

2020 Tourism, Culture and Sport Grant Application

WHAT TO SUBMIT

One application per organization only.

Please ensure that your application is signed, accurate, legible, and submitted by the deadline. We will notify you 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

Please itemize both projected revenues and expenses as indicated:

- Revenue: list **all** anticipated sources of revenue, including other grants and/or donations, and whether any sources have been confirmed. In-kind contributions may be included, but must be verified by supplying a letter of support from each contributor, including contact information.
- Expenses: list **all** expenses, including HST and details of those costs for the initiative you propose to fund through the grant request.

1 copy of supporting materials (if so chosen to submit)

Applicants may submit supporting material that they feel might enhance or further their application. This could include audio/video, print media, photography, testimonials, etc. Please do not submit original works of art or one-of-a-kind material. 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

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.

Applications can be sent via email to tourism@simcoe.ca with the subject line "Grant Application – your organization's name"

Applications can be mailed or hand-delivered to:
Tourism Simcoe County
1110 Highway 26
Midhurst, ON L9X 1N6

APPLICATION DEADLINE

Friday, February 28, 2020 no later than 4:30PM

Please note: We will only accept applications postmarked no later than 4:30PM on the deadline date.

Please complete ALL sections for consideration.

APPLICANT CONTACT INFORMATION

| | |
|--|--------------|
| Name of Organization: | |
| Address: | |
| City: | Postal Code: |
| Type of Organization: Not-for-profit organization Municipality Other: _____ | Mandate: |
| Contact Person: | |
| Title: | |
| Email: | Phone: |

FINANCIAL OVERVIEW

| | |
|----------------------------------|--|
| Applicant Contribution: \$ | Select ONE funding stream: Capacity-Building \$0:1 Project or Campaign \$1:1 |
| Partner Contributions: \$ | |
| Funding Request: \$ | |
| Total Initiative Budget: \$ | |

INITIATIVE OVERVIEW

| | |
|--|--------------------|
| Title of Initiative: | |
| Timeline: | |
| Date of Event: | Location of Event: |
| Please provide a brief overview of the project or campaign for which you are requesting financial support. If more space is required, please attach a separate page. | |

OBJECTIVES OVERVIEW

Who is your target market? (Select all that apply)

| | | | | |
|------------------------------|-----|--|--------|-----|
| Locals | GTA | Southwestern Ontario | Quebec | USA |
| Young Singles or Couples | | Mature Singles or Couples | | |
| Young Families (kids <6) | | Older Families (kids 13-18) | | |
| Midlife Families (kids 7-12) | | Couples with Adult Children (kids 18+) | | |

What are the key interests of your target market?

How does your initiative meet the objectives of the grant?

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

What do you hope to accomplish with this initiative? What are your primary goals?

How will you measure the success of your proposed initiative?

Is your initiative accessible to everyone?

Yes

No

FINANCIAL REQUEST

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

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), information about those partners is required. Please indicate where they have, as yet, committed to their role. For those partners who have made a formal commitment to participate, please attach a letter of support indicating what their partnership entails.

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 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.

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.

