



Release

County of Simcoe, Office of the Warden and CAO
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FOR IMMEDIATE RELEASE

County accepting applications for its 2025 Tourism, Culture and Sport Enhancement Fund

Midhurst/January 10, 2025 – The County of Simcoe is now accepting applications for its 2025 Tourism, Culture and Sport Enhancement Fund. This year, County Council has allocated \$400,000 to help fund projects or experiences that will benefit regional tourism, culture, and sport.

The 2025 funding will support and enhance tourism, culture, and sport in Simcoe County by:

- 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

“The County of Simcoe remains committed to strengthening our local community and economy by investing in businesses and organizations that highlight the wide array of tourism, cultural, and sports opportunities available throughout our region,” said Warden Basil Clarke. “Simcoe County has a deep-rooted connection with our tourism industry, and through Tourism Simcoe County, we are proud to continue supporting the growth and success of this sector.”

Funding is available for marketing, trails and cycling infrastructure, public art and beautification, sports tourism, workforce development, research and signage, with each applicant organization able to submit one application for up to \$10,000, with the exception of signage requests, which are eligible for up to \$20,000 in funding. Interested parties are asked to submit their application by Friday, February 14, 2025.

All applications will be reviewed by the County of Simcoe's Grant Task Force, consisting of appointed County Councillors, with support from County staff. The funding will be divided among successful applicants based on program requirements, objectives, and overall benefit to the entire region.

Details and application guidelines can be found at <https://experience.simcoe.ca/partner-resources>. Potential applicants can contact the County's tourism staff via email, at tourism@simcoe.ca with questions.

About Tourism Simcoe County

Tourism Simcoe County's mission is to promote Simcoe County as a first-class destination by further developing the tourism industry and community partnerships and providing tourism leadership throughout Simcoe County.

About the County of Simcoe

County of Simcoe is composed of sixteen member municipalities and provides crucial public services to County residents in addition to providing paramedic and social services to the separated cities of Barrie and Orillia. Visit our website at simcoe.ca.

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