



**Sault Ste. Marie** is about building a place where people want to **visit, live** and do **business**. Tourism is one of the most valuable tools to build the community we want. Tourism Sault Ste. Marie has positioned Festivals and Events as primary destination drivers and is focused on opportunities to enhance the visitor experience and community pride. The Tourism Development Fund supports new and existing events with the effort to attract new visitors and inspire our current visitors to stay longer in our community.

### **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:

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

This application guide is for the **Festivals and Special Events Stream**, which provides support to new or existing events, including festivals, conferences and sports tournaments, which have the ability to attract a significant number of visitors to 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.
- Fulfillment of a gap in the tourism visitor experience landscape.
- Enhancement of the current visitor experience offerings.
- A financially sustainable business model.

Priority will be given to applications that have the capacity to attract out-of-town visitors to Sault Ste. Marie and generate overnight stays at accommodation properties that collect the Municipal Accommodation Tax.

The Tourism Development Fund is a discretionary program with limited funding allocated each year. In some cases, a festival or event may meet all program criteria, but may not be approved for funding as other applications may more effectively meet the criteria. In all cases, events are encouraged to show a balanced budget or profit and demonstrate a plan to be self-sustainable.

Applicants may apply once per fiscal year, up to a maximum of \$20,000. 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.

Repeat applications (events that have received funding previously through the Tourism Development Fund) must demonstrate a clear plan for growth and financial sustainability to be eligible for multiyear support. Applicants must have previously complied with the requirements of the funding agreement. As funding is discretionary, not all repeat applications will be recommended for approval.



Applications are to be submitted a minimum of **90 days** in advance of the event date. For significant events, a minimum of **120 days** is required. This will allow lead-time for evaluation of potential funding and if approved, ensure the logistics and marketing required to attract out-of-town visitors. Late applications may not be recommended for approval.

### **Eligibility Requirements**

The event must be hosted within the immediate Sault Ste. Marie area. Priority will be given to applications that clearly demonstrate the following:

- Overnight stays at an accommodation property that collects the Municipal Accommodation Tax.
- Opportunity and a plan for growth year over year (festivals or special events).
- A significant financial benefit to the community.
- A strong economic and tourism impact.
- Demonstrate a fiscally responsible budget and long term sustainability
- Show innovative strategies that improve the overall event experience.
- Generate positive media exposure

For-profit events will be assessed on a case-by-case basis, and grant monies, if provided, will be conditionally repayable. 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:**

- New or enhanced programming.
- Marketing and advertising costs.
- General operating costs associated with the event.
- Hosting Fees to event rights holders.
- Conference or event organization costs including speaker fees.
- Rental fees related to event, including, venue, audiovisual, security, medical, transportation.

#### **Ineligible expenses include:**

- Competition prizes.
- Prize money.
- Any monies paid to event participants (with special exception for influencers).
- Interest or reduction in loans.
- Expenses related to alcohol and or cannabis.

### **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.



## Sault Ste. Marie Tourism Development Fund - Festivals and Special Events Stream

### Application Process

- One application per project.
- Maximum of two applications per organization per intake.
- Applicants must complete the application form and attach all required supporting documentation (budget, supporting documents).
- The applicant must apply a minimum of 90 days out from the date of the event and 120 days out for significant events. Late submissions may not be approved.
- Applicants may be asked to make a presentation to the Tourism Sault Ste. Marie Board of Directors and/or City Council.
- Applicants will be informed electronically as to whether or not they have a successful application.

### Payment Process

All eligible expenses must be paid upfront. Approved funding will be reimbursed to the applicant once the following documentation is submitted:

- Fully executed Tourism Development Fund Agreement
- Final Report
- Proof of Payment: Proof of payment includes independent evidence the payment was made. This includes copies of cancelled cheques, bank or credit card statements. The Corporation of the City of Sault Ste. Marie reserves the right to approve proof of payments.

### Supporting Materials

Supporting material 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, will 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.

Please be advised that this 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.

**Non-Profit Event:** Events hosted or facilitated by a legally established non-profit organization or by a group of people who are sponsoring the event for general community benefit without the intent of generating a profit. All proceeds from the event must be used for non-profit purposes, and no proceeds are permitted to be given to event organizers or participants.



**For-Profit Event:** Events held for the specific purpose of generating a profit for the organizers or participants.

**Significant Event:** An event deemed as having a major economic, social or promotional benefit for the community (~2500 room nights / significant visitor spending)

**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  
705-989-7915

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



**SAULT  
STE. MARIE**

**Tourism Development Fund  
Application Form**  
Festivals and Special Events Stream

**Section 1: Organization Information**

Name of Event: \_\_\_\_\_

Date (s) of Event: \_\_\_\_\_

Location of Event: \_\_\_\_\_

Legal Name of Applicant: \_\_\_\_\_

HST Registration # \_\_\_\_\_

Event Website URL: \_\_\_\_\_

Social Media Accounts:

Facebook: \_\_\_\_\_

Instagram: \_\_\_\_\_

Other: \_\_\_\_\_

Name of Person Completing Application: \_\_\_\_\_

Contact Phone: \_\_\_\_\_

Contact E-mail: \_\_\_\_\_

Name of Person with Binding Authority for the Organization: \_\_\_\_\_

Contact Email: \_\_\_\_\_

**Section 2: Amount Requested**

State the amount of the grant requested: \_\_\_\_\_

Have you previously received funding through the Tourism Development Fund for this event?

NO

YES - If yes, please provide a synopsis of the event date (s), funding amount (s) received and how the funds were used.



Consideration may be given to projects requiring higher levels of funding. Are you applying for special circumstances where your application may have a significant impact on tourism visitation to Sault Ste. Marie?

NO            YES - If yes, please provide your rationale for additional funds (250 words or less).

**Section 3: Description of the Event**

Part 1

Please provide a clear and precise 250-300 word summary of the festival or event.

Part 2

Describe the event in detail identifying your objectives, participating partners, venues required and long term vision (if applicable). For events that have previously received funding through the TDF, explain how the event is progressing towards long-term financial sustainability.

Part 3

Is the event (please refer to the application guidelines for definitions)

Not for Profit            For Profit

If the event has a profit surplus, what will the remaining funds be used for?



**Section 4: Event Attendance**

Part 1

Use the chart below to break down anticipated participant and visitation. Add the totals in the columns and rows below using the definitions as a guideline.

**Definitions**

Local: Residents of Sault Ste. Marie

Regional: People who live outside of Sault Ste. Marie city limits but within 40km radius (not including Michigan)

Ontario: Visitors from Ontario that live more than 40km from Sault Ste. Marie

Canada: Canadian visitors from Provinces outside of Ontario

USA: Visitors that reside in any State within the USA

International: Visitors from outside either Canada or the USA

<b>Attendees</b>	<b>Local</b>	<b>Regional</b>	<b>Ontario</b>	<b>Canada</b>	<b>USA</b>	<b>International</b>	<b>Total</b>
Participants							
Spectators							
Volunteer							
Sponsors, VIPs							
Media							
<b>Totals</b>							

Part 2

Please describe how you calculated the estimated attendance above?

Part 3

Describe how you plan to track out of town visitation.

How will the event keep track of the number of visitors that come **specifically** because of this event?

Part 4

Where will visitors stay while attending the event?

Identify if you have selected a host hotel. Tourism staff are available to assist in sourcing room rates and room blocks for the event. Please identify if you require assistance.



**Section 5: Economic Impact**

Please provide the estimated economic impact of the event using the formula below:

Total Number of Out Of Town Visitors x Number of Days in Sault Ste. Marie x \$150

For example, your event has 375 out of town guests staying for 5 days (375 x 5 x \$150= \$281,250)

Number of People \_\_\_\_\_

Number of Days \_\_\_\_

X \$150 \_\_\_\_\_

Total Estimated Economic Impact: \_\_\_\_\_

**Section 6: Media Coverage**

Identify if the event is expected to receive coverage in the media sources listed by placing a check  in the chart below. Please check applicable media sources that may provide media coverage of your event.

Media Source	Local	Regional	Provincial	National	International
Television					
Digital Media					
Social Media					
Newspapers					
Magazine					
Radio					
Other (Please List)					

**Section 7: Marketing**

In this context, marketing is different from media coverage. Marketing includes paid and unpaid advertising designed to promote your event and attract visitation/participation. Please identify your target audience, the dedicated marketing budget and how you plan to promote the event to potential tourists.

Part 1

Dedicated marketing budget: \$\_\_\_\_\_

Who is the target market for this event?

(For example: Where are they from? Is there an age range you are targeting, special interests or hobbies? )

Part 2

Provide a description of the marketing activities dedicated to reach this audience (marketing plan). Identify who is responsible for leading these efforts.





### **Section 7: Sustainability of the Event**

Please describe the timeline of the event, stating previous and future dates if applicable.

Clearly identify how the event came to be and what plans are in place to grow and keep the event viable year over year. For one-time events, please identify and explain how Sault Ste. Marie was selected as the host location for the event.

### **Section 8: Event Budget**

#### Part 1

In a separate attachment, provide a detailed budget for the event. Be sure to include all sources of revenue and expenses.

#### Part 2

Please explain why you require funding through the Tourism Development Fund and how grant funds will be used to assist your event.

#### Part 3

Have you applied for any other sources of funding? If so, please list the funding agent, program and status of your application. Note that any funds received through the Tourism Development Fund shall not be used to cover any expense that has or will be funded by a third party, ministry, agency or other organization.



**Section 10: Organizing Committee**

Please list the key people on the event organizing committee.

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_
- 4. \_\_\_\_\_
- 5. \_\_\_\_\_

**Authorization**

As an authorized representative of \_\_\_\_\_

I, \_\_\_\_\_ attest that all information contained in this application is accurate to the best of my knowledge.

\_\_\_\_\_  
**Signature**

\_\_\_\_\_  
**Date**