

## New Initiative Strives to Attract Major Events

By Staff, Transcontinental Media

[Source: The Daily Business Buzz, Nov. 27/09](#)

[HALIFAX, NS] — Today, the provincial and federal governments announced \$600,000 in funding to help Nova Scotia communities target, attract, and host major events.

Under the brand Events Nova Scotia, the project will be implemented by Trade Centre Limited (TCL) in coordination with Nova Scotia Regional Development Authorities, as well as provincial cultural, sport, and tourism organizations.

“The Government of Canada’s priority is the economy and that’s reflected in our investments in community infrastructure and facilities throughout Nova Scotia,” said Peter MacKay, Minister of National Defence and Minister for the Atlantic Gateway. “Building our ability to host major sporting, cultural, entertainment and business events helps communities to showcase their facilities and attract more visitors and events to Nova Scotia.”

Events Nova Scotia will identify key event sectors to target and develop strategies to attract new events from these sectors, as well as establish consistent measures to evaluate the economic return generated by major events, and share best practices in order to build major event hosting expertise across the province.

Funding for the initiative is provided by the Atlantic Canada Opportunities Agency’s Innovative Communities Fund (ICF). Nova Scotia Tourism, Culture and Heritage is providing \$300,000 toward the project.