



Overview

The Sault Ste. Marie Tourism Development Fund was established to support and ultimately, grow the city's tourism sector. This fund has two components:

- Attractions and Product Development; and
- Festivals and Special Events.

This application guide is for the Attractions and Product Development stream, which provides support for upgrades to – or the creation of new – infrastructure, business or products that will create a quantifiable improvement to the tourism offerings in Sault Ste. Marie.

Applications will be assessed based on the following criteria:

- Increase in overnight stays and visitor spending in Sault Ste. Marie.
- Overall economic impact of the event, product or initiative.
- Enhancement of the Sault's tourism product offerings.
- Support of the city's reputation and position as a first-rate visitor destination.
- Positive international, national or regional exposure for Sault Ste. Marie.
- Impact on the creation and retention of direct and/or indirect jobs.
- Fulfills a gap in the tourism visitor experience landscape.
- Enhances current visitor experience offerings.
- Financially sustainable business model.

Applicants can apply for up to \$50,000. However, in special circumstances where the event or initiative may have a significant impact on tourism visitation to Sault Ste. Marie, consideration may be given to projects requiring higher levels of funding.

Note: *the Sault Ste. Marie Tourism Development Fund is a discretionary program with limited funding allocated each year. As a result, in some cases, an application that meets all criteria may still be declined.*

Eligibility Requirements

The attraction or tourism product must be located within the immediate Sault Ste. Marie area. Priority will be given to applications that clearly demonstrate the following:

- Increase in overnight stays and visitor spending in Sault Ste. Marie.
- The project is recurring.
- A strong economic and tourism impact.
- Is consistent with Tourism Sault Ste. Marie's core objectives and strategies.
- The project is facilitated in a fiscally-responsible manner with exceptional budgetary planning.
- Innovative strategies that improve the overall visitor experience.
- Positive media exposure.

All funding will be for future projects only. Retroactive funding will not be considered.



Eligible Expenses

Funds granted must be used for the specific purposes outlined in the application.

Eligible project costs include:

- The development, expansion or upgrading of a tourist attraction (including trail networks and other natural attractions), facility or service.

Ineligible expenses include:

- Regular facility upgrades.
- Regular non-tourism related asset maintenance.
- Regulatory compliance projects.

Reporting Requirements

Successful applicants will be required to:

- Sign a Funding Agreement outlining the terms and conditions for receiving funds.
- Report back within 60 days following the project completion on the use of the funds, outcomes achieved and key deliverables.
- Acknowledge the support of the Sault Ste. Marie Tourism Development Fund in advertising and media efforts.

Application Process

- One application per project.
- Maximum of two applications per organization per intake.
- Applicants must complete the application form below and attach all required documentation.
- Applicants will be informed electronically as to whether or not they have a successful application.

Supporting Materials

Supporting material is a significant part of the application process and can help explain or support the application. Attach only materials that relate to the activities proposed or have been requested within the application.

Confidentiality of Information

Information provided in the application, or as support material, may be made available to City of Sault Ste. Marie and Tourism Sault Ste. Marie Board members. Personal information contained herein shall be dealt with on a confidential basis pursuant to the Municipal Freedom of Information and Protection of Privacy Act. Board members are required to treat both the contents of application and the deliberations of the board as confidential.

At the end of the funding cycle, a summary of funding results is posted on the City website listing the names of all funding recipients. Until this list is posted, the names of successful applicants will not be revealed. The identity of unsuccessful applicants remains confidential.

Please be advised that application information may be shared with other City of Sault Ste. Marie staff as it relates to other funding programs. Applicant organizations and applications will be reviewed to ensure organizations are in good standing and not in arrears in any way with the City of Sault Ste.

Marie.



Definitions

For the purposes of the Sault Ste. Marie Tourism Development Fund, the following terms are defined as:

Tourist:

An individual, including an Ontario resident, who travels 40 kilometers or more or crosses the Ontario border to partake in a tourist activity. This is in line with the definition used by the provincial government.

Visitor Days:

The number of days a tourist spends in a location. For example, if a local event attracted 100 tourists for three days, it generated a total of 300 visitor days.

How to Apply

Completed applications, along with supporting documentation, must be mailed, emailed or delivered in-person to:

Travis Anderson

Director of Tourism & Community Development
Community Development and Enterprise Services
t.anderson@cityssm.on.ca

City of Sault Ste. Marie
Civic Centre - 99 Foster Drive Sault
Ste. Marie, ON P6A 5X6

705-989-7915



**SAULT
STE. MARIE**

Tourism Development Fund
Application Form
Attractions and Product Development Stream

Please fill in each of the following sections:

Section 1: Organization Information

Name of Project: _____

Location of Project: _____

Date of Project (if applicable): _____

Name of Organization: _____

Contact Person: _____

Phone: _____ E-mail: _____

Section 2: Amount Requested

State the amount of grant being requested: _____

Section 3: Description of the Project

Describe the project in detail and explain how it will impact the tourism sector in Sault Ste. Marie:

Section 4: Economic Impact

Outline the financial benefit that the event will have on the local economy:

For calculating direct visitor spending, use the following format: Number of Visitors X Number of Days individuals are in Sault Ste. Marie X \$150 = Direct Visitor Spending





Section 5: Project Budget

Provide a budget for the project. Include expenses and how grant funds, if awarded, would be used. Also include all expected sources of funding for the project, including other grants being sought:

Section 6: Business Plan

Please include a Business Plan with this application (if applicable). The Business Plan should include the following components:

Executive Summary

Description of the Business and Project

- Legal status of the organization
- List of applicants and owners
- Project description
- Description of products/services offered
- Target clientele
- Project stages and timelines

- Project Milestones
- Expected Visitations and Visitor Day Impact

Note: you may wish to include a detailed Business Plan as a separate attachment.

Market Analysis

- Market trends
- SWOT analysis
- Competitive advantages
- Description of competitors

Deliverables



Marketing Plan

Provide a description of the marketing activities for the event, including:

- Timelines
- Dedicated Marketing Budget
- Types of Promotion
- Target Markets
- Target Areas/Locations
- Other Relevant Information, such as appropriate social media tags, etc.

Operational Plan

- Capital requirements
- Human resources
- Technological investments
- Permits and licenses required

Working Budget

- Projected investment costs and funding required
- Financial forecasts for the first three years of operation
- Commitments from bank facilities



Authorization

As an authorized representative of **(Organization Name)** I, _____ **(Name)**, attest that all information contained in this application is accurate to the best of my knowledge.

Signature

Date