

An Online Economic Impact Tool for Music Festivals in Ontario

A Nordicity-Folk Music Ontario Initiative

Introduction and Context

Nordicity and **Folk Music Ontario** (FMO) are joining forces to measure the economic impact of FMO's member music festivals in Ontario. As part of that exercise, we are developing a bespoke **online economic impact assessment tool** for Ontario music festivals that addresses the key particularities regarding the economics of festival tourism.

Ontario Music Festival Economic Impact Assessment Tool

This tool will allow music festivals to accurately self-report their respective economic impacts using a sound (and consistent) methodology. It will enable organizations to input information about both their **operations** and **visitors**, and then get access to the combined impact of their festival. In addition, roll out of the tool will include a capacity building component to help ensure that users are able to use the tool in a consistent, effective and reliable manner.

A **user-friendly online interface** will lower barriers to participation and capture a broader range of activities associated with music festivals. This process will increase the **economic literacy** of festival organizers and cultural workers throughout Ontario.

Relevance to Regional Tourism Organizations

This tool has the potential to provide valuable, reliable information to Regional Tourism Organizations (RTOs). It is being developed in consultation with the **Ministry of Tourism, Culture and Sport** (MTCS) and builds on the **Tourism Regional Economic Impact Model** (TREIM) to improve the accuracy of the impact estimate.

The result will be reliable data on the regional impact of festivals that allows for **interjurisdictional comparison** across the province. The self-reporting process will increase capacity to measure and **communicate the broader economic impact** of music festivals, beyond the measures of tourist spending currently available. While the tool will initially be rolled out as a pilot exclusively available to FMO members (wherein any/all implementation challenges will be addressed), the vision is to eventually roll it out to other tourism vendors (e.g., non-music festivals) across Ontario.

Supporters

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