

## 2020 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 distinct, diverse offerings within the County of Simcoe;
- Building organizational capacity in existing and new local 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

Funding envelope is \$300,000 and funding is awarded in two (2) streams:

#### 1. Capacity-Building

Under this stream, grants up to \$5,000 are awarded to qualified groups to support the organizations' developmental needs.

#### 2. Project and Campaign

Under this stream, grants up to \$25,000 are awarded to qualified organizations that cultivate partnerships and collaborations to develop tourism, culture and sport programs and initiatives.

### Key Dates for Grant Application Process

Applicant Information Session	Friday, January 24, 2020
Application Deadline	Friday, February 28, 2020
Notification of Successful Application	Mid-April
Invoice Deadline	December 15, 2020
Final Report Deadline	No later than April 15, 2021

### General Guidelines

- Organizations may submit only one application per grant cycle. e.g. One application for the Capacity-Building Stream OR one application for the Project and Campaign Stream;
- Grants will be awarded based on the number of eligible applicants and available funding in each year;
- No organization receiving a grant shall receive further discounts on County fees for facility rental or service; and

- No project shall receive a grant where more than 75% of applicant funding is contributed through provincial or federal organizations.

### Eligible Applicants

Municipalities and not-for-profit organizations within the County of Simcoe are eligible for funding. Applications must be signed by an official authorized to legally bind the applicant.

### Ineligible Applicants

- Individuals
- For-Profit organizations
- Political parties, initiatives or candidates
- Organizations that already receive operating funding from the County of Simcoe
- Grant-making or fundraising organizations
- Faith-based organizations where services/activities include the promotion and/or required adherence to a faith

<b>Capacity-Building Stream</b>	Maximum \$5,000 per applicant No matched funds required
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Under this category, grants up to \$5,000 are awarded to qualified groups to support the organizations' development needs.

#### *Eligible Expenses*

- Training;
- Applying for registered not-for-profit status;
- Board development activities;
- Branding;
- Marketing planning; and
- Strategic planning

<b>Project and Campaign Stream</b>	Maximum \$25,000 per applicant Matched funds \$1:1
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Under this category, grants up to \$25,000 are awarded to encourage partnerships and collaborations that develop tourism, culture and sport programs and initiatives in Simcoe County. 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 are in concert 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.

## Eligible Expenses

- Signage, adhering to Regional Tourism Organization 7 (RTO7) signage specifications;
- Collaborative marketing initiatives (e.g. digital advertising, radio, television);
- Photo and/or video development;
- Product and/or experience development;
- Event enhancement;
- Operator engagement (e.g. workshops, familiarization tours);
- Investment attraction activities;
- Cycle Simcoe branded bike racks and/or repair stations;
- Research and data;
- Project-related consulting fees (e.g. destination plan, marketing plan, data analysis);
- In-kind costs are eligible if applicant can show a published rate for services; and
- Other initiatives that align with the four pillars of tourism above.

## Ineligible Expenses

- Projects that already receive funding from the County of Simcoe;
- Projects or activities that have been completed on or before the application deadline;
- Capital expenses (purchase of land/equipment/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 applying organization;
- Events that are organized primarily to raise funds and/or awareness about a specific issue, organization or cause;
- Production or distribution of visitor guides; and
- Marketing that does not meet the 2020 Simcoe County Tourism, Culture and Sport Grant Branding Guidelines outlined in this document

## Application Evaluation

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

- Have a regional focus;
- Include experience development;
- Include a new project or idea, for which funding has never been applied for;
- Projects that meet the accessibility and age-friendly criteria outlined in Schedule 1;
- Are able to provide visitor postal code data (minimum of 500), to inform the development of the project's marketing strategy;
- Align with the Tourism Simcoe County work plan.

## Application Process

1. An information session will be offered to educate potential applicants;
2. Applications must be received no later than Friday, February 28, 2020 at 4:30PM;
3. Tourism Simcoe County staff will review all applications and make recommendations to the Simcoe County Grant Task Force Committee;
4. The Grant Task Force Committee will meet to finalize and recommend grant awards;
5. This recommendation will be approved by County Council;
6. Tourism Simcoe County staff will notify all applicants of Council's decision.

*If funding is awarded:*

7. The applicant must read, sign and return the Award Notice to [tourism@simcoe.ca](mailto:tourism@simcoe.ca). This letter must be received in order for funding to flow;
8. The applicant must provide a certificate of insurance naming the Corporation of the County of Simcoe as additional insured with a minimum of \$2,000,000.00 for comprehensive general liability per incident (applicable to events only);
9. The applicant may be required to supply a detailed marketing plan, including timeline and content; and
10. The applicant will inform and support the application through to implementation and post-reporting.

**Please note:** Tourism Simcoe County must approve all marketing materials where funding is being matched and the County of Simcoe brand(s) are being utilized.

## Payment

Where funds are awarded, 90% of the grant amount will be forwarded to the applicant once Council has approved the grant awards. The remaining 10% will be forwarded to the applicant following the receipt of the completed Post Report and corresponding invoice.

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.

## Reporting

All applicants must submit a Post Report within 30 days of completion of the funded initiative, and no later than April 15, 2021 (whichever comes first). The blank document will be provided with the Award Notice. In absence of a post report, applicant will be ineligible for future funding.

- The Post Report must include a detailed financial report, outlining all project costs;
- The Post Report must include receipts associated to each expense, and must be submitted prior to issuing final payment, unless otherwise approved by the Director of Public Affairs; and
- All applicants must submit an invoice to Tourism Simcoe County in order to receive final payment. Invoices must be received no later than December 15, 2020 at 4:30PM.

## Branding Requirements

All advertisements must adhere to guidelines set out in this section of the agreement and approved by a designated Tourism Simcoe County staff member prior to publishing (including radio scripts, prior to recording).

Where applicable, successful applicants may be required to include a marketing plan, outlining all production timelines and creative proofs for approval by Tourism Simcoe County.

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

### *Website*

- Experience Simcoe County logo to appear on homepage and/or event page of the website, as a partner;
- “Another Reason to Visit Simcoe County” must be clearly visible on the top half of the event landing page.

### *Radio, Print, Television and Digital*

- Must include “Another Reason to Visit Simcoe County” and the font must adhere to the Tourism Simcoe County visual identity guidelines.

### *Workshops and Meetings*

- Tourism Simcoe County’s “North of Ordinary” promotional video must be shown at an appropriate time during the workshop or meeting.

### *Social Media*

- Tourism Simcoe County must be tagged in all social media posts directly related to the funded initiative.
  - Twitter @SimcoeCountyTSC
  - Facebook @TourismSimcoeCounty
  - Instagram @experiencesimcoecounty



## Additional Funding Opportunities

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

Please contact Alex Hogan ([ahogan@rto7.ca](mailto:ahogan@rto7.ca)), 705-441-2931 for more information on the Partnership Program or click [HERE](#) if you are interested in additional matching funds for:

- Video or imagery development
- Video or imagery advertising of existing assets
- Wayfinding signage
- 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

Please contact Kim Clarke ([kclark@rto7.ca](mailto:kclark@rto7.ca)), 519-379-2506 for more information on the Festival Implementation Program or click [HERE](#) if you are interested in additional matching funds for:

- Social media advertisement for enhancements to a festival

Please contact Kim Clarke ([kclark@rto7.ca](mailto:kclark@rto7.ca)), 519-379-2506 for more information on the Tourism Implementation Program or click [HERE](#) if you are interested in additional matching funds for:

- Social media advertising to market your new capital investment

Please contact RTO7 staff as soon as possible (**before submitting your application**) to find out if your application is eligible for additional support from RTO7.