

THIS IS NOT THE APPLICATION FORM

This is a read-only transcript of the application form.

Please use the online Google Form to submit your application.

2025 Tourism, Culture & Sport Enhancement Fund Application Transcript

PLEASE READ THE COUNTY OF SIMCOE [TOURISM, CULTURE AND SPORT ENHANCEMENT FUND 2025 PROGRAM GUIDELINES](#) IN FULL BEFORE COMPLETING THIS APPLICATION.

Please complete all sections of this form for your application to be considered.

You do not need a Google account to submit an application. If you fill out this form using a Google account, your progress is automatically saved as a draft for 30 days. This autosave feature will not work if you are working offline or if you choose to fill the form in without logging into a Google account. In that case, the form must be completed and submitted in one sitting, or your work will be lost.

When your application is submitted, you will be directed to a confirmation page and a copy of your application will automatically be sent to the email address that you input below.

Short form answer: email address

PROGRAM OVERVIEW

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
- Contributing to the County of Simcoe's overall economic health and sense of place

Applicant Eligibility

This program is available to municipal corporations and not-for-profit organizations which provide services in the County of Simcoe.

The proposed initiative must take place in one of the County of Simcoe's 16 member municipalities: Adjala-Tosorontio, Bradford West-Gwillimbury, Clearview, Collingwood, Essa,

Innisfil, Midland, New Tecumseth, Oro-Medonte, Penetanguishene, Ramara, Severn, Springwater, Tay, Tiny, and Wasaga Beach

Available Funding

The funding envelope for the 2025 program is \$400,000. An applicant organization may submit **one application** per grant cycle. Applications to the signage stream may request up to \$20,000 in funding. Applications to all other streams may request up to \$10,000 in funding.

NOTE: Within the Marketing stream, no more than \$5,000 will be paid towards video development and no more than \$2,500 will be paid towards photo development.

Applicant Contribution Requirements

The applicant must show that a minimum of 20% of the cost of the funded items is paid for by the applicant organization, meaning that the County of Simcoe may fund up to 80%.

For example, if requesting \$10,000 in funds, the applicant must contribute a minimum of \$2,000 towards the funded items, for a \$12,000 initiative.

Reporting Requirements

A Final Report must be submitted within 30 days of project completion, along with a receipt for each item funded by this program.

STREAM DETAILS

This section outlines the objective of the selected funding stream and lists eligible project costs.

APPLICANT DETAILS

Please complete all sections

Short answer text box: Name of organization

Select one: Type of organization

- Municipal corporation or entity
- Not-for-profit organization

Short answer text box: Address

Short answer text box: Contact Name

Short answer text box: E-mail Address

Short answer text box: Phone number

Select one: Has the applicant organization received funding from the Tourism, Culture and Sport Enhancement Fund before?

- Yes
- No
- Unsure

Select one:

Does the applicant organization receive funding from any other programs offered by the County of Simcoe?

- Yes
- No
- Unsure

INITIATIVE OVERVIEW

Please complete all sections

Long answer text box:

Provide a **brief** overview of the initiative for which you are requesting funding.

Select one or more:

Select the item(s) for which you are requesting funding.

Eligible items are listed, per the Program Guidelines.

Long answer text box:

Please indicate the month that you anticipate completing the initiative. If the funded initiative is an event, also indicate the date of the event, if known.

Long answer text box:

How will the initiative benefit tourism, culture and/or sport in Simcoe County? *This can include economic, social and/or environmental benefits to tourism businesses in Simcoe County and visitors to the area.*

Long answer text box:

How will you be measuring your success? *Ensure that these goals are specific, measurable, attainable, realistic and trackable.*

FINANCIAL OVERVIEW

Please complete all sections

Acknowledgement:

The applicant must show that a minimum of 20% of the cost of the funded items is paid for by the applicant organization, meaning that the County of Simcoe may fund up to 80%. *For example, if*

requesting \$10,000 in funds, the applicant must contribute a minimum of \$2,000 towards the funded items, for a \$12,000 initiative.

I confirm that the applicant organization will meet the above applicant contribution requirement

Short answer text box: Please indicate the amount of funding that you are requesting.
The Signage stream allows for a maximum financial request of \$20,000.00. All other streams allow for a maximum financial request of \$10,000.00

Short answer text box: Please indicate the total budget for the requested items
This is the requested funding amount + applicant contribution

Long answer text box: Please list the items you plan to purchase using these funds and the associated cost. Be specific.

Example:

<i>Radio campaign on 98.1CHFI Toronto</i>	<i>\$6,000.00</i>
<i>Social media ads on Facebook and Instagram</i>	<i>\$ 500.00</i>
<i>Professional photography</i>	<i>\$1,500.00</i>

Note: a receipt for each of the items listed above must be submitted with the final report.

ACKNOWLEDGEMENT OF PROGRAM REQUIREMENTS

By checking each box you are confirming that the following requirements are understood and will be adhered to, or are currently in place.

Acknowledgement

Administration

- Submit banking information to the County of Simcoe, for direct deposit of funds
- Use the funds only as specified in the approved grant application and inform TSC of changes
- Agree to make reasonable efforts to adhere to Age-Friendly and Accessibility Criteria
- Comply with reasonable requests for information about the status of the funded initiative
- Submit a Final Report within 30 days of project completion

- Submit receipts for each funded items within 30 days of project completion

Branding

- Register to receive industry communications from Tourism Simcoe County
- Follow @experiencesimcoecounty on Facebook, Instagram, and YouTube
- Tag @experiencesimcoecounty in all social media posts related to the initiative
- Use #experiencesimcoecounty on all social media posts related to the initiative
- Add the Experience Simcoe County logo on your website, linking to experience.simcoe.ca
- Incorporate the Experience Simcoe County logo or tagline into all forms of funded media
- Seek approval by Tourism Simcoe County staff prior to publishing all funded media
- Submit all forms of media funded by this program with the Final Report (photos, videos)

Other (for event organizers only)

- Event organizers must submit event listing on the experience.simcoe.ca website.