

## **Innisfil Fall Tourism Challenge Application**

### **Ignite Local Creativity. Inspire Community Connection.**

The Town of Innisfil Economic Development Office is excited to launch a new Fall Tourism Challenge designed to spark collaboration, creativity, and community spirit. We invite local business owners to team up and develop unique tourism and culture experiences designed to attract visitors and increase local spending!

Think beyond the storefront—this is your chance to reimagine what’s possible when two or more businesses join forces. From a flower shop and pumpkin patch partnering together to co-host a thanksgiving centrepiece workshop to a bookstore and cafe collaborating on ghost-themed author nights, the possibilities are as endless as your imagination.

If businesses can pull together to create a minimum of 5 high-value visitor experiences, the top 10 preferred experiences will be included in a campaign which will benefit from:

- Marketing and promotional support from the Town at a value of approximately \$5,000
- Increased exposure through cross-promotional efforts
- Professional photographs taken at your experience and shared with you for future use
- Increased revenue and foot traffic within your business.

We’re looking for creative, fun, and fresh ideas that showcase the best of what our community has to offer—experiences that create memories and keep people coming back!

Ready to get involved?

Submit your application by July 4 for a chance to be selected for this pilot program and help shape the future of tourism in Innisfil.

Applications open: May 15, 2025

Deadline to apply: July 4, 2025 at 11:59 p.m.

### **Fall Tourism Challenge Pilot Program Rules & Guidelines**

- Your experience must be in partnership with at least one other Innisfil business and the experience must take place at an address in Innisfil.

- Your experience must take place in October. Preference will be given to businesses who are open on both Saturdays and Sundays in October.
- Preference will be given to experiences which incorporate a fall theme.
- You must commit to cross promoting this campaign and other participating locations by committing to share various marketing materials including a brochure stand, poster, and two social media posts, all of which will be supplied to participating businesses by the Town.
- Online details related to the experience must be live and accessible by September 5, 2025, to align with the initiation of promotional efforts. If registration is required, registration must be open by September 5, 2025.
- Applications will be judged on the following criteria;
  - Creativity – Projects will be scored on their uniqueness, their ability to clearly target a specific demographic, and their ability to keep people entertained and engaged.
  - Capacity – The applicant has demonstrated that they have the skill set and resources to successfully deliver the experience by sharing examples of past successes.
  - Business Impact – This experience provides exposure to two or more Innisfil based businesses. The experience results in direct spending and has the potential to stimulate additional indirect spending at nearby locations.
  - Accessibility – This experience is inclusive and accessible to a diverse range of participants, including varying ages, genders, ethnic backgrounds, and abilities. This experience results in greater accessibility to businesses through the extension of store hours or the creation of new experiences and services.
- Applicants must create a free business profile with Tourism Simcoe County
- Applicants must create a free business profile with BruceGreySimcoe (RT07)
- Applicants must submit your experience to the Town's Event Calendar
- Applicants must submit your experience to the Tourism Simcoe County Events Calendar
- Applicants must submit your experience to the BruceGreySimcoe Events Calendar
- Applicants must participate in the Town of Innisfil Post-Event Survey which will track campaign success and feedback for future initiatives.

## **Fall Tourism Challenge Application Questions**

Name of Main Contact (Mandatory)

Email of Main Contact (Mandatory)

Phone of Main Contact (Mandatory)

Please provide the name of all businesses included in your partnership. (Mandatory)

Please provide the address of the property where the experience will be offered.  
(Mandatory)

Please provide a general overview of your proposed experience. Ensure you describe the experience, the target demographic you are attracting, and how the experience is unique.  
(3 Points)

How long will this experience keep guests entertained and engaged for? (3 Points)

Please provide some information to help us understand your capacity to take on this experience. Please identify successful past events you've hosted, how your skill set supports hosting this experience, and the resources you plan to utilize to ensure a successful experience. (3 Points)

Please provide more detail on why you decided to create this experience, you feel this experience will attract tourists and how the experience ties into a fall-oriented theme. (3 Points)

Please describe how this experience will result in direct spending for the businesses involved and/or indirect spending at nearby businesses? (3 points)

Please provide an overview of how you believe this experience will impact your business.

Are you hoping to gain additional exposure, is this adding a new service or product to your business, will you be increasing store hours throughout October to support your experience, etc. (3 Points)

Please describe how this experience embraces inclusivity and accessibility to a diverse range of participants? (3 Points)

When will this experience be available? Please ensure to provide details regarding date(s) and time(s). (3 Points)

How many individuals can participate in this experience? (3 Points)

Is the experience a new offering? (1 Point)

- ☐ Yes
- ☐ No

Do you agree to share promotional marketing materials, supplied by the Town, pertaining to this campaign? (Mandatory)

- ☐ Yes
- ☐ No

Is this event taking place in October? (Mandatory)

- ☐ Yes
- ☐ No

How many businesses involved in this partnership are based in Innisfil? Please note that only those experiences featuring 2 or more Innisfil businesses are eligible to take part. (3 Points)

- ☐ Yes
- ☐ No

If selected, will you ensure that your event gets added to the Town Events Calendar? (Mandatory)

- ☐ Yes
- ☐ No

If selected, will you ensure that your event gets added to the Tourism Simcoe County Events Calendar? (Mandatory)

- ☐ Yes
- ☐ No

If selected, will you ensure that your event gets added to the BruceGreySimcoe Events Calendar? (Mandatory)

- ☐ Yes
- ☐ No

If selected, will you ensure completion of your Town of Innisfil Post-Event Survey to help track campaign success.

- ☐ Yes
- ☐ No

### **Disclaimer: Discretion and Confidentiality**

All applications submitted for the Innisfil Fall Tourism Challenge will be reviewed with care and discretion by the Town of Innisfil Economic Development Office. By submitting an idea or proposal, applicants acknowledge that submission does not guarantee acceptance.

Applicants are advised to keep all proposed experience details confidential until the official public launch facilitated by the Town. This includes refraining from independently promoting or disclosing selected experiences prior to formal marketing efforts initiated by the Town's Economic Development Office. This confidentiality is essential to maintaining a coordinated and impactful campaign.

The Town reserves the right to determine which applications align with the goals and vision of the event and to make final decisions regarding marketing support and experience inclusion. All decisions will be made through input with industry stakeholders and final decisions will be made at the sole discretion of the Town and are final.

By participating in the application process, you agree to these terms and to act in good faith throughout the development and promotional stages of the project.

☐ Agree