



**TOURISM**  
St. Catharines

## Tourism St. Catharines Partnership Program Application

**APPLICATIONS DUE ON OR BEFORE FRIDAY, MAY 15, 2026, at 4:30 PM.**  
**LATE APPLICATIONS WILL NOT BE ACCEPTED.**

### **Section A**

#### **Applicant Information:**

- Main Contact: \_\_\_\_\_
- Email: \_\_\_\_\_
- Telephone: \_\_\_\_\_
- Organization Name: \_\_\_\_\_  
*Grant cheque will be made out to this name as written*
- Organization Address: \_\_\_\_\_  
*Grant cheque will be mailed to this address as written*
- Organization Website: \_\_\_\_\_
- Organization Status:       Charitable       Not-for-Profit
- Is the organization incorporated?       Yes       No
- Non-Profit Registration Number: \_\_\_\_\_

#### **Key Priorities:** (Check applicable box(es) in relation to your project)

- Marketing (e.g., media buying, digital campaign, promotions)
- Investment Attraction (e.g., events-cultural, sporting, etc., FAMs, media hosting)
- Product Development (e.g., Culinary & Wine, Cycling, Cultural, etc.)

**Alternative initiatives are welcome. It is suggested that you reach out to Karen Doyle [kdoyle@stcatharines.ca](mailto:kdoyle@stcatharines.ca) to discuss ahead of the application deadline.**

#### **Event | Initiative Information: Must take place AFTER APRIL 13 but BEFORE DECEMBER 31, 2026**

- Event Name: \_\_\_\_\_
- Event Date(s): Start Date: \_\_\_\_\_ End Date: \_\_\_\_\_
- Event Location: \_\_\_\_\_
- Estimated Total Attendance: \_\_\_\_\_
- Number of estimated overnight stays in St. Catharines: \_\_\_\_\_  
*Hotel report will be required post-event to verify*

#### **Funding Request:**

- Total Project Budget: \$ \_\_\_\_\_
- Requested Funds to be Contributed by Tourism St. Catharines: \$ \_\_\_\_\_

## **Section B**

**Project Scope:** Describe the project in detail using the following key components of the funding criteria matrix.

- **Tourist Attraction & Economic Impact:** *Drives visitation and visitor spending, supporting local businesses, employment, and overall economic growth.*
- **Regional or National Reach:** *Attracts audiences beyond the local market, expanding awareness and positioning the destination on a regional or national stage.*
- **Brand Alignment & Image Enhancement:** *Reinforces the destination's brand values and enhances its reputation as a vibrant, authentic, and desirable place to visit.*
- **Partnerships & Collaborations:** *Strengthens collaboration among tourism, cultural, business, and community partners to maximize shared benefits and resources.*
- **Media Exposure & Social Media Impact:** *Generates earned media and social media engagement that amplifies reach, storytelling, and destination awareness.*
- **Scalability & Repeatability:** *Can be expanded or replicated in future years, supporting long-term growth and sustained tourism impact.*
- **Support for Local Art, Culture, and Agritourism:** *Showcases local artists, cultural assets, and agricultural experiences, celebrating the destination's unique sense of place.*
- **Accessibility and Inclusion:** *Designed to be welcoming and accessible to diverse audiences, ensuring equitable participation and enjoyment.*
- **Sustainability & Destination Stewardship:** *Supports responsible tourism practices that protect community well-being, natural assets, and long-term destination vitality.*

Describe in detail where the matched funding grant will be used in relation to the project (e.g. Opening Ceremonies, talent, marketing buy, digital asset development\* Etc)

*\*All assets developed will be shared with Tourism St. Catharines for joint use*

Outline your business's/organization's history of successfully managing projects that are of similar scale to your proposed project (or greater) in the past five years.

Include examples of specific achievements such as event attendance (local vs out of region), marketing metrics, economic impact data, and other benefits to the St. Catharines community/Niagara Region.

**Partnership Program Details:**

- Project Role and Responsibilities: Outline the respective roles of the project lead/s, clarifying accountability for planning, implementation, partnerships, and reporting.
- Initiative/Project Rationale: Explain the need/demand for this initiative and its anticipated impact on Niagara tourism.

**Section C**

**Metrics – Key Performance Indicators:**

- Describe how key activities will help meet objectives and how success will be measured.
- Identify anticipated outputs and qualitative/quantitative performance indicators (e.g., visitor numbers, engagement metrics, economic impact).

Metric	Base or Last year	Target

Project Milestones	
<i>List the key activities and timelines</i>	<i>Dates - Timelines</i>

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