



celebrate **nl**

elevating our event landscape

Event Strategy 2023-2026



- introduction -

In March 2022, the Government of Newfoundland and Labrador established Celebrate NL, a new Crown corporation with a mandate to attract events to Newfoundland and Labrador, and to foster the development and enhancement of celebrations and events within and about the province. This mandate will be achieved within the scope of the tourism, culture, arts and recreation sectors.

Celebrate NL played a lead role with the Department of Tourism, Culture, Arts and Recreation in the delivery of the planned celebration Come Home 2022. Come Home 2022 was a campaign to accelerate growth in the tourism and hospitality industry by targeting expats and their families, and anyone seeking to explore Newfoundland and Labrador. This 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 sector in Newfoundland and Labrador.



Photo: St. John's International CircusFest by Gaël Della Valle

As showcased by Come Home 2022, planned celebrations and events deliver critical economic benefits to Newfoundland and Labrador. They bring visitors to the province, which in turn creates positive economic spin-offs to restaurants, bars, stores and shops, artisans and crafters, musicians and artists and our tourism operators. Events also provide positive social impacts by providing opportunities for shared experiences and social connections, and cultural impacts, by celebrating and honouring our heritage and history. They help to showcase our province on a national and international level, illustrating our love for sport and competition and highlighting our colourful and unique culture.

When we host major events, we show the world what we are capable of; we present ourselves as a major event and sporting destination, with the best of the best in hospitality and culture. As an event destination, Newfoundland and Labrador has it all. This is a place where creativity is innate, where musicality and performing are second nature, where fun and celebration is a part of every day. This is a place where the vibrant houses, welcoming people, beautiful vistas and rugged coasts reflect our warmth and hardiness.

Events can leave important legacy infrastructure, which increases event capacity and event development opportunities. Newfoundland and Labrador has a history of successfully hosting major sporting events, which have had consequential legacy impacts, including the Canada Summer Games and Canada Winter Games. The province has also hosted major cultural events such as the JUNO Awards, and helped develop major events such as Festival 500.

Event attraction is competitive, so it is paramount that our province has a strategy to compete with other markets. Elevating Our Event Landscape is Celebrate NL’s inaugural development strategy designed to attract, support, develop and deliver events to Newfoundland and Labrador. The strategy sets out Celebrate NL’s purpose, vision, mission, values, and its major strategic priorities for the next three years. Celebrate NL is ready to bring Newfoundland and Labrador’s event landscape to new heights!



Photo: Come Home 2022 - NASCAR Eastbound Park

- purpose, vision, mission and values -

Celebrate NL's Strategic Directions are Aligned Through its Purpose, Vision, Mission and Values

Purpose

To attract major events to the province and foster the development and enhancement of celebrations and 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.

Mission

Celebrate NL will attract major events, and develop and deliver planned celebrations and special events that have economic, social and cultural impacts for Newfoundland and Labrador.

Values

The following core ethics and principles will guide Celebrate NL in pursuit of its mission:

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.

- classifications -

Event Classification

For the purposes of this strategy, Celebrate NL’s mandate relates to events within the tourism, culture, arts and recreation sectors under the following classifications:

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.

- strategic pillars -

Celebrate NL will achieve its mission and vision by focusing on the following two strategic pillars:

Pillar 1 – attract major events.

Pillar 2 – support, develop and deliver events.

Strategy Enablers – All Pillars

Values	Partnerships	Funding	Capacity
Economic impacts	Established	Public	Full Complement of Staff and Board
Social impacts	New	Private	
Cultural impacts	Industry/Stakeholder Engagement	Sponsorship	Resources
Positive legacy		Other Revenue Opportunities	Infrastructure

- strategy timelines -

Timeline Classification

Celebrate NL's strategy covers 2023-2026 with its measurable strategic actions organized as follows:

Short-Term – Up to 1 Year

Medium-Term – Up to 2 Years

Long-Term – Up to 3 Years

Continuous Action – Continuous

Pillar 1 – Attract Major Events

Pillar 1 focuses on Celebrate NL's priority to attract major events to Newfoundland and Labrador, which will have significant economic, social and cultural impacts on the province. Celebrate NL will leverage its brand position and proactively identify and attract major events to the province. In doing so, Celebrate NL will collaborate strategically and effectively with partners and stakeholders.

Objective 1.1 - Bring Major Events to Newfoundland and Labrador having Significant Economic, Social and Cultural Impacts on the Province

Key Actions	Timeline	Measures
Identify opportunities and proactively seek partners to plan and implement	Long-Term / Continuous	Opportunities identified
Access and utilize a standardized event evaluation model (event impact calculator) to inform decision-making.	Long-Term / Continuous	Model implemented and used to inform decision-making
Collaborate with partners and stakeholders for effective and efficient event delivery	Long-Term / Continuous	Events delivered

Objective 1.2 - Promote and Showcase the Province's Event Landscape

Key Actions	Timeline	Measures
Attend and/or participate in industry trade shows, expos, summits or special events which increase major event attraction and development opportunities	Long-Term / Continuous	Events attended
Support the marketing of events and celebrations within the province	Long-Term / Continuous	# of events/celebrations and marketing support provided
Develop synergies with the Department of Tourism, Culture, Arts and Recreation marketing strategies and ensure event attraction priorities complement tourism objectives	Long-Term / Continuous	Synergies developed

Objective 1.3 - Develop Celebrate NL Brand

Key Actions	Timeline	Measures
Develop logo	Short-Term	Logo developed
Develop website	Short-Term	Live website
Develop promotional materials to foster brand awareness to strategic markets	Short-Term	Promotional materials created
Develop brand guidelines for consistent approach	Short-Term	Guidelines developed

Objective 1.4 - Align Action Plans with Partners in Areas of Mutual Strategic Importance

Key Actions	Timeline	Measures
<p>Synergize with partners particularly:</p> <ul style="list-style-type: none"> • Tourism Vision and Strategy 2026 (Event Tourism) • STEP Strategic Plan (Sport Tourism) • Event Atlantic Strategy 	<p>Long-Term/Continuous</p>	<p>Actions created</p>
<p>Establish working groups with the Department of Tourism, Culture, Arts and Recreation divisions and other pertinent stakeholders</p>	<p>Short-Term</p>	<p>Groups established and meetings held</p>



Photo: Tim Hortons Brier 2017

Pillar 2 – Support, Develop And Deliver Events

Pillar 2 focuses on Celebrate NL’s priority to support, develop and deliver events. In addition to generating important economic impacts, these events will have positive social and cultural impacts on the residents of our province. Celebrate NL will proactively seek strategic partners as it supports the development and delivery of major events and festivals in Newfoundland and Labrador, and as it enhances future special events/celebrations.

Objective 2.1 - Support the Development and Delivery of “Homegrown” Events having Significant Economic, Social and Cultural Impacts on the Province

Key Actions	Timeline	Measures
Champion the development of major events/ festivals	Long-Term / Continuous	Emerging/established major events/ festivals
Seek partners to plan and implement	Long-Term / Continuous	Partners identified
Integrate event legacy considerations within the decision-making framework	Long-Term / Continuous	Legacy lens established

Objective 2.2 - Support the Development and Delivery of Planned Celebrations and Special Events

Key Actions	Timeline	Measures
Partner with the Department of Tourism, Culture, Arts and Recreation to plan and implement	Short-Term	Planned celebration implemented
Collaborate with stakeholders for effective delivery of planned celebrations	Long-Term / Continuous	Partners engaged and themes delivered
Monitor regularly for special events and celebrations opportunities	Long-Term / Continuous	Opportunities identified and considered
Support, develop and/or deliver future special events and celebrations as required	Long-Term / Continuous	Events supported, developed and/or delivered

Objective 2.3 – Develop Strategic Partners

Key Actions	Timeline	Measures
Build a strong network of local sector and industry partners and vendors	Short-Term	Network of stakeholders developed
Subscribe to relevant industry memberships	Short-Term	Membership subscriptions attained
Collaborate with regional industry stakeholders to support regional event attraction and development	Long-Term / Continuous	Number/Types of regional stakeholders and Engagement sessions completed
Identify and pursue potential sponsors for revenue-generating opportunities	Long-Term / Continuous	Number of sponsors



Photo: Come Home 2022 - Deep Blues Seafood Festival by Dru Kennedy

- implementation -

Elevating Our Event Landscape provides guidance to Celebrate NL for the next three years on its activities to attract, support, develop and deliver events and celebrations in Newfoundland and Labrador. Celebrate NL will also prepare a Business Plan in 2023 that will work in tandem with the strategy.

The strategic priorities, objectives and accompanying actions set out in this strategy are achievable and measurable. To achieve these results, Celebrate NL will collaborate effectively with key partners and stakeholders in areas of mutual strategic importance.

Through major events and celebrations, Celebrate NL will help build and showcase Newfoundland and Labrador's vibrant event landscape to visitors from all over the world.

Photo: Come Home 2022
Yoga On George by Ritche Perez



Photo: Labrador Winter Games
by Krista Blizzard





celebrate **nl**

have an inquiry?

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