

*Estimates*  
12.5.16 RR  
MacDonald

Tourism PEI



# Tourism PEI

## Strategy and Evaluation Grants Forecast

2015 - 16

April 2016

**Strategy and Evaluation Grants**  
**Summary of Projects**  
**2015-16 Forecast**

**Strategic Investment - Signature Event Fund (424901)**

Cavendish Beach Music Festival Inc. **150,000**

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

Meetings and Conventions PEI - meetings, conventions, ECHO **286,000**

**Strategic Investment (424903)**

Golf PEI - Marketing	180,000
Hospitality Newfoundland	20,000
Food Island Partnership - Core, Fall Flavors, Culinary Trail	154,625
Belfast Community Development Corporation	11,000
Central Coastal Tourism Partnership Inc	12,000
Charlottetown Harbour Authority - Provincial Cruise Marketing	10,000
Atlantic Presenters Association (culture)	25,000
High Road Events - Terry Fox	30,000
Grant Thornton	2,675
Evangeline Tourism	5,000
Food Island Partnership	6,000
Camping BP mission	12,500
Atlantic Trade Workshops	20,000
TIAPEI - quality assurance/experiential tourism	45,000
TIAPEI - Tourism Strategic Plan	50,000
	<b>583,800</b>

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

TIAPEI - Human Resource Plan	38,000
TIAPEI - Tourism Meeting Support (March and Nov)	4,000
Island East Tourism Group Inc - Ambassador Program	4,500
	<b>46,500</b>

**Industry Workshops (425202)**

Yield Management Workshops

5,302**5,302****Training Subsidy (425201)**

Joey Seaman - New Brewery

633

Ken Spears - Island East

646

Cameron Ross - GMIST

602

Donna Glass - GMIST

591

Mitchell Rennie - food mission

349

Jana Furness - BPM

255

Mary Kendrick - BPM

264**3,340****Welcome Centres (425205)**

Montague Waterfront Dev Corp

600

Kensington &amp; Area Tourist Assoc

500

Town of Georgetown

550

Friends of Elmira

650

Cardigan Area Heritage Assoc

550

PEI Shellfish Museum

500

Alberton Museum

550

Community of Morell

550

PEI Potato Museum

500

Tignish Cultural Centre

500

Evangeline Tourism Assoc

550

Mt Stewart Welcome Centre

550

Community of Victoria

550**7,100**

**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	18,500
St Peters - accommodations	33,000
Charlottetown - accommodations	62,000
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	<b>353,300</b>

**Regional Capacity Fund (425002)**

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

**Regional Product Development Fund (420501)**

Tourism Cavendish Inc	37,500
Discover Charlottetown	25,500
Central Coastal Tourism Partnership Inc	22,100
Tourism Summerside Ltd	45,000
Island East Tourism Group Inc	60,000
North Cape Coastal Tourism Partnership Inc.	41,500
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	<b>231,600</b>

**Innovation Fund Tier 1 (422101)**

PEI Shellfish Association	49,500
PEI Fisherman's Association	35,000
Summer Ride	22,500
Hotel Motel Association	95,000
PEI Chef's Association Inc.	5,000
PEI Cycling Association	10,000
PEI Potato Marketing Board	15,000
Tyne Valley Oyster Festival	30,000
Summerside Lobster Festival Inc	10,000
Town of Montague	6,000
Music PEI - for Culture	15,000
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	<b>293,000</b>

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

PEI Lighthouse Society - Lighthouse Brochure Reprint	6,200
PEI Trails	5,500
North Lake Harbour Authority - Tuna Cup	4,500
Central Coastal Tourism Partnership Inc - maintenance	2,230
Tourism Cavendish Beach - Immigrant Investor Workshop	1,500
Town of Borden	1,000
Sweetheart Committee	1,500
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	<b>22,430</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	1,500
Show'N'Shine Festival	2,000
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	<b>7,450</b>

**Hosting grant (424905)**

Canadian Gerontological Nurses	2,250
Canada US Lobster Symposium	1,100
Atlantic Midget Major Hockey	1,850
Don Johnson Atlantic Hockey	2,000
CBDC Atlantic Conference	2,130
Ideas festival - Atlantic Young Entrepreneurs Conference	500
CDN Mathematical Society Conference	1,500
International Community Conference	1,200
National SAARSCENE (Search and Rescue) Conference	3,000
Maritime Water Conference	2,850
Transportation Assoc of Canada Conference	5,000
Womens Volleyball National Championships	1,920
Atlantic Peewee AAA Hockey Championships	2,000
Canadian Dairy Network	1,000
Midget Hockey	2,000
Knights of Columbus	2,100
Canada East Short Track Championship	1,250
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	<b>33,650</b>

Variance	(4,472)
<b>Total forecast</b>	<hr/> <b>2,334,000</b> <hr/>