Tourism Barrie

SPORT TOURISM **GROWTH** GRANT

2027

APPLY NOW

- Grow Local Sport Events
- Enhance Sport Tourism
- Build the Visitor Economy in Barrie

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sportbarrie.ca
@sportbarrie

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. Applications will be reviewed by the committee, and successful applicants will be notified within 30 days. If successful, the funding can be used between January 1, 2027 to December 31, 2027.

Funding Streams

Local Non-Profit Sport Organizations - Supports eligible Barrie-based organizations in creating, expanding, or enhancing sport events that generate overnight tourism
.
For-Profit Sport Businesses - Supporting eligible for-profit Barrie-based sport businesses authorized to host an event on behalf of a provincial or national sport organization.



SPORT TOURISM GROWTH GRANT CRITERIA & GUIDELINES

- Applicant must represent a City of Barrie Sport Organization or a For-Profit Barrie Sport Business with a Barrie address.
- For-Profit Sport Businesses applying for a provincial or national event must provide written authority to deliver the identified event on behalf of the relevant provincial or national sport organization.
- The event must be regulated in a competitive format and structure, sanctioned by the recognized governing body for the sport, and utilize certified officials onsite to apply the rules consistently.
- 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 or business 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 with one-year operating history, including both non-profit and for- profit that are federally or provincially incorporated; those established by or under legislation; 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, welcoming, and accessible to all community members. The organization reflects a commitment to promoting diversity, equity, and inclusion with non-discrimination policies.

Funding Criteria

<u>The Sport Tourism Growth Grant Eligible Expenses:</u>

- 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.

<u>The Sport Tourism Growth Grant Ineligible Expenses:</u>

- Expenses incurred outside of the eligibility period of January 1, 2027 to December 31, 2027.
- Wages of sport organization staff or volunteers' expenses. Must not include costs related to the 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 November 27, 2026 at 4:30pm WITH required budget details, a list of current Board of Directors or company owner/management group details, and, if applying on behalf of a PSO/NSO, a letter of agreement from the organization authorizing the business to host the sport event.

2. All applicants will be reviewed by the Grant Review Committee.

3. Successful applicants will be contacted by December 21, 2026.

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 number 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: _____

PARTNER APPLICANT INFORMATION

ORGANIZATION: _____

AUTHORIZED REPRESENTATIVE NAME: _____

ORGANIZATION PHONE: _____ CONTACT PHONE: _____

CONTACT EMAIL: _____

EVENT / TOURNAMENT FUNDING 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: _____

PERCENTAGE OF SAME DAY PARTICIPANTS: _____

NUMBER OF HOTEL ROOMS BLOCKED / 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 ORGANIZATION 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 RUNNING? _____

IS THIS EVENT OPEN TO THE PUBLIC FOR SPECTATING? ☐ 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?

BUDGET ITEMS THAT THE SPORT TOURISM GROWTH GRANT WILL FUND

ITEM	DOLLAR

APPLICANT BUSINESS DECLARATION

I certify that the information included with this application is complete, true, and correct to the best of my knowledge and that I am an authorized offer of the company and/or organization. I have the authority to make this declaration and to submit this application on behalf of the above-named organization.

DATE: _____

PRINT NAME: _____ POSITION: _____

SIGNATURE: _____

EVENTS RIGHTS HOLDER (PSO / NSO) ENDORSEMENT AND AUTHORIZATION

I confirm that I am authorized to represent the Events Rights Holder/PSO/NSO identified in this application. Our organization endorses the proposed event in Barrie and authorizes the named applicant business to organize and deliver the event on our behalf within the scope of the attached hosting agreement or written authorization.

ORGANIZATION NAME: _____

AUTHORIZATION REPRESENTATIVE NAME: _____

POSITION: _____

DATE: _____

SIGNATURE: _____

NOTICE OF COLLECTION

Personal information and information on your organization will be used by Tourism Barrie in reviewing grant applications and other related administrative purposes. Questions regarding collecting and using this information may be directed to ktrainor@tourismbarrie.com or 705-739-9444 ext. 103 during business hours.