

Ontario Supporting Live on the Waterfront in Thunder Bay*Province funding music and culture festival in Northwestern Ontario***NEWS**

August 31, 2023

THUNDER BAY – The Ontario government is providing \$15,000 through the [Northern Ontario Heritage Fund Corporation](#) (NOHFC) for an annual music and culture festival in Thunder Bay. This investment will showcase northern talent, boost local tourism and enhance quality of life for northerners.

"Today, we celebrate the infusion of supportive funding into Live on the Waterfront, an event that brings music, community and scenic beauty together at Prince Arthur's Landing," said Kevin Holland, Parliamentary Assistant to the Minister of Northern Development and Member of Provincial Parliament for Thunder Bay—Atikokan. "This investment not only ensures a melody-filled summer but also empowers local artists, fosters connections within the community and embodies Thunder Bay's vibrant spirit."

The City of Thunder Bay is receiving NOHFC funding of \$15,000 to support the performance series, Live on the Waterfront, on August 30 and 31, 2023 to bring together locals and tourists at the waterfront in celebration of Thunder Bay's culture and community. This event will showcase a diverse group of Canadian artists in a scenic location by Lake Superior, with several restaurants, bars and hotels nearby.

This year, Live on the Waterfront will feature a family zone, including community programming led by youth trained in working with children and conclude with a fireworks show. Additional programming will be provided through partnerships with the Thunder Bay Museum and the Thunder Bay Art Gallery.

"Community events like Live on the Waterfront unite people, promote diversity and inclusivity, showcase local and Canadian talent, and boost regional economics," said Louisa Constanza, City of Thunder Bay Recreation and Culture Division. "Provincial support like the NOHFC provides us with the means to realize this vision and reaffirm the power of collaboration, which is vital in Northern Ontario."

"Our government is committed to working with our community and municipal partners to raise the profile of Northern Ontario's vibrant music and culture industries," said Greg Rickford, Minister of Northern Development. "Together, we are keeping Northwestern Ontario competitive and current, and ensuring the region remains an attractive place to live, work, play and do business."

The NOHFC promotes economic prosperity across Northern Ontario by providing financial assistance to projects—big and small, rural and urban—that stimulate growth, job creation and skills development. Since June 2018, the NOHFC has invested more

than \$685 million in 5,656 projects in Northern Ontario, leveraging more than \$2.3 billion in investment and creating or sustaining over 9,000 jobs.

Quick Facts

- The Ontario government launched [new and improved NOHFC programs](#) that support more projects in rural northern communities and make it easier for more people and businesses to apply. The programs target existing and emerging markets, provide more work opportunities for Indigenous people and address the skilled labour shortage in the North.

Additional Resources

- The [NOHFC](#), [Northern Development Offices](#) and [Small Business Enterprise Centres](#) are available to support northern communities, businesses and other stakeholders in identifying economic development opportunities and assist in accessing government funding programs.
- The NOHFC's [Cultural Supports Program](#) showcases Northern Ontario culture, geography and talent through event partnerships and support for the production of films and TV series.

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