



FOR IMMEDIATE RELEASE

54 applications approved through 2026 Experience Simcoe County Partnership Fund

Midhurst/April 15, 2026 – The County of Simcoe has approved 54 successful applications totalling \$400,370 through the 2026 Experience Simcoe County Partnership Fund. The program will fund tourism-focussed and culture-driven initiatives that focus on attracting visitors to the region.

A total of 60 applications requesting nearly \$440,000 in financial support were submitted for the \$400,000 fund in 2026. The full list of the 54 successful applicants can be found at <https://experience.simcoe.ca/resources/grant>.

"These investments reflect our commitment to supporting the people, organizations, and communities that bring Simcoe County's stories, culture, and experiences to life," said Warden Basil Clarke. "This Partnership Fund helps ensure that residents and visitors alike can enjoy inclusive, engaging, and memorable activities across our region."

The Experience Simcoe County Partnership Fund supports and enhances tourism offerings in Simcoe County by:

- Investing in initiatives that increase awareness and appreciation of, and access to, Simcoe County's diverse tourism, cultural, and recreation offerings.
- Fostering partnerships and collaboration among tourism stakeholders, municipalities, and organizations to strengthen the regional tourism ecosystem.
- Supporting innovative, inclusive, and accessible programming that improves the quality and appeal of visitor experiences.
- Contributing to the County's overall economic health by stimulating tourism-related spending and promoting Simcoe County as a desirable destination.
- Aligning funded projects with the Experience Simcoe County work plan and strategic priorities, including destination marketing, product development, and workforce development.
- Enhancing tourism experiences that promote accessibility, inclusivity, and engagement for older adults, fostering social connection, active living, and lifelong learning within the community.

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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