

# Economic Impact of Folk Music Festivals in Ontario

April 28, 2018

Delivered to  
FMO Members

Prepared by  
Nordicity

# What I'm Going to Talk About

1. The Project
2. Benefits to FMO members
3. Your Participation



# The Project | Nordicity's Mandate

- "Economic impact" for folk music festivals in Ontario
- Funding by Ontario Music Fund, along with RTO7, FMO and Nordicity
- Change in plan:



# The Project | What Tool?

- Like TREIM...  
...only better.



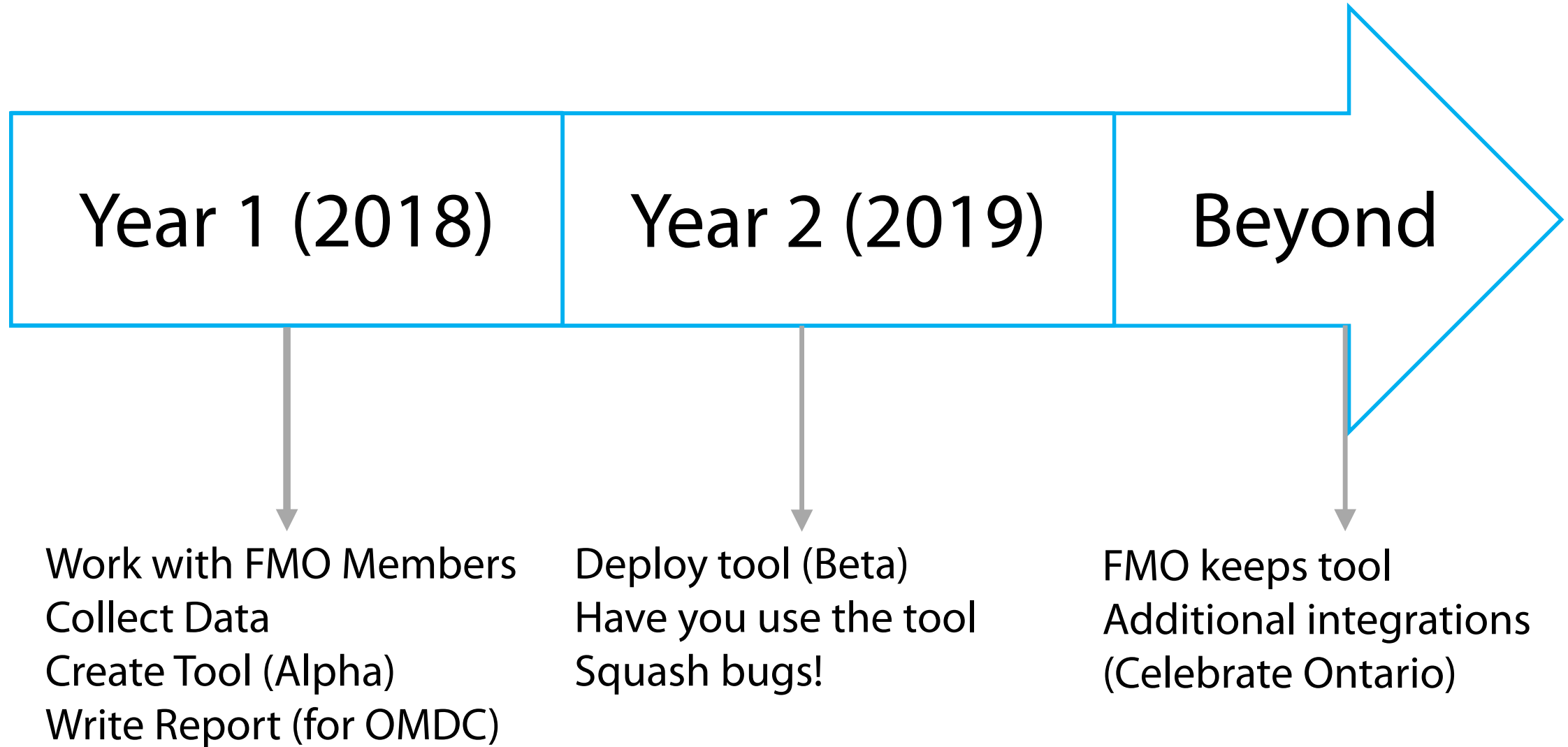
- Online
- Made for festivals (by festivals)
- Approved by MTCS
- Buy-in from RTOs
- FMO branded
- Works when you need it

The screenshot shows the Ontario Ministry of Tourism, Culture and Sport website. The header includes the Ontario logo and the text 'Ontario MINISTRY OF TOURISM, CULTURE AND SPORT'. A navigation bar contains links for HOME, TOURISM, CULTURE, SPORT, GRANTS AND AWARDS, NEWSROOM, and CONTACT US. Below this is a breadcrumb trail: HOME > TOURISM RESEARCH > TOURISM REGIONAL ECONOMIC IMPACT MODEL. The main heading is 'TOURISM REGIONAL ECONOMIC IMPACT MODEL'. Underneath, the section is titled 'OPTIONS' and features four columns of information:

Option	Description
VISITOR'S SPENDING	Choose this option if you are investigating the economic impact of visitors' spending.
OPERATIONAL EXPENSES	Choose this option if you are investigating the economic impact of the operations of a business.
INVESTMENT EXPENDITURES	Choose this option if you are investigating the economic impact of an investment in a tourism facility.
CONVENTION CENTER ACTIVITY	Convention Center

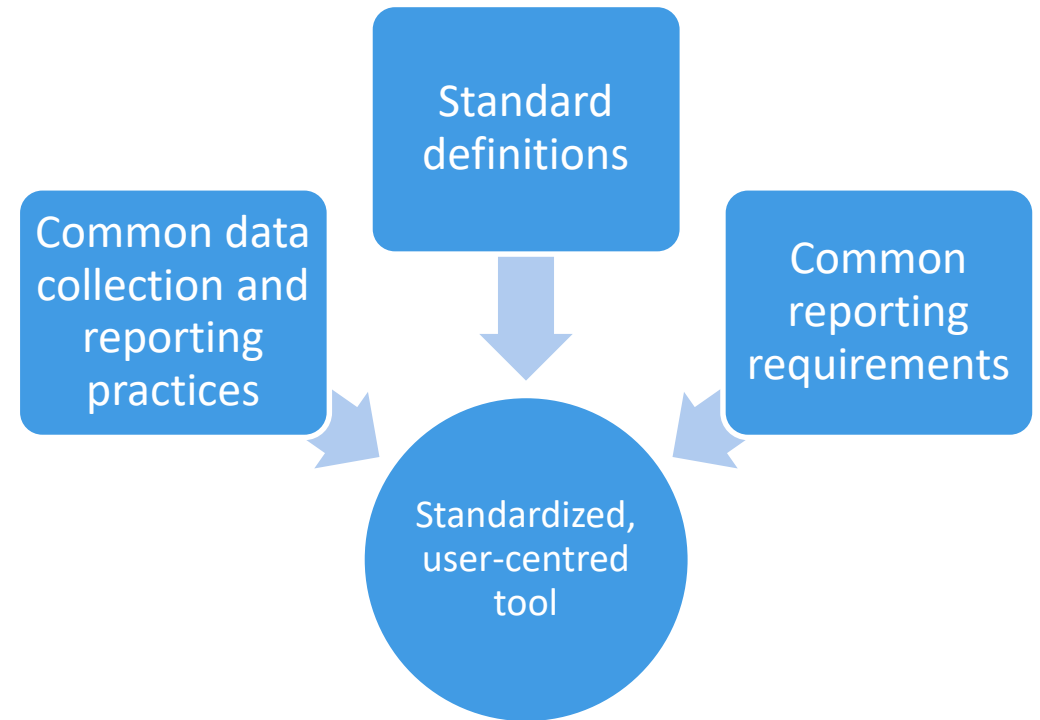
At the bottom of the options section is a button labeled 'Return to Tourism Research'. The footer contains links for CONTACT US, ACCESSIBILITY, PRIVACY, TERMS OF USE, and HELP, along with copyright information: © QUEEN'S PRINTER FOR ONTARIO, 2015 and Last Modified: August 21, 2015.

# The Project | Timelines



# Benefits | Easier, More Representative Tool

- **User-centred** and flexible design
- Agreed-upon **standard definitions** and objectives
- Based on existing reporting approaches
- **Easily adopted** by organizations with a range of resources and capacities



Canadian  
Heritage

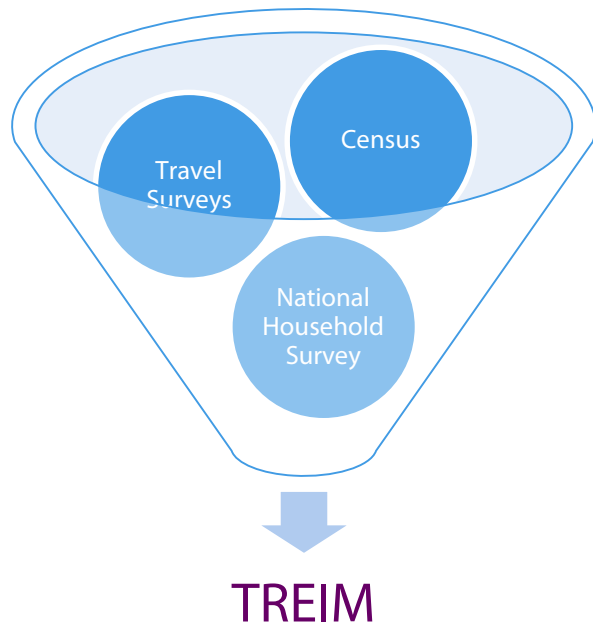
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# Benefits | Credibility and Accuracy

## Credibility

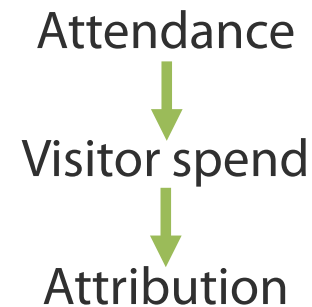
- Based on similar underlying data as TREIM
- Built with buy-in from MTCS



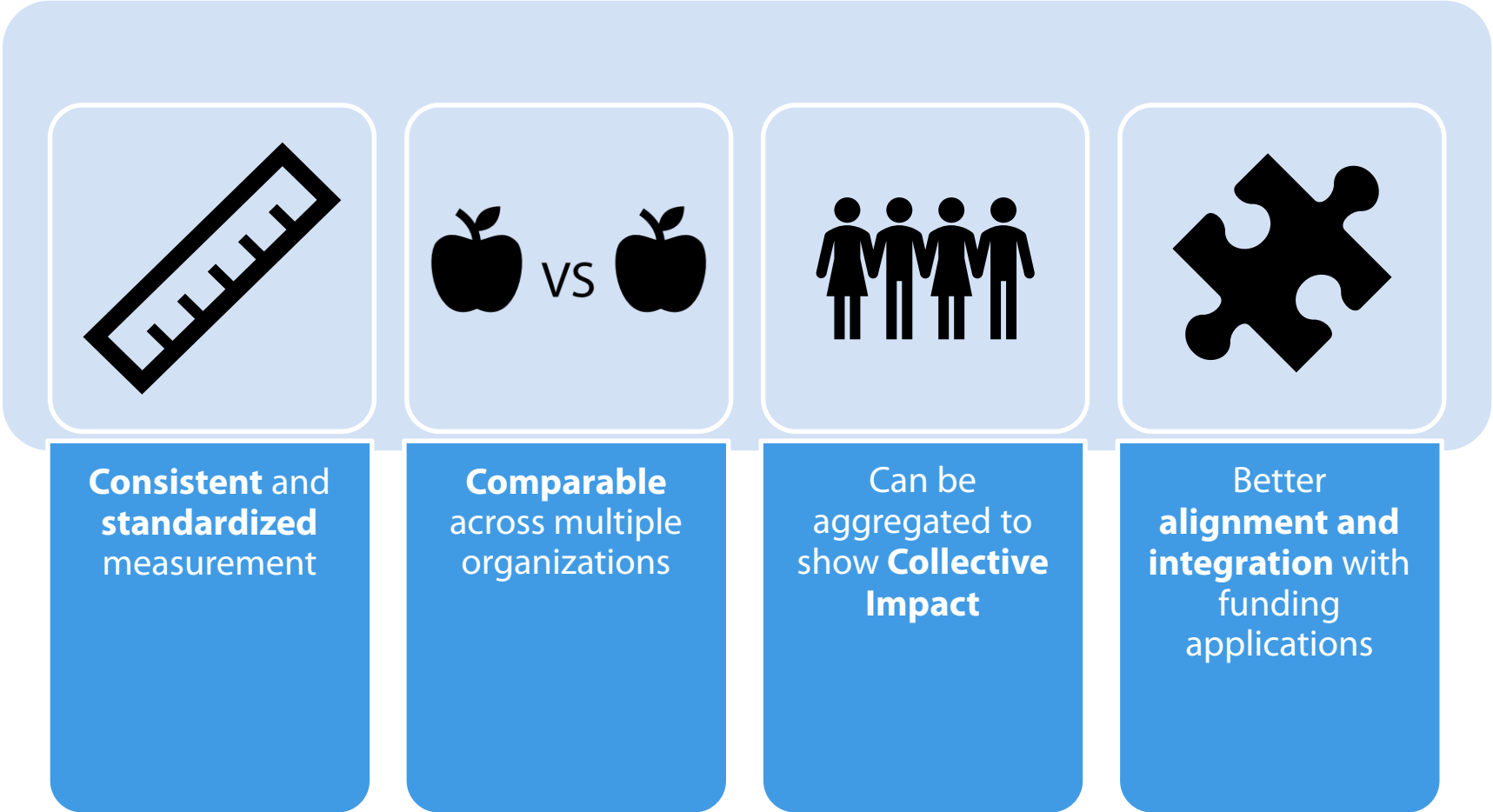
## Accuracy

- + activities included
- ⊘ double-counting
- 👍 attribution model
- ✓ consistent methodology

## Measuring Tourism Impacts



# Benefits | Consistent Reporting





# Your Role | Refining the Assumptions

- Need 6 - 8 festivals of various sizes to work with us
- What we need from them:
  - Breakdown of expenditure
  - Ticketing and tourism information, if available
- (Some of) the questions we will ask:
  - How would they interact with the tool?
  - What upload options will they need - Excel, CSV, others?
  - What format should the output of the tool be in - Excel, Docx, PDF, others?
  - What fields should the output have?
  - Are they sending the output to Celebrate ON, Destination Canada, or similar?

## Your Role | QA, Feedback

- This is a giant pilot project.
- We will need usability and reporting feedback.
- Could be (short) QA surveys
- Complaints, gripes, protestations, grouses, quibbles, cavils – all welcome!



**Questions?  
Concerns?**

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