



experience
SIMCOE COUNTY



OUR MANDATE



To promote Simcoe County as a first-class destination and to support Simcoe County operators by promoting safe experiences, while providing leadership to tourism partners throughout Simcoe County.



OUR PORTFOLIOS

- Outdoor Recreation
- Arts, Culture & Heritage
- Agritourism

AGRITOURISM



An aerial photograph of a large, winding lake surrounded by dense forests. The trees are in various stages of autumn, showing shades of green, yellow, orange, and red. Several small, tree-covered islands are scattered throughout the lake. The water is a deep blue. The overall scene is peaceful and scenic.

AGRITOURISM TOOLKIT



AGRITOURISM

MADE IN SIMCOE

- Research and development
- Stakeholder consultations
- Craft Beverage Strategy – implementation
- Marketing and promotion
 - DO Something Delicious Campaign
 - Photo/video
 - Digital Campaign
 - Influencer Campaign

FUN ON THE FARM

- Research and development
- Stakeholder consultations
- Marketing and promotion
 - Photo/video
 - Social Media Campaign
 - Fun on the Farm Guidebook
 - Barn Quilt Map

ADMIN & FACILITATION

- Agritourism Working Group
- Bee City Certification



SOCIAL MEDIA & WEBSITE

WEBSITE

- 150K+ Total Website Visitors in 2024
- Agritourism Categories
 - U-Pick
 - Fun on the Farm
 - Made in Simcoe (Honey, Maple, Craft Bev.)
 - Roadside Stands
 - Barn Quilts
 - Farmers' Markets
 - Farm Stores
- Blog Features
- Event Listings

SOCIAL MEDIA

- Instagram – 16.6K followers
- Facebook – 10K followers

NEWSLETTERS

- Consumer-facing newsletter
- Industry-facing newsletter



DISTRIBUTION

2025 Distribution Program:

- 34 Racks around Simcoe County
- \$250/year (3000 pieces)

ENVIRONICS ANALYTICS

Agritourism Visitor Insights:

- 3 Target Group Profiles
- Toolkit Available Soon
- \$700/operator for Individual geofence/report

BARN QUILTS

Operator Buy-In Program

- Artist design and drawing coordination
- Funding for 5 x installations/year

SIMCOE COUNTY TOURISM DEVELOPMENT FUND

TO SUPPORT AND ENHANCE TOURISM, CULTURE AND SPORT IN SIMCOE COUNTY



\$400,000
IN
AVAILABLE
FUNDING



NOT-FOR-PROFIT
ORGANIZATIONS
AND
MUNICIPALITIES



\$10,000
MAXIMUM

*AVAILABLE FOR SIMCOE COUNTY
PARTNER MUNICIPALITIES



20%
CONTRIBUTION
FROM
APPLICANT



FUNDING STREAMS

1. MARKETING
2. TRAILS INFRASTRUCTURE
3. SIGNAGE
4. SPORTING BIDS
5. PUBLIC ART & BEAUTIFICATION
6. WORKFORCE DEVELOPMENT
7. RESEARCH

APPLICATION DATES: JANUARY 10 – FEBRUARY 14, 2025

THANK YOU

experience.simcoe.ca
[@experiencesimcoecounty](https://www.instagram.com/experiencesimcoecounty)

Brittany Black

Experience Development Coordinator

brittany.black@simcoe.ca



Tourism
Simcoe County