



Experience Ontario 2023-2024

Saved: 06/23/2024 17:47

Expand

Validate

Instructions	A - Organization Information	B - Organization Address Information
C - Report Contact Information	D - Performance Measures	E - Project Information
F - Grant funds reporting - Summary of	G - Declaration / Signing	

Instructions

Before filling out the final report, review your Transfer Payment Agreement (TPA) for reference.

Failure to provide a complete final report may result in the retention of the final grant payment, and recovery of all or a portion of funding may be requested. Failure to meet any reporting requirements may impact an organization's ability to receive future funding.

You may contact your Regional Advisor with questions.

Sect. C – Report Contact Information: This information will be used by the Ministry to contact your organization with any questions we have regarding your report.

Sect. D – Performance Measures: The “Goal” column is pre-populated from your application (Section J– Performance Measures).

1. Complete the “Result” column with results from your event. Indicate “0” if not applicable or if there were no results. If there are variances in your results, provide an explanation in the Comments section below the table.

Client Provided Performance Measures

1. Complete the “Result” column for each of the performance measures provided in your application

Sect. E – Project Information: Answer all questions and provide details and examples where possible. If your final report is missing information, we will contact you for more details.

Final reports cannot be reviewed until all required documents are completed and uploaded in TPON. Final payments will be delayed for incomplete submissions.

FINAL REPORT SUBMISSION CHECKLIST- MANDATORY DOCUMENTS:

To be considered complete, all mandatory documents must be submitted into your Transfer Payment Ontario file:

1. **Final Report** - completed, electronically signed, dated, and uploaded.
2. **Summary of Invoices** for eligible incurred expenses for the Experience Ontario funded costs. The summary must include the date of the invoice, the amount – not including HST, the payee and a specific description of each expense.
3. **Reports and/or Publications produced as part of your event** – (if applicable) - Include media summaries, economic impact studies, or visitor analysis that supports performance metrics in your final report.
4. **Financial Statements as follows:**
 - **For recipients of less than \$100,000**

A board endorsed or treasured certified financial statement, for the period April 1, 2023 to March 31, 2024, confirming the revenues and expenses for the completed Experience Ontario supported event.

The document must also clearly outline, in a Note or Schedule, the amount of the Experience Ontario approved funding and the final incurred expenses paid with these funds. This must align with the format in Schedule D, Table 1 in your TPA.

A letter signed, by the recipient's Chief Financial Officer or most senior official, confirming that the funding was used only for eligible expenses. The attestation must state:

“In our opinion, the statement of revenues and expenditures for the Experience Ontario 2023 funded expenses accurately represents and is prepared, in all material aspects, in accordance with the reporting provisions of the Agreement between the [organization name] and the Ministry of Tourism, Culture and Sport, as represented by His Majesty the King in right of Ontario and dated April 1, 2023”.

- **For recipients of funding of \$100,000 or more:**

Audited statement of revenues and expenditures detailing the eligible, expenses for the Experience Ontario approved funding. Expenses must
231004-13

be incurred within the fiscal year, April 1, 2023 – March 31, 2024. This statement must include the auditor's opinion of assurance, prepared by a third-party Licensed Public Chartered Professional Accountant, on the expenditures incurred for the Project in accordance with the reporting provisions of the Agreement.

A review engagement report providing the same information as above may also be accepted.

A board endorsed or treasured certified financial statement, for the period April 1, 2023 to March 31, 2024, confirming the revenues and expenses for the completed Experience Ontario supported event. This must align with the format in Schedule D, Table 1 – Eligible Expenses in your TPA. this Agreement.

Additional Notes

Records of revenues and expenses for your grant must be kept and made available for at least seven years. The Province is bound by the *Freedom of Information and Protection of Privacy Act* (Ontario). Any information provided to the Province in connection with your grant or otherwise in connection with your TPA may be subject to disclosure in accordance with that Act.

Final payments cannot be processed without completion of all final reporting requirements and a valid Certificate of Insurance (COI) on file. A Valid COI is required for the full term (until the expiry date) of your TPA.

A - Organization Information

This section is not editable and displays information from your Transfer Payment Ontario (TPON) registration. The TPON system is a one-window self-serve registration system for submitting and updating organization profile information. All organizations receiving transfer payments from the Government of Ontario must register in the TPON system. If changes are required in Section A of your application, please make them in the TPON system. Once your information is revised, all future downloaded forms will include the updated information

Organization Name: Three Sisters Cultural Centre	Organization Legal Name: Three Sisters Cultural Centre
Website URL: https://trisistersarthouse.ca/	CRA Business Number 772045670

B - Organization Address Information

This section is not editable and displays information from your Transfer Payment Ontario (TPON) registration. The TPON system is a one-window self-serve registration system for submitting and updating organization profile information. All organizations receiving transfer payments from the Government of Ontario must register in the TPON system. If changes are required in Section B of your application, please make them in the TPON system. Once your information is revised, all future downloaded forms will include the updated information.

Business Address

Unit Number:	Street Address 1: 1370 King St. N
Street Address 2: PO Box 365	City/ Town: St. Jacobs
Province:	Postal Code: N0B2N0
Country: Canada	

Mailing Address

Unit Number:	Street Address 1 1370 King St. N
Street Address 2 PO Box 365	City/ Town St. Jacobs
Province ON	Postal Code N0B2N0

Country

Canada

C - Report Contact Information

Fill in the contact information. This will be used by the Ministry to contact your organization with any questions we have regarding your report.

Please indicate only one contact, who must be the signing authority indicated in your TPA. Please check the Primary and Signing Authority boxes.

			Remove
Salutation: * Ms.	First Name: * Adrienne	Last Name: * Carter	
Primary: <input type="checkbox"/>	Role: * Applicant	Email Address: * adrienne@threesisterscentre.ca	
Title: President & CEO	Department:	Phone Number (Work): * 5195739299	
Phone Number (Mobile):	Fax Number:	Signing Authority <input checked="" type="checkbox"/>	
			Add Remove
Salutation: * Ms.	First Name: * Jacqueline	Last Name: * Rula	
Primary: <input checked="" type="checkbox"/>	Role: * Applicant	Email Address: * jax@threesisterscentre.ca	
Title: Artistic Director	Department:	Phone Number (Work): * 5198842811	
Phone Number (Mobile):	Fax Number:	Signing Authority <input type="checkbox"/>	

D - Performance Measures

The goal column is pre-populated from your application. (Section J Performance Measures) Complete the "Result" column with results from your event. Explain variances in the comment section below the table. Recipients are encouraged to use the Tourism Regional Economic Impact Model www.mtr-treim.com to calculate – 5. Total Tourist Spending (\$)

Metric	Description	Goal	Result
In-person attendance – Ontario Tourists	Total ON tourists (ON residents who travel 40km or more to attend)	400	1,025
In-person attendance - Canadian Tourists	Total out-of-province Cdn tourists	100	46
In-person attendance – International Tourists	Total international tourists	100	69
In-person attendance – Local	Total local visitors (ON residents who travel less than 40km to attend)	2,000	1,860
Total Tourist Spending (\$)	Total (not per person) spending by all tourists (listed in metrics 1, 2 and 3)	59,500	92,433
Total revenue (\$)	generated from		

festival or event	Description Total revenue (\$) generated (i.e., tickets, sponsors, etc.)	Goal 8,000	Result 6,425
Metric Number of paid Canadian performers and Ontario-based production staff	Description Total number of paid Canadian artists/performers/presenters and Ontario-based production/event staff related to carrying out the event	Goal 15	Result 7

What was the methodology used to track your results? Please explain why your goals and actuals varied (if applicable). Please attach supporting reports and documentation to validate your performance measure results in TPON. *

Attendance was tracked at each location and an average number was taken to confirm that 3,000 people visited the tour over the course of 3 days. Through both the Toureka! app statistics and site surveys conducted by volunteers, visitor demographics were determined. Reporting from partnered businesses gave us a count of how many visitors stayed overnight and what other activities they did while visiting our event. The TREIM calculation was used to determine total tourist spending.

Client Provided Performance Measures

Complete the "Result" column for each of the performance measures you provided in your TPA. If you did not provide additional performance measures, indicate "0" in the "Result" column.

Metric Business Partnerships	Description work with local businesses to add elements to travel package offer	Goal 3	Result 8
Metric Database for Three Sisters	Description Increase sign ups to the database	Goal 50	Result 88
Metric Facebook Followers	Description Increase followers on the Three Sisters Facebook page by 5%	Goal 100	Result 600

What was the methodology used to track your results? Please explain why your goals and actuals varied (if applicable). Please attach supporting reports and documentation to validate your performance measure results in TPON. *

The number of businesses who partnered with us to develop a travel package exceeded our expectations as they were all eager to assist in the promotion of this shoulder season event that aligned with their own activities.

Three Sisters took over the existing database for the Kissing Bridge Art tour which had 417 sign ups in September 2023. By the end of the tour on Oct 22, 2024, this number increased by 88 and is currently at 505.

Three Sisters Facebook page increased it's followers from 1,000 before the Kissing Bridge Art Tour to 1,600 after the tour, this is a 62.5% increase. Three Sisters also adopted the social media channels for the Tour, which has 977 followers on Facebook.

E - Project Information

Answer all questions and provide details and examples where possible. If you do not provide sufficient detail in your responses, you may be asked to provide additional detail.

1. Explain how the Experience Ontario funding helped to enhance or improve your festival or event and its intended outcomes. Include examples. (max. 3000 characters) *

The funds from Experience Ontario enabled us to elevate this small long-standing local tour into an event that attracted both artists and tourists from across the province. We added 36 more artists to the tour because of our reach and welcomed 3,000 attendees for the weekend. One participating artist noted that this year had many more visitors than prior years. Where in 2022, the attendees were mostly locals, this year the artist found that people had heard about the tour and had traveled into Woolwich to attend it.

These funds allowed us to invest in the digital art tour app Toureka! This tool showcased the 51 artists on the tour and provided an easy to navigate digital map for the 10 tour venues. The app also greatly improved the overall visitor experience of the tour and assisted in its promotion as we saw a significant number of visitors from Toronto and Peterborough use the app and travel to the rural Township of Woolwich to experience local art. 74% of the users of the app were traveling from beyond 40km to attend the tour.

We were also able to invest in a robust digital marketing campaign because of Experience Ontario funds and reach into the London and Hamilton markets. These efforts resulted in just over 9% of the attendees coming from these areas.

2. Review the Project Objective and Scope in Schedule C of your TPA. Report on how you successfully carried out these components. If you did not complete any of the components explain why. (max 3000 characters) *

In this first year of taking over the organization and implementation of the Kissing Bridge Art Tour, Three Sisters was able to exceed half of the projected performance measurements. The attendance goals were set based on the numbers we experienced for our Spring WEFT Fest (a fibre arts festival) that was held in March 2023. Overall, we exceeded the projected numbers by 15% and welcomed far more visitors than we expected, compared with the number of locals attending the event. Welcoming over 2.5 times the anticipated number of visitors from across Ontario made this tour a great success for the artists selling their work and for the Township in welcoming new visitors. This tour resonated with people who want to participate in transformational tourism and are willing to travel distances to take their time and get to know an area and its community. This increase in visitor attendance also resulted in exceeding our projected total tourist spending during the 3 days of the event. Where the attendance numbers did not meet our targets was in welcoming visitors from across Canada and Internationally. Those who did attend the tour from these origins were here because they were visiting friends and relatives or just happened to be visiting the area anyway. Our tour is not at a scale to be a trip motivator for this broader market.

We did not quite meet our expectations for generating revenue from artist participation fees and sponsors. However, we have a solid base from which to grow this effort next year, as we more than tripled the number of participating artists to 51 and had 8 corporate sponsors support the tour. We also received strong support from local businesses in building a tour package and were able to offer a package involving 8 businesses instead the anticipated 3. Our digital marketing efforts and organic posts caused us to exceed our goals in growing our database and followers on Facebook by significant amounts.

The project scope was fulfilled as planned, as we featured 51 artists in 10 locations across Woolwich Township. We utilized the Experience Ontario funding as described in the TPA, in that the \$5,720 paid for the venue fee at the St. Jacobs Mennonite Church, funded the Toureka! mobile app and website work necessary to update the administration and look of the website and it's social channels. The Experience Ontario funds also supported the digital marketing efforts into the London and Hamilton areas.

3. Provide specific examples of how your Experience Ontario 2022 funded event and partnerships supported the local tourism economy and spending at local businesses. (max 3000 characters) *

The tour package we put together with 8 other businesses included 2 hotels and a local B&B accommodation as well as signature activities including rides on Mennonite wagons and on Waterloo Region's heritage train. Three local restaurants also participated and offered discounts for tour visitors. Partner reporting indicated that approximately 10% of the visitors took advantage of the savings offered to participate in these other activities and to stay overnight. The other businesses in downtown St. Jacobs shared with us that they experienced a higher volume in traffic and sales that weekend.

By having this experience held in 10 separate venues across the Township caused the 3,000 people to travel throughout the township and visit the businesses that were hosting artists. This directly impacted the number of potential customers to their businesses. Five of the venues were non-art based businesses and locations, including a brewery, a cafe, a garden centre, a community centre and a church. This event resulted in a new demographic visiting these locations.

4. Provide details of national or international media received by your event? List all Government of Ontario acknowledgements, include details and weblinks where possible, associated with the Experience Ontario funding. (max 3000 characters) *

There was no national or international media received from this event. Local news outlets, Explore Waterloo and the St. Jacobs BIA promoted the event in their regular channels. The Government of Ontario is acknowledged as the main funder on our website, both on our main page at trisistersarthouse.ca, and on the Kissing Bridge Art tour page, <https://trisistersarthouse.ca/kissing-bridge-art-tour/>. Please note that as of January 1, we have re-branded and use the consumer facing name of TriSisters Art House on our website and in our social channels. The Government of Ontario logo was also on the printed brochure for the tour. When we adopted this local event, we also took over the website and maintain the <https://kissingbridgearttour.ca/> website, which also lists the Government of Ontario as the major supporter of this event.

5. Outline the extent to which the event directly supported employment of Ontarians, particularly in the tourism, culture and entertainment sectors. (max. 3000 characters) *

This 3 day event supported 51 self employed artists from across Southern Ontario as it provided opportunities to make sales and to be promoted in tourism marketing efforts. The event hired a local catering company and 2 musicians to perform at the Gala event. It also provided the means for Three Sisters to retain 4 staff people to assist in the management and implementation of the event. The work in planning the event required hiring a graphic designer for the map and brochure and allowed us to hire an Influencer from Toronto to promote the event. This had a large impact on the visitors attending the event as 37.4% of the Toureka! app users came from Toronto.

F - Grant funds reporting - Summary of invoices

Complete the Ministry provided EO 2023 – Revenue & Expenses Report Template and upload this attachment with your report.

G - Declaration / Signing

Recipients must comply with the Ontario *Human Rights Code* (the "Code") and all other applicable laws (<http://www.ohrc.on.ca/en/ontario-human-rights-code>). Failure to comply with the Code may render the recipient in default and liable to repay the grant in its entirety at the Province's request.

Recipients should be aware that the Government of Ontario is bound by the *Freedom of Information and Protection of Privacy Act*, R.S.O. 1990, c. F.31 ("FIPPA"). Any information provided to the Province in connection with the recipient's application and potential future funding may be subject to disclosure in accordance with FIPPA.

The recipient hereby certifies as follows:

1. The information provided in this final report is true, correct and complete in every respect and is subject to disclosure under FIPPA.
2. The recipient has complied with the terms and conditions of the Transfer Payment Agreement ("TPA") and it is not in an actual, potential or perceived conflict of interest situation (see section A6.0 of the TPA).
3. The statement of event revenue and expenditures as completed in the EO 2023 – Revenue & Expenses Report Template is prepared in all material respects, in accordance with the financial reporting provisions of the TPA (see section A 7.0). The statement has been certified accurate by the organization's board of directors, or a senior financial officer, with full signing authority for the recipient.
4. The summary of invoices statement as completed in the EO 2023 – Revenue & Expenses Report Template included with this report is an accurate and true account of eligible costs incurred from April 1, 2023 to March 31, 2024, and was paid with funds from Experience Ontario approved funding.

All expenses paid with Experience Ontario funds:

- Align with the eligible and ineligible expense requirements outlined in Schedule D of the TPA; and
- Have not been paid to organizations directly affiliated with the recipient or between enterprises under common ownership or control.

5. The recipient confirms original records of revenues, purchases and expenses, including original invoices for its approved grant funding will be kept for a period of at least seven years and, upon request, shall be made available to the Province.
6. The recipient is not in default of the terms and conditions of any other grant, loan or transfer payment agreement with the Government of Ontario
7. The undersigned is an authorized signing officer for the recipient organization.

Applicant

Ms. Adrienne Carter
President & CEO
(w): 5195739299
Email: adrienne@threesisterscentre.ca

Sign Document

By clicking the "I Agree" button, I Agree with the Declaration and Statement Above

I Agree

I Disagree

Signature [Adrienne Carter](#)

Date/Time [21/01/2024 15:02:36](#)

Please validate your application by clicking the Validate button before submitting the form back to Transfer Payment Ontario.