

Tabled by the
Minister of Tourism,
Culture, Arts & Recreation

2022-04-11



Transparency and Accountability Act statement regarding the establishment of
Celebrate NL

Purpose:

Celebrate NL is a Crown corporation established to support planned special celebrations and to attract and develop major events across the province.

Objects and Powers:

Specifically, the powers of the corporation are to assist the Government of Newfoundland and Labrador with respect to celebrations and special events by:

- Leading the development of a long-term special celebrations and events strategy for Newfoundland and Labrador;
- Attracting, developing, and implementing major events across Newfoundland and Labrador;
- Working with communities and event organizers to support various festivals, community celebrations, sporting, merchandizing, entertainment and promotional events;
- Generating revenue and sponsorship for celebrations and special events by enlisting sponsors, encouraging private sector involvement and assisting with merchandizing celebrations;
- Funding celebrations and special events which relate to sports, recreation, arts or heritage sectors having broad provincial appeal; raise awareness of and promote sport(s), recreation or cultural resources of the region; benefit a significant number of people; involve the participation of residents and visitors; and maximize the benefit of the contribution;
- Marketing and promoting celebrations and special events;
- Encouraging public participation in celebrations and special events;
- 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
- Doing all other things necessary, incidental, conducive, or which facilitate the achievement of the preceding objectives.

Governance Structure:

As per the Celebrate NL By-Laws, the corporation is governed by a Board of Directors. The Minister of Tourism, Culture, Arts and Recreation is the sole shareholder. Currently, the Board consists of the Deputy Minister of Tourism, Culture, Arts and Recreation, the Assistant Deputy Minister of Tourism, and the Assistant Deputy Minister of Arts and Culture. An Executive Director and Marketing Manager and other staff, as required, will manage the day-to-day affairs of the corporation.

Borrowing and Debt:

The Board must obtain the approval of the Minister, as Shareholder, and the Lieutenant-Governor in Council to establish a line of credit, obtain a loan, or incur any other debt from a financial institution.

Date of Incorporation:

Celebrate NL was incorporated on March 7, 2022.