



SIMCOE COUNTY TOURISM
DEVELOPMENT FUND

2018 Guidelines & Application

2018 Simcoe County Tourism Development Fund (SCTDF)

Executive Summary

The Simcoe County Tourism Development Fund (SCTDF) is an annual fund that provides non-operational, project-based, 1:1 matching funding to municipalities and registered not-for-profit entities within the borders of Simcoe County that are involved with tourism promotion and development.

Mission

Tourism Simcoe County's (TSC) mission is to promote Simcoe County as a first class tourist destination by further developing the tourism industry and community partnerships, and to provide tourism leadership throughout Simcoe County.

Objective

- This fund is intended to support projects that foster industry collaboration and align with one of TSC's four pillars of tourism:
 - Product 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.

Eligibility

Eligible Applicants

Municipalities and registered not-for-profit tourism attractions and organizations are eligible for funding. Applications must be signed by an official authorized to legally bind the applicant to perform the project.

Eligible Project Costs

- The development of tourism products that will enhance the visitor experience
- Collaborative marketing initiatives that will increase visitation from outside of the region (digital advertising, print collateral, radio, video content, etc.)
- Training delivery and participant support costs directly related to the development and delivery of tourism related workforce training program (including: workshops and familiarization tours)
- Tourism signage development such as implementation of kiosk, directional and visitor way-finding signage, adhering to [Regional Tourism Organization 7's \(RTO7\) Signage Specifications](#).
- Project-related consulting fees (including: destination plans, data analysis, marketing plans, governance training)

Ineligible Project Costs

- Projects that already receive funding from the County of Simcoe
- Capital expenses or costs not directly associated with the delivery of the program
- Administrative salaries, operational or travel costs
- Equipment rentals, or service fees
- Stipends for project participants
- Costs incurred prior to the effective date as stated in the Agreement
- Annual membership fees to associations
- Pay bonuses or other pay incentives
- Debt reduction charges
- Website development or enhancement
- Marketing expenses within 40km of the host site
- Marketing material that does not meet the branding guidelines outlined in this document
- Projects that are not unique to the region (e.g. Canada Day celebrations, Santa Claus parades, etc.)
- Events that are organized primarily to raise funds and/or awareness about a specific issue, organization or cause
- Repetitive applications (cannot apply for same activities year over year)
- Projects that do not meet the accessibility and age-friendly criteria outlined in this document

Review of Applications

Tourism Simcoe County staff will evaluate the partnership applications and make recommendations to the Tourism Manager. For further application evaluation information, please contact Tourism Simcoe County at simcoecountyTDF@simcoe.ca

Project Evaluation

- Projects with a regional focus and include experience development will be given preference when evaluating applications
- Partners who are able to provide visitor postal code data (minimum 200), prior to and/or post project delivery, to inform the development of the project's marketing strategy will be given preference when evaluating applications

Project Requirements

- Partners must complete one application per project, not per organization
- TSC must approve **all** project costs where SCTDF is being matched
- If awarded and applicable to the project, partners must supply a detailed marketing plan (including timelines and content)
- TSC must approve **all** marketing materials where SCTDF is being matched
- Partners will inform and support the application through to implementation and post reporting
- If awarded, partners must provide a certificate of insurance naming the Corporation of the County of Simcoe as additional insured with a minimum of \$2,000,000 for comprehensive general liability per incident

Application Timeline

- Applications for funding will be received on a biannual intake basis per calendar year (pending available funding)
 - First Intake Deadline: March 31, 2018
 - Second Intake Deadline: September 30, 2018
- **Please submit all applications to simcoecountyTDF@simcoe.ca**

Reporting & Payment

- A post report is due within 90 days of completion of the project. In absence of a post report, applicant will be ineligible for SCTDF in future years.
- Partners must provide a detailed financial report to TSC outlining all total project costs where SCTDF was approved to match, with all project receipt(s) attached, prior to receiving an issued payment for matching funds.



2018 SCTDF Post
Report.docx



2018 SCTDF Post
Financial Report.do

Branding Standards and Agreement

Collaborative Multiple Applicant Projects:

Collaborative multiple applicant projects with a regional focus will generally be branded and led by Tourism Simcoe County (website, digital media, etc.), and will link to partner pages accordingly.

Website

- All marketing will be primarily directed to Tourism Simcoe County's website
- Tourism Simcoe County will create landing pages for each new product/experience
- Each landing page will have links to partners' page(s)

Social Media

- Tourism Simcoe County will manage all paid social media posts directly related to the project

Collaborative Single Applicant Projects:

Radio, Print & Online

- must include the phrase "...Another Reason to Visit Simcoe County" (above the fold – under logo or name of project promotion), if matched by SCTDF

Website

- Tourism Simcoe County logo to appear on homepage and event page (where applicable) of website (footer), as a partner.
- "...Another Reason to Visit Simcoe County" must be clearly visible on the top half of the event landing page (where applicable).

Example



Social Media

- Must tag Tourism Simcoe County in all social media posts directly related to the project. Twitter = @SimcoeCountyTSC; Facebook = @TourismSimcoeCounty; Instagram = #SimcoeCounty

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

Simcoe County Tourism Development Fund Agreement

Applicant Name and Contact Information

Name: _____

Address: _____

Phone: _____ Email: _____

Project Lead: _____ Title: _____

Please complete the attached 2018 SCTDF Project Application Chart, 2018 SCTDF Project Funding Request, and 2018 SCTDF Project Budget Breakdown:


2018 SCTDF
Application Chart.doc


2018 SCTDF Project
Funding Request.doc


2018 SCTDF Project
Budget Breakdown.

I the undersigned agree to adhere to the guidelines and standards as outlined in this Simcoe County Tourism Development Fund application pack.

Signature (Authorized Signing Authority)

Print Name: _____

Date: _____

Approved By:

Kathryn Stephenson
Manager, Tourism Simcoe County

Date: _____

Project Partners/Community Support

If your project depends on collaboration with partners, information about your 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 their letter of support indicating what their partnership entails.

Partner's Name	Attached Letter of Support?
	<input type="checkbox"/> YES <input type="checkbox"/> NO
	<input type="checkbox"/> YES <input type="checkbox"/> NO
	<input type="checkbox"/> YES <input type="checkbox"/> NO

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 Development Fund (SCTDF) ensure that their event/project/site are designed with accessibility in mind.

Which of the following accessible features will you provide at your event?

- 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's 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 ground level, away from crowds and sound systems.
- Rest areas and rain/wind/sun shelters** – offer quiet areas and weather shelters.
- Signs** – 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 Persons** – can go wherever the person they support goes. Admission fees posted in the same place where general admission information is found.
- Service Animals** – can accompany a person with a disability to all areas available to the public.
- Training Staff and Volunteers** – train staff and volunteers on your festival's accessibility features.
- Promote your Festival** – tell people about your accessibility features in the same places you promote your festival.
- Ask for Feedback** – collect feedback before, during, and after the festival

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](#)

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 Program.

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: