

# **Celebrate NL Inc.**

## **Business Plan 2023-2026**



**celebrate nl**

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# Message from the Chair

I am pleased to submit this inaugural Business Plan for Celebrate NL Inc. on behalf of the Board of Directors. This plan covers the next three fiscal years 2023-2026 and is prepared in accordance with the **Transparency and Accountability Act**.

This document outlines our overall mandate, and provides key goals and objectives for the next three years and takes into account the strategic directions of the Government of Newfoundland and Labrador.

There are events and celebrations occurring during this planning cycle that will have positive economic, social and cultural impacts on Newfoundland and Labrador. For example, large-scale events occurring in our province include Come From Away in Gander in 2023, Year of the Arts in 2024 and the Canada Summer Games hosted by the City of St. John's in 2025. These are just a few opportunities ahead for tourism and hospitality operators, artists, athletes, and Newfoundlanders and Labradorians.

Celebrate NL will work with key partners within the tourism, culture, arts and recreation sectors to celebrate these exciting opportunities.

I would like to take this opportunity to thank my fellow board members for their continued support of our mandate and the development of this plan. My signature below is indicative of the Board's accountability for the preparation of this plan and for the achievement of the identified goals and objectives.

Sincerely,



**Jamie O'Dea**

Board Chair

# Overview

On March 7, 2022, the Government of Newfoundland and Labrador established Celebrate NL Inc. (Celebrate NL) as a new Crown corporation under the **Corporations Act**.

The corporation played a lead role with the Department of Tourism, Culture, Arts and Recreation (TCAR) in the delivery of Come Home 2022. Come Home 2022 was a campaign which accelerated growth in the tourism and hospitality industry by targeting expats and their families and anyone seeking to explore Newfoundland and Labrador. The planned celebration resulted in events in over 170 communities across the province. Communities and businesses enthusiastically embraced the initiative through programming and branding, and it had positive impacts on the tourism and hospitality sectors in Newfoundland and Labrador.

## Mandate

Celebrate NL's mandate is to attract major events to the province and foster the development and enhancement of celebrations and special events in and about Newfoundland and Labrador within the tourism, culture, arts and recreation sectors.

## Vision

Newfoundland and Labrador is a thriving and vibrant location for major events and celebrations.

## Values

The following values will guide Celebrate NL in pursuit of its mandate:

Connection – Celebrate NL will help connect people and events to Newfoundland and Labrador by celebrating its people, culture and natural environment.

Equity, Diversity and Inclusivity – Celebrate NL events will strive to be fair, accessible and inclusive.

Co-operation – Celebrate NL’s staff will co-operate effectively with strategic partners.

Positive Legacy – Celebrate NL will support and pursue events that have positive long-term economic, social and cultural impacts.

## **Lines of Business**

**Event Attraction:** Celebrate NL will attract major events to Newfoundland and Labrador, which will have significant economic, social and cultural impacts on the province.

**Event Support, Development and Delivery:** Celebrate NL will support and enhance the development and delivery of major events, festivals and planned celebrations in Newfoundland and Labrador.

## **Primary Clients**

Celebrate NL assists the Government of Newfoundland and Labrador in the development and delivery of special events and planned celebrations. Celebrate NL also serves event organizers and other entities within the tourism, culture, arts and recreation sectors and the general public across Newfoundland and Labrador that benefit from the positive economic, social and cultural impacts of major events, special events and planned celebrations in Newfoundland and Labrador.

## **Employees**

Celebrate NL has six full-time employees.

## **Board of Directors**

The Minister of TCAR is the sole shareholder of Celebrate NL. The Board of Directors consists of five positions internal to Government as follows:

Chairperson: Deputy Minister (TCAR)

Vice-Chairperson: Assistant Deputy Minister of Tourism (TCAR);

Members: Assistant Deputy Minister of Arts and Culture (TCAR);  
Assistant Deputy Minister of Film, Television, and Recreation  
(TCAR); and  
Assistant Deputy Minister of Treasury Management and Budgeting  
(Department of Finance).

## **Budget**

Celebrate NL's staffing and operations for 2023-2024 are funded through Celebrate NL's accumulated surplus to date. Celebrate NL has allocated \$800,000 for staffing and operations in 2023-24.

## **Responsibility Areas**

Celebrate NL is responsible for assisting the Government of Newfoundland and Labrador with respect to celebrations and special events by:

- a) Leading the development of an event strategy for Newfoundland and Labrador;
- b) Attracting, supporting, developing, and delivering major events across Newfoundland and Labrador;
- c) Working with event organizers to support various festivals, sporting, merchandizing, entertainment and promotional events;
- d) Generating revenue and sponsorship for celebrations and special events by:
  - I. Enlisting sponsors;
  - II. Encouraging private sector involvement; and
  - III. Assisting with merchandizing the celebrations.
- e) Funding celebrations and special events which:
  - I. Relate to tourism, arts, culture and recreation sectors having broad provincial appeal;
  - II. Raise awareness of and promote sport(s), recreation or cultural resources of the province;
  - III. Benefit a significant number of people;
  - IV. Involve the participation of residents and visitors; and
  - V. Maximize the benefit of the contribution.



- f) Marketing and promoting celebrations and special events;
- g) Encouraging public participation in celebrations and special events;
- h) Performing any other thing, matter, business, or service in connection with such celebrations and special events or the promotion of the province, as the Lieutenant Governor in Council may direct; and,
- i) Doing all other things necessary, incidental, conducive, or which facilitate the achievement of the preceding objectives.

## **Horizontal Initiatives**

Celebrate NL assists the Government of Newfoundland and Labrador with special events and celebrations. Pursuant to its lines of business and strategic priorities, Celebrate NL attracts and supports, develops and delivers events. Celebrate NL will play an active role in a number of initiatives over the next three years.

In the summer of 2023, *Come From Away*, the Tony Award-winning musical will come home to Gander, where it all began. Celebrate NL is collaborating with the Arts and Culture Centre on this initiative. The production runs from July 7-September 3, 2023.

The Government of Newfoundland and Labrador has designated 2024 as Year of the Arts to celebrate Newfoundland and Labrador's rich and vibrant arts and cultural sector. Celebrate NL will help lead this planned celebration and will work closely with TCAR and arts industry stakeholders to deliver programs and events. As part of the Year of the Arts celebrations, and for the first time in 15 years, Newfoundland and Labrador will host the 2024 Canadian Folk Music Awards.

In 2025, the City of St. John's will host the Canada Summer Games. Celebrate NL will work with strategic partners to celebrate this large-scale sporting event.

Over the next three years, Celebrate NL will work with pertinent stakeholders in the tourism, culture, arts and recreation sectors to attract major events to Newfoundland and Labrador. Furthermore, Celebrate NL will work with strategic partners in pursuit of

its mandate to support the development and delivery of major events that are “homegrown”.

Celebrate NL’s provincial partners include but are not limited to the following:

- Government of Newfoundland and Labrador;
- Tourism, culture, arts and recreation entities and sector organizations;
- Sport Tourism Event Partnership St. John’s;
- Provincial Destination Management/Marketing Organizations; and
- Event/Festival Organizers.

## **Physical Location**

2<sup>nd</sup> Floor, West Block  
Confederation Building  
100 Prince Philip Drive  
St. John’s, NL  
A1B 4J6

Email: [info@celebratenl.ca](mailto:info@celebratenl.ca)

Website: [www.celebratenl.ca](http://www.celebratenl.ca)

## **Strategic Issues**

### **Strategic Issue 1: Attract Major Events**

Major events deliver critical economic benefits to Newfoundland and Labrador. They bring visitors to the province, which in turn creates positive economic spin-offs to hotels, restaurants, bars, stores and shops, artisans and crafters, musicians and artists and our tourism operators.

Attracting major events aligns with the Government of Newfoundland and Labrador’s strategic direction of making Newfoundland and Labrador a tourism destination of choice.

For the purposes of this Business Plan, Celebrate NL classifies events as follows:

Major Event – This level of event generates significant economic, social and cultural impacts. The event generates media coverage and is often televised. This event typically has a formal bid process.

Planned Celebration – A large-scale, provincial government initiative that is typically branded or themed.

Special Event – An event led by the provincial government, or an event which may support a broader planned celebration in or about Newfoundland and Labrador.

Homegrown Event – A large-scale event or festival that is developed and delivered in Newfoundland and Labrador, which has significant economic, social and cultural impacts, and generates substantial in-bound visitation.

Celebrate NL will be reporting on the same objectives for the 2023-24, 2024-25, and 2025-26 fiscal years.

## **Goal**

By March 31, 2026, Celebrate NL will have brought major events to Newfoundland and Labrador having significant economic, social and cultural impacts on the province.

### **Goal Indicator**

- Number of major events held in Newfoundland and Labrador.

## **Objective 2023-2024**

By March 31, 2024, Celebrate NL will have worked with partners to attract major events.

### **Indicators**

- Number of engagements with partners and industry stakeholders.

- Number of partnerships established.

## **Strategic Issue 2: Support, Develop and Deliver Events**

As showcased by Come Home 2022, planned celebrations and events deliver important economic benefits to Newfoundland and Labrador. Planned celebrations and events also provide positive social impacts by providing opportunities for shared experiences and social connections, and cultural impacts by celebrating and honouring Newfoundland and Labrador's heritage and history.

Supporting, developing and delivering events align with the Government of Newfoundland and Labrador's strategic direction of promoting our creative and cultural industries.

### **Goal**

By March 31, 2026, Celebrate NL will have supported, developed and delivered events having positive economic, social and cultural impacts on the province.

#### **Goal Indicators**

- Number of events supported.
- Number of events developed and delivered.

### **Objective 2023-2024**

By March 31, 2024, Celebrate NL will have worked with partners to support, develop and deliver events in Newfoundland and Labrador.

#### **Indicators**

- Number of engagements with partners and industry stakeholders.
- Number of partnerships established.

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