

## 2020 Tourism, Culture and Sport Grant Application

### WHAT TO SUBMIT

Applicants may submit multiple applications, up to a maximum total of \$10,000. A separate application form and budget must be submitted for each stream.

Please ensure that your applications is signed, accurate, legible, and submitted by the deadline.

We will notify each applicant when we have received your application, and will advise if it is incomplete. Only complete applications can be processed, pursuant to County of Simcoe procedures.

### SUBMISSION CHECKLIST

**1 signed copy of the application (this document)**

**1 copy of the budget for the initiative. Provided template MUST be used.**

Please itemize both projected revenues and expenses as indicated.

**1 copy of supporting materials, as outlined in the grant guidelines**

Please refer to the Eligible Initiatives chart in the grant guidelines for details. This could be letters of support, quotes, covid-19 contingency plan, marketing plan, etc.

**1 copy of additional supporting material (optional)**

Applicants may choose to submit supporting material that they feel might enhance their application. This could include audio/video, print media, photography, testimonials, etc. The County of Simcoe and its staff are not responsible for loss or damage, and these items will **not** be returned to the applicant.

### HOW TO SUBMIT

Submit by email to [tourism@simcoe.ca](mailto:tourism@simcoe.ca) with the subject line "Grant Application – your organization's name".

It is the applicant's responsibility to submit their application on time. Applications that are late or incomplete will not be accepted or assessed, pursuant to County of Simcoe procedures.

**APPLICATION DEADLINE**  
**Wednesday, March 31, 2021 no later than 4:30PM**

Please complete ALL sections for consideration.

### APPLICANT INFORMATION

|  |              |
|--|--------------|
| Name of Organization:  |              |
| Address:   |              |
| City:  | Postal Code: |
| Type of Organization:<br>Not-for-profit organization<br>Municipality<br>Other: _____ | Mandate:     |

|                 |        |
|-----------------|--------|
| Contact Person: |        |
| Title:          |        |
| Email:          | Phone: |

### INITIATIVE OVERVIEW

|   |
|---|
| Title of Initiative:  |
| Please provide a brief overview of the initiative for which you are requesting financial support. Please use only the space provided. |

### FINANCIAL OVERVIEW

|                          |    |
|--------------------------|----|
| Applicant Contribution:  | \$ |
| Partner Contributions:   | \$ |
| Funding Request:         | \$ |
| Total Initiative Budget: | \$ |

*\*Note: a budget must also be submitted with your application, using the provided template. Your application will be considered incomplete without it.*

**Please complete ALL sections for consideration.**

| Please select the streams you are applying for: | Who is your target market? (Select all that apply) |
|---|--|
| Photo & Video Production \$1:1                  | Simcoe County                      GTA             |
| Storytelling \$1:1                              | Southwestern Ontario                               |
| Product or Experience Development \$1:1         | Quebec                                      USA    |
| Marketing \$1:1                                 |  |
| Event Enhancement \$1:1                         | Young Singles or Couples                           |
| Operator Engagement \$1:1                       | Mature Singles or Couples                          |
| Capacity-Building \$0:1                         | Young Families (kids <6)                           |
| Cycling Infrastructure \$1:1                    | Older Families (kids 13-18)                        |
| Signage \$1:1                                   | Midlife Families (kids 7-12)                       |
| Other \$1:1                                     | Couples with Adult Children (kids 18+)             |

**What project costs will be covered by this grant, if awarded? Please be specific.**

**What do you hope to accomplish with this initiative? What are your primary goals? (up to 4)**

- 1.
- 2.
- 3.
- 4.

**How does your initiative benefit tourism, culture and/or sport in Simcoe County?**

**How does your initiative align with the mandate of your organization?**

**Please complete ALL sections for consideration.**

**How will you measure the success of your proposed initiative? (up to 4)**

- 1.
- 2.
- 3.
- 4.

|  |     |    |
|--|-----|----|
| <b>Does your initiative meet accessibility standards outlined in the guidelines?</b> | Yes | No |
|--|-----|----|

**Do you currently receive in-kind support or any other subsidies from the County of Simcoe?**

|     |    |                           |
|-----|----|---------------------------|
| Yes | No | If yes, please elaborate: |
|-----|----|---------------------------|

**PARTNERS**

If your initiative depends on collaboration with partners (i.e. delivery, facilitation, volunteers, provision of financial support), please indicate where they have, as yet, committed to their role. For those partners who have made a formal commitment, please attach a letter of support indicating what their partnership entails. Applications where the home municipality is contributing to the initiative, a letter of support is required.

**Partner 1:**

|  |     |    |
|--|-----|----|
| Has this partner formally agreed to participate in the initiative? | Yes | No |
|--|-----|----|

|  |     |    |
|--|-----|----|
| Is there a letter of support attached from this partner? | Yes | No |
|--|-----|----|

**Partner 2:**

|  |     |    |
|--|-----|----|
| Has this partner formally agreed to participate in the initiative? | Yes | No |
|--|-----|----|

|  |     |    |
|--|-----|----|
| Is there a letter of support attached from this partner? | Yes | No |
|--|-----|----|

**Partner 3:**

|  |     |    |
|--|-----|----|
| Has this partner formally agreed to participate in the initiative? | Yes | No |
|--|-----|----|

|  |     |    |
|--|-----|----|
| Is there a letter of support attached from this partner? | Yes | No |
|--|-----|----|

**For partners who have yet to make a formal commitment, please elaborate on anticipated support.**

**Please sign and date this document.**

Note that by signing, you are agreeing to fulfill **all final reporting requirements** as outlined in the Simcoe County Tourism, Culture and Sport Grant Guidelines. Failure to fulfill the requirements may prevent future funding through the Corporation of the County of Simcoe. The grant committee cannot guarantee funding to all applicants, nor can it ensure that the total amount requested will be granted.

|  |
|--|
| Signature of Authorized Signing Authority: |
| Printed Name:                              |
| Date:                                      |

Applications are received by staff of Tourism Simcoe County. Your application will be evaluated according to the criteria set out in the program guidelines. Notification will be provided upon approval by County Council.

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:

**FOR OFFICE USE ONLY**

|                        |                     |
|------------------------|---------------------|
| Date Received:         | Complete:           |
| Evaluation:            | Recommended Amount: |
| Notification Letter:   | Payment 1:          |
| Final Report Received: | Payment 2:          |

**SIGNATURES**

|                                    |
|------------------------------------|
| Manager, Tourism Simcoe County:    |
| Chair, Grant Task Force Committee: |

*In accordance with the Municipal Freedom of Information and Protection of Privacy Act, any personal information that is collected is done so under the authority of the Municipal Act, S.O. 2001, c.25 and will be used to contact applicants under the Tourism, Culture and Sport Grant.*

