



Tourism Simcoe County
1151 Highway 26 West
Minesing, ON L9X 0Z7
experience.simcoe.ca

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



2019 Simcoe County Tourism Development Fund Application

The **Simcoe County Tourism Development Fund (SCTDF)** is an annual fund that provides non-operational, project-based, 1:1 matching funding to municipalities and not-for-profit entities within Simcoe County that have a mandate of tourism promotion and development. This fund is intended to support projects that foster industry collaboration and align with 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.

Please use the **Submission Checklist** provided listed to ensure a complete submission.

WHAT TO SUBMIT

One copy of application. Email applications are accepted. Please ensure that your application is complete, signed, accurate, legible, and submitted in the correct order. TSC will notify you when we have received your application package, and will advise if your package is incomplete. Only complete applications can be processed, pursuant to County of Simcoe procedures.

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 18th, 2019
- 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
- All funding subject to approval of the 2019 Tourism Simcoe County (TSC) budget

Please submit all applications to simcoecountyTDF@simcoe.ca

Supporting Materials

It is not mandatory to submit supporting materials; however, they can enhance your application. Supporting materials will not be returned.

Project Grants – Submission Check-List

- 1 copy of the application, email accepted (signed)
- 1 copy of the project/marketing budget
- 1 copy of Supporting Materials (if so chosen to submit)
- 1 copy of insurance (if required)

Please complete ALL sections for consideration.

APPLICANT NAME and CONTACT INFORMATION

Name:

Address:

Phone:

E-mail

Type of Organization:

Municipality

Not for profit organization

Other, Please specify

Name of Director:

Project Lead:

Date Submitted:

Briefly state the purpose/
mandate of your organization:

Please answer the following
questions in the space provided.

If there is not enough space,
please answer on a separate
sheet and attach to your
application

Please check project pillar:

- Product/Experience Development
- Marketing
- Workforce Development
- Investment Attraction

Name of Project:

Date and location of event/
activity(ies):

Provide a general overview (no more than 500 words) of the project/activity/event for which you are requesting financial support.

Specifically answer the following:

- How does your project align with TSC's four pillars of tourism?
- What are the anticipated impact/benefits of your proposed project/event/activity?
- How will you specifically measure the success of your proposed project/event/activity?
- Is your proposed project/event/activity accessible to all visitors/attendees/residents?
- How does your project align with your overall mandate?

General Overview :

Project Partners/Community Support

If your project depends on collaboration with partners (i.e. delivery, facilitation, volunteers, provision of financial support) information about your partners is required. Please indicate where they have committed to their role. For those partners who have made a formal commitment to participate, please attach their letter of support indicating what their partnership entails.

1. Partner's Name:

Has this partner agreed to participate in the project/event/activity?	YES	Letter indicating commitment is attached?	YES
	NO		NO

2. Partner's Name:

Has this partner agreed to participate in the project/activity/event?	YES	Letter indicating commitment is attached?	YES
	NO		NO

3. Partner's Name:

Has this partner agreed to participate in the project/event/activity?

YES
NO

Letter indicating commitment is attached?

YES
NO

For those partners who have yet to make a formal commitment, please elaborate on anticipated support? (proof of partnership will be required to release funds if awarded a grant)

Financial Request

Total amount being requested:

What specific project costs will be covered by this grant? (Please highlight on budget template)

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

NO
YES

If Yes. Please elaborate:

Have you previously received grants from the County of Simcoe?

NO
YES

If Yes:

Year of Request:

Amount Requested:

Amount Approved:

If other types of in-kind support through the County of Simcoe could be available to your organization, what would be the most beneficial to your project?

Project Budget

Please attach your proposed project budget using budget template provided by TSC. Itemize **both** projected revenues and expenses as indicated:

Expenses: list **all** project expenses and details of those costs for the project you propose to fund through the grant request.

Revenue: list **all** anticipated sources of revenue including other grants and/or donations and if any sources have been confirmed. In-kind contributions may be included but must be verified by supplying (through letter of support) name and contact information of each contributor.

Supporting Material

Applicants may submit supporting material that they feel might enhance or further their application, however materials will not be returned to the applicant. Supporting material could include: audio/ videotapes, print media, photography, testimonials etc. The County of Simcoe and its staff are not responsible for loss or damage.

Almost Done

Please sign and date this document. Note that by signing, you are agreeing to fulfill all **FINAL REPORTING REQUIREMENTS** as outlined in the guidelines. Failure to fulfill the requirements may prevent future funding through the Corporation of the County of Simcoe. The County of Simcoe cannot guarantee funding to all applicants, nor can it ensure that the total amount requested will be granted.

Signature (Authorized Signing Authority):

Print Name:

Date:

Applications are received by department/staff of Tourism Simcoe County. Your application will be evaluated according to the criteria set out in the program guidelines.

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:

OFFICE USE ONLY:

Date/Time Received

Completed

Evaluation

Recommended Amount

Notification Letter/Logo

Payment Made

Final Report Received

Signatures:

Manager, Tourism
Tourism Simcoe County
County of Simcoe, Service Simcoe Branch

Director, Public Affairs
County of Simcoe, Service Simcoe Branch

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 Simcoe County Tourism Development Fund Program.