

2021 Tourism, Culture and Sport Grant FAQ

Tourism Simcoe County staff are more than happy to answer any questions you may have about the grant guidelines and application process, but first, take a read through this document in case your question is one of these Frequently Asked Questions.

Q: What is this grant for?

A: This grant program provides matched funds to enhance the tourism experience, cultural landscape and sport programs in Simcoe County. Applicants must be able to contribute an equal amount of funding to the initiative. It does not provide funding for capital or operational expenses, which includes salaries, bills, rent, or purchasing physical items. See the Eligible Initiatives chart on page 3 of the grant guidelines for a list of eligible expenses.

Q: How much funding is available?

A: The funding envelope for 2021 is \$600,000. This combines the funding for 2020 and 2021, as the program was suspended in 2021 due to COVID-19. Each applicant is eligible to receive a maximum of \$10,000 in funding.

Q: What has changed since last year?

1. Applicants can submit more than one application, for a total of \$10,000 in requests.
2. Eligible initiatives must fit in one or more of the streams listed in the Eligible Initiatives chart on page 3 of the guidelines.
3. Applicants must use the budget template provided.
4. Supporting materials are mandatory for some funding streams. This includes quotes, COVID-19 safety plans, etc. Please refer to the Eligible Initiatives chart on page 3 of the guidelines for details.
5. In-kind revenue is not eligible as matched funds. This includes staff or volunteer time.
6. If an application shows that the applicant's home municipality is financially contributing to the initiative, a letter of support from the municipality is required.

Q: When is the application deadline?

A: Complete applications received by Wednesday, March 31st at 4:30PM will be evaluated. You will receive a confirmation from staff when your application has been received.

Q: How do I submit my application?

A: Email your application to tourism@simcoe.ca with the subject line "Grant Application – your organization's name".

Q: Can I submit more than one application?

A: Applicants can submit more than one application, for a total ask of \$10,000. This could be one application asking for up to \$10,000 or multiple applications with smaller asks for a combined total of up to \$10,000.

Q: Does a not-for-profit need to be registered in order to be eligible?

A: No. For example, if a group of business owners comes together to offer a program under a non-registered not-for-profit, this group is eligible to apply.

Q: Can organizations in Barrie or Orillia apply?

A: Not-for-profit organizations within the separated cities of Barrie and Orillia are eligible but the application must show direct benefit to the surrounding communities.