

Tourism Barrie is the Destination Marketing and Management organization and Front-Line Visitor Services for the City of Barrie.

Tourism Investments and Tourism Barrie are primarily funded through a 6% Municipal Accommodation Tax (MAT) collected by the Barrie hotels and Airbnb, 50% is remitted to the City of Barrie, and 50% is remitted to Tourism Barrie.

Using 50% of the MAT, Tourism Barrie works to build a vibrant, year-round visitor economy that contributes economic value for Barrie and the surrounding area, provides stable revenue growth for tourism businesses, and generates jobs and benefits for citizens in ways that are sustainable and closely aligned with community values.

Tourism Barrie is reinvesting the MAT revenues back into Barrie organizations that are part of the tourism industry and contribute to growing the visitor economy.

Sport Tourism Growth Grant Objective

The Sport Tourism Growth Grant is designed to support and enhance the thriving sport tourism industry in Barrie. Sport Tourism is an essential part of our community, bringing economic and social benefits to Barrie. The Sport Tourism Growth Grant aims to provide financial assistance to local organizations and sport events that contribute to the growth and development of sport tourism in Barrie.

Sport Tourism Growth Grant funding will be considered annually in October. Applications will be reviewed by the committee, and successful applicants will be notified within 30 days. If successful, the funding can be used between November 2024 to November 2025.

SPORT TOURISM GROWTH GRANT CRITERIA & GUIDELINES

- Applicant must represent a City of Barrie Sport Organization and have a Barrie address.
- The event facility and/or location utilized for the sport event must be located within the City of Barrie, or within close proximity to the City boundary.
- Sport Event funding requires that more than 30% of the participants/teams are visitors with an overnight stay in a Barrie Hotel only.
- Alternatively, funding must be used to grow the sport event into an overnight tournament/championship/event to grow sport tourism and the visitor economy and build a relationship with Barrie Hoteliers.
- Priority funding will be given to applications that seek to host or grow events during off-peak travel season and encourage mid-week stays.
- Funding may be used for facility rentals, marketing, officials, and transportation expenses. See below for details.
- All funding must be used for the purpose outlined in the application.
- Applicants must provide a post-event economic assessment (i.e. TREIM Report) or provide relevant details to Tourism Barrie to determine the economic impact of the event and tourism-related spending.
- Applicants are required to distribute a post-event survey to participants.
- Applicants must be registered as a Sport Barrie partners – the form found on sportbarrie.ca
- The Sport organization must not be in a deficit financial situation or have outstanding receivables with the City of Barrie.
- Upon request, the organization must provide an event budget plan.

Acknowledgement:

If the application is successful and the organization is awarded funding, the organization must acknowledge Tourism Barrie as a sponsor of the event and:

- Tourism Barrie's logo on printed and digital materials during the event,
- Tourism Barrie's logo on the organization's website with a backlink to sportbarrie.ca, if possible.
- Tourism Barrie may acknowledge your organization was awarded funding to grow sports tourism and the visitor economy in a press release, social media newsletter and grant recipient presentation.

FUNDING

- Maximum funding per Sport Organization per year is \$10,000.00
- Applicants requesting between \$5,000 - \$10,000 must provide unaudited financial statements from the last full fiscal year.

Eligible Organizations

Eligible organizations must:

- Be a city of Barrie-based organization/entity in existence since January 1, 2022, or before, including those established by or under legislation; are federally or provincially incorporated; or are band councils defined under the Indian Act. Individual teams may not apply.
- Applicants must be registered as Sport Barrie Partners. The registration form is on the Sport Barrie website (sportbarrie.ca). It's important to complete this registration before submitting the grant application, and this should be done at least five days before the application submission.
- Have a Canadian bank account in the applicant's legal name at a Canadian financial institution conducting business in Ontario.
- Be open to the public at large and welcoming and accessible to all community members. The organization reflects a commitment to promoting diversity, equity, and inclusion with non-discrimination policies.

Funding Criteria

The Sport Tourism Growth Grant Eligible Expenses:

- City of Barrie, Barrie Schools and Georgian College facility and fields rental expenses and private event rental expenses located in Barrie;
- Social Media, Digital Advertising and Marketing the sport event to increase audience capacity and welcome visitors and visiting friends and family;
- Post-event Surveys;
- Paid officials, umpires, referees, etc. – not employed by the organizations
- Costs associated with awarding participants non-monetary awards, trophies, and medals.
- Transportation to and from Barrie's accommodation to the facility.
- Business/Strategic Plans to grow the organization;
- Plans and workshops for innovative programming in partnership with businesses and community partners to draw sport tourism participants to stay overnight at a Barrie Hotel and increase visitor spending.

The Sport Tourism Growth Grant Ineligible Expenses:

- Expenses incurred outside of the eligibility period of November 1, 2024 to November 1, 2025.
- Wages of sport organization staff or volunteers' expenses. Must not include costs related to ongoing costs of operation. Detailed below.
- Infrastructure, building renovations, costs related to creating permanent assets, cars, computers, office equipment, etc. Detailed below.
- Monetary prize awards, costs of gifts, gratuities, honoraria, or other items of personal benefit.
- Sport equipment, uniforms, etc.
- Out-of-town expenses, costs incurred outside of Ontario.
- Hotel Rooms or meeting rooms, travel expenses to participants to arrive in Barrie.

Detailed: Ineligible expenses for Staffing, Administrative and Other

- Salaries and wages for permanent staff and full-time contract staff.
- Administrative and overhead costs and any other operational or capital expenses related to an organization's activities: No rent, telephone and communication lines/services, insurance, computers, utilities, maintenance, credit/debit card fees, membership, printing, and subscription fees or costs.
- Travel costs, meals and incidental expenses for all staff (permanent, contract, and event) and volunteers.
- Capital costs (construction materials, motorized vehicles, land acquisition, purchase of equipment, stages, fixed or portable seating, computers/notebooks, depreciable assets).
- Charitable donations.
- Labour costs not directly related to the event.
- Legal, audit or interest fees.
- Fees relating to grant writers procured for preparing funding applications or commissions.
- Fees related to audit or engagement review financial statements.
- Budget deficits, capital repayments or any repayments to other funding programs.
- Cost of alcohol or cannabis-related products.
- Harmonized Sales Tax or refundable expenses (e.g., security deposits).
- Any expenses not directly paid by the recipient organization or that will be covered by in-kind revenues, in-kind services, or funded by another source.

Application Process

1. Complete the Sport Tourism Growth Grant Application below and submit it to sports@tourismbarrie.com by December 1, 2024 at 4:30pm WITH required budget details and a list of current Board of Directors or company owner/management group details.
2. All applicants will be reviewed by the Grant Review Committee.
3. Successful applicants will be contacted in mid-December 2024.
4. Post-Event Reporting: Applicants must allow Tourism Barrie to conduct an event economic impact assessment and provide all the relevant details to Tourism Barrie to determine the economic impact of the event and tourism-related spending.

Failure to submit post-event reporting on the numbers of audience/attendees/ spectators to the best of the organization's ability will result in not being eligible to reapply the following year for funding from Tourism Barrie.

Tourism Barrie needs to gain a better understanding of Barrie's visitor market, provide insight into the demographics, identify high-value visitors, and ensure events are aligned with Tourism Barrie's destination marketing plans. Knowing this information will help with planning future festivals and events and economic assessments for Barrie. This will ensure that the city continues to attract and host successful events that benefit the local economy and position Barrie competitively in the event tourism market.

Evaluation Process and Assessment

The application evaluation process will include a fair and consistent evaluation of the merit of submissions against listed eligibility requirements and mandatory requirements to ensure that applications meet program priorities. Applications that do not meet any of the eligibility requirements will not be considered.

Applications meeting all eligible requirements will be scored by a selected committee based on a combination of pre-determined criteria.

APPLICANT INFORMATION

ORGANIZATION			
PRIMARY CONTACT			
ADDRESS		CITY	
ORGANIZATION PHONE		CONTACT PHONE	
CONTACT EMAIL		APPLICATION DATE	

EVENT / TOURNAMENT DETAILS

NAME OF EVENT			
EVENT DATE(S)			
EVENT VENUE(S)			
AMOUNT OF FUNDING REQUESTED			
DID YOUR ORGANIZATION RECEIVE CITY OF BARRIE RECREATION & SPORT COMMUNITY FUNDING?	YES	NO	
EXPECTED NUMBER OF PARTICIPANTS			
PERCENTAGE OF OVERNIGHT PARTICIPANTS		SAME DAY VISITORS	
NUMBER OF HOTEL ROOMS BOOKED			
THE OBJECTIVE OF THE GROWTH GRANT FUNDING IS TO GROW SPORT EVENTS INTO A MULTIPLE-DAY EVENT. HOW WILL YOUR ORGANIZATION USE THE FUNDING TO ENHANCE THE TOURNAMENT/CHAMPIONSHIP/EVENT TO ENCOURAGE OVERNIGHT STAYS IN BARRIE ACCOMMODATIONS?			

BRIEFLY EXPLAIN THE NEED FOR GROWTH FUNDING AND WHAT THE FUNDING WILL BE SPECIFICALLY USED FOR. COMPLETE THE BUDGET TABLE ON PAGE 8 WITH DETAILS OF THE EXPENSES.

PLEASE LIST ANY ORGANIZATIONS YOUR GROUP MAY BE PARTNERING WITH FOR THIS EVENT:

IS THIS A NEW OR EXISTING EVENT?

NEW

EXISTING

IF THIS IS AN EXISTING EVENT, HOW MANY YEARS HAS IT BEEN IN EXISTENCE?

IS THIS EVENT OPEN TO THE PUBLIC?

YES

NO

PLEASE DESCRIBE HOW THIS EVENT WILL ENHANCE OR BENEFIT YOUR SPORT:

HOW MANY VOLUNTEER HOURS WILL GO INTO DELIVERING THE EVENT(S) REQUESTED IN THIS FUNDING.

