

**Ministry of Heritage,  
Sport, Tourism and  
Culture Industries**

Minister

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Tel: 416 326-9326

**Ministère des Industries du  
patrimoine, du sport, du  
tourisme et de la culture**

Ministre

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438, avenue University  
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August 5, 2021

Vickie vanRavenswaay  
Director Recreation Culture & Wellness  
Town Of Pelham  
20 Pelham Town Square  
Fonthill, ON L0S 1E0  
vvanravenswaay@pelham.ca

Re: Application #2021-03-1-1583566479

Dear Mrs. vanRavenswaay:

I am pleased to inform you that the Government of Ontario, through the Reconnect Festival and Event Program at the Ministry of Heritage, Sport, Tourism and Culture Industries, will provide you with up to \$26,385 to support the presentation of Pelham Summer Chill Series, subject to the successful completion of a transfer payment agreement.

I am also pleased to announce a one-time increase in funding for the 2021 Reconnect Festival and Event Program, bringing this year's total investment to the festival and event industry to nearly \$50 million – more than double the annual funding provided to the sector in previous years, supporting a record number of festivals and events. The impact of this investment is estimated to generate over \$1 billion in economic benefit across the province.

The government recognizes the sector was hit hard by the COVID-19 pandemic and believes this increased funding will give the industry a much-needed boost, while paving the way for its recovery and ensuring its long-term future. This investment is targeted to event organizers like you who are reconnecting people to their communities through innovative online or in-person experiences, while adhering to public safety requirements.

On May 20, 2021, the province released the [Roadmap to Reopen](#), outlining the safe and gradual reopening of the province and the lifting of public health measures. All events must abide by public health measures as outlined in the Roadmap to Reopen, as well as all local public health orders and guidelines.

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The ministry is committed to working with you to support your event, whether it is taking place virtually or in person. A ministry tourism advisor will contact you shortly to outline next steps.

Thank you for your ongoing support, innovation and commitment to bringing the people of Ontario together.

Kindest regards,

A handwritten signature in black ink, appearing to read "Lisa", with a stylized flourish at the end.

Lisa MacLeod

Minister of Heritage, Sport, Tourism and Culture Industries