

Published plans and annual reports 2024–2025: Tourism, Culture and Sport

Plans for 2024–2025, and results and outcomes of all provincial programs delivered by the Ministry of Tourism, Culture and Sport in 2023–2024.

Ministry overview

Ministry's vision

The Ontario Ministry of Tourism, Culture and Sport (MTCS) supports Ontario's economy, creates jobs, and improves quality of life in Ontario communities by empowering its sectors.

The tourism, culture and sport sectors are strong economic drivers for Ontario. The ministry supports tourism and cultural experiences, key attractions and agencies, the arts and cultural media industries, and champions sport and recreation participation and events across the province.

The ministry supports economic growth and improves quality of life by:

- delivering programming for the tourism industry, including through Ontario's Regional Tourism Organizations
- encouraging private-sector investment and new product development, supporting festivals and events, undertaking research to aid business decisions, and marketing Ontario as a tourist destination

- overseeing programs supporting the cultural industries, artists and arts organizations, public libraries, community museums and not-for-profits and charities across Ontario
- supporting programming for provincial amateur sport and recreation not-for-profit organizations and overseeing professional combative sport events across Ontario
- taking action to address abuse in sport to support safe participation for everyone
- overseeing eleven board-governed agencies, one advisory agency, two operational transfer payment entities, and directly operating two historical tourism attractions

The ministry funds, regulates, develops, and delivers many programs and initiatives, directly and through partners and agencies. The ministry also provides oversight to provincial agencies in the tourism and culture sectors that enhance and contribute to Ontario's economic and social well-being.

The ministry's ongoing work and investments in its programs support and enable sector partners and stakeholders to grow their competitive advantage and achieve sustainable growth, create jobs, promote economic development and modernization, and help communities thrive and succeed by showcasing their strengths and attracting potential visitors. Therefore, the ministry's outcomes are expected to increase the economic impact and community benefits of Ontario's tourism, culture and sport sectors and will:

- build resilience and maintain capacity in the ministry's sectors, and those who rely on them for jobs and quality of life
- position ministry sectors for sustainable economic growth and community impact
- increase competitiveness and deliver new, innovative, modernized and inclusive experiences

Ministry programs

Investments in ministry programs promote economic development in communities across the province, create jobs and opportunities for people, and help communities thrive and succeed by showcasing their strengths to attract potential visitors.

The ministry continues to monitor sectors and engage stakeholders to ensure programming reflects the needs, clients served and intended outcomes of each program.

The ministry is committed to contributing towards increasing the economic impact and community benefits of Ontario's tourism, culture and sport sectors. Ministry programs aim to improve these outcomes and are measured in a number of key performance indicators:

- Ontario tourism receipts
- Contribution to total culture GDP from Ontario
- Contribution to total sport GDP from Ontario
- Annual attendance at MTCS public facing attractions

Tourism and culture programs

The ministry is responsible for strategic policy, programs and services, and research initiatives related to tourism, the arts and cultural industries community museums and public libraries in Ontario.

The ministry engages with and works alongside sector organizations and stakeholders to:

- support regional planning and economic development through the Regional Tourism Organizations to build a stronger, more competitive tourism industry
- encourage and promote Ontario's cultural tourism products
- support professional arts activity as a driver of community well-being and economic vitality
- cultivate growth in creative industries such as film, television, book and magazine publishing, music and interactive digital media to make Ontario a leader in the knowledge-based economy
- raise the profile of Ontario as a place to invest in tourism and creative industries
- support new product and experience development and enhance festivals and events across the province
- raise the profile of Ontario as a province rich in cultural resources
- support community museums and public libraries to promote community cohesion and enhanced quality of life, lifelong learning, and pride of place

Tourism sector support and promotion — The ministry provides a range of tourism sector supports and delivers a strategic set of coordinated programs and activities to maximize the industry’s growth and contribution to Ontario’s economy. These initiatives include targeted investments to attract or enhance festivals and events. This also includes focused planning and economic development activities through Regional Tourism Organizations. The ministry works to maximize opportunities for growth and development through investment attraction, business advisory services, and tourism sector research, actively attracting and supporting private sector investment and development initiatives in Ontario.

Ontario’s creative economy programs and services — The ministry provides grants and business development assistance to stimulate production, investment, job creation and growth in cultural media industries — film and television production, recorded and live music, book and magazine publishing and interactive digital media.

Arts sector support — Through funding programs for artists, artist-educators, not-for-profit organizations, training institutions and cultural tourism partners, the ministry supports artistic creation and presentation, organizational development and training programs to create a competitive and skilled workforce.

Library sector support — The ministry administers the *Public Libraries Act*, provides operating grants, project funding, advice and outreach to increase library sustainability and improve capacity while encouraging innovation. Programs help the province’s public and First Nations libraries and sector support organizations to deliver services and programs that are responsive to evolving local needs and help Ontarians learn and succeed in the knowledge-based economy.

Community museum sector support — Through an operating grant program, outreach, and the Ontario Museum Standards, the ministry supports museums to drive cultural tourism and tell the stories of Ontario’s diverse communities, past and present.

Ontario cultural media tax credits

The Ministry of Finance in collaboration with the Ministry of Tourism, Culture and Sport are responsible for the policy design of refundable tax credit programs whose objectives are to incentivize increased levels of production in the film and television, interactive digital media and book publishing industries to enhance Ontario’s competitiveness, stimulate economic activity, job creation, sustain sector growth and enhance the province’s cultural profile. These tax credit programs are legislated under the *Taxation Act, 2007* and jointly administered by Ontario Creates (legally known as the Ontario Media Development Corporation), an agency of the ministry, and the Canada Revenue Agency.

Agency programs

The ministry's agencies, operational transfer payment entities and attractions showcase Ontario's cultural diversity and creativity, as well as its history and cultural heritage, offering learning and entertainment opportunities in venues that have economic, social and historical value to communities and regions throughout the province. These entities promote the cultural fabric of Ontario, as well as its economic growth and job creation by offering a range of educational, recreational, cultural and entertainment programs for residents and visitors.

The ministry is responsible for agency relations, governance, appointments, and operating and capital funding for agencies and attractions within its portfolio while driving agency modernization and transformation initiatives.

The ministry is also responsible for Fort William Historical Park and Huronia Historical Parks, two directly operated historic tourist attractions. Both Fort William Historical Park and Huronia Historical Parks act as significant regional economic catalysts through their roles as key tourism attractions, driving economic prosperity and building community partnerships by creating unique visitor experiences.

Ontario Trillium Foundation program

The Ontario Trillium Foundation has a mission to build healthy and vibrant communities throughout Ontario by investing in community-based initiatives and strengthening the impact of Ontario's non-profit sector. It supports eligible Ontario charitable, not-for-profit organizations, First Nations, Metis, Inuit and other Indigenous communities, and municipalities with populations less than 20,000 with government funding.

Sport, recreation and community programs

The ministry promotes a culture that values sport and physical activity and champions the social and economic benefits of active, engaged living for all Ontarians. The ministry aims to increase capacity within the sport and recreation sector and provide opportunities for all Ontarians to enjoy the benefits of being physically active.

The ministry supports safe sport by working with partners and Ontario's sport organizations to provide a sport culture and environment free of harassment, abuse and discrimination. Ontario is also a national leader in concussion safety as the only jurisdiction in Canada with concussion awareness and prevention legislation (*Rowan's Law (Concussion Safety)*, 2018).

The ministry provides support that enables growth of the sector, increases sport tourism, and provides athletes of all abilities the opportunity to participate and achieve success.

Sport and athlete development — Investments in various programs foster opportunities to strengthen the sport sector and help ensure the sport system welcomes all Ontarians to play organized sport.

The ministry provides funding to provincial and multi-sport organizations as the official governing bodies for their sport in Ontario in alignment with national standards; and funding to delivery partners and athletes for high-performance programs and services, coach training and education to build leadership in the sector.

Ontario's Sport Recognition Policy requires Provincial and Multi-Sport Organizations to have a harassment policy, screening policy, inclusion policy, discipline policy and a dispute resolution policy. The Sport Recognition Policy also requires each Provincial and Multi-Sport Organization to have a code of conduct for athletes, coaches, officials and boards of directors.

Sport events/hosting — The ministry provides support to national and international amateur sport events hosted in Ontario, including the Ontario Games program that funds the delivery of five multi-sport games with an economic impact of over \$15 million, as well as Team Ontario's participation at the Canada Games, which are held every two years and celebrate youth, sport, culture and community.

Office of the Athletics Commissioner — The ministry is responsible for the Office of the Athletics Commissioner, which oversees the administration and enforcement of the *Athletics Control Act*. The Act and its regulations set out the legal framework for professional boxing, kickboxing and mixed martial arts in Ontario.

Recreation, Indigenous and youth support — The ministry supports active recreation programs to better support organizations in the delivery of high-quality physical activity experiences that focus on improving physical literacy. The ministry's support is targeted to groups that lack equitable access to participate, including low-income persons, Indigenous peoples and persons with disabilities.

2024–25 strategic plan

The ministry’s 2024–25 strategic plan aligns with the government’s plan to rebuild Ontario’s economy and continue to invest in infrastructure needed to support growing communities across the province. The government’s plan will continue to create a business environment to attract domestic and international investments where Ontario has a global competitive advantage.

Through strategic and targeted investments in ministry programs (i.e., tourism, music, arts, museums and public libraries, and sport and recreation activities), the ministry will continue to help generate economic growth, create jobs, and strengthen communities by creating an environment where businesses and families can grow and thrive.

For 2024–25, the ministry will continue to support the promotion of sport and recreation and the development of unique tourism and cultural experiences that drive economic growth and help build communities.

Ministry strategic priorities for 2024–25 include:

Strategic priority: tourism

To support the economic development and growth of the tourism sector by developing tourism policy, delivering programs, supporting events, attracting investment, and marketing the province. These activities help build a stronger more competitive tourism industry which will ensure that Ontario remains a tourism destination of choice delivering economic returns and jobs in the tourism industry in every community and region across the province.

Intended outcome: Increased economic impact of tourism spending in Ontario

Outcome: Increased economic impact of tourism spending in Ontario

Indicator

- Ontario tourism receipts: \$38.0 B (2025)

Programs that contribute to the KPI result

- Tourism Region Funds
- Festivals, Events and Attractions Grants
- Tourism Investment and Development Grants
- Grants in Support of Sport and Recreation
- Repair and Rehabilitation Capital

Strategic priority: culture

To support a robust culture sector that enables growth and long-term stability of the sector so that it can contribute to Ontario’s economy and deliver cultural and community benefits. The cultural media industries include film, television, music, book, magazine publishing, and interactive digital media. They are supported through business support services, funding programs, and tax credits. Grant programs support artists, arts organizations, community museums and public libraries.

Intended outcome: Increased economic impact of culture in Ontario

Outcome: Increased economic impact of culture in Ontario

Indicator

- Contribution to total culture GDP from Ontario: \$32.2 B (2025)

Programs that contribute to the KPI result

- Arts and Culture Sector Funds
- Arts and Culture Sector Grants
- Ontario Trillium Foundation
- Media Tax Credits Program
- Agency Programs
- Festival Events and Attractions Grants
- Library Sector Grants
- Libraries Sector Support
- Library Sector Statutory Supports
- Library Sector Funds
- Library Sector Grants
- Museum Sector Statutory Supports
- Museum Sector Grants

Strategic priority: Sport and recreation

To champion sport and recreation participation by developing sport policy, promoting athlete development and hosting events, supporting grassroots community-based programming, and ensuring a safe sporting environment. These activities enable Ontarians to have quality experiences from playground to podium and support opportunities to increase economic returns.

Intended outcome: Increased economic impact of sport in Ontario

Outcome: Increased economic impact of sport in Ontario

Indicator

- Contribution to total sport GDP from Ontario: \$2.7 B (2025)

Programs that contribute to the KPI result

- Inclusive Grassroots Recreation Grants
- Indigenous and Youth Recreation Funds
- Sport Development Funds
- Sport Events and Initiatives Grants
- Ontario Trillium Foundation
- Grants in Support of Sport and Recreation

Strategic priority: Agencies

To support agencies, transfer payment entities and attractions through governance oversight, direct funding, and public appointment support. This allows the province to showcase Ontario’s diversity, history, and cultural heritage all while generating a powerful economic return.

Intended outcome: Increased visitor attraction at tourism and culture agencies, impacting growth in self-generated revenue and contributing to the overall economy

Outcome: Increased visitor attraction at tourism and culture agencies, impacting growth in self-generated revenue and contributing to the overall economy

Indicator

- Annual attendance at MTCS public facing attractions: \$5.9 M (2025)

Programs that contribute to the KPI result

- Agency Programs
- Agencies and Attractions Sector Support
- Fort William Historical Park
- Huronia Historical Parks

Key programs and initiatives

The ministry’s key decisions and investments include:

- investing \$200 million over three years in a new Community Sport and Recreation Infrastructure Fund, to provide Ontarians with the opportunity to live, work and play in their community
 - These investments in new and upgraded facilities will support Ontario’s growing population and ensure people across the province have access to the spaces they need to stay active.
 - The Community Sport and Recreation Infrastructure Fund will create local jobs, strengthen and enliven communities, and demonstrate the government’s commitment to providing Ontarians with opportunities to participate in sport, recreation and other community activities.
 - The Community Sport and Recreation Infrastructure Fund will invest in major infrastructure projects that will lead to more opportunities to host provincial, national and international events and leverage the fast-growing sport tourism industry.
- reviewing the Ontario Film and Television Tax Credit regional bonus to ensure it effectively supports film and television production across the province
- simplifying the Ontario Computer Animation and Special Effects (OCASE) Tax Credit by improving eligibility requirements to ensure the credit continues to support professional productions:
 - requiring qualifying corporations to incur a minimum threshold of \$25,000 in Ontario labour expenditures for each film or television production within up to two taxation years in order to claim the 18% OCASE Tax Credit

- excluding certain types of productions from eligibility, including but not limited to instructional, music and gaming videos
- supporting local economic growth and Indigenous communities across Ontario by providing an additional \$1.25 million in annual funding to increase support to the First Nation Public Libraries operations. This funding increase will support maintaining and expanding library programs and services tailored to meet community needs
- maximizing the impact of the arts sector, boosting economic activity, employment and community engagement by strategically investing an additional \$5 million annually in professional arts and arts organizations through the support of Ontario Arts Council and continued implementation of its new strategic plan
- These investments will result in economic and community benefits across Ontario. Communities will thrive and succeed by showcasing their strengths to attract potential visitors.

Table 1: Ministry Planned Expenditures 2024–25 (\$M)	
Item	Amount
Operating	1 818 . 5
Total	1 954 . 7

Item	Amount
Capital	136 . 2
Total	1954 . 7

Detailed financial information

Table 2: Combined operating and capital summary by vote

Operating expense					
Votes/programs	Estimates 2024-25 \$	Change from estimates 2023-24 \$	Estimates 2023-24 ^[1]	Interim Actuals 2023-24 ^[1] \$	Actuals 2022-23 ^[1] \$
Total Including Consolidation & Other Adjustments	1,818,462,287	195,765,200	1,622,697,087	1,708,147,287	1,845,811,336

Votes/programs	Estimates 2024-25 \$	Change from estimates 2023-24 \$	Estimates 2023-24 ^[1]	Interim Actuals 2023-24 ^[1] \$	Actuals 2022-23 ^[1] \$
Ministry Administration Program	24,428,100	879,800	23,548,300	30,731,300	25,786,363
Sport, Recreation and Community Programs	60,664,600	2,850,400	57,814,200	54,669,500	54,561,972
Tourism and Culture Programs	92,014,900	480,500	91,534,400	93,199,600	319,407,012
Ontario Trillium Foundation Program	103,557,000	N/A *****	103,557,000	103,557,000	103,557,000
Ontario Cultural Media Tax Credits	1,034,448,800	128,381,500	906,067,300	929,630,900	884,281,438
Agency Program	209,540,300	5,428,800	204,111,500	223,523,600	209,860,789
Total Including Consolidation & Other Adjustments	1,818,462,287	195,765,200	1,622,697,087	1,708,147,287	1,845,811,336

Votes/programs	Estimates 2024-25 \$	Change from estimates 2023-24 \$	Estimates 2023-24 ^[1]	Interim Actuals 2023-24 ^[1] \$	Actuals 2022-23 ^[1] \$
Total Operating Expense to be Voted	1,524,653,700	138,021,000	1,386,632,700	1,435,311,900	1,597,454,574
Statutory Appropriations	83,187	N/A *****	83,187	83,187	82,635
Ministry Total Operating Expense	1,524,736,887	138,021,000	1,386,715,887	1,435,395,087	1,597,537,209
Metro Toronto Convention Centre	55,035,800	8,020,100	47,015,700	53,358,000	41,586,459
Ontario Tourism Marketing Partnership Corporation	(1,589,200)	(688,200)	(901,000)	(2,233,900)	4,268,928
Total Including Consolidation & Other Adjustments	1,818,462,287	195,765,200	1,622,697,087	1,708,147,287	1,845,811,336

Votes/programs	Estimates 2024-25 \$	Change from estimates 2023-24 \$	Estimates 2023-24 ^[1]	Interim Actuals 2023-24 ^[1] \$	Actuals 2022-23 ^[1] \$
Ontario Trillium Foundation	21,732,100	(304,900)	22,037,000	25,265,500	28,287,630
Royal Ontario Museum	46,801,300	7,057,100	39,744,200	40,485,900	41,838,516
Ontario Arts Council	8,371,100	6,360,000	2,011,100	763,200	1,037,098
Niagara Parks Commission	112,497,900	23,125,000	89,372,900	109,770,700	84,546,953
Ottawa Convention Centre	21,115,100	4,927,300	16,187,800	18,300,700	15,668,776
Science North	12,949,700	5,853,500	7,096,200	11,012,400	16,760,719
St. Lawrence Parks	17,983,600	3,630,900	14,352,700	17,204,600	15,209,364
Total Including Consolidation & Other Adjustments	1,818,462,287	195,765,200	1,622,697,087	1,708,147,287	1,845,811,336

Votes/programs	Estimates 2024-25 \$	Change from estimates 2023-24 \$	Estimates 2023-24 ^[1]	Interim Actuals 2023-24 ^[1] \$	Actuals 2022-23 ^[1] \$
General Real Estate Portfolio	(1,172,000)	(236,600)	(935,400)	(1,174,900)	(930,316)
Total Including Consolidation & Other Adjustments	1,818,462,287	195,765,200	1,622,697,087	1,708,147,287	1,845,811,336

Capital expense					
Votes/programs	Estimates 2024-25 \$	Change from estimates 2023-24 \$	Estimates 2023-24 ^[1]	Interim Actuals 2023-24 ^[1] \$	Actuals 2022-23 ^[1] \$
Total Including Consolidation & Other Adjustments	136,235,000	51,329,600	84,905,400	61,550,300	67,034,408

Votes/programs	Estimates 2024-25 \$	Change from estimates 2023-24 \$	Estimates 2023-24 ^[1]	Interim Actuals 2023-24 ^[1] \$	Actuals 2022-23 ^[1] \$
Ministry Administration Program	4,000	N/A *****	4,000	4,000	N/A *****
Tourism and Culture Capital Program	85,174,400	42,506,000	42,668,400	33,042,400	33,435,453
Tourism and Culture Programs	1,000	N/A *****	1,000	1,000	N/A *****
Agency Programs	1,000	N/A *****	1,000	1,000	N/A *****
Total Capital Expense to be Voted	85,180,400	42,506,000	42,674,400	33,048,400	33,435,453
Statutory appropriations	4,000	N/A *****	4,000	4,000	N/A *****
Total Including Consolidation & Other Adjustments	136,235,000	51,329,600	84,905,400	61,550,300	67,034,408

Votes/programs	Estimates 2024-25 \$	Change from estimates 2023-24 \$	Estimates 2023-24 ^[1]	Interim Actuals 2023-24 ^[1] \$	Actuals 2022-23 ^[1] \$
Ministry Total Capital Expense	85,184,400	42,506,000	42,678,400	33,052,400	33,435,453
Metro Toronto Convention Centre	11,400,000	400,000	11,000,000	10,844,000	10,712,565
Ontario Tourism Marketing Partnership Corporation	303,200	(280,800)	584,000	475,400	631,048
Ontario Trillium Foundation	94,000	13,000	81,000	81,000	119,135
Royal Ontario Museum	14,414,400	314,400	14,100,000	7,593,200	10,446,832
Ontario Arts Council	214,600	(7,700)	222,300	210,000	225,983
Total Including Consolidation & Other Adjustments	136,235,000	51,329,600	84,905,400	61,550,300	67,034,408

Votes/programs	Estimates 2024-25 \$	Change from estimates 2023-24 \$	Estimates 2023-24 ^[1]	Interim Actuals 2023-24 ^[1] \$	Actuals 2022-23 ^[1] \$
Niagara Parks Commission	14,520,800	1,590,900	12,929,900	12,805,800	11,200,461
Ottawa Convention Centre	5,484,100	654,100	4,830,000	3,638,300	2,924,802
Science North	2,850,000	(160,600)	3,010,600	919,900	2,385,511
St. Lawrence Parks *****	1,769,500	6,300,300	(4,530,800)	(8,069,700)	(2,929,663)
Ontario Infrastructure and Lands Corporation	N/A *****	N/A *****	N/A *****	N/A *****	(2,117,719)
Total Including Consolidation & Other Adjustments	136,235,000	51,329,600	84,905,400	61,550,300	67,034,408

Capital assets

Votes/programs	Estimates 2024-25 \$	Change from estimates 2023-24 \$	Estimates 2023-24 ^[1]	Interim Actuals 2023-24 ^[1] \$	Actuals 2022-23 ^[1] \$
Ministry Administration Program	3,000	N/A *****	3,000	3,000	N/A *****
Tourism and Culture Programs	1,000	N/A *****	1,000	1,000	N/A *****
Agency Programs	1,000	N/A *****	1,000	1,000	N/A *****
Total Capital Assets to be Voted	5,000	N/A *****	5,000	5,000	N/A *****
Ministry Total Capital Assets	5,000	N/A *****	5,000	5,000	N/A *****
Ministry Total Operating and Capital Including Consolidation and Other Adjustments (not including Assets)	1,954,697, 287	247,094,800	1,707,602, 487	1,769,697,58 7	1,912,845, 744

Historic trend analysis data

Historic trend table				
Historic trend analysis data	Actuals 2021-22 [2]	Actuals 2022-23 [2]	Estimates 2023-24 [2]	Estimates 2024-25
Ministry total operating and capital including consolidation and other adjustments (not including assets)	\$1,867,928,631	\$1,912,845,744	\$1,707,602,487	\$1,954,697,287
Percent change	N/A *****	2.4	-10.7	14.5

For additional financial information, see:

- Expenditure Estimates (<https://www.ontario.ca/page/expenditure-estimates>)
- Public Accounts of Ontario (<https://www.ontario.ca/page/public-accounts>)
- 2024 Ontario Budget (<https://budget.ontario.ca>)

Agencies, Boards and Commissions (ABCs)

The ministry is responsible for accountability and oversight of eleven board-governed agencies and one advisory agency.

McMichael Canadian Art Collection (MCM): Based on a 1965 donation by the McMichael family, the MCM is a major public art gallery devoted to the collection and exhibition of Canadian art.

Metropolitan Toronto Convention Centre Corporation (MTCC): The MTCC manages a world-class convention facility in Toronto with more than 600,000 square feet of exhibit space, meeting rooms, ballroom space and a 1,330-seat theatre to host international and national conventions, trade and consumer shows.

Niagara Parks Commission (NPC): Established in 1885, the NPC is mandated to preserve and enhance the natural beauty of Niagara Falls and the Niagara River corridor for the enjoyment of visitors and future generations.

Ontario Arts Council (OAC) (legally known as the Province of Ontario Council for the Arts): As Ontario’s primary funding body for professional arts activities, OAC provides grants, scholarships and awards for the creation of art to benefit and enrich the lives of Ontarians.

Ontario Creates (OC) (legally known as the Ontario Media Development Corporation): The OC stimulates employment, investment and original content creation in Ontario’s cultural media cluster, including book and magazine publishing, film and television, interactive digital media, and live and recorded music.

Destination Ontario (DO) (legally known as the Ontario Tourism Marketing Partnership Corporation): DO promotes Ontario as a travel destination, including joint marketing initiatives in cooperation with the tourism industry, regional tourism organizations, governments and agencies.

Ontario Trillium Foundation (OTF): The OTF is one of Canada’s leading charitable grant-making foundations. It helps build strong and healthy communities through contributions to charitable and not-for-profit organizations.

Ottawa Convention Centre Corporation (OCC) (operating as the Shaw Centre): The OCC manages a world-class convention facility in Ottawa. The 200,000 square foot facility hosts international and national conventions and consumer and trade shows.

Royal Ontario Museum (ROM): The ROM promotes education, teaching, research and publication and collects and exhibits objects, documents and books to illustrate the natural history of Ontario, Canada and the world, and human history in all the ages. It is one of the largest museums in North America.

Science North (SCN): SCN features several attractions, including a science centre and model mine. It also provides public programming throughout Northern Ontario about science and technology and their relationship to society.

St . Lawrence Parks Commission (SLPC): SLPC provides recreational, cultural and heritage, educational and tourism opportunities at its attractions along 200 kilometres of the St. Lawrence River, including the award-winning heritage attractions: Upper Canada Village and the Fort Henry National Historic Site of Canada, a UNESCO World Heritage Site.

Advisory agencies

Ontario Combative Sport Advisory Council: The Advisory Council provides expert advice to the Minister of Tourism, Culture and Sport on professional and amateur combative sport rules, fees and eligible expenses for professional combative sport officials. Advice from the Council will help align Ontario’s rules and regulations with those in other leading jurisdictions and improve health and safety conditions for professional and amateur athletes.

Summary of ABCs’ Financial Data						
Name	2024-25 Expense Estimates [3]	2024-25 Revenue Estimates [3]	2023-24 Expense Interim Actuals [3]	2023-24 Revenue Interim Actuals [3]	2022-23 Expense Actuals [4]	2022-23 Revenue Actuals [4]
McMichael Canadian Art Collection [5]	12 , 842 , 800	12 , 263 , 800	14 , 944 , 380	14 , 269 , 380	15 , 042 , 876	14 , 498 , 778
Metropolitan Toronto Convention Centre Corporation	66 , 435 , 800	69 , 678 , 500	64 , 202 , 000	70 , 943 , 100	52 , 322 , 724	60 , 732 , 279

Name	2024-25 Expense Estimates ^[3]	2024-25 Revenue Estimates ^[3]	2023-24 Expense Interim Actuals ^[3]	2023-24 Revenue Interim Actuals ^[3]	2022-23 Expense Actuals ^[4]	2022-23 Revenue Actuals ^[4]
Niagara Parks Commission	131,410,998	165,492,674	127,170,906	161,708,998	85,797,000	117,838,000
Ontario Arts Council	63,994,948	56,597,448	61,373,519	61,373,519	66,403,656	69,292,885
Ontario Creates ^[5]	42,475,108	40,183,633	41,983,524	42,676,133	42,121,000	41,675,000
Destination Ontario	35,322,885	35,062,900	34,762,400	35,262,400	40,911,000	36,157,000
Ontario Trillium Foundation	125,391,000	125,391,000	128,903,532	128,903,500	132,022,072	132,022,072
Ottawa Convention Centre Corporation	27,765,100	27,924,900	24,249,700	24,714,900	15,668,775	17,079,123

Name	2024-25 Expense Estimates ^[3]	2024-25 Revenue Estimates ^[3]	2023-24 Expense Interim Actuals ^[3]	2023-24 Revenue Interim Actuals ^[3]	2022-23 Expense Actuals ^[4]	2022-23 Revenue Actuals ^[4]
Royal Ontario Museum	90,151,390	86,104,483	84,072,908	77,600,338	85,587,000	80,192,000
Science North	23,928,636	23,428,600	21,941,306	21,558,400	27,662,565	33,712,576
St. Lawrence Parks Commission	31,941,200	32,497,576	30,265,100	29,688,650	26,870,000	28,328,000

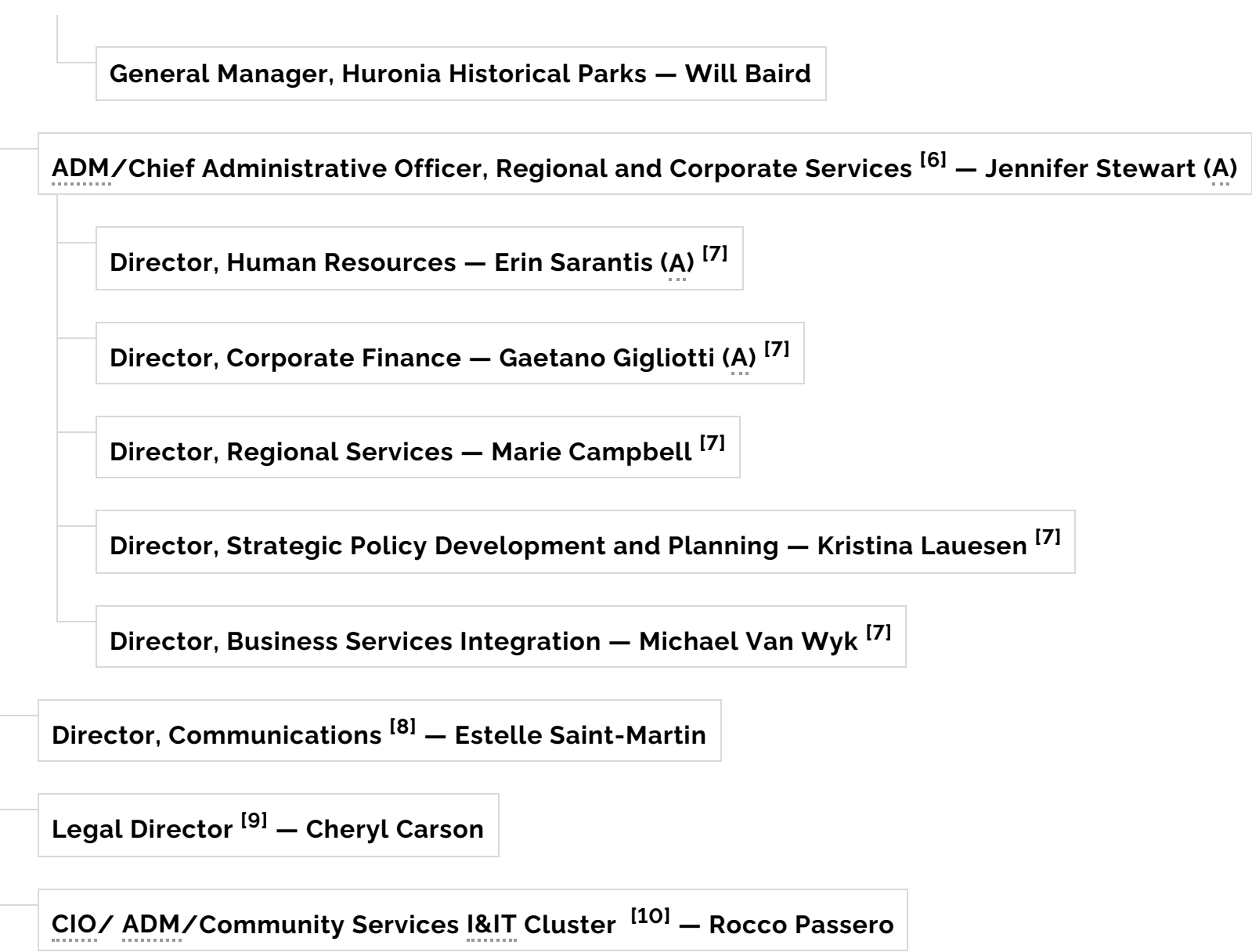
Ministry organizational chart

April 2024

Minister of Tourism, Culture and Sport — Neil Lumsden

Parliamentary Assistant to the Minister of Tourism, Culture and Sport — Sam Oosterhoff





- Ministerial Agencies
 - Destination Ontario
 - McMichael Canadian Art Collection

- Metropolitan Toronto Convention Centre
- Niagara Parks Commission
- Ontario Arts Council
- Ontario Combative Sport Advisory Council
- Ontario Creates
- Ontario Trillium Foundation
- Ottawa Convention Centre
- Royal Ontario Museum
- Science North
- St. Lawrence Parks Commission

Note: “(A)” denotes acting.

Annual report

Strategic investments in ministry programs boost economic growth and employment in local communities across the province and help improve quality of life by promoting and delivering tourism and cultural experiences and sport and recreation activities.

The ministry is committed to contributing towards increasing the economic impact and community benefits of Ontario’s tourism, culture and sport sectors. Ministry programs aim to improve these outcomes and are measured in a number of key performance indicators (including most recent trend data available at the time of printing).

- **Outcome:** Increased economic impact of tourism spending in Ontario

- **Performance indicator:** Ontario tourism receipts
 - **2019:** \$38.0 B

 - **2020:** \$13.6 B

 - **2021:** \$16.4 B

 - **Target (2025)** \$38.0 B

- **Outcome:** Increased economic impact of culture in Ontario
 - **Performance indicator:** Contribution to total culture GDP from Ontario

 - **2019:** \$25.1 B

 - **2020:** \$23.3 B

 - **2021:** \$25.2 B

 - **Target (2025)** \$32.2 B

- **Outcome:** Increased economic impact of sport in Ontario
 - **Performance indicator:** Contribution to total sport GDP from Ontario

 - **2019:** \$2.8 B

 - **2020:** \$2.5 B

 - **2021:** \$2.6 B

 - **Target (2025)** \$2.7 B

- **Outcome:** Increased visitor attraction at tourism and culture agencies, impacting growth in self-generated revenue and contributing to the overall economy
 - **Performance indicator:** Annual attendance at MTCS public facing attractions

- **2019–20:** \$5.6 M
- **2021–22:** \$2.2 M
- **2022–23:** \$5.1 M
- **Target (2023–24)** \$5.9 M

Below are results the ministry achieved in 2023–24:

Tourism and culture programs

Description

The ministry is responsible for strategic policy, programs and services, and research initiatives related to the arts, cultural industries, community museums, public libraries and tourism in Ontario. The ministry works with partners to raise the profile of Ontario as a province rich in cultural resources and attractions; encourage and promote Ontario’s cultural tourism products; cultivate growth in creative industries such as film, television, book and magazine publishing, music and interactive digital media to make Ontario a leader in the knowledge-based economy; provide communities with greater access to information through their public libraries; support enhanced quality of life, community cohesion, and exposure to cultural experiences through community museums; attract private sector investment to help cultivate and grow Ontario’s regional and economic tourism profile; and provide funding to support festivals and events to enrich the lives of all Ontarians.

Progress and results

- Within 2023–24, the ministry launched two cycles of Experience Ontario. In Q1/Q2, launched, evaluated and implemented Experience Ontario 2023–24 resulting in 282 festivals and events being funded. In Q3/Q4, redesigned and relaunched Experience Ontario 2024–25.
- Streamlined administrative delivery of the Experience Ontario program and improved the applicant experience through new online processes for secure banking registration by recipients and a reduction in time required to process payments.
- Increased funding by \$122,000 to Ontario’s public libraries, totaling up to \$582,000, through the Internet Connectivity Grant program to ensure reliable access to free public access internet in small, rural and First Nation communities. This investment reimbursed 255 eligible public libraries, of which 180 serve

communities of 20,000 or less for the cost of providing high-speed publicly accessible internet, to ensure access to online tutoring, job training resources, learning tools, databases, and help build or maintain social connections.

- Supported Tourism across Ontario by providing \$19.3 million to 11 Regional Tourism Organizations (RTOs) to increase visitation by promoting unique products and experiences, and natural landscapes. Updated regional boundaries to include the communities of Prescott and Russell into RTO 9's coverage area, provided updated accountability and program tools through a renewed RTO program guide and improved business processes and reduced burden by transitioning program to Transfer Payment Ontario's online portal.
- Developed and successfully delivered a program that offered free admission to ten provincial attractions, including special exhibits, tours and programs created for the Coronation of King Charles III. This initiative attracted over 71,000 total attendees, with the Royal Ontario Museum reporting visitation of 17,277 which exceeded its previous attendance record in 2017 in support of Canada 150.
- Provided \$500,000 to the new Toronto Holocaust Museum, an organization that delivers Holocaust education and supports crucial dialogue and community awareness about antisemitism and other forms of racism. The province's funding allowed the museum to reach a broader audience and supported monthly educational programming, educator staffing, marketing, and enhanced security.

Ontario cultural media tax credits

Description

Ontario's cultural media tax credits incentivize increased levels of production in the film and television, interactive digital media and book publishing industries in Ontario. The tax credits help stimulate economic activity and job creation in Ontario while also enhancing the province's cultural profile.

Progress and results

- Modernizing and improving Ontario's cultural media tax credits to reflect the latest cultural industry practices and modern distribution channels, in order to attract key investment and high-value jobs in the sector. As part of this work, the Ministry of Finance in collaboration with the Ministry of Tourism, Culture and Sport:
 - updated the Ontario Book Publishing Tax Credit to remove the requirement that books be published in a hard copy edition of 500 bound books

- expanded eligibility of Ontario's film and television tax credits to include professional film and television productions distributed exclusively on online platforms
- required productions supported by Ontario tax credits to provide on-screen acknowledgement of this support in their end credits
- ensured eligibility of location fees for the Ontario Production Services Tax Credit
- clarified that labour expenditures for employees working from home or in hybrid work arrangements are eligible for the Ontario Interactive Digital Media Tax Credit and the Ontario Computer Animation and Special Effects Tax Credit

Sport, recreation and community programs

Description

The sport and recreation sectors are important to the physical, social and economic well-being of Ontarians. The ministry's programs champion sport and recreation activities across the province.

The ministry leads Ontario's interests in recreation by providing funding for key partners to deliver programs that increase physical activity, including targeted supports to engage Indigenous communities; provide after school programs for children and youth; and provide coordination for provincial interests under the *Ontario Trails Act, 2016*.

The ministry operates the Ontario Sport Hosting Program which provides project-based funding for applicants to deliver national and international amateur sport events in Ontario. The ministry also delivers five multi-sport games under its Games Ontario brand.

Progress and results

- Made recommendations to the Lieutenant Governor on the appointment of the Ontario Combative Sport Advisory Council to inform the development of Minister's regulations under the *Combative Sports Act, 2019* aiming to align Ontario's rules and regulations with those in leading jurisdictions and improve health and safety conditions for professional and amateur athletes.
- Streamlined Ontario's After School Program to reduce reporting frequency and complexity which has resulted in reduced administrative burden on recipients.

- As part of a \$2 million Inclusive Grassroots Recreation investment provided to over 200 community organizations across the province to facilitate accessible, affordable and inclusive sport and recreation programming, the ministry announced up to \$380,000 in grant funding to Canadian Women & Sport's the Next Play program to help create more opportunities for girls to be active, remove barriers and improve the physical and mental well-being of Ontarians. In 2023, 180 sport leaders from 90 organizations participated in The Next Play and engaged more than 3,000 girls across Ontario in community-based programming.
- Renewed the Ontario Amateur Sport Fund, allocating more than \$8 million to 69 Provincial and Multi-Sport Organizations that support more than 3.2 million amateur athletes, coaches and officials across the province.
- Supported the delivery of three Ontario Games properties in 2023 and 2024 with a multi-year investment of \$1.87 million in communities. The benefits of communities hosting the Ontario Games include building a sport hosting resume, developing a strong base of qualified volunteers and building community spirit and pride. These communities hosted 800–1,700 participants and up to 19 sports per Games, which resulted in an estimated economic impact of over \$7 million across the province. The Games included:
 - 2023 Ontario 55+ Summer Games — Brantford/Brant
 - 2024 Ontario 55+ Winter Games — Orillia
 - 2024 Ontario Winter Games — Thunder Bay

Agency programs

Description

The ministry's agencies, transfer payment entities and attractions promote the cultural fabric of Ontario as well as its economic growth and job creation by offering a range of educational, recreational, cultural and entertainment programs for residents and visitors. The Agency Program is responsible for governance, appointments, accountability and oversight of operating and capital funding for agencies and attractions within the ministry's portfolio, including two directly operated attractions.

Progress and results

The ministry's agencies, transfer payment entities and attractions have achieved much in 2023–24, including the following examples:

- Supported growth within the tourism sector through Destination Ontario's (DO) partnerships to expand market reach and enhance economic impact:
 - Collaborated with Destination Canada, Destination Toronto and the City of Toronto to hold the second MICHELIN Guide event recognizing 82 restaurants across Toronto, along with two restaurants recognized with the city's first Green Stars in 2023.
 - Enhanced its marketing system, collaborating with sector stakeholders to deliver four seasonal campaigns. These partnered marketing efforts have generated an incremental 689,963 visits and incremental \$100 million in expenditures from the Ontario market campaigns, an over 300% increase from the 167,292 visits and \$40 million in expenditure from 2022–23.
 - Increased visitation by promoting unique products, Indigenous experiences, and natural landscapes. Targeting consumers in powersports, touring, angling, hunting, and outdoor adventure, the agency collaborated with northern partners, including Regional Tourism Organizations, Destination Marketing Organizations, sector associations, and individual operators.
- Initiated innovative approaches to provide travel information acknowledging the evolving consumer landscape through a new strategy for the Ontario Travel Information Services modernization developed by DO.
 - A roaming model, which brought the DO travel advisor to community events and locations where travelers frequent, was a cost-effective approach that served more Ontarians by eliminating the need to visit a physical location.
- Delivered excellent experiences at Ontario's historical attractions, Fort William Historical Park (FWHP) and Huronia Historical Parks (HHP). Both attractions renewed partnerships with local community organizations to create innovative programming. Such collaboration led to new experiences while showcasing local perspectives to visitors from around the world. Several key experiences included:
 - Discovery Harbour's Pumpkinferno was held throughout October, drawing over 14,000 visitors, and showcased hand-carved pumpkins and family-friendly activities to celebrate the 'spooky' season.
 - Sainte-Marie among the Hurons hosted the 23rd edition of First Light which illuminated the historical site with over 5,000 candles, complemented by live music and a local artisan market.
 - To celebrate its 50th anniversary, FWHP collaborated with the Thunder Bay Historical Museum to create The Fur Trade Fort William: A Chronology through Art, 1805–1882. This exhibit included 47 works by 20 artists and was highlighted by local television media and viewed by more than 5,000 visitors.

- At the centre of FWHP's 50th anniversary celebrations was the Great Rendezvous, a nine-day multicultural event that attracted more than 4,000 visitors. Festivities included a special ceremony in the presence of then Lieutenant Governor Elizabeth Dowdeswell to honour recipients of the James Bartleman Indigenous Youth Creative Writing Awards.
 - Partnering with local community organizations, FWHP offered opportunities for local families in low-income areas to harvest over 400 pounds of fresh, organic produce from its historic garden.
 - Welcoming 1,600 visitors from across Northwestern Ontario, Minnesota, and Europe on December 31, FWHP presented the New Year's Eve Family Frolic. This event featured live music by local musicians, historic holiday music performed by FWHP's interpreters, interpretation of winter life at the Anishinaabe Encampment and historic artisan demonstrations.
- The above experiences were strong contributors to economic growth with HHP welcoming over 40,000 visitors in the third quarter alone, with an estimated economic impact of \$2.12 million.
- Drove modernization and excellence in board governance and appointments by successfully partnering with the Ministry of Red Tape Reduction and through the spring 2023 Red Tape and Burden Reduction Bill, introducing 24 discrete amendments to 11 Acts and Regulations. These changes collectively clarified rules, strengthened board governance and ensured consistency across legislation.
- Initiated updated facility condition assessments and began the process to modernize the ministry's asset management practices to be more responsive to agencies capital needs by leveraging the Lifecycle Asset Management Program system. This technology contains features and protocols that will enable better asset management planning that will support metrics and analytic capabilities to prioritize critical planning.
- Continued planning work for repairing and rehabilitating the St. Lawrence Parks Commission (SLPC) septic systems, drinking water systems and washrooms across its campgrounds, beaches, and attractions in southeastern Ontario.
- Invested \$6 million in the Brown's Bay Beach project which included several components such as the restoration of accessible, gender-neutral washrooms and a new canteen facility. This investment helped ensure the long-term sustainability of this local attraction and increased visitation.
- Continued work at SLPC's Morrisburg Campus to address issues associated with its electrical infrastructure.
- Supported and invested in IT/cyber security projects and initiatives across ministry agencies and attractions to proactively mitigate potential cyber security risks.

Ontario Trillium Foundation Program

Description

The Ontario Trillium Foundation has a mission to build healthy and vibrant communities throughout Ontario by investing in community-based initiatives and strengthening the impact of Ontario’s non-profit sector.

Progress and results

- Announced more than \$26 million in grant funding to support 251 local projects at non-profit organizations across the province through the final round of the Ontario Trillium Foundation’s Resilient Communities Fund (RCF). Eligible non-profit organizations have been provided with grants of up to \$200,000 over a two-year period to recover and build capacity, resilience and sustainability. Since August 2020, the RCF has funded 3,299 projects with \$294 million in support.

Table 3: Ministry Interim Actual Expenditures 2023–24	
Item	Ministry Interim Actual Expenditures (\$M) 2023–24 ^[11]
Operating	1 7 0 8 . 1
Capital	6 1 . 6
Staff Strength ^[12] (as of March 31, 2024)	6 0 9 . 4 6

Footnotes

- [1] ^ Estimates, Interim Actuals and Actuals for prior fiscal years are re-stated to reflect any changes in ministry organization and/or program structure. Interim actuals reflect the numbers presented in the *2024 Ontario Budget*.
- [2] ^ Estimates and Actuals for prior fiscal years are re-stated to reflect any changes in ministry organization and/or program structure
- [3] ^ 2024–25 Estimates and 2023–24 Interim Actuals are based on the 2024–25 SPP OGO forms reviewed by OPCD.

- [4] ^ 2022–23 Actuals are based on the 2022–23 published audited financial statements.
- [5] ^ McMichael Canadian Art Collection and Ontario Creates are non-consolidated agencies, and they are not required to submit the 2024–25 SPP OGO forms. The 2024–25 Business Plans were used to determine the data for the following: 2024–25 Expense Estimates, 2024–25 Revenues Estimates, 2023–24 Expense Interim Actuals and 2023–24 Revenue Interim Actuals.

- [6] ^ Administratively reports to the Ministry of Tourism, Culture and Sport. Provides services to Ministry of Tourism, Culture and Sport and Ministry for Seniors and Accessibility.
- [7] ^ Provides services to the Ministry of Francophone Affairs and ADM/ CAO of Ministry of Francophone Affairs and Ministry for Seniors and Accessibility

- [8] ^ Reports to DM, Ministry of Tourism, Culture and Sport and DM, Intergovernmental Affairs and Associate Secretary of the Cabinet.

- [9] ^ Reports to DMs of Ministry of Tourism, Culture and Sport, Ministry for Seniors and Accessibility

and ADAG, Ministry of the Attorney General.

- [10] ^ Reports to Corporate Chief Information and Information Technology Officer, Ministry of Government and Consumer Services.
- [11] ^ Interim actuals reflect the numbers presented in the *2024 Ontario Budget*.
- [12] ^ Ontario Public Service Full-Time Equivalent positions.