

FOR IMMEDIATE RELEASE

New tourism innovation program offering mentorships and grants launching in Simcoe County

Midhurst/March 30, 2022 – Tourism Simcoe County is partnering with the Tourism Innovation Lab and Regional Tourism Organization 7 (RTO7) to announce the Simcoe County “Spark” Program. The “Spark” Mentorships & Grants Program is being launched in Simcoe County to encourage entrepreneurs, small businesses and non-profits to apply with their new tourism ideas for the region.

EVENT: Simcoe County “Spark” Program Launch

Date Wednesday, April 6, 2022

Time 11:00 a.m. – 11:30 a.m.

Location **Virtual Event** - Please register to receive the Zoom access information:
https://us06web.zoom.us/webinar/register/5716481284830/WN_b4qU64auReugEU1awnAMYw

Details Join Minister of Colleges and Universities MPP Jill Dunlop, County of Simcoe Deputy Warden Lynn Dollin, representatives from the Tourism Innovation Lab, and Tourism Simcoe County as they officially announce the Simcoe County “Spark” Program. Applications will be accepted from April 6th to May 12th.

About Tourism Simcoe County

Tourism Simcoe County (TSC) promotes Simcoe County as a four season destination of choice by developing products and experiences and executing comprehensive marketing campaigns across a variety of digital and print platforms. TSC provides tourism leadership throughout Simcoe County by developing the local tourism industry and forging and strengthening community partnerships. TSC is committed to supporting the sustainable growth of the region’s tourism assets, including, but not limited to, Agritourism, Arts, Culture and Heritage Tourism, Indigenous Tourism and Outdoor Recreation.

About Tourism Innovation Lab

The Tourism Innovation Lab is a non-profit initiative created to find, foster and support new tourism ideas, experiences and partnerships, to cultivate and propel collaborations between the tourism and tech sectors, and to build a community of tourism innovators, idea makers and entrepreneurs in Canada. First launched in 2018, the Lab and its “Spark” Mentorships & Grants Program are expanding to new regions in British Columbia and Ontario. The Tourism Innovation Lab is a program of Hackforge and is based at the University of Windsor-EPICentre.

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