

County of Simcoe Tourism, Culture and Sport Enhancement Fund

2022 Program Guidelines

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Staff Contact

If you require additional support with your application, contact:
 Brianne Dubeau at brianne.dubeau@simcoe.ca

General

Objective

The objective of the County of Simcoe Tourism, Culture and Sport Enhancement Fund is to support and enhance tourism, culture and sport in Simcoe County through:

- Investing in initiatives that promote awareness, access, participation and appreciation of the diverse tourism, culture and sport offerings within the County of Simcoe;
- Encouraging industry collaboration and partnerships;
- Enhancing the visitor experience by supporting innovative and accessible programming;
- Building organizational capacity in tourism, culture and sport organizations; and
- Contributing to the County of Simcoe's overall economic health and sense of place.

This year's program will focus on project enhancements. The applicant will need to demonstrate that the initiative is sustainable without funding, but that funding will enhance the initiative.

For the purpose of this document, "enhancement" is defined as an element that will increase or improve the exposure, reach, value, quality, desirability, or attractiveness of the initiative.

Available Funding

The funding envelope for the 2022 program is \$300,000.

Applicant organizations may submit one or multiple applications, with a combined maximum financial request of \$20,000. There is no minimum financial request amount.

Background

Tourism Simcoe County (TSC)

Our mission is to promote Simcoe County as a first-class destination by further developing the tourism industry and community partnerships, and to provide tourism leadership. To accomplish this mission, Tourism Simcoe County focuses on four pillars.

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.
4. **Investment Attraction**
Maximize the economic return on public and private investments in Simcoe County and enhance the quality of life.

For details on TSC's 2022 work plan priorities, refer to [Schedule 2 | 2022 Work Plan Summary](#)

Tourism, Culture and Sport Enhancement Fund

The Tourism, Culture and Sport Enhancement Fund (previously known as the Tourism, Culture and Sport Grant) is the result of a merger between the Simcoe County Tourism Development Fund (SCTDF) and the Arts, Culture and Heritage Grant.

In 2021, the County received 104 applications requesting a total of \$628,256.64 in financial support. Council approved 89 applications, totaling \$471,396.93 in funding issued.

Grant Program Task Force Committee

The County of Simcoe Grant Program Task Force Committee will provide advice and recommendations regarding the ongoing effectiveness of the County of Simcoe Tourism, Culture and Sport Enhancement Fund and related policies.

The County of Simcoe Grant Program Task Force shall:

- a) Provide advice and recommendations regarding the County of Simcoe’s Tourism, Culture and Sport Enhancement Fund program framework, including related policies, responsibilities, eligibility criteria, and intake process.
- b) Provide input on matters referred to the Task Force by County of Simcoe Council that may impact the County of Simcoe Tourism, Culture and Sport Enhancement Fund.

Keys to Success

Funding will be awarded based on several factors, including the number of eligible applications received, and available funding. During the evaluation process, preference may be given to those applications that demonstrate one or more of the following:

- Regional impact and/or regional economic benefit
- Partnerships and/or collaboration
- Product and/or experience development
- A new initiative, for which funding has not previously been awarded
- Alignment with the accessibility and age-friendly criteria outlined in [Schedule 5 | Age-friendly and Accessibility Criteria](#)
- Align with the Tourism Simcoe County mission, pillars, and work plan priorities as outlined in [Background](#) and [Schedule 2 | 2022 Work Plan Summary](#)

Eligibility Criteria

ELIGIBLE APPLICANTS	INELIGIBLE APPLICANTS
✓ Not-for-profit organizations in Simcoe County	× Individuals
✓ Municipalities within the County of Simcoe	× For-profit organizations and businesses
✓ Applicants based within the separated cities of Barrie and Orillia -- however only applications that demonstrate direct economic benefit to businesses located in one or more of the member municipalities of the County of Simcoe will be accepted.	× Political parties, initiatives and candidates
	× Charitable, grant-making and fundraising organizations
	× Faith-based organizations where activities require adherence to faith

Applicant Contribution Requirements

In order to assist with Covid-19 recovery, the minimum applicant contribution requirement has changed, for the 2022 program only.

Initiatives funded under the Capacity-Building stream do not require any matched funds.

Initiatives funded under the Project stream require the applicant to contribute a minimum of 20% to eligible project costs. In-kind products and services do not qualify.

Examples:

- If the applicant has \$1,000 of their own budget allocated to a project, they may request up to \$4,000 from this fund, for a total project budget of \$5,000.
- If the applicant has \$2,000 of their own budget allocated to a project, they may request up to \$8,000 from this fund, for a total project budget of \$10,000.
- If the applicant has \$5,000 or more of their own budget allocated to a project, they may request up to the maximum allocation of \$20,000, for a total project budget of \$25,000.

Funding Streams

This program offers two funding streams: Project and Capacity-Building.

1) Capacity-Building Stream

DESCRIPTION & REQUIREMENTS	ELIGIBLE EXAMPLES	REQUIRED SUPPORTING MATERIALS
<p>Capacity-Building Activities Funding to support the organization's <u>internal</u> development needs and to build organizational capacity.</p>	<ul style="list-style-type: none"> • Branding planning exercises • Strategic planning exercises • Feasibility studies • Staff or volunteer training • Board development activities • Application for registered not-for-profit or charitable status 	<p>✓ Quote</p>

2) Project Stream

On one application, the applicant may submit for funds to enhance any project costs that fall within the eligible categories outlined in the following chart. Ensure you consult the list of [Ineligible Expenses](#) before submitting your application.

NOTE: A star indicates categories that may be eligible for additional funding from Regional Tourism Organization 7 (RTO7). Refer to [Additional Funding Opportunities](#) for details.*

DESCRIPTION & REQUIREMENTS	ELIGIBLE EXAMPLES	REQUIRED SUPPORTING MATERIALS
<p>Cycling Infrastructure Funding towards the fabrication and installation of cycling infrastructure, adhering to Cycle Simcoe design specifications and branding.</p> <p>For details, see Schedule 3 Cycling Infrastructure Criteria</p>	<ul style="list-style-type: none"> • Bike racks • Bike repair stations 	
<p>Festival & Event Enhancement* Funding to <u>enhance</u> festivals and events, whether in-person or virtual.</p> <p><i>NOTE: Events which are approved for funding will not receive additional sponsorship.</i></p>	<ul style="list-style-type: none"> • Increased marketing • Enhancing quality of entertainment • Addition or expansion of programming • Equipment rentals which will enhance the event 	<ul style="list-style-type: none"> ✓ Quote ✓ Draft plan for adherence to SMDHU Covid-19 safety guidelines
<p>NEW! Main Street Enhancement Funding towards the enhancement and activation of main streets, to celebrate vibrant downtowns and enhance the visitor experience.</p> <p>For details, see Schedule 4 Main Street Enhancement Criteria</p>	<ul style="list-style-type: none"> • Murals and public art • Cohesive business signage • Temporary outdoor gatherings spaces • Seasonal décor and planters 	<ul style="list-style-type: none"> ✓ Quote
<p>Marketing* Funding for marketing campaigns, to encourage visitation and participation. Expenses will need to be specific and itemized.</p>	<ul style="list-style-type: none"> • Digital advertising • Radio or television advertising • Print advertising • Influencers 	<ul style="list-style-type: none"> ✓ Quote ✓ Marketing plan may be requested
<p>Product & Experience Development* Funding for fees related to the research, development and/or enhancement of a tourism product or experience.</p>	<ul style="list-style-type: none"> • Photography or videography development • Research – geofencing, market segmentation • Consultant fees 	<ul style="list-style-type: none"> ✓ Quote

DESCRIPTION & REQUIREMENTS	ELIGIBLE EXAMPLES	REQUIRED SUPPORTING MATERIALS
<p>Signage* Funding towards the fabrication and installation of permanent tourism oriented signage, adhering to RTO7 design specifications.</p> <p>Signage projects are typically undertaken by municipalities.</p>	<ul style="list-style-type: none"> • Vehicular or pedestrian tourism wayfinding signage • Trailhead and trail signage • Interpretive and information signage 	<ul style="list-style-type: none"> ✓ Submit an inquiry (only if applying for additional funding from RTO7)
<p>NEW! Sports Tourism Funding to attract or enhance significant sporting events, which attract participants and/or spectators to travel to the host community with the intention of being involved in a sporting event, and generate the potential for overnight stays in Simcoe County.</p>	<ul style="list-style-type: none"> • Cost to bid on hosting a national sporting competition • Marketing expenses • Eligible event enhancements • Co-branding opportunities 	<ul style="list-style-type: none"> ✓ Draft plan for adherence to SMDHU Covid-19 safety guidelines ✓ Outline of projected economic impact
<p>Workforce Development Funding to <u>host</u> programs to engage and/or educate tourism, culture or sport operators, which in turn will enhance the overall visitor experience.</p> <p>For internal training of staff or volunteers, see Capacity-Building Stream instead</p>	<ul style="list-style-type: none"> • Hosting workshops or webinars • Hosting familiarization tours 	<ul style="list-style-type: none"> ✓ Draft plan for adherence to SMDHU Covid-19 safety guidelines

Other

For other innovative initiatives that align with the Tourism Simcoe County work plan but do not fit within one of the categories outlined above, please contact a member of the Tourism Simcoe County staff before submitting an application.

Ineligible Expenses

- Operational expenditures and ongoing costs for running a business, product, or system. This includes salaries, pay bonuses or other pay incentives, expenses related to volunteers, travel costs, website development or improvement, annual membership or subscription fees, service fees, etc.
- Infrastructure costs inherent to the initiative, including any basic physical and organizational structures and facilities needed for the operation of a society or enterprise. For example, portable toilets at an event, interior or exterior renovations.

- Events that are organized primarily to raise funds and/or awareness about a specific issue, organization or cause.
- Projects or activities that were completed prior to the application deadline.
- Items that have been purchased prior to the application deadline.
- Deficit reduction of the applicant organization.
- Production or distribution of visitor guides.
- Development of destination development plans.
- Marketing which does not meet the program's **Branding Requirements**

Process

Key Dates	
Application Deadline	February 28, 2022
Notification of Results	April 2022
Invoice Deadline	December 15, 2022
Final Report Deadline	April 15, 2023

NOTE: These dates are estimated and are subject to change.

Assessment

1. Updates program guidelines are published to the Tourism Simcoe County website.
2. All applications received by 4:30pm on February 28, 2022 will be evaluated, by staff, using the criteria detailed in this document.
3. The Grant Program Task Force will review and recommend grant award amounts.
4. These recommendations will be presented to County Council for final approval.
5. All applicants will be informed of their result via email.

Payment

Successful applicants will be required to submit banking information for direct deposit of funds, and may be required to submit additional supporting materials such as a marketing plan, or insurance certificate before funds are released.

Where funds are awarded, 90% of the funding amount will be forwarded to the applicant upon receipt of the signed Award Notice. The remaining 10% will be withheld until a completed Post Report has been received.

Reporting

It is the applicant's responsibility to submit their Post Report within 30 days of project completion and no later than April 15, 2023 (whichever comes first). In the absence of a post report, the organization will be ineligible for future funding.

Branding Requirements

All funding recipients must adhere to the following five guidelines:

1. Follow @experiencesimcoecounty on Facebook and Instagram.
2. Tag @experiencesimcoecounty in all social media posts related to the funded initiative.
3. Use #experiencesimcoecounty on all social media posts related to the funded initiative.
4. Add the Tourism Simcoe County logo on the website landing page for the funded initiative, with a direct link to experience.simcoe.ca
5. Incorporate the Experience Simcoe County logo or tagline into ALL forms of media associated with the funded initiative, and obtain approval by a Tourism Simcoe County staff member prior to publishing. See examples below.

NOTE: Funding will be compromised if these branding guidelines are not followed.

MEDIA	EXAMPLE OF USE
Digital Marketing	Use #experiencesimcoecounty in organic and paid ads AND Tag @experiencesimcoecounty in organic posts
Print Marketing	Include the Experience Simcoe County logo OR Include "...another reason to visit Simcoe County"
Radio Marketing	Include "...another reason to visit Simcoe County" OR Include verbal mention of Tourism Simcoe County's financial support
Television Marketing	Include the Experience Simcoe County logo OR Include "...another reason to visit Simcoe County" OR Include verbal mention of Tourism Simcoe County's financial support
Video Development	Include the Experience Simcoe County logo
Workshops and Meetings	Verbal mention of Tourism Simcoe County's financial contribution at an appropriate moment during the workshop or meeting AND Include the Experience Simcoe County logo on supporting materials

Additional Funding Opportunities

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

Before submitting your application to the Tourism, Culture and Sport Enhancement Fund, consult the following chart and speak with RTO7 staff to see whether you may be eligible for additional funding.

PROGRAM	DETAILS	CONTACT
<p>Partnership Program</p> <p>Click HERE if you are interested in additional matched funds for:</p>	<ul style="list-style-type: none"> • Video or imagery development • Video or imagery advertising • Tourism wayfinding signage • Digital marketing • Storytelling (influencers, bloggers) • Development of tourism products and experiences, research, workforce development, feasibility studies, sustainability plans, etc. • French Translation of written materials 	<p>Alex Hogan 705-441-2931 ahogan@rto7.ca</p>
<p>Implementation Programs</p> <p>These programs match your eligible business investments with digital advertising.</p>	<ul style="list-style-type: none"> • Have you made an investment into a festival or event? Or a capital investment into your tourism business – Details • Do you have job vacancies to promote? - Details • Have you implemented a new sustainability initiative? – Details • Are you developing a new tourism experience? – Details 	<p>Kim Clarke 519-379-2506 kclarke@rto7.ca</p> <p>Amanda Pausner 226-568-0242 apausner@rto7.ca</p> <p>Robyn Hewitt 647-529-2983 rhewitt@rto7.ca</p>

Definitions

The following definitions are for the purpose of this document only and will be used during the evaluation process.

Enhancement - an element that will increase or improve the exposure, reach, value, quality, desirability, or attractiveness of the proposed initiative.

Infrastructure (ineligible) - any basic physical and organizational structures and facilities needed for the operation of a society or enterprise.

Operational Expenditures (ineligible) - ongoing costs for running a business, product, or system. This includes salaries, pay bonuses or other pay incentives, expenses related to volunteers, travel costs, website development or improvement, annual membership or subscription fees, service fees, etc.

Sports Tourism - an event that attracts participants and/or spectators to travel to the host community with the intention of being involved in a sporting event.

Tourism – the activities of people traveling to and staying in places outside their usual environment for leisure, business or other purposes for not more than one consecutive year.

Tourism Operator - a consumer-facing business or organization that has direct access to the tourism consumer and relies on that consumer for their income”.

Schedule 2 | 2022 Work Plan Summary

During the evaluation process, preference may be given to those applications, which demonstrate alignment with the Tourism Simcoe County's work plan priorities for 2022.

OUTDOOR RECREATION	
Cycle Simcoe	Cycling trails and cycling-friendly routes and itineraries.
Ride Simcoe County	Motorcycle-friendly routes and itineraries.
Paddle Simcoe County	Paddling routes and itineraries for canoe and kayak enthusiasts.
Fish Simcoe County	Safe and sustainable fishing opportunities.
Golf Simcoe County	Public golf courses.
Simcoe County Trails	Maintained trails and Simcoe County forests.
Winter	Winter activities – ski, snowshoe, snowmobile, etc.
AGRITOURISM	
Barn Quilts of Simcoe County	Barn quilt installations, and ancillary agricultural and agritourism businesses
Made in Simcoe County	Food items and goods grown or produced in Simcoe County.
Bees and Honey	Routes and itineraries featuring Simcoe County honey producers.
All Things Maple	Routes and itineraries featuring Simcoe County maple producers.
NEW! On-Farm Experiences	Market-ready on-farm experiences.
ARTS, CULTURE AND HERITAGE TOURISM	
Doors Open Simcoe County	Open house of heritage locations across Simcoe County, as part of Doors Open Ontario.
NEW! Indigenous Tourism	Indigenous tourism products or experiences, and Indigenous-owned businesses.
NEW! Dark Tourism	Tourism associated with death and suffering, including significant gravesites, haunted locations, and historic sites with a dark origin.
NEW! Simcoe County Main Streets	Development and revitalization of Simcoe County downtowns.
NEW! Sip Simcoe County *a revival of the Saints and Sinners Bootleggers' Run	Development of itineraries surrounding alcohol produced in Simcoe County.
NEW! Public Art Partnerships	Support of public art installations in non-conventional locations, such as on trails.

Schedule 3 | Cycling Infrastructure Criteria

Purpose

Tourism Simcoe County promotes Simcoe County as a first-class destination with the goal of encouraging visitors to stay longer and spend more while here. By adding bike racks and repair stations along trails and at cycling-friendly businesses, we continue to develop Simcoe County as a cycling destination of choice.

Objectives

1. Increase visitation from cyclists to Simcoe County
2. Enhance the visitor experience

Eligible Expenses

Bike racks

\$567.00 for 5-bike Z rack

\$870 for 8-bike Z rack

Installation not included.

Prices are subject to change based on quantity

Orders are placed via Blue Imp
www.blueimp.com

Repair Stations

\$2,200.00 each

Features: station, tools and pump

Installation not included.

Orders are placed by Tourism Simcoe
County, via the Barrie Cycling Club

***Bike racks and repair stations must be co-branded with CycleSimcoe**



For support with Cycling Infrastructure projects,
contact Brendan Matheson at cyclesimcoe@simcoe.ca

Schedule 4 | Main Street Enhancement Criteria

Purpose

Tourism Simcoe County promotes Simcoe County as a first- class destination with the goal of encouraging visitors to stay longer and spend more while here. By increasing Simcoe County’s main street vibrancy and sense of place, visitors and residents will spend more time and money as they enjoy these refreshed spaces.

For downtown revitalization best practices, we encourage applicants to look to the Destination Development Association as subject matter experts. [Click here](#) for their video resources, including the “Top 20 Ingredients of an Outstanding Downtown”.

Objectives

1. Revitalize and beautify the main streets of Simcoe County
2. Create a sense of place
3. Create a sense of inclusivity

Eligible Expenses

NOTE: Expenses must adhere to all applicable municipal by-laws and programs.

- ✓ Murals and public art
- ✓ Cohesive business signage – blade signage, A-frame sidewalk signage
- ✓ Temporary outdoor gatherings spaces
- ✓ Activation of vacant storefronts windows
- ✓ Wayfinding signage adhering to RTO7 specifications
- ✓ Bike racks or repair stations adhering to Cycle Simcoe specifications and branding
- ✓ Seasonal décor and planters
- ✓ Mapping
- ✓ Piped-in music to activate the main street
- ✓ Other

Examples of Ineligible Expenses

- Infrastructure, such as electrical, plumbing, paving, etc.
- Upgrades to building façade or interior renovations
- Staffing costs or volunteer-related expenses
- Creation of visitor guides

For more information on ineligible expenses, refer to [Ineligible Expenses](#)

**For support on Main Street Enhancement projects,
contact Ruth Sawyer at ruth.sawyer@simcoe.ca**

Schedule 5 | 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, Culture and Sport Enhancement Fund consider that their event, project or facility are designed with accessibility in mind.

The following accessible features should be considered:

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 is 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 level ground level, away from crowds and sound systems.

Rest Areas and Weather Shelters - Offer quiet areas and shelter from wind, rain, sun, etc.

Signage - 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 Staff – Are permitted wherever the person they support goes. Post admission fees in the same place where general admission information is found.

Service Animals – Are permitted to accompany a person with a disability to all areas available to the public.

Training Staff and Volunteers - Train staff and volunteers on your accessibility features.

Promote Accessibility Features - Inform people about your accessibility features in the same places that you promote your event or project.

Ask for Feedback - Collect feedback before, during and after the event/project.

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](#)

Schedule 6 | Budget Clarifications

Each applicant is required to submit:

- ✓ A budget, outlining ALL anticipated revenue and expenses for the proposed initiative. This can be in any format already in use by the applicant.
- ✓ The budget template included in the Application. The figures below serve as an example of what the budget template should look like once complete.

REVENUE SOURCES	AMOUNT	NOTES—if applicable
Township of Clearview	\$ 1,000.00	Event sponsorship
Patterson & Sons Plumbing Co.	\$ 2,000.00	Event sponsorship
Regional Tourism Organization 7	\$ 5,000.00	Unconfirmed until funding details are released
TOTAL:	\$ 8,000.00	

EXPENSES	Budget without County funds (Applicant contribution)	+ County funding request	= Total enhanced budget	RATIONALE
Digital advertising (Facebook ads)	\$ 200.00	\$ 800.00	\$ 1,000.00	Increases campaign length from 1 week to 4
Influencer (@BlogTO)	\$ 300.00	\$ 1,200.00	\$ 1,500.00	Allows for higher profile influencer, with larger reach
Photography (Kevin Haire Photography)	\$ 400.00	\$ 1,600.00	\$ 2,000.00	Allows for two days of shooting instead of 1
Entertainment (unknown)	\$ 1,100.00	\$ 4,400.00	\$ 5,500.00	Allows for higher profile headliner, with larger reach
TOTALS:	\$ 3,200.00	\$ 12,800.00	\$ 16,000.00	

FAQ: Frequently Asked Questions

Tourism Simcoe County staff are more than happy to answer any questions you may have about the program 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 the Tourism, Culture and Sport Enhancement Fund?

A: This program provides matched funds to enhance the tourism experience, cultural landscape and sporting events in Simcoe County. This program does not provide funding for infrastructure or operational expenses.

See the [Funding Streams](#) for a list of eligible project costs.

Q: Who is eligible to apply?

A: This program is available to municipalities and not-for-profit organizations located in the County of Simcoe.

The County of Simcoe encompasses 16 member municipalities – Township of Adjala-Tosorontio, Town of Bradford West Gwillimbury, Township of Clearview, Town of Collingwood, Township of Essa, Town of Innisfil, Town of Midland, Town of New Tecumseth, Township of Oro-Medonte, Town of Penetanguishene, Township of Ramara, Township of Severn, Township of Springwater, Township of Tay, Township of Tiny, Town of Wasaga Beach.

Q: What has changed since last year?

TOPIC	2022 CHANGES	VS. 2021
Name change and focus	Name change to Tourism, Culture and Sport Enhancement fund, to stress the focus on project enhancements. ie. The applicant needs to show that the initiative is sustainable without funding, but that funding will increase or improve the value, quality, desirability, or attractiveness of the proposed initiative.	
Available funding	\$300,000 in available funding.	\$600,000 in available funding. (combination of 2020 and 2021 funds)
Matched funding requirements	The applicant is required to have a 20% contribution to eligible Project costs. Capacity-Building activities do not require matched funds, as in the past.	The applicant required a dollar-for-dollar match for Project streams. Capacity-Building activities did not require matched funds.

Maximum per applicant	Each applicant organization is eligible to apply for a maximum of \$20,000.	Each applicant organization was eligible to apply for a maximum of \$10,000.
Eligibility of applicants based in Barrie and Orillia	Applications from organizations based in Barrie and Orillia will only be evaluated if they show direct economic benefit to businesses located outside of city limits	Applications from organizations based in Barrie and Orillia were evaluated
Funding streams	Two funding streams; Capacity-Building and Project. Applicants can request funding for any eligible project costs across all categories (Marketing, Workforce Development, etc.)	There were many funding streams. Applicants were required to submit separate applications for each project stream.
New funding streams	Addition of Main Street Enhancements and Sports Tourism as eligible project costs	Addition of sport activities under eligible activities.
Event sponsorship	Events which are approved for funding will not receive further sponsorship from Tourism Simcoe County	

Q: Can I submit more than one application?

A: Applicants can submit more than one application, for a total ask of \$20,000. This could be one application asking for up to \$20,000 or multiple applications with smaller asks for a combined total of up to \$20,000.

Q: Can multiple departments within one municipal corporation or organization apply?

A: Yes and No. Each applicant organization is eligible to receive up to \$20,000 in funding from this program. This can be one single request or multiple smaller requests where the combined requests does not exceed the maximum allocation of \$20,000.

Q: Can a municipally-owned museum or library submit an application of its own?

A: Yes. Entities at arms-length from the municipality are eligible to receive separate funding.

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 collective, this group is eligible to apply.

Q: Does my home municipality need to contribute financially to the initiative?

A: No, however financial support from a municipality does strengthen an application. Applications that do show that the home municipality is contributing financially to the initiative should include a letter of support from the municipality.