

Tourism, Culture and Sport Enhancement Fund

Application

WHAT TO SUBMIT

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

Please ensure that your applications is signed, accurate, legible, and submitted by the deadline. Only complete applications can be processed, pursuant to County of Simcoe procedures. The applicant will be notified upon receipt of the application, and will be advised if it is incomplete.

SUBMISSION CHECKLIST

1 signed copy of the application (this document)

1 copy of your initiative's budget

Please outline ALL anticipated expenses and revenue sources for the proposed initiative.

1 copy of supporting materials

This could be a letter of support, quote, covid-19 safety plan, marketing plan, etc. For details, refer to the 'Project Stream' chart in the 2022 Program Guidelines.

1 copy of additional supporting material (optional)

Applicants may choose to submit supporting material that they feel might enhance their application. This could include audio/video, print media, photography, testimonials, etc. 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

Submit by email to tourism@simcoe.ca with the subject line "Application - Organization Name"

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.

APPLICATION DEADLINE
Monday, February 28, 2022 no later than 4:30PM

Please complete ALL sections for consideration

APPLICANT INFORMATION

Name of Organization:

Address:

City:

Postal Code:

Type of Organization:

Not-for-profit organization

Municipality

Other: _____

Mandate:

Contact Person:

Title:

Email:

Phone:

INITIATIVE OVERVIEW

Title of Initiative:

Provide a brief overview of the initiative for which you are requesting financial support, in the space provided.

Funding Request:

\$

Select a funding stream:

Project

Capacity-Building

What project costs will be covered by this program, if awarded? Please be specific.

How will your initiative benefit tourism, culture and/or sport in Simcoe County?

What do you hope to accomplish with this initiative?
What are your primary goals? (up to 4)

- 1.
- 2.
- 3.
- 4.

How will you measure the success of your proposed initiative? (up to 4)

- 1.
- 2.
- 3.
- 4.

Select all applicable target markets:

- 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+)

Select all applicable source markets:

- Simcoe County
- GTA
- Southwestern Ontario
- Quebec
- USA

Is this a new initiative, for which funding has not previously been awarded?	Yes	No
Does your initiative meet the accessibility standards outlined in the guidelines?	Yes	No
Do you currently receive any other subsidies from the County of Simcoe? If yes, please elaborate:	Yes	No

PARTNERSHIPS

If your initiative depends on collaboration with partners (i.e. delivery, facilitation, volunteers, provision of financial support), please indicate where they have, as yet, committed to their role. For those partners who have made a formal commitment, 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 partners who have yet to make a formal commitment, please elaborate on anticipated support.

BUDGET

In addition to the financial details provided below, please include a copy of the budget for the proposed initiative with your application, detailing ALL anticipated revenues and expenses related to the project. This can be in any format that you already use.

Revenue

Itemize ALL anticipated sources of revenue for the proposed initiative, including other grants, donations and/or sponsorships. *DO NOT* include in-kind goods or services, or funding from Tourism Simcoe County

Expenses

Itemize the anticipated expenses for only the items for which you are requesting funding, and details of those expenses.

Expenses: List items for which you are requesting funding. Be specific—rather than a line for general "Marketing", list specific items such as "Digital Marketing" or "Radio Advertising". Where possible, include the name of the vendor or provider.

Budget without County funds: Anticipated cost (inclusive of HST) for each item, without considering funds from this program. This number needs to meet the minimum applicant contribution requirement:

- 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 each funded item.

+ *County funding request:* Amount of funding requested to enhance the item.

= *Total enhanced budget:* Total budget for the item, including funding from this program.

Rationale: Briefly explain how the funding will enhance this line item.

REVENUE SOURCES	AMOUNT	NOTES—if applicable
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
TOTAL:	\$	

EXPENSES	Budget without County funds (Applicant contribution)	+ County funding request	= Total enhanced budget	RATIONALE
	\$	\$	\$	
	\$	\$	\$	
	\$	\$	\$	
	\$	\$	\$	
	\$	\$	\$	
	\$	\$	\$	
	\$	\$	\$	
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	\$	\$	\$	
	\$	\$	\$	
	\$	\$	\$	
TOTALS:	\$	\$	\$	

SIGNATURES

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 Enhancement Fund 2022 Program Guidelines. Failure to fulfill the requirements may prevent future funding through the Corporation of the County of Simcoe.

Applications are received by staff of Tourism Simcoe County. Your application will be evaluated according to the criteria set out in the 2022 Program Guidelines. Notification will be provided via email, upon receipt of application and again upon approval by County Council.

Signature of Authorized Signing Authority:	
Printed Name:	Date:

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 Enhancement Fund.

