry Relations/Book PEI Liaison (Temp)	Level 11	43,327 - 49,205
Contact Centre Manager	Level 11	43,327 - 49,205
VIC Supervisor - Borden (.50)	Level 10	40,781 - 46,340
VIC Supervisor - Souris (.34)	Level 10	40,781 - 46,340
VIC Supervisor-Wood Islands (.34)	Level 10	40,781 - 46,340
VIC Supervisor - West Prince (.34)	Level 10	40,781 - 46,340
Vacation Planner (.34)	Level 8	38,150 - 41,397
Special Projects Officer	Level 9	41,055 - 46,669

**Advertising and Public Relations**

Director, Marketing	Level 24(EX)	81,792 - 102,240
Bilingual Administrative Assistant	Level 11	43,327 - 49,205
Trade & Sales Officer	Level 16	53,045 - 66,285
Media Relations Officer	Level 15	50,456 - 63,102
Marketing Officer - Interactive Media	Level 14	53,367 - 63,507

**Media Relations/Editorial**

Manager, Advertising and Publicity	Level 20	66,052 - 82,602
Editorial & Marketing Officer	Level 16	53,045 - 66,285

**Fulfillment**

Fulfillment Co-ordinator	Level 13	46,828 - 55,761
Distribution Clerk	Level 8	38,150 - 41,397

**Publications**

Publications Coordinator	Level 18	58,923 - 73,648
Print & Digital marketing Officer	Level 15	50,456 - 63,102

**Travel/Trade Sales**

Manager, Trade & Sales	Level 20	66,052 - 82,602
Trade & Sales Officer	Level 16	53,045 - 66,285



20.01.11  
- Estimates RR  
- H. Macdonald  
- Econ. Devt & Tourism  
(Tourism PEI)

A smaller version of the Prince Edward Island Tourism logo, identical to the one in the top left corner.

# Tourism PEI

## Out of Province Travel

### 2016-17

March 2017

**TOURISM P.E.I.  
Out-of-Province Travel  
April 1, 2016 - March 31, 2017**

<u>Name</u>	<u>Job Description</u>	<u>Destination</u>	<u>Date</u>	<u>Purpose</u>	<u>Amount</u>
<b><u>General Administration (605)</u></b>					
Cheryl Paynter	CEO	Gatineau, QC	Nov 28-30/16	Tourism Industry Association of Canada	1,359.00
Cheryl Paynter	CEO	Halifax, NS	Jan 16-17/17	Atlantic Growth Strategy Working Group meeting	506.25
<b>Sub-total - Finance and Administration</b>					<b>1,865.25</b>
<b><u>Brookvale (158)</u></b>					
Erin Curley	Ski School Coordinator	Bromont, QC	May 28-Jun3/16	Eastern Canada Ski Area Conference	1,232.53
Stephen Curley	Staff Member	Sussex, NB	Sep 20-22/16	Atlantic Ski Area Fall Conference and AGM	71.43
Anthony McDonald	Snowmaking/Grooming Supervisor	Sussex, NB	Sep 20-22/16	Atlantic Ski Area Fall Conference and AGM	71.43
Erin Curley	Ski School Coordinator	Sussex, NB	Sep 20-22/16	Atlantic Ski Area Fall Conference and AGM	71.43
Allan Matters	Parks Store worker	Sussex, NB	Sep 20-22/16	Atlantic Ski Area Fall Conference and AGM	780.17
<b>Sub-total - Brookvale</b>					<b>2,226.99</b>
<b><u>Golf Courses (480-490)</u></b>					
<b><u>Office Administration (480)</u></b>					
Terry Hamilton	Golf Shop Supervisor	Moncton, NB	April 1-3/16	Atlantic Golf Expo	85.71
Mark Roberts	Golf Shop Supervisor	Moncton, NB	April 1-3/16	Atlantic Golf Expo	85.71
Ryan Garrett	Manager Golf Links	Moncton, NB	Nov-17/16	Pick up Ball Washer for Crowbush Cove Golf Course	41.07
<b><u>Brudenell Administration (481)</u></b>					
Anne Chouinard	Golf Shop Supervisor	Moncton, NB	Nov 8-10/16	PGA Atl Canada Golf Merchandise Show & Semi Mtg	606.89
<b><u>Brudenell Maintenance (482)</u></b>					
Fred Forshner	Superintendent	Halifax, NS	Feb 20-23/17	Turfgrass Conference & Trade Show	605.98
<b><u>Crowbush Administration (483)</u></b>					
Terry Hamilton	Golf Shop Supervisor	Moncton, NB	Nov 8-10/16	PGA Atl Canada Golf Merchandise Show & Semi Mtg	441.23
<b><u>Crowbush Maintenance (484)</u></b>					
Dwain MacAuley	Acting Superintendent	Halifax, NS	Feb 20-23/17	Turfgrass Conference & Trade Show	457.76
<b>Sub-total - Golf Courses</b>					<b>2,324.35</b>

**TOURISM P.E.I.**  
**Out-of-Province Travel**  
**April 1, 2016 - March 31, 2017**

<u>Name</u>	<u>Job Description</u>	<u>Destination</u>	<u>Date</u>	<u>Purpose</u>	<u>Amount</u>
<b><u>Strategy &amp; Evaluation (188)</u></b>					
Chris Jones	Director of SEII	Montreal, QC	April 25-27/16	FPT Collaboration Strategy at DM of Tourism mtg	1,394.17
Chris Jones	Director of SEII	Toronto, ON	Sept 8-9/16	FPT Tourism Directors' Research & Statistics mtg	1,255.78
Chris Jones	Director of SEII	Iqaluit	Nov 22-26/16	FPT 2016 Council of Tourism DM meeting	3,775.68
Chris Jones	Director of SEII	Membertou, NS	Dec 11-15/16	Int'l Aboriginal Tourism Conference	1,334.48
Janet Wood	Manager of Tourism Development	Halifax, NS	Nov 15/16	Atlantic Canada Steering Committee - Travel Trade Education	490.85
<b>Sub-total - Strategy and Evaluation</b>					<b>8,250.96</b>
<b><u>Visitor Services (154)</u></b>					
Heather Pollard	Visitor Services Supervisor	Toronto, ON	Oct 16-19/16	2016 Travel Information Services Annual Conf	766.88
<b>Sub-total - Visitor Services</b>					<b>766.88</b>
<b><u>Advertising and Public Relations (182)</u></b>					
Brenda Gallant	Director of Marketing	Montreal, QC	April 23-28/16	Rendez-Vous Canada - Destination Canada	857.07
Brenda Gallant	Director of Marketing	Toronto, ON	June 15-16/16	Toronto Media Event	894.33
Brenda Gallant	Director of Marketing	Toronto, ON	July 19/16	Destination Canada - Leadership Summit	532.94
Brenda Gallant	Director of Marketing	Halifax, NS	Sep 12-13/16	ACTP Marketing meeting	519.78
Brenda Gallant	Director of Marketing	Montreal, QC	Sep 14-16/16	Destination Canada International Committee meeting	1,152.35
Brenda Gallant	Director of Marketing	Fredericton, NB	Oct 3-5/16	ACTP Marketing meeting + Atlantic Canada Showcase	392.89
Brenda Gallant	Director of Marketing	Montreal, QC	Oct 27-28/16	Destination Canada Leadership Summit - Northstar 22	868.51
Brenda Gallant	Director of Marketing	Halifax, NS	Nov 14-15/16	ACTP Marketing & Prime Creative mtg	163.71
Brenda Gallant	Director of Marketing	Gatineau, QC	Nov 28-30/16	Tourism Industry of Canada National meetings	1,403.34
Brenda Gallant	Director of Marketing	Halifax, NS	Jan 18-19/17	ACTP Marketing meeting	307.09
Brenda Gallant	Director of Marketing	Vancouver, BC	Feb 7-10/17	Destination Canada Advisory Committee - Int'l mtgs	2,077.06
Brenda Gallant	Director of Marketing	Halifax, NS	Mar 1-2/17	ACTP Marketing meeting	399.87
<b>Sub-total - Marketing</b>					<b>9,568.94</b>
<b><u>Media Relations/Editorial (180)</u></b>					
Alison MacDougall	Editorial & Marketing Officer	San Francisco, CA	April 17-22/16	Canada Media Marketplace	2,590.19
Robert Ferguson	Manager, Trade and Sales	San Francisco, CA	April 17-22/16	Canada Media Marketplace	2,994.15
Robert Ferguson	Manager, Trade and Sales	Montreal, QC	April 23-38/16	Rendez-Vous Canada	2,259.78
isabel MacDougall	Media Relations Officer	Cape Breton, NS	June 22-25/16	Travel Media Association of Canada	846.14
isabel MacDougall	Media Relations Officer	Toronto, ON	June 13-16/16	Toronto Media Event & media visits	1,949.65
<b>Sub-total - Media Relations/Editorial</b>					<b>10,639.91</b>

**TOURISM P.E.I.**  
**Out-of-Province Travel**  
**April 1, 2016 - March 31, 2017**

<u>Name</u>	<u>Job Description</u>	<u>Destination</u>	<u>Date</u>	<u>Purpose</u>	<u>Amount</u>
<b><u>Publications (184)</u></b>					
Paul Baglole	Publications Coordinator	Montreal, QC		Supervise Visitors Guide printing	793.55
Paul Baglole	Publications Coordinator	Montreal, QC		Supervise Visitors Guide printing	1,073.25
<b>Sub-total - Publications</b>					<b><u>1,866.80</u></b>
<b><u>Travel/Trade Sales (186)</u></b>					
Craig Sulis	Trade and Sales Manager	Montreal, QC	April 23-28/16	Rendez-Vous Canada mtgs	1,990.60
Kelly Richard	Borden/West Prince VIC Manager	Halifax, NS	April 21-25/16	Saltscape Expo	700.32
Diana Chisholm-Kelly	Admin Assistant	Halifax, NS	April 21-25/16	Saltscape Expo	700.32
Grant MacRae	Trade and Sales Officer	Halifax, NS	April 21-25/16	Saltscape Expo	935.30
Craig Sulis	Trade and Sales Manager	Saint John, NB	July 5-7/16	Atlantic Cruise Assoc Strategic Planning Session	703.88
Grant MacRae	Trade and Sales Officer	Fredericton, NB	Oct 2-5/16	Atlantic Canada Showcase	931.95
Alison MacDougall	Editorial & Marketing Officer	Fredericton, NB	Oct 2-5/16	Atlantic Canada Showcase	583.60
Craig Sulis	Trade and Sales Manager	Tokyo, Japan	Oct 7-15/16	Focus Canada Japan and sales call with key tour operators	5,132.01
Grant MacRae	Trade and Sales Officer	Halifax, NS	Oct 26-27/16	Review proposals from tour operators for financial assistance	485.60
Craig Sulis	Trade and Sales Manager	London, England	Nov 5-11/16	World Travel Market/PR Agency/Destination Canada	3,683.35
Alison MacDougall	Editorial & Marketing Officer	Halifax, NS	Nov 14-15/16	Meeting with Prime Creative	176.87
Grant MacRae	Trade and Sales Officer	Halifax, NS	Nov 15-16/16	Atlantic Canada Travel Trade Readiness Program	218.04
Grant MacRae	Trade and Sales Officer	Cleveland, OH	Jan 13-17/17	American Bus Association Marketplace	1,684.16
Craig Sulis	Trade and Sales Manager	Halifax, NS	Jan 19-20/17	Atlantic Travel Trade Readiness Project	246.85
Craig Sulis	Trade and Sales Manager	London, England	Feb 5-11/17	ACTP Media Event & Tour Operator training with key accts	3,839.96
Grant MacRae	Trade and Sales Officer	Foxboro, MA	Mar 1-7/17	Exhibit AAA Travel Marketplace	2,833.90
Craig Sulis	Trade and Sales Manager	Berlin, Germany	Mar 5 - 11/17	ITB Berlin	6,154.02
<b>Sub total - Travel/Trade Sales</b>					<b><u>31,000.73</u></b>
<b>TOTAL TRAVEL - TOURISM PEI</b>					<b><u>68,510.81</u></b>



20.07.11 RR  
- Estimates  
- H. MacDonald  
- Econ Dept  
+ Tourism  
(Tourism  
PEI)  
TOURISM

# Tourism PEI

## Official Languages Grants

2016-17

March 2017



**Official Languages Grants  
Summary of Projects  
2016-17**

**Capacity Training**

**Forecast**

Atlantic Acadian Tourism Commission	5,000
Evangeline Tourism Association - Quebec, Montreal and Saltscapes	11,000
Evangeline Tourism Association - World Host	<u>2,952</u>
Total	18,952

**Strategic Initiative Services**

Evangeline Tourism Association - Marketing	7,500
Evangeline Tourism Association - L'Acadie de L'île TV5 Quebec	2,000
Federation Cultural - Le Petit Seduction	5,000
Evangeline Tourism Association - Radio On Site Remote in New Brunswick	<u>9,500</u>
Total	24,000

**Website Translation**

Food Island Partnership Inc	2,212
PEI International Shellfish Festival	1,368
Discover Charlottetown	20,000
PEI Gay Tourism Association	6,000
Watermark Theatre	840
Farmers Bank	8,000
Fathers of Confederation Building Trust	11,200
Barachois Inn	<u>10,350</u>
Total	59,970

**Leadership**

Evangeline Tourism Association	<u>36,000</u>
Total	36,000

Variance from Forecast (22)

**Forecast Official Languages Grants** 138,900



20.01.11 KK  
- Estimates  
- H. MacDonald  
- Econ. Dept  
Prince Edward Island TOURISM  
(Tourism PEI)

# Tourism PEI

## Strategy and Evaluation Grants

2016-17

March 2017

# Strategy and Evaluation Grants

## Summary of Projects

### 2016-17 Forecast

#### Strategic Investment - Meetings and Conventions PEI (424902)

Meetings and Conventions PEI - meetings, conventions, ECHO

**258,375**

#### Strategic Investment (424903)

Golf PEI - Marketing

228,000

Tourism Industry Association of Newfoundland

20,000

Food Island Partnership Inc. - Core, Fall Flavors, Culinary Trail

130,443

Central Coastal Tourism Partnership Inc

11,912

PEI Music Awards Association Strategic Plan

3,500

Tyne Valley Oyster Festival - Camping Support

3,304

Charlottetown Airport Authority Inc. - Catchment and Leakage Study

13,000

Aboriginal Welcome Project

3,427

Innovation PEI - Film Festival

25,000

Charlottetown Airport Authority Inc. - PEI - US Air Study

25,000

CADC - Founders Hall - Ch'town VIC

33,474

Canadian Diabetes Association - RCMP Musical Ride 150th National Tour

5,000

TIAPEI - Rollo Bay overhead signage

45,000

TIAPEI - Strategy Phase 2, Consultation Support

12,000

**559,060**

#### Industry Support - Other Projects - (425206)

TIAPEI - Human Resource Plan

38,000

TIAPEI - Tourism Meeting Support (March and Nov)

3,000

Island East Tourism Group Inc - Ambassador Program

4,500

**45,500**

**Industry Workshops (425202)**

TIAPEI - Experiential Tourism Workshops

5,480

---

5,480**Training Subsidy (425201)**

Donna Glass - Prince Edward County

276

Greg Weeks - Vancouver Mission

521

Heidi Zinn - GMIST

703

Darcy Butler - GMIST

837

Emily McKeown - Prince Edward County

500

John Martin - Prince Edward County

405

Michaela Fraser - Prince Edward County

341

Patsy Gotell - Festival Mission

500

Donna Glass - Trade Mission

500

Marsha Doiron - GMIST

800

---

5,383**Welcome Centres (425205)**

Montague Waterfront Dev Corp

500

Kensington &amp; Area Tourist Assoc

750

Town of Georgetown

550

Friends of Elmira

600

Cardigan Area Heritage Assoc

550

PEI Shellfish Museum

700

Alberton Museum

600

Community of Morell

550

Mt Stewart Welcome Centre

550

North Cape Gift Shop

500

PEI Potato Museum

650

Tignish Cultural Centre

500

Evangeline Tourism Assoc

600

Community of Victoria

550

---

8,150

**Regional Destination Centre Fund (425001)**

Tourism Cavendish Inc	69,900
Island East Tourism Group Inc.	50,000
Charlottetown Harbour Authority Inc	69,900
Tourism Summerside Ltd - Destination Centre	50,000
Tourism Summerside Ltd - accommodations	18,530
St Peters - accommodations	33,000
Charlottetown - accommodations	50,000
	<hr/>
	<b>341,330</b>

**Regional Capacity Fund (425002)**

North Cape Coastal Tourism Partnership Inc (RTA)	60,000
Central Coastal Tourism Partnership Inc (RTA)	60,000
Island East Tourism Group Inc (RTA)	60,000
Discover Charlottetown (DMO)	45,000
Tourism Summerside Ltd (DMO)	45,000
Tourism Cavendish Inc (RTA)	45,000
	<hr/>
	<b>315,000</b>

**Regional Product Development Fund (420501)**

Tourism Cavendish Inc	33,500
Discover Charlottetown	30,000
Central Coastal Tourism Partnership Inc	20,100
Tourism Summerside Ltd	40,000
Island East Tourism Group Inc	61,000
North Cape Coastal Tourism Partnership Inc.	45,000
	<hr/>
	<b>229,600</b>

**Innovation Fund Tier 1 (422101)**

PEI Shellfish Association - International Shellfish Festival	43,500
PEI Fisherman's Association - Lobster Party on the Beach	18,000
Summer Ride	22,500
Hotel Motel Association - Jack Frost Festival	90,000
PEI Chef's Association Inc. - Grilled Cheese Event	4,000
PEI Cycling Association - Gran Fondo	7,500
PEI Potato Marketing Board - Toes, Taps, Taters	14,000
Tyne Valley Oyster Festival - Rock the Boat Festival	27,000
Summerside Lobster Festival Inc - Summerside Lobster Festival	7,200
Cavendish Music Festival - July concert	50,000
Atlantic Drag Racing Festival Inc. - Extreme Coastal Cruise	4,500
City of Charlottetown - Tragically Hip	5,000
City of Summerside - Tragically Hip	5,000
Central Coastal Tourism Partnership Inc. - French River Project	1,763
PEI Lighthouse Society - Lighthouse brochures	8,166
Cycling PEI Inc. - Fat biking	15,000
Discover Charlottetown Inc. - Sound and Light Show	10,000
High Road Events Inc. - Bridgefest 150	30,000
Central Coastal Tourism Partnership Inc. - Waterways Paddling Festival	20,000
PEI Fisherman's Association - PEI Lobster Festival	20,000
PEI Flying Association - WW2 Commerative Bi-Plane National Tour	4,000
RTA Experiential Support	4,800
	<hr/>
	<b>411,929</b>

**Innovation Fund - Tier 3 (422101)**

Town of North Rustico - Summer Activities on Boardwalk	3,000
North Lake Harbour Authority - Tuna Cup	4,500
Central Coastal Tourism Partnership Inc - maintenance	3,835
Town of Kensington - Activities at the Train Station	4,000
North Cape Coastal Tourism Partnership Inc - maintenance	985
Island East Tourism Group Inc - maintenance	2,240
Air Cadet League - PEI Division - conference	1,000
Next 150 - Atlantic Model Parliament	1,500
	<hr/>
	<b>21,060</b>

**Festivals and Events (424904)**

Eastern Kings Giant Yardsale	1,500
Cymbria Lions - North American Car Show	1,250
River Days Festival	1,200
Seventy Mile Coastal Yard Sale	2,000
PEI Truckers Big Rig Festival	1,000
Miminegash	1,000
Show'N'Shine Festival	2,000
	<hr/>
	<b>9,950</b>

**Hosting grant (424905)**

Pediatric Society Conference	5,000
Laboratory Science Conference	1,750
QMJHL Draft	2,050
Pony Club Conference	1,300
Critical Care Conference	4,000
International Law Conference	230
CCAA Basketball - Holland College	2,000
CCAA Golf - Holland College	1,600
Canadian Funeral Service Association	5,000
World Sledge Hockey	5,000
Canada Junior Chamber of Commerce Senate Meeting	1,500
Bantam AAA Atlantic Hockey	2,000
	<hr/>
	<b>31,430</b>

Variance

31,253

**Total forecast**

---

**2,273,500**

---