

**Ministry of Tourism,  
Culture and Sport**

Minister

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**Ministère du Tourisme,  
de la Culture et du Sport**

Ministre

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900, rue Bay  
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April 18, 2016

Aaron Neeb  
Board Chair  
Huron Arts & Heritage Network  
77722B London Road, RR #5  
Clinton, ON N0M 1L0  
aaron.neeb@gmail.com

Dear Mr. Neeb:

I am pleased to inform you that your *Celebrate Ontario 2016* application has been successful. The Government of Ontario, through the Ministry of Tourism, Culture and Sport, will provide you with up to \$9,450 in enhancement support for the Alice Munro Festival of the Short Story, subject to the successful conclusion of a transfer payment agreement, including confirmation of your event budget.

The Ontario government recognizes that festivals and events like yours help build a strong economy, vibrant communities, attract tourists and contribute to job creation. Local festivals and events bring communities together and offer Ontario families and visitors another reason to explore our wonderful province. By helping our unique festivals and events grow, we enhance visitor experiences, and that translates directly into increased attendance. Festivals and events that receive *Celebrate Ontario* funding have greatly exceeded program performance measures. From 2009 to 2014, *Celebrate Ontario* recipients reported a 27 per cent (8.5 million) increase in visitors and an increase of \$1.7 billion (24 per cent) in visitor spending due to *Celebrate Ontario* support.

We are proud to continue our support for 200 festivals and events across the province through *Celebrate Ontario 2016*. I know that this support will enhance your event to make your visitors' experience even better. Congratulations, and please accept my best wishes for a successful event.

Sincerely,

A handwritten signature in black ink, appearing to read 'Michael Coteau'.

Michael Coteau  
Minister

c: Lisa M. Thompson, MPP, Huron—Bruce  
Rick Sickinger, Cultural Development Officer, Huron Arts & Heritage Network