

OPEN AGENDA

Tourism Sault Ste. Marie Board Meeting

April 15, 2025 at 12:00 noon

LIVE STREAM: www.youtube.com/c/SaultstemarieCa

1. Roll Call

2. Approval of Minutes

Approval of minutes from February 25, 2025

Approval of minutes from March 18, 2025

3. Declaration of Pecuniary Interests

4. Tourism Overview & Update

12:10 – 12:20

- a. Introduction of Jeff McClelland, Sports Tourism & Special Events Coordinator

5. Financial Update

12:20 – 12:30

- a. Tourism Sault Ste. Marie Audit

6. New Business

12:30 – 13:00

- a. 2025 Marketing Update

7. Tourism Development Fund

13:00 – 13:15

- a. Salty Marie Trails Festival
- b. Coppa Giovanni Soccer Tournament
- c. International Karate Daigaku Canadian Nationals

8. Resolutions

13:15 – 13:30

- a. Appointment of Tourism Sault Ste. Marie Auditor
- b. Salty Marie Trails Festival
- c. Coppa Giovanni Soccer Tournament
- d. International Karate Daigaku Canadian Nationals

9. Next Meeting

May 13, 2025

10. Adjournment

13:30



Tourism Sault Ste. Marie Board Minutes

Tuesday, February 25, 2025

12:00

OPEN

Committee Members Present

YES	B. Barber	YES	N. Brash
YES	L. Foster	YES	G. Lacher
YES	D. Marini	YES	M. Porco
YES	R. Walker	YES	T. White
YES	K. Wyer		

Staff Resources Present

NO	B. Lamming	YES	T. Anderson
YES	A. Kenopic	YES	T. Lucarelli (Scribe)

Guests

Rod Thomas and Jason Thomson - Sault Surge

1. Meeting Called to Order

12:04

2. Roll Call

3. Approval of Meeting Minutes from January 21, 2025

- **Correction: Section 8.a.** "The board is recommending the full amount of \$20,400 with a Memorandum of Understanding outlining that the \$5,000 will be put in escrow for the purchase of another groomer 'or repairs' in 5 years.

Mover: L. Foster

Seconder: M. Porco

All in favour, Carried.

4. Declaration of Pecuniary Interests

- Nil

5. Tourism Overview and Update

12:07-12:10

- Applications for the Tourism Sault Ste. Marie Board were approved by City Council. Don Marini is replaced by Kelly Walker.
- The Wishart Bridge installation is scheduled for next week.
- Staff attended the Outdoor Show in Toronto, to promote outdoor adventure in Sault Ste. Marie that saw over 2,500 attendees.
- The Municipal Accommodation Tax (MAT) end of year calculation is approximately 1.845 million.
- Staff is working with the City's legal and finance department for improved payment for funding requests.

6. Financial Update

12:10-12:13

- Approximately \$490,000 is scheduled to be added to the Tourism Development Fund from the 2024 1.8 million MAT collections.

7. New Business

12:13-12:18

- Staff will continue to advertise and promote travel to Sault Ste. Marie in the United States.
- A call will be set up in the coming weeks for an initial conversation on the 2024 audit.

8. Tourism Development Fund (TDF) Applications

12:18-12:34

a. Sault Surge – Swim Block Enhancement

- The Sault Surge Swim Team is a non-for profit that aims to provide competitive swim training for youth of all ages in Sault Ste. Marie.
- Sault Surge Swim Team is set to host regional swim meets annually. These events are projected to attract between 150-300 swimmers from across Northern Ontario and potentially nearby regions like Michigan. Each swimmer typically brings along 1-2 spectators, consisting of family members, friends, or teammates. This would result in 450-750 visitors per event, including swimmers and spectators.
- The City of Sault Ste. Marie has provided \$46,000 funding for professional starting blocks.
- The Myrtha Backstroke System is an essential addition to the starting blocks for improving safety, optimizing push-off power, and ensuring a more stable starting position for backstroke events.
- Sault Surge is asking for the amount of \$8,000 for the Tourism Development Fund – Product Development Stream for the purchase of 8 Myrtha Backstroke Systems.

R. Thomas and J. Thomson left the meeting

12:29

b. Sault Ste. Marie Kennel Club (SSMKC)- 2025 Dog Show

12:34-12:38

- For over 50 years, the SSMKC has hosted a 3-day Canadian Kennel Club Sanctioned Dog Show in Sault Ste. Marie, Ontario.
- Successful competitors may also qualify for events like the Westminster Kennel Club Dog Show for Dog Sports.
- Staff is recommending a contribution of \$4,000 through the Tourism Development Fund- Conferences and Special Events Stream to support the 2025 Sault Ste. Marie Kennel Club Dog Show to be hosted July 11-13, 2025

9. Resolutions

12:38-12:41

a. Sault Surge – Swim Block Enhancements

Be it resolved that the Tourism Sault Ste. Marie Board of Directors recommend a contribution of \$8,000 through the Tourism Development Fund- Product Development Stream to support the Sault Surge Aquatic Team for the purchase of the Myrtha Backstroke System and a report be submitted to City Council for consideration and approval.

Moved by: M. Porco

Second by: G. Lacher

All in favour, Carried.

b. Sault Ste. Marie Kennel Club (SSMKC)- 2025 Dog Show

Be it resolved that the Tourism Sault Ste. Marie Board of Directors recommend a contribution of \$4,000 through the Tourism Development Fund- Conferences and Special Events Stream to support the 2025 Sault Ste. Marie Kennel Club Dog Show to be hosted July 11-13, 2025 and that a report be submitted to City Council for consideration and approval.

Moved by: L. Foster

Second by: G. Lacher

All in favour, Carried.

10. Next Meeting

Tuesday, March 18, 2025

11. Adjournment

12:41

Moved by: M. Porco

Seconded by: L. Foster

All in favour, Carried.



Tourism Sault Ste. Marie Board Minutes

Tuesday, March 18, 2025

12:00

OPEN

Committee Members Present

YES	B. Barber	YES	N. Brash
YES	L. Foster	YES	G. Lacher
YES	M. Porco	YES	K. Walker
YES	R. Walker	YES	T. White
YES	K. Wyer		

Staff Resources Present

NO	B. Lamming	YES	T. Anderson
NO	A. Kenopic	NO	T. Lucarelli (Scribe)
YES	S. Sears		

Guests

None

1. Meeting Called to Order

12:12

2. Roll Call

- Welcome Kelly Walker as the newest member of the Tourism Sault Ste. Marie Board. K. Walker is the general manager at the Sleep Inn and has previously served as a member of the board.

3. Approval of Meeting Minutes from February 25, 2025

Correction: Section 9.c. Change title to "b. Sault Ste. Marie Kennel Club (SSMKC)- 2025 Dog Show".

- Minutes will be reissued.

4. Declaration of Pecuniary Interests

- Nil

5. Tourism Overview and Update

12:15-12:19

- The Municipal Accommodation Tax (MAT) revenue is above 1.8 million for 2024.
- Staff presented a video of the Wishart Bridge installation.

6. Board Election

12:19-12:21

a. Chair

- The Board has re-appointed B. Barber as Chair.

b. Secretary

- The Board has re-appointed R. Walker as Secretary.

7. Financial Update

12:21-12:22

- Appointment of 2024 Auditor – this item has been deferred.

8. New Business

12:22-12:23

- None

9. Tourism Development Fund (TDF) Applications

12:23-13:20

a. Northern Ontario Service Delivery Association (NOSDA) Conference

- The annual general meeting brings together Northern Ontario organizations responsible for community housing, childcare, EarlyON Centers, Paramedic services, Community Paramedicine, financial assistance, and homelessness.
- The association is looking to boost attendees and has invited a well-known guest speaker. The marketing effort will be through Event Bright, e-newsletters and social media.
- Staff recommend that the Tourism Sault Ste. Marie Board of Directors consider a funding recommendation from the Tourism Development Fund—Conferences and Special Events Stream of up to \$2,000 to assist with the cost of the guest speaker and/or marketing.

b. 40K Abridged Tournament (Warhammer)

- The Warhammer 40K Battle at the Bridge on July 12-13, 2025, is a tabletop miniature teams tournament based on the Warhammer competitive game of 40k Abridged.
- Organizers are eager to continue to expand into the Northern market. The closest tournament in proximity is Sudbury.
- Staff is recommending a contribution of \$2,000 through the Tourism Development Fund-Conferences and Special Events Stream to support the Warhammer 40K Battle at the Bridge and assist with venue fees, marketing and promotion.

c. Community Strong Race Weekend

- The 2-day race event will raise funds and bring awareness to physical and mental health issues in Sault Ste. Marie.
- Starting and ending at the Northern Superior/ Bushplane corner, the Community Strong Race Weekend will consist of various races, including a marathon, half-marathon, 10km, 5km colour run, and kid's fun run.
- The marathon is the only designed Boston Qualifier in Sault Ste. Marie.
- Staff is recommending a contribution of \$4,000 through the Tourism Development Fund-Conferences and Special Events Stream to support the Community Strong Weekend to be hosted June 21 & 22, 2025.

d. Queen Street Cruise

- The QSQ is annual event that sees over 350+ vehicles on display over the weekend and has successfully drawn an audience to Sault Ste. Marie's downtown core.
- The Cruise is a trip enhancer to those visiting and attracts participants from out of town
- Staff is recommending a contribution of \$8,000 through the Tourism Development Fund-Conferences and Special Events Stream to support the Queen Street Cruise to be hosted June 20-21, 2025 for assistance with professional photography, marketing and media purchases.
- Board countered recommendation to \$5,000.

e. OCup Mountain Bike Race - Skeeter Slam

- The Ontario Cycling Association Mountain Bike is the second provincially sanctioned event that is being hosted on the newly constructed trail network in Hiawatha Highlands. The race spans 2 days and hosts a series of races for riders 9+ in various categories and disciplines.
- Securing this event is indicative of the investment in the network and quality of the trails recently built and the strength of the partnership with Sault Cycling Club.
- Staff is recommending a contribution of \$10,000 through the Tourism Development Fund-Conferences and Special Events Stream to support the OCup 2025 (Skeeter Slam) to be hosted June 28-29, 2025 for assistance with signage trail markers, timing equipment rental, marketing, training of officials/commissionaires, honorariums for time keepers, race day director, etc.

10. Resolutions

13:20-13:24

a. Election of the Board Chair

Be it resolved that Beverley Barber is hereby elected as the Chair of the Board with effect from March 18, 2025 and shall remain Chair of the Board for the duration of term until December 31, 2027 unless decided otherwise by the Board.

Moved by: N. Brash

Second by: L. Foster

All in favour, Carried.

b. Election of the Board Secretary

Be it resolved that Richard Walker is hereby elected as the Secretary of the Board with effect from March 18, 2025 and shall remain Secretary of the Board for the duration of term until December 31, 2027 unless decided otherwise by the Board.

Moved by: K. Wyer

Second by: M. Porco

All in favour, Carried

c. Appointment of the 2024 Auditor

- Deferred

d. Northern Ontario Service Deliverers Association Annual General Meeting

Be it resolved that the Tourism Sault Ste. Marie Board of Directors recommend a contribution of \$2,000 through the Tourism Development Fund- Conferences and Special Events Stream to support the Northern Ontario Service Deliverers Association Annual General Meeting on June 3-5, 2025 and that a report be submitted to City Council for consideration and approval.

Moved by: K. Walker

Second by: T. White

All in favour, Carried.

e. 40K Abridged Tournament (Warhammer)

Be it resolved that the Tourism Sault Ste. Marie Board of Directors recommend a contribution of \$2,000 through the Tourism Development Fund- Conferences and Special Events Stream to support the Warhammer: Battle at the Bridge - to be hosted July 12-13, 2025 and that a report be submitted to City Council for consideration and approval.

Moved by: K. Wyer

Second by: L. Foster

All in favour, Carried.

f. Community Strong Race Weekend

Be it resolved that the Tourism Sault Ste. Marie Board of Directors recommend a contribution of \$4,000 through the Tourism Development Fund- Conferences and Special Events Stream to support the Community Strong Race Weekend to be hosted June 21 & 22, 2025 and that a report be submitted to City Council for consideration and approval.

Moved by: K. Walker

Second by: G. Lacher

All in favour, Carried.

g. Queen Street Cruise

Be it resolved that the Tourism Sault Ste. Marie Board of Directors recommend a contribution of \$5,000 through the Tourism Development Fund- Conferences and Special Events Stream to support the Queen Street Cruise to be hosted June 20-21, 2025 and that a report be submitted to City Council for consideration and approval.

Moved by: K. Walker

Second by: G. Lacher

All in favour, Carried.

h. OCup Mountain Bike Race - Skeeter Slam

Be it resolved that the Tourism Sault Ste. Marie Board of Directors recommend a contribution of \$10,000 through the Tourism Development Fund- Conferences and Special Events Stream to support the OCup 2025 (Skeeter Slam) to be hosted June 28-29, 2025 and that a report be submitted to City Council for consideration and approval.

Moved by: M. Porco

Second by: K. Wyer

All in favour, Carried.

- Staff will give a presentation at the next meeting on marketing initiatives to address the uncertainties in the United States.
- Destination Northern Ontario is having bi-weekly meetings on USA sentiments and will potentially have recommendations on how best to address international travel.

11. Next Meeting

Tuesday, April 15, 2025

12. Adjournment

13:28

Moved by: K. Walker

Seconded by: T. White

All in favour, Carried.

The Corporation of the
City of Sault Ste. Marie



Declaration of Interest – Municipal Conflict of Interest Act

Meeting Date:

I, _____ declare a potential (deemed / direct /
indirect) pecuniary interest on Council Agenda No. _____

Item Title: _____

for the following reason:

Signature

Name

Municipal Conflict of Interest Act

Indirect pecuniary interest

2 For the purposes of this Act, a member has an indirect pecuniary interest in any matter in which the council or local board, as the case may be, is concerned, if,

(a) the member or his or her nominee,

(i) is a shareholder in, or a director or senior officer of, a corporation that does not offer its securities to the public,

(ii) has a controlling interest in or is a director or senior officer of, a corporation that offers its securities to the public, or

(iii) is a member of a body,

that has a pecuniary interest in the matter; or

(b) the member is a partner of a person or is in the employment of a person or body that has a pecuniary interest in the matter. R.S.O. 1990, c. M.50, s. 2.

Interest of certain persons deemed that of member

3 For the purposes of this Act, the pecuniary interest, direct or indirect, of a parent or the spouse or any child of the member shall, if known to the member, be deemed to be also the pecuniary interest of the member. R.S.O. 1990, c. M.50, s. 3; 1999, c. 6, s. 41 (2); 2005, c. 5, s. 45 (3).



MARKETING & PROMOTION

Active Marketing Campaigns during March

- Cavera digital marketing – pay per click, google search, paid social media ads for 'Jan, Feb & March' '
- Laird Signs billboards x 4 between Sudbury and SSM + one north of SSM.
- Cross Country Ski Magazine (Hiawatha and Stokely)
- My North Winter Vacation Guide Magazine

Website (March)

- 19k users, (80k users in February)
- 41k page views (113k in February)
 - Ski 10k
 - Experience Winter 4.4k
 - Home Page 4.1k
- Canada 13.5k (54%), US 5k (43%)
- Within Canada: Ontario 9.7k (72%), Quebec 2.8k (21%)
- By City: (GTA around 35%)
 - Toronto 2.2k (16%), SSM 1.2k (9%)
- Within US: Michigan 2k (40%)

Primary drivers

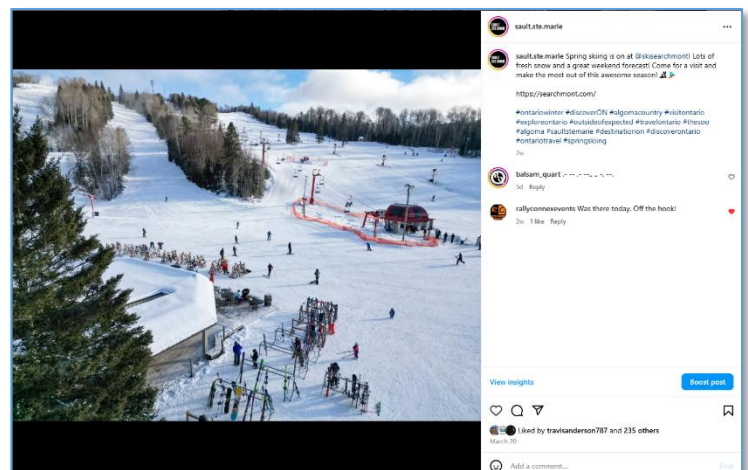
- **Paid Media:** 10.9k (64k in February)
- **Organic Search:** 7.1k (7k in February)
- **Organic Social media:** 1k (9.4k in February)
- **Referrals:** 1.3k (3.6k in February)
 - Agawa Train 340 (99 in February)
 - Northernontariotravel 235 (84 in February)
 - Saultstemarkie 204 (155 in February)
 - Searchmont 169 (333 in February)
- **Offsite clicks:** 7.9k (9.6k in February)
 - AgawaTrain 776 (493 in February)
 - SooLockTours 205 (106 in February)
 - Searchmont 168 (303 in February)
 - Entomica 143k
 - SooaxeThrowing 142 (112 in February)

Instagram (March, 2025)

- 22,237 page followers (492 new followers in March)
- 51k accounted reached (40k in February)

Facebook (March, 2025)

- 34.3k followers (82 new followers in March)
- 872k accounts reached (1.2m in February)





GROUP TOURS

- Staff working on compiling data from previous Group Tour Marketplaces, such as Ontario Motorcoach Association (OMCA) and Rendez-Vous Canada (RVC) and American Bus Association (ABA)
- Staff is assisting several tour operators in planning their upcoming trips to Sault Ste. Marie
- All appointment requests for Rendez-Vous Canada have been sent

MEETINGS AND CONVENTIONS

- Staff is reaching out to community businesses and associations to learn more about potential conferences and conventions
- Staff is creating a meeting and convention guide for marketing initiatives

SPORTS TOURISM

- Jeff McClelland has been hired as the new Sports and Events Area Coordinator
- Staff attended the Sports Congress and met with National and Provincial sport organizations
- Expected Winter Games follow up in May 2025

EVENTS

- A Sault Ste. Marie tourism information booth was present at the Ontario Ringette tournament
- Staff is attending Downtown Plaza meetings in order to facilitate partnership opportunities
- Staff sent out first ever Tourism Sault Ste. Marie monthly e-newsletter to those who have provided their emails on saulttourism.com

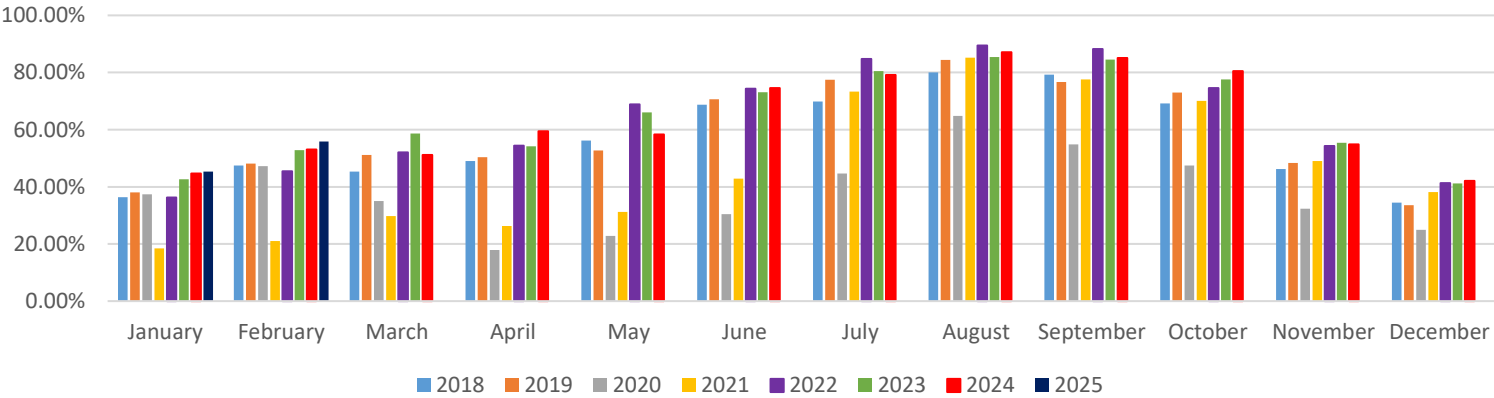
TOURISM DEVELOPMENT FUND APPLICATIONS

Five (5) Tourism Development applications were approved for recommendation at the March Tourism Sault Ste. Marie Board meeting.

1. Northern Ontario Service Delivery Association (NOSDA) Conference - \$2,000
2. 40K Abridged Tournament (Warhammer) - \$2,000
3. Community Strong Race Weekend - \$4,000
4. Queen Street Cruise - \$5,000
5. OCup MTB Race- Skeeter Slam - \$10,000



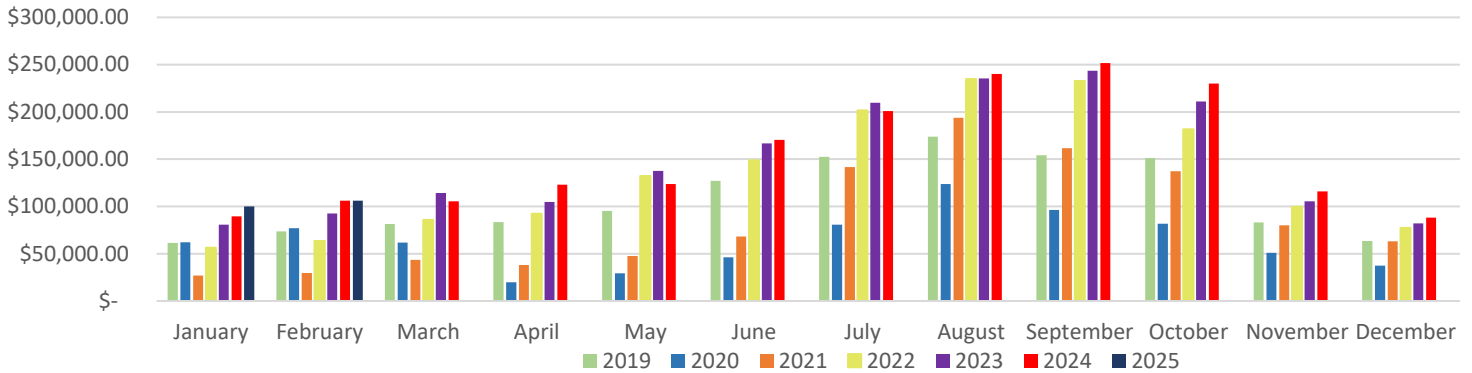
Occupancy Report Percentage



Year	2018	2019	2020	2021	2022	2023	2024
January	36.4%	38.0%	37.4%	18.5%	36.2%	42.6%	44.6%
February	47.5%	48.1%	47.2%	21.0%	45.4%	52.8%	53.1%
March	45.3%	51.2%	35.0%	29.8%	52.0%	58.7%	51.2%
April	49.0%	50.4%	17.9%	26.3%	54.4%	54.2%	59.4%
May	56.2%	52.7%	22.8%	31.2%	68.9%	66.0%	58.3%
June	68.7%	70.6%	30.4%	42.9%	74.3%	73.1%	74.6%
July	69.9%	77.5%	44.7%	73.3%	84.8%	80.5%	79.1%
August	80.1%	84.4%	64.8%	85.2%	89.4%	85.4%	87.1%
September	79.3%	76.7%	54.8%	77.6%	88.2%	84.5%	85.1%
October	69.2%	73.0%	47.4%	70.1%	74.6%	77.6%	80.5%
November	46.2%	48.3%	32.3%	49.0%	54.3%	55.4%	54.9%
December	34.5%	33.6%	24.9%	38.2%	41.3%	41.2%	42.1%
Year	2025						
January	45.3%						
February	55.9%						
March							
April							
May							
June							
July							
August							
September							
October							
November							
December							



Municipal Accommodation Tax Collection



Year	2019	2020	2021	2022	2023	2024
January	\$ 61,402.77	\$ 64,208.56	\$26,828.55	\$56,396.18	\$80,655.72	\$89,650.05
February	\$ 73,525.06	\$ 77,030.47	\$29,513.74	\$63,642.86	\$92,555.42	\$105,967.89
March	\$ 81,314.31	\$ 61,777.73	\$43,484.40	\$85,984.43	\$114,238.43	\$105,505.22
April	\$ 83,529.32	\$ 19,975.27	\$37,975.04	\$ 92,129.11	\$104,900.11	\$123,067.05
May	\$ 95,421.32	\$ 29,273.55	\$47,705.95	\$132,331.95	\$137,716.33	\$123,901.89
June	\$127,202.00	\$ 46,100.00	\$68,191.40	\$148,947.49	\$166,686.98	\$170,317.97
July	\$152,541.57	\$ 80,779.28	\$141,698.08	\$201,761.44	\$209,842.90	\$201,082.17
August	\$173,804.29	\$123,601.95	\$193,741.49	\$234,917.71	\$235,394.73	\$240,030.59
September	\$154,367.41	\$ 96,304.68	\$161,796.26	\$232,840.92	\$243,431.26	\$251,857.75
October	\$151,211.55	\$ 81,808.25	\$137,386.81	\$181,749.16	\$211,223.28	\$229,975.04
November	\$83,086.94	\$ 50,936.13	\$80,212.95	\$99,833.60	\$105,359.99	\$116,090.14
December	\$63,379.61	\$ 37,395.67	\$63,006.74	\$77,354.50	\$82,192.25	\$88,211.20
Total	\$1,300,786.15	\$769,191.54	\$1,031,541.41	\$1,607,889.35	\$1,785,365.26	\$1,845,656.96
Year	2025					
January	\$100,002.65					
February	\$106,193.63					
March						
April						
May						
June						
July						
August						
September						
October						
November						
December						
Total	\$206,196.28					



Income Statement @ March 2025

Revenue:	Jan-25	Feb-25	25-Mar	Jan-Mar 2025
5405 MAT Revenue			208,874.25	208,874.25
5861 Advertising Revenue		33,750.00		33,750.00
5847 Interest Revenue	2,480.88	1,970.11	1,178.65	5,629.64
5862 Merchandise Revenue		127.44	1,571.86	1,699.30
			-	-
Total	2,480.88	35,847.55	211,624.76	249,953.19
Expenses:			-	-
6111 Office Expense	158.91		252.28	411.19
6170 Memberships and Subscriptions	19,840.65	509.25	5,000.00	25,349.90
6182 Travel	2,233.87	6,014.88	1,371.08	9,619.83
6184 Trade Shows/Conferences	(630.82)			(630.82)
6185 Meal Allowances	243.60			243.60
6186 Incidentals	87.00	120.00		207.00
6462 Insurance		60.00	1,829.52	1,889.52
6470 Postal Service	5.20	8.32		13.52
6475 Bookkeeping Expenses	1,039.40	1,073.07		2,112.47
6504 Consulting Fees		1,829.34		1,829.34
6540 Advertising	13,016.42	9,715.70	14,200.02	36,932.14
6544 Promotions	1,427.27	1,623.45	366.90	3,417.62
6545 Meetings	105.17			105.17
6632 General Development	66,747.26	7,756.53	5,521.82	80,025.61
6633 Tours				-
6634 Events	4,457.83	10,052.20	1,564.62	16,074.65
6710 Interest & Penalty AR General		4.69		4.69
6720 Bank Charges	112.98	50.00		162.98
Total Expenses	108,844.74	38,817.43	30,106.24	177,768.41
Other Income			-	-
5205 Ont Spec Grant Other	12,000.00	-		12,000.00
5206 Infrastructure Canada Grant			286,880.76	286,880.76
Other Expense			-	-
7700 Exchange Gain or Loss	-	(132.00)	629.61	497.61
Net Income	(94,363.86)	(2,837.88)	467,769.67	370,567.93

Tourism Sault Ste. Marie

**Marketing Objectives 2025
TSSM Board Meeting**

April, 2025



Tourism Sault Ste. Marie

**Marketing Objectives 2025
TSSM Board Meeting**

2024 Recap

2024 Executive Summary

- In 2024 Tourism Sault Ste. Marie undertook an 8-point marketing plan with an overall goal to increase visitation to the city.
- The secondary goal was to increase visitation to our website, by relevant audiences defined by geographical areas and interests.
- The plan included campaigns with: Cavera, MyNorth, Toronto Life, Village Media, Explore Magazine, Canadian Cycling Magazine, Singletracks, Global TV and PBS.
- In addition, we worked with key partners to extend the size and reach of our marketing budget.

2024 Marketing Plan: Goals

- 1. Align marketing to achieve objectives of the strategic plan – to make Sault Ste. Marie be known as 'Ontario's Best Outdoor Adventure Town'*
- 2. Utilize The Train To Increase Visitor Stays and Support Other Products*
- 3. Increase brand awareness*
- 4. Continue to target Michigan audience*
- 5. Emphasize New Products; Mountain Bike trails, Urban Hikes, Downtown Trolley*
- 6. Maintain The Digital Focus*
- 7. Continue To Take Advantage of Partner Opportunities*
- 8. In Winter, Attempt To Win Back People's Trust of 'Winter'*



Tourism Sault Ste. Marie

Marketing Objectives 2025
TSSM Board Meeting

2024 Marketing Plan: Approach & Tactics

- 1. Make Sault Ste. Marie be known as 'Ontario's Best Outdoor Adventure Town'**
We use this phrase with as much marketing as we can.
- 2. Utilize The Train To Increase Visitor Stays and Support Other Products**
We produced listicle style articles and ads with beautiful and iconic train imagery often front a centre. Also included new links on the website.
- 3. Increase brand awareness**
We added a 5th billboard north of the city. Attended Outdoor Adventure Show.
- 4. Continue to target Michigan audience**
Print & digital marketing campaigns targeting the US
- 5. Emphasize New Products; Mountain Bike trails, Urban Hikes, Downtown Trolley**
Created marketing for new trails, created Travel Inspiration posts for Urban Hikes
- 6. Maintain The Digital Focus**
By undertaking PPC campaign with Cavera & other digital publications
- 7. Continue To Take Advantage of Partner Opportunities**
Multiple collaborations with Destination Ontario and Destination Northern Ontario
- 8. In Winter, Attempt To Win Back People's Trust of 'Winter'**
Social Media content showing snow



Tourism Sault Ste. Marie

Marketing Objectives 2025
TSSM Board Meeting

2024 Marketing Plan: Results

- 1. Make Sault Ste. Marie be known as 'Ontario's Best Outdoor Adventure Town'.**
Our website reached almost 1 million users in 2024
- 2. Utilize The Train To Increase Visitor Stays and Support Other Products**
47k users went from the Train's page to other Tourism pages. 9k to 'Stays', 6k to 'Five Ways to Experience Fall', 4k to 'Summer in the Soo'
- 3. Increase brand awareness**
Anecdotally, we constantly hear from people who saw our signs. Heard a lot of positive comments at the Outdoor Adventure Show
- 4. Continue to target Michigan audience**
425k website users, 45% of total, came from the US
- 5. Emphasize New Products; Mountain Bike trails, Urban Hikes, Downtown Trolley**
Singletracks article delivered 380k impressions in October 2024
- 6. Maintain The Digital Focus**
81% of marketing was on digital platforms, a with 42% increase in website page views year on year
- 7. Continue To Take Advantage of Partner Opportunities**
Partner contributions of \$142k. The DO/ DNO campaign to the US in June 2024 yielded 17.6m impressions and 334k ad clicks
- 8. In Winter, Attempt To Win Back People's Trust of 'Winter'**
Winter social media content in November and December alone reached 201k people

2024 Marketing Plan: Results

Website Users

- **949k Users** (667k in 2023)
- **1.5m Page Views** (1.1m in 2023)
 - Home Page – 488k (141k in 2023)
 - Agawa Train – 260k (223k in 2023)
 - Experience Group of Seven – 147k (114k in 2023)
 - Ski – 62k (16k in 2023)
- **Canada: 504K** (53% of Users),
- **US: 423k** (45% of Users)

Primary drivers of traffic to the website

- **Paid Media:** 714k (396k in 2023)
- **Social media:** 225k (214k in 2023)
- **Organic Search:** 106k (68k in 2023)
- **Referrals:** 18k (23k in 2023)
 - AgawaTrain 4.5k (4k in 2023)
 - NorthernOntario 3k (2.2k in 2023)
 - Searchmont 1.9k (2.4k in 2023)

Instagram

- 20,459 page followers (up 4%)
- 222k accounted reached

Facebook

- 34.2k followers (up 3%)
- 4.6m accounts reached

Offsite clicks: 260k (261k in 2023)

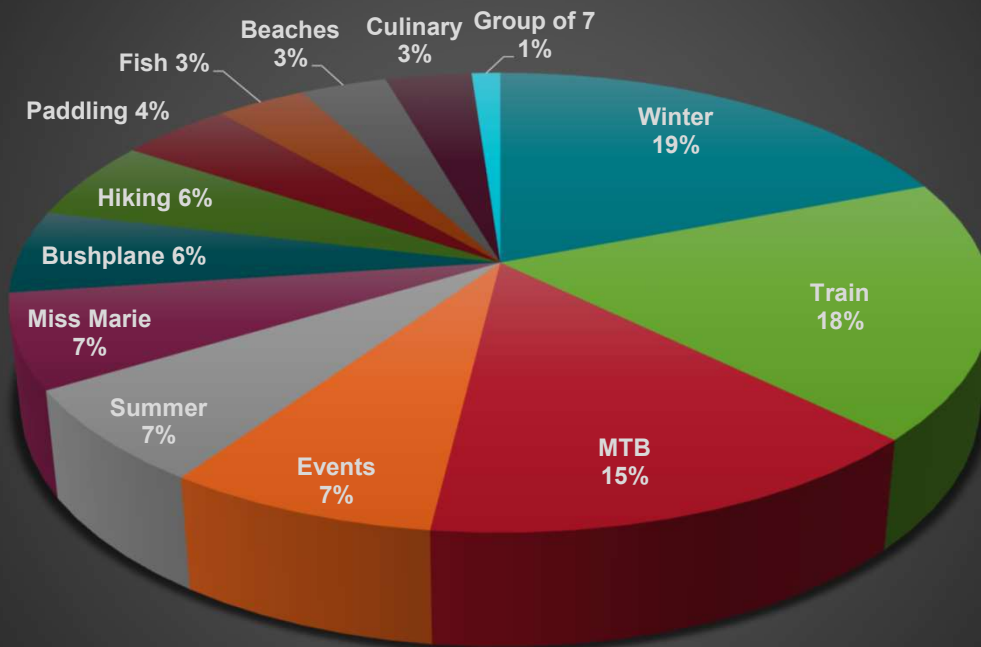
- **AgawaTrain:** 107k
- **Accommodations sites** 13.5k
- **Saultflocktours** 13.5k

Offsite clicks directly from social media ads: 17k

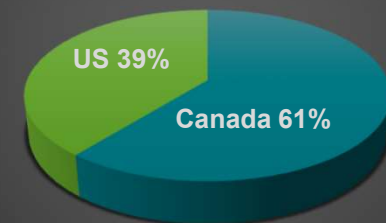
- **Saultflocktours** 7k
- **Fall Rendezvous:** 2.7k
- **Searchmont** 1.7k

2024 Recap – Allocation of Marketing

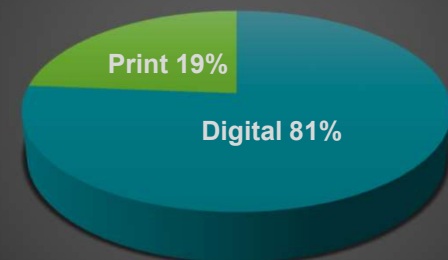
Percentage Breakdown of Marketing by Tourism Segment in 2024



Percentage Breakdown of Marketing by Target Country in 2024



Percentage Breakdown of Marketing by Platform in 2024



2024 Marketing Plan: Results

Campaigns we do not plan to repeat in 2025

- **Explore Magazine** – 15,500 copies & 845k digital impressions, 118 clicks to website
- **PBS** – 12 weekend spots between April and May, 9pm – 11pm, Detroit and Buffalo PBD Stations.
- **Outside Magazine** – Digital Ski article, 823,498 total impressions and 7,473 total clicks. Worked out to be \$4.5 a click to our website.
- **Culinary Tourism Alliance** – Blog post style articles about food, combined at least one other Ontario location.



Tourism Sault Ste. Marie

**Marketing Objectives 2025
TSSM Board Meeting**

2025 Marketing Plan

2025 Marketing Plan: Goals

- Stay close to the US travel situation! Keep a presence in the market and be ready to react.
- Continue to push Sault Ste. Marie as the premiere outdoor adventure capital in Ontario
- Support growth attractions like mountain biking trails, Miss Marie, the train's new box car.
- Emphasize New Downtown Trolley when it launches.
- Utilize the train to increase visitor stays and support other products.
- Target cross-country travelers, maintain the digital focus, continue to take advantage of partner opportunities.
- Continue to emphasize winter with new tourism videos.

2025 Marketing Plan: Approach & Tactics

Stay close to the US travel situation, keep a presence, be ready to react

- Regular meetings and communications with key tourism partners including Destination Ontario, Destination Northern Ontario, and local attractions within Sault Ste. Marie.
- Maintain the promotion in Michigan's Vacation Guide
- Attend Engineer's Day in Sault Ste. Marie, Michigan
- Continue to digitally target the US with PPC and Social Media ads.



2025 Marketing Plan: Approach & Tactics

Sault Ste. Marie – premiere outdoor adventure capital in Ontario

- Promoting four 'Insider Info' videos about mountain biking, hiking, paddling & fishing
- Undertake an SEO campaign to enhance our website's content and structure and ultimately help make Sault Ste. Marie rank higher on search engines for outdoor adventures.

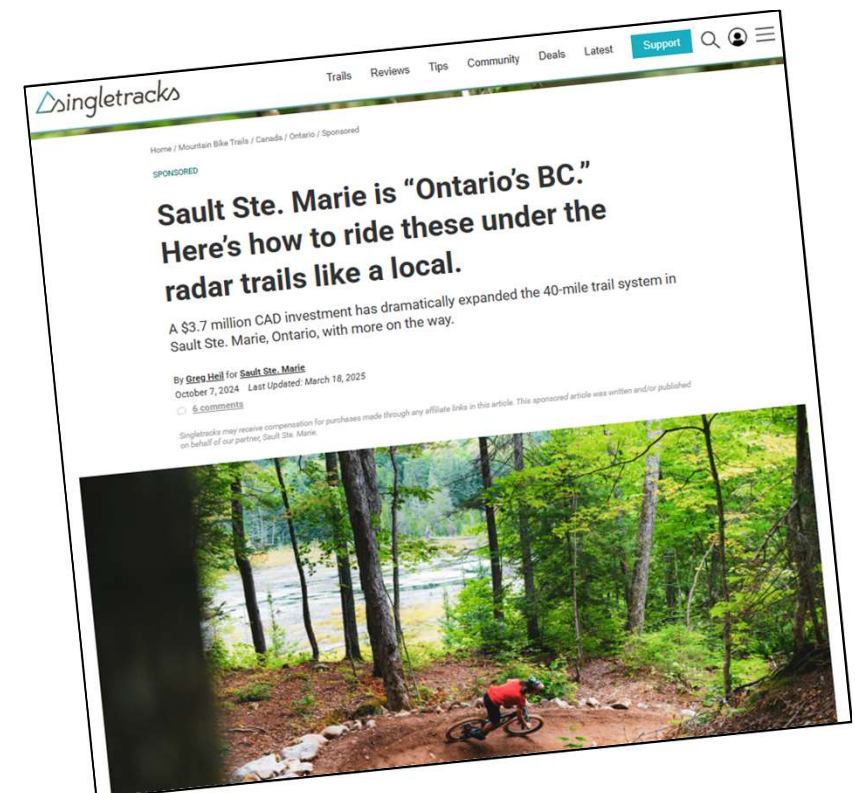


2025 Marketing Plan: Approach & Tactics

Support growth attractions...

...like mountain biking trails, Miss Marie, the train's new box car.

- Work with proven, reputable mountain biking magazine Singletracks and focus on new trails and Salty Marie Trails Fest.
- Make the Miss Marie and the train's box car a big part of summer and groups marketing.



Tourism Sault Ste. Marie

Marketing Objectives 2025
TSSM Board Meeting

2025 Marketing Plan: Approach & Tactics

Emphasize New Downtown Trolley when it launches

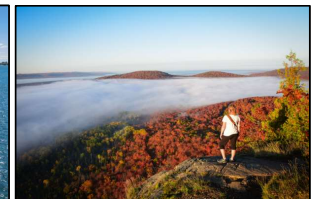
- Earned Media: Social media post, local media, website listing
- Paid Media: Boosting social media post, including it in summer marketing.



2025 Marketing Plan: Approach & Tactics

Utilize The Train To Increase Visitor Stays and Support Other Products

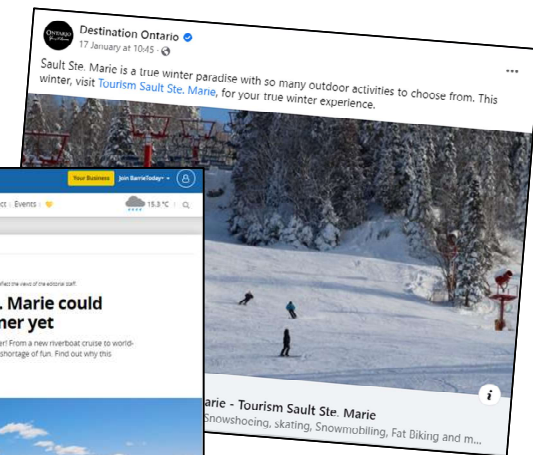
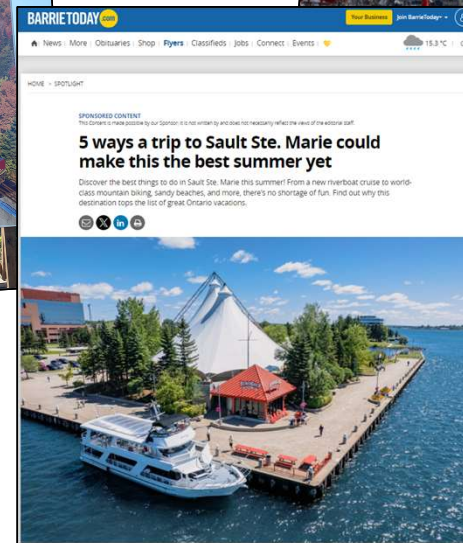
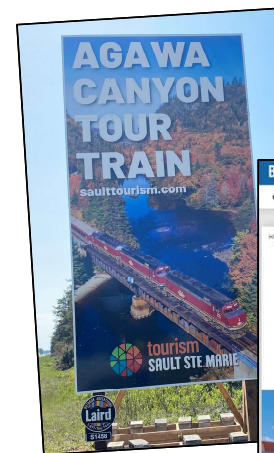
- Seek new audiences such as Chinese-Canadians
- Emphasize the new box-car, particularly to groups
- Combine other products, while marketing the train
- Create travel inspiration posts that live on the train webpage 'Other Things To Do In The Soo'



2025 Marketing Plan: Approach & Tactics

Target cross-country travelers, maintain the digital focus, continue to take advantage of partner opportunities

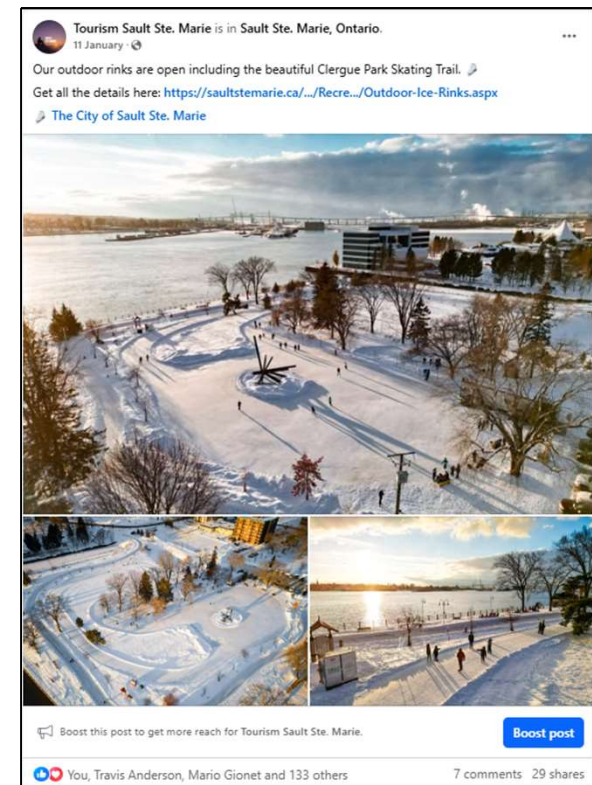
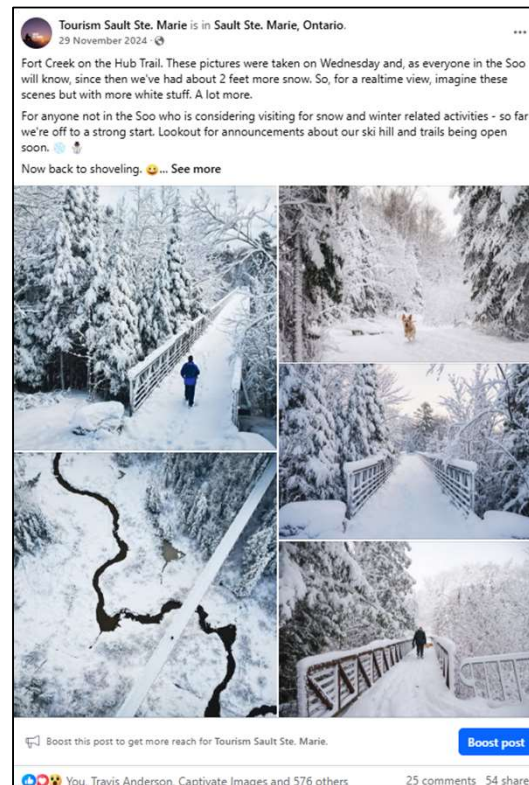
- Roadside advertising approaching Sault Ste. Marie.
- Partnering with digital magazines and websites such as Village Media and Singletracks
- Work with Destination Ontario and Destination Northern Ontario to be able to extend our reach.



2025 Marketing Plan: Approach & Tactics

Continue to emphasize winter with new tourism videos

- Push out three new videos for downhill skiing, cross-country skiing & fat biking
- Show people! We had a lot of success this winter sharing content of winter scenes





**Thank you.
Miigwetch.
Merci.**

TOURISM DEVELOPMENT FUND APPLICATION SUMMARY

Name of the Event	The Salty Marie Trails Fest
Event Date	July 26, 2025
Venue	Hiwatha Highlands
Submitted by:	Red Pine Tours
Reviewed by:	Alana Kenopic
Ask:	\$10,000
Recommendation:	\$10,000

Overview of the Event

The Salty Marie Trails Fest, now in its third year, is a trail-focused festival held in Sault Ste. Marie and hosted by Red Pine Tours Canada. The event celebrates the region's growing trail infrastructure, particularly developments at the Hiawatha Highlands.

The festival caters to both competitive and recreational riders, offering a range of races and trail activities. It also features an expo with local vendors, food and drink offerings, artisan products, and live entertainment, making it a broad community event with appeal beyond just cycling enthusiasts.

New for 2025 is the introduction of a 200km Ultra Distance Race, targeting experienced endurance athletes. This race starts at the Downtown Plaza in Sault Ste. Marie and travels through key locations in the Algoma region, including the Red Rock Foothills, Goulais River, Bellevue Valley, Stokely Creek, Wabos, Searchmont, Reserve, Crystal Lake areas, and concludes via the Hiawatha Highlands singletrack system.

The new ultra-distance race aims to highlight the region's natural terrain while supporting local tourism and economic development through enhanced trail connectivity.

Previous TDF Applications

YEAR	AMOUNT Approved	Summary
2023	\$3500- to support marketing of the event	The first year the event attracted 30 out of town visitors of the 495 attendees.
2024	\$5000- supported AV costs, entertainment and marketing	Year two, the event attracted 154 visitors of the 602 total attendees.

Attendance Projections

Local	740
Regional	75
Ontario	60
Canada	25
USA	80

Economic Impact

165 out of town visitors x 2 days x \$175
\$57,750

Budget Summary

Expenses: \$27,775 (marketing, insurance, supplies, rentals, entertainment)
Revenue: \$29,700 (ticket sales, sponsorship, merchandise, funds remaining from 2024 event)

Scoring Matrix

Staff Analysis

The Salty Marie Trails Fest has demonstrated consistent and measurable growth since its first event in 2023, emerging as a flagship event that effectively aligns with the broader goals of trail system development and community engagement in Sault Ste. Marie. The SMTF has also seen increased participation, with notable growth in engagement from the U.S. market. It will be interesting to assess the interest of the US market for 2025. The previous cross-border interest speaks to the region’s appeal as a trail destination and the festival’s potential to attract tourism-based economic activity.

In 2025, the introduction of a 200km Ultra Distance adds another potential demographic- the elite athlete. Designed for skilled endurance athletes, this race not only enhances the event’s competitive offerings but also showcases the diverse and rugged landscape of the Algoma region. The route strategically begins at the Downtown Plaza, creating a vibrant launch point while helping to activate and draw attention to Sault Ste. Marie’s downtown core.

As a homegrown initiative hosted by Red Pine Tours Canada the event appeals to competitive cyclists, recreational riders, and non-riders alike. Its mix of racing, local vendors, live entertainment, and community gathering spaces reflects a broad and accessible celebration of outdoor culture.

Overall, the Salty Marie Trails Fest exemplifies the type of event that supports and strengthens trail development initiatives. It contributes directly to community vitality, economic development, and destination marketing, making it a valuable asset in positioning Sault Ste. Marie as a premier trail-based tourism hub.

Draft Resolution

Be it resolved that the Tourism Sault Ste. Marie Board of Directors recommend a contribution of \$10,000 through the Tourism Development Fund- Conferences and Special Events Stream to support the Salty Marie Trails Fest to be hosted July 26, 2025 and that a report be submitted to City Council for consideration and approval.

TOURISM DEVELOPMENT FUND ASSESSMENT- SPORTS AND SPECIAL EVENTS STREAM

Event Name:	Salty Marie Trails Fest
Event Date:	26-Jul-25
Contact Person:	Graham Atkinson
Internal Review	10-Apr-25
Board Review Date:	15-Apr-25

OUT OF TOWN PARTICIPANTS (Total of all visitors attending SPECIFICALLY for the event)

Number of Participants	110
Number of Spectators	50
Total	160
Score up to 10 points	Total 1.6

VISITOR DAYS

Number of Out of Town Visitors	160
Number of Nights they are Staying	2
Total Visitor Days (multiply together)	320
Score between 0-25 points	Total 3.2

LOCAL ATTENDANCE (includes all spectators and participants)

Score between 1-10 points	750	6
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EVENT BUDGET

Up to 10 points	7
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READINESS/CAPACITY/ TIMELINE

Score between 1- 10 points	8
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SEASON (Peak, Shoulder, Low)

Score between 2-15 points	2
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PARTNERSHIP AND COLLABORATION

Score between 1-5 points	4
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MARKETING AND PROMOTION STRATEGY (for festivals and events)**RECRUITMENT/ REGISTRATION STRATEGY** (for conferences)

Score between 1-10 points	8
---------------------------	---

MEASUREMENT AND EVALUATION

Score between 1-5 points	4
Total	43.8

ALIGNMENT WITH TSSM STRATEGIC PLAN (score all that apply)

5 points- Event aligns with improvements/ activation of downtown/waterfront strategy	5
5 points- Event aligns with adventure/ outdoor recreation strategy	5
3 points- Event attracts international visitors (Including USA)	3
2 points- Event generates earned media exposure outside of Sault Ste. Marie	2
5 points- Event is annual and demonstrating growth	5
10 points- Event is homegrown and occurs annually	10
10 points- Event was secured through a competitive bid process	10
TOTAL POINTS	73.8

Points	Recommendation Range
85+	\$15,000 - \$20,000
76-85	\$10,000 - \$15,000
66-75	\$5,000 - \$10,000
56-65	\$2500- \$5000
36-55	\$ 1000-\$2500
<35	\$0

Evaluation Criteria

1 Point for Every 100 out of town Visitors to a Maximum of 10 points

Weight

10.00%

1 Point for Every 100 Visitor Days to a Maximum of 25 Points

25.00%

2 Point- 100-250 people 8 Points- 750-1000 people
 4 Points- 250- 500 people 10 Points- 1000 people +
 6 Points- 500- 750 people

10.00%

Score between 1-10 considering these factors:

- | | | |
|---|---|-----------------------------|
| 1. Other sources of confirmed revenue | 4. Funding Ask vs. Overall Budget | 7. Financial Sustainability |
| 2. Balance between Revenue and Expenses | 5. Cost Overrun Plan | |
| 3. Financial Need | 6. Comprehensiveness of proposed budget | |

10.00%

Score between 1-10 considering the these factors:

- | | | |
|--|---------------|-----------------------------|
| Timeline (application submitted 90+ days in advance) | Capacity | Growth plan (if applicable) |
| Event Plan (thoroughness) | Data Tracking | |

10.00%

8 Points- February and March 2 Points- July to October 15
 5 Points- April 10 Points- October 15- November
 4 Points- May- June 15 Points- December and January

15.00%

- 5- Event involves multiple partners (8+) in the recreation, hospitality, travel or entertainment business
 3- Event involves some partners (5+) in the recreation,hospitality, travel or entertainment business
 0- Event involves very few <5 or collaboration in the recreation, hospitality, travel or entertainment business

5.00%

- | | |
|---|--|
| 10-Excellent- clear plan to reach out of town markets | 5- Average plan, largely focused on locals |
| 8- Very Good plan to reach out of town markets | 3- Below Average, does not demonstrate attempt to reach out of town travellers |
| 6- Good plan to reach out of town markets | 0- No plan provided |

10.00%

- 5- Project provides a clear plan on how event will be measured for success including tracking of out of town visitors
 3- Project has a plan to track visitation but does not capture all details
 0- Project does not, or is not, capable of tracking out of town visitors

5.00%

Total Top Section	43.8
Total Bottom Section	30
Recommendation Range	\$5,000 - \$10,000
Recommendation	\$10,000

TOURISM DEVELOPMENT FUND APPLICATION SUMMARY

Name of the Event	Coppa Giovanni Soccer Tournament
Event Date	July 4-6, 2025
Venue	Strathclair Sports Complex
Submitted by:	Athanasios Tommy Katagis
Reviewed by:	Alana Kenopic
Ask:	\$7300
Recommendation:	\$7300

Overview of the Event

The third annual Coppa Giovanni Soccer Tournament will be held from July 4 to 6, 2024, at the Strathclair Sports Complex in Sault Ste. Marie. Building on the success of its 2023 debut, which featured a men's-only division and attracted over 200 out-of-town players, this year's event will continue to expand to include three additional divisions (including women's divisions) and is expected to welcome more than 12 out-of-town teams and over 500 visitors. Future plans include the addition of youth divisions.

With a projected tourism impact of \$243,000 in local spending over the three-day event, the tournament is expected to benefit hotels, restaurants, and other local businesses. In addition to competitive soccer, the weekend will feature family-friendly attractions, including jumpy houses, face painting, henna tattoos, foam soccer, a dunk tank, food vendors, beer gardens, and live entertainment.

Organizers aim to double attendance in 2025 and increase sponsorship by 1.4 times, with the long-term vision of becoming the largest adult soccer tournament in Ontario and a premiere tourism event in Northern Ontario.

Previous TDF Applications

YEAR	AMOUNT Approved	Summary
2023	\$9,800 (combined with Italian Festival)	Funds were used to offset marketing, official fees and venue rentals. The 2023 event attracted 100 out-of-town players plus families
2024	\$5000	Funds approved to support the marketing and promotion of the Italian Festival/ Soccer combined

Attendance Projections

Local	1640
Regional	-
Ontario	500
Canada	-
USA	75

Economic Impact

575 out of town visitors (participants + family members) x 3 days x \$175pp/pd = \$301,875

16 teams locally = $16 \times 25 = 400$

12 teams outside of Sault Ste. Marie = $12 \times 25 = 300$

2 teams from Michigan = $2 \times 25 = 50$

3 x family friend per local participant = $3 \times 400 = 1200$

2/3 x family and friends for Ontario participants = $2/3 \times 300 = 200$

1/2 x family and friends from Michigan participants = $1/2 \times 50 = 25$

40 volunteers from Sault Ste Marie = 40

Budget Summary

Expenses- \$37,000 including \$10,000 in prizes, venue rentals, insurance, marketing, entertainment and officials fees.

Revenue- \$29,600 registration fees, \$13,000 sponsorship

Scoring Matrix

The Coppa Giovanni Soccer Tournament scores 80 on the evaluation matrix placing it in the recommended range of \$10-\$15,00. The applicant has requested \$7300

Staff Analysis

The Coppa Giovanni soccer tournament has demonstrated growth since its inception in 2023. Previously, the tournament was held together with the Italian Festival. This year, the tournament will be hosted over the same weekend as the Italian Festival (to provide additional activation for family participation) and will be facilitated with separate operating accounts and budgets.

The soccer tournament has expanded divisions, including the addition of a women's division and future plans to include children's divisions. This is the only annual soccer tournament in Sault Ste. Marie and has demonstrated the potential to continue to grow and expand participation with increased prize funds and team registrations. The convenor has incorporated suggestions provided, including activation at the soccer field to increase family attendance on site.

Draft Resolution

Be it resolved that the Tourism Sault Ste. Marie Board of Directors recommends a contribution of \$7300 through the Tourism Development Fund- Conferences and Special Events Stream to support the 2025 Coppa Giovanni Soccer Tournament to be hosted July 4-6, 2025 and that a report be submitted to City Council for consideration and approval.

TOURISM DEVELOPMENT FUND ASSESSMENT- SPORTS AND SPECIAL EVENTS STREAM

Event Name:	Coppa Giovanni Soccer Tournament
Event Date:	July 4-6, 2025
Contact Person:	Athanasios Tommy Katagis
Internal Review	4-Apr-25
Board Review Date:	15-Apr-25

OUT OF TOWN PARTICIPANTS (Total of all visitors attending SPECIFICALLY for the event)	
Number of <i>Participants</i>	350
Number of <i>Spectators</i>	225
Total	575
Score up to 10 points	Total 5.75

VISITOR DAYS	
Number of Out of Town <i>Visitors</i>	575
Number of <i>Nights</i> they are Staying	3
Total Visitor Days (multiply together)	1725
Score between 0-25 points	Total 17

LOCAL ATTENDANCE (includes all spectators and participants)	
Score between 1-10 points	1640
	10

EVENT BUDGET	
Up to 10 points	6

READINESS/CAPACITY/ TIMELINE	
Score between 1- 10 points	8

SEASON (Peak, Shoulder, Low)	
Score between 2-15 points	2

PARTNERSHIP AND COLLABORATION	
Score between 1-5 points	3

MARKETING AND PROMOTION STRATEGY (for festivals and events)	
RECRUITMENT/ REGISTRATION STRATEGY (for conferences)	
Score between 1-10 points	7

MEASUREMENT AND EVALUATION	
Score between 1-5 points	4
Total	62.75

ALIGNMENT WITH TSSM STRATEGIC PLAN (score all that apply)	
5 points- Event aligns with improvements/ activation of downtown/waterfront strategy	
5 points- Event aligns with adventure/ outdoor recreation strategy	
3 points- Event attracts international visitors (Including USA)	3
2 points- Event generates earned media exposure outside of Sault Ste. Marie	
5 points- Event is annual and demonstrating growth	5
10 points- Event is homegrown and occurs annually	10
10 points- Event was secured through a competitive bid process	
TOTAL POINTS	80.75

Points	Recommendation Range
85+	\$15,000 - \$20,000
76-85	\$10,000 - \$15,000
66-75	\$5,000 - \$10,000
56-65	\$2500- \$5000
36-55	\$ 1000-\$2500
<35	\$0

Evaluation Criteria

1 Point for Every 100 out of town Visitors to a Maximum of 10 points	10.00%
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1 Point for Every 100 Visitor Days to a Maximum of 25 Points	25.00%
--	--------

2 Point- 100-250 people	8 Points- 750-1000 people	10.00%
4 Points- 250- 500 people	10 Points- 1000 people +	
6 Points- 500- 750 people		

Score between 1-10 considering these factors:		10.00%
1. Other sources of confirmed revenue	4. Funding Ask vs. Overall Budget	7. Financial Sustainability
2. Balance between Revenue and Expenses	5. Cost Overrun Plan	
3. Financial Need	6. Comprehensiveness of proposed budget	

Score between 1-10 considering the these factors:		10.00%
Timeline (application submitted 90+ days in advance)	Capacity	Growth plan (if applicable)
Event Plan (thoroughness)	Data Tracking	

8 Points- February and March	2 Points- July to October 15	15.00%
5 Points- April	10 Points- October 15- November	
4 Points- May- June	15 Points- December and January	

5- Event involves multiple partners (8+) in the recreation, hospitality, travel or entertainment business		5.00%
3- Event involves some partners (5+) in the recreation,hospitality, travel or entertainment business		
0- Event involves very few <5 or collaboration in the recreation, hospitality, travel or entertainment business		

10-Excellent- clear plan to reach out of town markets	5- Average plan, largely focused on locals	10.00%
8- Very Good plan to reach out of town markets	3- Below Average, does not demonstrate attempt to reach out of town travellers	
6- Good plan to reach out of town markets	0- No plan provided	

5- Project provides a clear plan on how event will be measured for success including tracking of out of town visitors		5.00%
3- Project has a plan to track visitation but does not capture all details		
0- Project does not, or is not, capable of tracking out of town visitors		

Total Top Section	62.75
Total Bottom Section	18
Recommendation Range	\$10-\$15,000
Recommendation	\$10,000- \$15,000

TOURISM DEVELOPMENT FUND APPLICATION SUMMARY

Name of the Event	International Karate Daigaku (IKD) - Canadian Nationals
Event Date	October 18-19, 2025
Venue	YMCA - Sault Ste. Marie
Submitted by:	Chris Troch / Tiffany Thompson
Reviewed by:	Alana Kenopic
Ask:	\$5,000
Recommendation:	\$5,000

Overview of the Event

National Karate tournament with over 200+ participants (60+ local & 150+ from across Canada). Participants will range in age from 8-60+. Participants will compete in sparring, katas, enbu, team bunkai and team kata categories. Spectator numbers for this event are estimated at 350 (150 local and 200 from across Canada). Out of town visitors will arrive on Oct 17th with the tournament taking place on Oct. 18th and 19th.

Previous TDF Applications

YEAR	AMOUNT Approved	Summary
N/A	N/A	

Attendance Projections

	Overall
Local	254
Regional	0
Ontario	0
Canada	350
USA	

Economic Impact

350 visitors x 3 days = \$183,750

Budget Summary

Revenue: \$21,405
TDF: \$5,000 | Registrations: \$12,600 | Sponsorship: \$3,000 | Merch/Concessions: \$805

Expenses: \$21,405
Venue/Equipment/Staffing: \$11,000 | Awards: \$1,975 | Marketing: \$850 |
Transportation: \$2,000 | MISC: \$5,580

Scoring Matrix

The International Karate Daigaku Canadian Nationals scores 56.5 on the evaluation matrix placing it in the recommended range of \$2,500 - \$5,000

Staff Analysis

This annual tournament rotates between different host cities each year. It aligns with the TSSM Strategic Plan, as it was awarded through a competitive bid process. Successfully hosting this event will significantly boost Sault Ste. Marie's chances of securing future IKD events, including provincial and national competitions.

This tournament will generate over 1000+ hotel nights during the shoulder season and will provide valuable exposure to visitors from across Canada.

The IKD has submitted a well-structured budget and a detailed plan to ensure the event's success. As with sanctioned sports tournaments, participation numbers are secure.

To support this initiative, staff recommend \$5000 in TDF funds to help offset the costs of the following budget items:

- Venue and equipment rentals
- Marketing

Draft Resolution

Be it resolved that the Tourism Sault Ste. Marie Board of Directors recommend a contribution of \$5000 through the Tourism Development Fund- Conferences and Special Events Stream to support the International Karate Daigaku Canadian Nationals to be hosted October 18-19, 2025 and that a report be submitted to City Council for consideration and approval.

TOURISM DEVELOPMENT FUND ASSESSMENT- SPORTS AND SPECIAL EVENTS STREAM

Event Name:	International Karate Daigaku Canadian Nationals
Event Date:	October 11-12, 2025
Contact Person:	Chris Troch
Internal Review	10-Feb-25
Board Review Date:	15-Apr-25

OUT OF TOWN PARTICIPANTS (Total of all visitors attending SPECIFICALLY for the event)	
Number of <i>Participants</i>	150
Number of <i>Spectators</i>	200
Total	350
Score up to 10 points	Total 3.5

VISITOR DAYS	
Number of Out of Town <i>Visitors</i>	350
Number of <i>Nights</i> they are Staying	3
Total Visitor Days (multiply together)	1050
Score between 0-25 points	Total 10

LOCAL ATTENDANCE (includes all spectators and participants)	
Score between 1-10 points	2

EVENT BUDGET	
Up to 10 points	7

READINESS/CAPACITY/ TIMELINE	
Score between 1- 10 points	7

SEASON (Peak, Shoulder, Low)	
Score between 2-15 points	2

PARTNERSHIP AND COLLABORATION	
Score between 1-5 points	3

MARKETING AND PROMOTION STRATEGY (for festivals and events)	
RECRUITMENT/ REGISTRATION STRATEGY (for conferences)	
Score between 1-10 points	8

MEASUREMENT AND EVALUATION	
Score between 1-5 points	4
Total	
46.5	

ALIGNMENT WITH TSSM STRATEGIC PLAN (score all that apply)	
5 points- Event aligns with improvements/ activation of downtown/waterfront strategy	Points
5 points- Event aligns with adventure/ outdoor recreation strategy	
3 points- Event attracts international visitors (Including USA)	
2 points- Event generates earned media exposure outside of Sault Ste. Marie	
5 points- Event is annual and demonstrating growth	
10 points- Event is homegrown and occurs annually	
10 points- Event was secured through a competitive bid process	10
TOTAL POINTS	

Points	Recommendation Range
85+	\$15,000 - \$20,000
76-85	\$10,000 - \$15,000
66-75	\$5,000 - \$10,000
56-65	\$2500- \$5000
36-55	\$ 1000-\$2500
<35	\$0

Evaluation Criteria

1 Point for Every 100 out of town Visitors to a Maximum of 10 points	10.00%
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1 Point for Every 100 Visitor Days to a Maximum of 25 Points	25.00%
--	--------

2 Point- 100-250 people	8 Points- 750-1000 people	10.00%
4 Points- 250- 500 people	10 Points- 1000 people +	
6 Points- 500- 750 people		

Score between 1-10 considering these factors:		10.00%
1. Other sources of confirmed revenue	4. Funding Ask vs. Overall Budget	7. Financial Sustainability
2. Balance between Revenue and Expenses	5. Cost Overrun Plan	
3. Financial Need	6. Comprehensiveness of proposed budget	

Score between 1-10 considering the these factors:		10.00%
1. Timeline (application submitted 90+ days in advance)	3. Capacity	5. Growth plan
2. Event Plan (thoroughness)	4. Data Tracking	

8 Points- February and March	2 Points- July to October 15	15.00%
5 Points- April	10 Points- October 15- November	
4 Points- May- June	15 Points- December and January	

5- Event involves multiple partners (8+) in the recreation, hospitality, travel or entertainment business		5.00%
3- Event involves some partners (5+) in the recreation,hospitality, travel or entertainment business		
0- Event involves very few <5 or collaboration in the recreation, hospitality, travel or entertainment business		

10-Excellent- clear plan to reach out of town markets	5- Average plan, largely focused on locals	10.00%
8- Very Good plan to reach out of town markets	3- Below Average, does not demonstrate attempt to reach out of town travellers	
6- Good plan to reach out of town markets	0- No plan provided	

5- Project provides a clear plan on how event will be measured for success including tracking of out of town visitors		5.00%
3- Project has a plan to track visitation but does not capture all details		
0- Project does not, or is not, capable of tracking out of town visitors		

Total Top Section	46.5
Total Bottom Section	10
Recommendation Range	\$1000 - \$2500
Recommendation	\$2,000