

## 2021 Tourism, Culture and Sport Grant Guidelines

### Objective

The objective of the County of Simcoe Tourism, Culture and Sport Grant Program is to support and enhance Tourism, Culture and Sport in Simcoe County through:

- Investing in tourism, culture and sport activities that promote awareness, access, participation and appreciation of the diverse offerings within the County of Simcoe;
- Building organizational capacity in new and existing organizations;
- Encouraging collaborative opportunities and partnerships;
- Contributing to the County of Simcoe's overall economic health and sense of place; and
- Enhancing participants' experiences by supporting innovative and accessible programming.

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

1. Product and Experience Development: Develop or enhance destination-based assets that align with the Tourism Simcoe County brand experience;
2. Marketing: Increase awareness of Simcoe County assets, attractions, and experiences; and stimulate visitor spending;
3. Workforce Development: Provide strategic industry professional development and training opportunities; and
4. 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.

### General Guidelines

The 2021 funding envelope is \$600,000. This is a combination of the \$300,000 allocation from the suspended 2020 grant and \$300,000 for 2021.

Applicants may submit multiple applications, up to a maximum total ask of \$10,000.

- If your initiative is one campaign with layered streams, only one application and budget is required.
- If you are applying for multiple, unrelated streams, a separate application and budget is required for each.

Grants will be awarded based on several factors, including the number of eligible applicants, alignment with the Tourism Simcoe County work plan, and available funding.

The applicant must show that a minimum of 25% of the total ask is funded by the applicant. This means that no organization shall receive a grant where more than 75% of applicant funding is sourced through provincial or federal funding programs. For example, if the ask is \$10,000, the applicant must contribute a minimum of \$2,500 from their own budget.

*(continues on page 2)*

Successful applicants will not receive further discounts on County fees or services.

During the evaluation process, preference may be given to those applications which:

- Show regional benefit and/or partnerships and/or collaboration;
- Include experience development;
- Include a new project or idea, for which funding has never been applied for;
- Meet the accessibility and age-friendly criteria outlined in Schedule 1; and
- Align with the Tourism Simcoe County work plan.

## Key Dates

Virtual Applicant Information Session	Wednesday, January 27, 2021
Application Deadline	Wednesday, March 31, 2021
Notification of Successful Application	Mid-April
Invoice Deadline	Friday, December 17, 2021
Final Report Deadline	No later than Friday, April 15, 2022

## Eligible Applicants

Not-for-profit organizations and municipalities within the County of Simcoe are eligible for funding. Applicants within the separated cities of Barrie and Orillia are also eligible only where the application shows direct regional benefit.

An official authorized to legally bind the applicant organization must sign the application.

The following are **not eligible** for funding:

- Individuals;
- For-Profit organizations;
- Political parties, initiatives or candidates;
- Charitable, grant-making or fundraising organizations; and
- Faith-based organizations where activities include required adherence to a faith.

## Application Process

1. A virtual information session will be offered to educate potential applicants.
2. Applications will be accepted until Wednesday, March 31, 2021 at 4:30PM.
3. Tourism Simcoe County staff will review all applications and make recommendations to the County of Simcoe Grant Task Force Committee.
4. The County of Simcoe Grant Task Force Committee will finalize and recommend grant awards.
5. This recommendation will be presented for approval by County Council.
6. Tourism Simcoe County staff will notify all applicants of Council's decision.

## Eligible Initiatives

Applicants may apply for one or more initiatives, up to a maximum of \$10,000 per applicant.

<b>STREAM</b>	<b>DESCRIPTION</b>	<b>MAXIMUM FUNDING</b>	<b>RATIO</b>
<b>Photo and Video Production</b>	<p>This stream provides funding for the development of photography or videography, which can subsequently be used in marketing and promotions.</p> <p>A quote must be submitted with the application. The final product will be owned and used by both the applicant and Tourism Simcoe County. You may use the professional photographer of your choice, unless leveraging funds from RTO7.</p>	\$2,000.00	\$1:1
<b>Storytelling</b>	<p>This stream provides funding to hire a professional writer, blogger, social media influencer, or the like, to tell the unique story of your business or community.</p> <p>A quote or media kit must be submitted with the application. The final product will be owned and used by the applicant and Tourism Simcoe County.</p>	\$2,500.00	\$1:1
<b>Product or Experience Development</b>	<p>This stream provides funding for fees related to product or experience development. For example, RTO7 Experience Development 101 and 102 workshops or research and data projects.</p> <p>A quote must be submitted with the application.</p>	\$2,500.00	\$1:1
<b>Operator Engagement</b>	<p>This stream provides funding for programs offered to engage and educate tourism operators, which in turn will enhance the overall visitor experience. This includes <u>hosting</u> workshops or webinars, familiarization tours, etc.</p> <p><b>A plan for adherence to Simcoe-Muskoka District Health Unit guidelines for Covid-19 safety must be submitted with the application.</b></p>	\$5,000.00	\$1:1
<b>Capacity Building</b>	<p>This stream provides funding to support the organizations' development needs. Eligible expenses include attending training; application for registered not-for-profit status; board development activities; branding and/or strategic planning exercises for the organization.</p> <p>A quote must be submitted with the application.</p>	\$5,000.00	\$0:1
<b>Marketing</b>	<p>This stream provides funding for marketing campaigns, including digital advertising, radio or television, print, etc. Marketing must adhere to the branding guidelines in this document. Funding will be compromised if branding guidelines are not followed.</p> <p>A marketing plan and corresponding quotes must be submitted with the application.</p>	\$10,000.00	\$1:1

CONTINUED ON NEXT PAGE

<b>STREAM</b>	<b>DESCRIPTION</b>	<b>MAXIMUM FUNDING</b>	<b>RATIO</b>
<b>Event Enhancement</b>	This stream provides funding for live or virtual event enhancement. Ineligible expenses include any component that is intrinsic to the event, such as venue fees, operational expenses.  <b>A plan for adherence to Simcoe-Muskoka District Health Unit guidelines for Covid-19 safety must be submitted with the application.</b>	\$10,000.00	\$1:1
<b>Cycling Infrastructure</b>	This stream provides funding towards the fabrication and installation of bike racks and bike repair stations, aligning to Cycle Simcoe specifications and branding requirements.	\$10,000.00	\$1:1
<b>Signage</b>	This stream provides funding towards the fabrication and installation of tourism wayfinding signage, trailhead signage and/or cycling signage.  Where applicable, design must adhere to RTO7 <a href="#">signage specifications</a> .	\$10,000.00	\$1:1
<b>Other</b>	For other initiatives that align with the Tourism Simcoe County Work Plan, please contact a member of the Tourism Simcoe County team before submitting an application.	\$10,000.00	\$1:1

**Ineligible Expenses**

- Projects or activities that have been completed on or before the application deadline;
- Capital expenses (purchase of land, equipment or fixtures, building projects, etc.) or costs not directly associated with the delivery of the project;
  - 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).
- Operational expenses including but not limited to administrative salaries, operational or travel costs, pay bonuses or other pay incentives, website development or enhancement, annual membership fees to associations, equipment rentals or service fees that are part of the other direct operating expenses (ODOE), stipends for project participants;
- Deficit reduction of the applicant organization;
- Events that are organized primarily to raise funds and/or awareness about a specific issue, organization or cause;
- Components of an initiative that are intrinsic to that initiative;
- Production or distribution of visitor guides;
- Destination development plans; and
- Marketing that does not meet the Simcoe County Tourism, Culture and Sport Grant Branding Guidelines, as outlined in this document.

NOTE: In-kind expenses, including staff or volunteer time are not considered as eligible for matched funds.

## Process

### Payment

Where funds are awarded, 90% of the grant amount will be forwarded to the applicant upon receipt of the signed Award Notice. Applicants may also be required to submit additional supporting materials such as a marketing plan, or insurance certificate (for events only).

The County of Simcoe's Finance department will contact successful applicants, requesting banking information for direct deposit of funds, if applicant is not currently a vendor of record.

The remaining 10% will be forwarded to the applicant following the receipt of the completed Post Report and corresponding invoice.

### Reporting

All applicants must submit a Post Report within 30 days of completion of the funded initiative, or no later than April 15, 2022 (whichever comes first). In absence of a post report, applicant will be ineligible for future funding.

The Post Report must include:

- A detailed financial report, outlining all costs associated to the funded initiative;
- All receipts associated to the funded initiative. These must be submitted prior to issuing final payment, unless otherwise approved by the Director of Public Affairs; and
- An invoice. Invoices must be received no later than December 17, 2021 at 4:30PM in order to receive final payment.

### Branding Requirements

All advertisements must adhere to these guidelines and be approved by a Tourism Simcoe County staff member prior to publishing. Where applicable, successful applicants may be required to include a marketing plan.

Please note: Funding will be compromised if branding and logo guidelines are not followed.

#### Website, Print, Television, and Digital

Experience Simcoe County logo or tagline must be incorporated in all forms of media.

#### Social Media

Tourism Simcoe County must be tagged in all social media posts related to the funded initiative. We also ask that you use #experiencesimcoecounty in your posts.

- Facebook @TourismSimcoeCounty
- Instagram @experiencesimcoecounty

#### Workshops and Meetings

Tourism Simcoe County's "North of Ordinary" promotional video must be shown at an appropriate time during the workshop or meeting.

## Additional Funding Opportunities

Tourism Simcoe County and Regional Tourism Organization 7 (RTO7) are proud partners and want to ensure that our operators are receiving the best support they can get from each organization.

Before submitting your application for the County of Simcoe Tourism, Culture and Sport Grant, please contact RTO7 staff to inquire if your application is eligible for additional support.

### RTO7 Partnership Program

Click [HERE](#) if you are interested in additional matched funds for:

- Video or imagery development
- Video or imagery advertising (using pre-existing photo/video assets)
- Large-scale tourism wayfinding signage projects, adhering to RTO7 [specifications](#)
- Digital marketing
- Storytelling of a product, experience or place
- Experience development for research, workforce development or tourism strategy
- Translation of tourism and/or marketing materials into French

Contact: Alex Hogan at [ahogan@rto7.ca](mailto:ahogan@rto7.ca) or 705-441-2931

### RTO7 Implementation Programs

Click the links below if you are interested in additional matched funds for:

- Social media advertising for a festival or event – [More information](#)
- Social media advertising to market your new capital investment – [More information](#)
- Social media advertising to promote a new sustainability initiative you have implemented. – [More information](#)
- Developing a new tourism experience – [More information](#)

Contact Kim Clarke at [kclarke@rto7.ca](mailto:kclarke@rto7.ca) or 519-379-2506

## County of Simcoe Tourism, Culture and Sport Grant Contact

Brianne Dubeau  
Experience Development Coordinator  
Tourism Simcoe County  
(705) 818-2113  
[Brianne.dubeau@simcoe.ca](mailto:Brianne.dubeau@simcoe.ca)