



**Tourism Simcoe County**  
1151 Highway 26 West  
Minesing, ON L9X 0Z7  
[experience.simcoe.ca](http://experience.simcoe.ca)

Main Line: (705) 726-9300  
Toll Free: 1-800-487-6642  
(North America)  
Fax: (705) 728-9130



---

# **SIMCOE COUNTY TOURISM DEVELOPMENT FUND**

---

2019 Guidelines

## **2019 Simcoe County Tourism Development Fund (SCTDF)**

### **Executive Summary**

The Simcoe County Tourism Development Fund (SCTDF) is an annual fund that provides non-operational, project-based, 1:1 matched funding to municipalities and not-for-profit entities within the borders of Simcoe County that have a mandate of tourism development and promotion.

### **Mission**

Tourism Simcoe County's (TSC) mission is to promote Simcoe County as a first class tourist destination by further developing the tourism industry and community partnerships, and to provide tourism leadership throughout Simcoe County.

### **Objective**

This fund is intended to support projects that foster industry collaboration and align with one of TSC's four pillars of tourism:

- Product/Experience Development: Develop or enhance destination-based assets that are in concert with the Tourism Simcoe County brand experience;
- Marketing: Increase awareness of Simcoe County assets, attractions, and experiences; and stimulate visitor spending;
- Workforce Development: Provide strategic industry professional development and training opportunities;
- Investment Attraction: Maximize the economic return on public and private investments in Simcoe County and enhance the quality of life in communities across the county.

## Eligibility

### **Eligible Applicants**

Municipalities and not-for-profit tourism attractions and organizations are eligible for funding. Applications must be signed by an official authorized to legally bind the applicant.

### **Eligible Project Costs**

- The development of tourism products that will enhance the visitor experience (event enhancements, experience development)
- Collaborative marketing initiatives that will increase visitation from outside of the region (digital advertising, print collateral, radio, video content, etc.)
- Training delivery and participant support costs directly related to the development and delivery of tourism related workforce training program (including: workshops and familiarization tours)
- Tourism signage and cycling development such as implementation of a kiosk, bike racks, directional and visitor way-finding signage, adhering to [Regional Tourism Organization 7's \(RTO7\) Signage Specifications](#)
- Project-related consulting fees (including: destination plans, data analysis, marketing plans, governance training)
- In-kind costs are eligible if applicant can show a published rate for services

### **Ineligible Project Costs**

- Projects that already receive funding from the County of Simcoe
- Capital expenses or costs not directly associated with the delivery of the program
  - *an exception may be considered for consumables that contribute to an improvement to the project and are not part of the Other Direct Operating Expenses (ODOE)*
- Administrative salaries, operational or travel costs
- Equipment rentals, or service fees that are part of ODOE
- Stipends for project participants
- Costs incurred prior to the effective date as stated in the Agreement
- Annual membership fees to associations
- Pay bonuses or other pay incentives
- Debt reduction charges
- Website development or enhancement
- Marketing expenses within Simcoe County
- Marketing material that does not meet the 2019 Simcoe County Tourism Development Fund (SCTDF) branding guidelines

- Projects that are not unique to the region (e.g. Canada Day celebrations, Santa Claus parades, Rib Fests etc.)
- Events that are organized primarily to raise funds and/or awareness about a specific issue, organization or cause
- Repetitive applications (cannot apply for same activities year over year)
- Projects that do not meet the accessibility and age-friendly criteria outlined in this document
- Publications, production of visitor guides and distribution

## **Review of Applications**

Tourism Simcoe County (TSC) staff will evaluate the partnership applications and make recommendations to the Tourism Manager, with final approval from the Director of Public Affairs, Service Simcoe Branch. For further application evaluation information, please contact Tourism Simcoe County at [simcoecountyTDF@simcoe.ca](mailto:simcoecountyTDF@simcoe.ca)

## **Project Evaluation**

- Projects with a regional focus and include experience development will be given preference when evaluating applications
- Partners who are able to provide visitor postal code data (minimum 200), prior to and/or post project delivery, to inform the development of the project's marketing strategy will be given preference when evaluating applications
- Priority given to those projects that align with the TSC work-plan

## **Project Requirements**

- Partners must complete one application per project, not per organization
- TSC must approve **all** project costs where SCTDF is being matched
- If awarded and applicable to the project, partners must supply a detailed marketing plan (including timelines and content)
- TSC must approve **all** marketing materials where SCTDF is being matched
- Partners will inform and support the application through to implementation and post reporting
- If awarded, partners must provide a certificate of insurance naming the Corporation of the County of Simcoe as additional insured with a minimum of \$2,000,000 for comprehensive general liability per incident
- No more than 75% of applicant funding can be contributed through provincial or federal organizations

## Application Timeline

- Applications for funding will be received on an annual basis per calendar year
  - Deadline: **January 31, 2019**
  - Successful applicants will be notified week of February 18<sup>th</sup>, 2019
  - All funding subject to the approval of the 2019 Tourism Simcoe County (TSC) budget
  - Conditional approval will be granted to applicants that have not had their 2019 budgets ratified
  - Additional applications will be accepted after deadline date, pending available funding
- **Please submit all applications to [simcoecountyTDF@simcoe.ca](mailto:simcoecountyTDF@simcoe.ca)**

## Reporting & Payment

- A post report is due within 30 days of completion of the project.
- In absence of a post report, applicant will be ineligible for SCTDF in future years.
- Partners must provide a detailed financial report to TSC outlining all total project costs where SCTDF was approved to match
- All project receipt(s) must be submitted with the post report prior to receiving payment, unless approved by the Director of Public Affairs
- The 2019 post report and post financial report documents will be provided with applicant success notice
- All invoices must be received to TSC by **December 15<sup>th</sup>, 2019**

# Branding Standards and Agreement

## **Collaborative Multiple Applicant Projects:**

Where applicable, successful applicants must include a marketing plan, outlining all production timelines and creative proofs for TSC approvals.

Collaborative multiple applicant projects with a regional focus will generally be branded and led by Tourism Simcoe County (website, digital media, etc.), and will link to partner pages accordingly.

### **Website**

- All marketing will be primarily directed to Tourism Simcoe County's website
- Tourism Simcoe County will create landing pages for each new product/experience
- Each landing page will have links to partners' page(s)

### **Social Media**

- Tourism Simcoe County will manage all paid social media posts directly related to the project

## **Single Applicant Projects:**

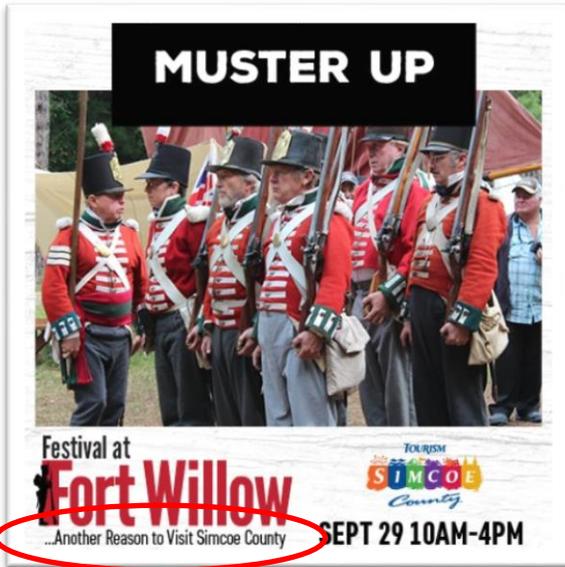
### **Radio, Print, Television, and digital**

- must include the phrase "...Another Reason to Visit Simcoe County" if matched by SCTDF and the font must adhere to the TSC visual identity guidelines

### **Website**

- Tourism Simcoe County logo to appear on homepage and event page (where applicable) of website as a partner.
- "...Another Reason to Visit Simcoe County" must be clearly visible on the top half of the event landing page (where applicable).

## Examples:



## Social Media

- Must tag Tourism Simcoe County in all social media posts directly related to the project. Twitter = @SimcoeCountyTSC; Facebook = @TourismSimcoeCounty; Instagram = @experiencesimcoecounty

*All advertisements must adhere to guidelines set out in this section of the agreement and approved by a designated Tourism Simcoe County staff member prior to publishing (including radio scripts prior to recordings) Please note: funding will be compromised if branding guidelines and logo guidelines are not followed.*

### Notice re: Canada's Anti-Spam Legislation (CASL)

CASL requires the Corporation of the County of Simcoe to obtain your consent to send you Commercial Electronic Messages (CEM's); For example, our E-newsletter, notices about projects and upcoming events, and other information regarding Tourism Simcoe County activities. Your consent can be revoked at any time by contacting Tourism Simcoe County.

Please check here if you **do not** want to be contacted via email:

## Age-Friendly and Accessibility Criteria

The County of Simcoe endeavours to identify, remove and prevent barriers to people with disabilities to ensure that everyone has access to the County's goods, services, and facilities. We respectfully request that recipients of Simcoe County Tourism Development Fund (SCTDF) consider that their event/project/site are designed with accessibility in mind.

Which of the following accessible features will you provide at your event?

- Accessible Parking Spaces** – placed close to venue entries and exits, accessible toilets, pay stations and lifts/ramps.
- Paths of Travel** – provide wide, even, slip-resistant paths, without steps or barriers.
- Stages and Seating** – provide a ramp for your stage, and ensure it's visible for someone watching from accessible seating or from a wheelchair.
- Food Services and Public Eating Areas** – design food areas so that someone who needs mobility support can easily navigate them. Provide options for people using wheeled mobility devices.
- Washrooms and Temporary Toilets** – provide accessible toilets or washrooms at ground level, away from crowds and sound systems.
- Rest areas and rain/wind/sun shelters** – offer quiet areas and weather shelters.
- Signs** – provide high-contrast signs in high and low positions, and make sure signs use sans serif fonts that are readable in all light conditions.
- Support Persons** – can go wherever the person they support goes. Admission fees posted in the same place where general admission information is found.
- Service Animals** – can accompany a person with a disability to all areas available to the public.
- Training Staff and Volunteers** – train staff and volunteers on your festival's accessibility features.
- Promote your Festival** – tell people about your accessibility features in the same places you promote your festival.
- Ask for Feedback** – collect feedback before, during, and after the festival

See the [Accessibility for Ontarians with Disabilities Act \[AODA\]](#) for more information, or reference the [Festival & Events Accessibility Guide](#) when planning your event.

See additional resource: [CNIB Clear print Accessibility Guidelines](#)