

OPEN AGENDA
Tourism Sault Ste. Marie Board Meeting
March 18, 2025 at 12:00 noon
LIVE STREAM: www.youtube.com/c/SaultstemarieCa

1. Roll Call

2. Approval of Minutes

Approval of minutes from the February 25, 2025 meeting

3. Declaration of Pecuniary Interests

4. Tourism Overview & Update **12:10 – 12:20**

5. Board Election **12:20 – 12:30**
a. Chair

6. Financial Update **12:30 – 12:45**
a. Appointment of 2024 Auditor

7. New Business **12:45 – 12:50**

8. Tourism Development Fund **12:50 – 13:20**
a. Northern Ontario Service Delivery Association (NOSDA) Conference
b. 40K Abridged Tournament (Warhammer)
c. Community Strong Race Weekend
d. Queen Street Cruise
e. OCup MTB Race- Skeeter Slam

9. Resolutions **13:20 – 13:30**
a. Election of Chair - Tourism Sault Ste. Marie Board
b. Appointment of 2024 Auditor
c. Northern Ontario Service Delivery Association (NOSDA) Conference
d. 40K Abridged Tournament (Warhammer)
e. Community Strong Race Weekend
f. Queen Street Cruise
g. OCup MTB Race- Skeeter Slam

10. Next Meeting
April 15, 2025

11. Adjournment **13:30**



Tourism Sault Ste. Marie Board Minutes

Tuesday, February 25, 2025

12:00

OPEN

Committee Members Present

YES	B. Barber	NO	N. Brash
YES	L. Foster	YES	G. Lacher
NO	D. Marini	YES	M. Porco
YES	R. Walker	NO	T. White
NO	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.

c. Steel Speed Contract – Wishart Bridge Project

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.

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 February

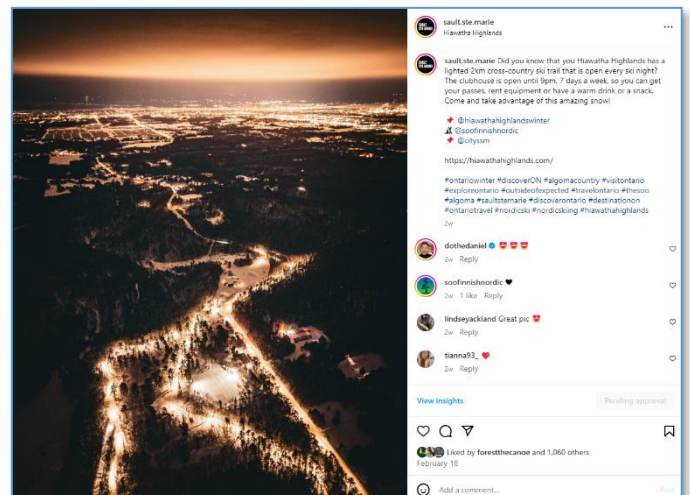
- Destination Ontario Partner Spotlight pushing to key attractions within SSM
- Cavera digital marketing – pay per click, google search, paid social media ads for ‘Jan., Feb. & March’
- Laird Signs billboards x 4 between Sudbury and SSM + one north of SSM.
- Cross Country Ski Magazine (Hiawatha and Stokely)
- My North Winter Vacation Guide Magazine
- Village Media Spotlight article
 - <https://www.torontotoday.ca/spotlight/could-this-destination-be-ontarios-best-kept-secret-for-winter-adventure-10125979>

Website (February)

- 80k users, (145k users in January)
- 113k page views (197k in January)
 - Bon Soo 2025 37k (64k in January)
 - Ski 32k (64k in January)
 - Experience Winter in SSM 18k (46k in January)
- Canada 71k (89%), US 7k (9%)
- Within Canada: Ontario 53k (75%), Quebec 13k (18%),
- By City: (GTA around 35%) Toronto 21k (30%), SSM 3k (4%), Ottawa 3k (3%),
- Within US: Michigan 3k (43%),

Primary drivers

- **Paid Media:** 64k (123k in January)
- **Organic Search:** 7k (6.6k in January)
- **Organic Social media:** 9.4k (21k in January)
- **Referrals:** 3.6k (4.8k in January)
 - BonSoo 703 (803 In January)
 - Sootoday 701 (1.6k in January)
 - Searchmont 333 (492 in January)
 - Saultstemarie 155 (202 in January)
 - RingetteOntario 101
 - Agawa Train 99 (126 in January)
 - Destination Ontario 94 (107 in January)
 - Northernontariotravel 84 (173 in January)
- **Offsite clicks:** 9.6k (5.1k in January)
 - Bon Soo 3.2k (1.2k in January)
 - AgawaTrain 493 (556 in January)
 - Searchmont 303 (550 in January)
 - Hiawatha Highlands 129 (130 in January)
 - SooLockTours 106 (120 in January)
 - SooaxeThrowing 112 (115 in January)





Instagram (February 2025)

- 21,762 page followers (134 new followers in February)
- 40k accounted reached (64k in January)

Facebook (February 2025)

- 34.3k followers (140 new followers in February)
- 1.2m accounts reached (1.5m in January)

GROUP TOURS

- Staff wrote and submitted content for Group Tours Online Editorial included a brief overview of Sault Ste. Marie, and descriptions of five local group-friendly attractions and activities
- Staff attended the American Bus Association (ABA) Marketplace and met with twenty-five tour and bus operators from the United States
- Follow-up emails have been sent to tour operators following ABA meetings. Additional emails focused on “*What is new in the Soo*” were sent out to operators that we did not have meetings with but have visited Sault Ste. Marie in recent years

MEETINGS AND CONVENTIONS

- Assisting the 2026 International Maple Syrup Conference committee with event venues and an application for Tourism Development Fund
- Staff is working with the City’s Economic Development Department in potentially hosting a regional seminar
- The Northern Ontario Service Deliverers Association submitted an application for the Tourism Development Fund for the event to be held on June 3-5, 2026

SPORTS TOURISM

- New hire scheduled to begin employment March 24
- Scheduled to attend Sports Congress to meet with National and Provincial sport organizations on March 17-21, 2025
- No update on Ontario Winter Games, waiting on Ministry for next steps

EVENTS

- Staff liaison at Bon Soo board subcommittee meetings and assisted with execution of festival, supporting the board as needed
- Gathering at the Rapids promotionally cross partnered with Bon Soo Winter Carnival
- A tourism newsletter highlighting the City’s upcoming events, will be sent out monthly to those who have signed up via saulttourism.com
- Staff attended the Outdoor Adventure Show as part of the Northern Ontario Pavilion to promote tourism products in Sault Ste. Marie
- Staff attending Downtown Plaza Meetings to stay current with events and partnership opportunities
- Assisting with preliminary planning for Queen Street Cruise

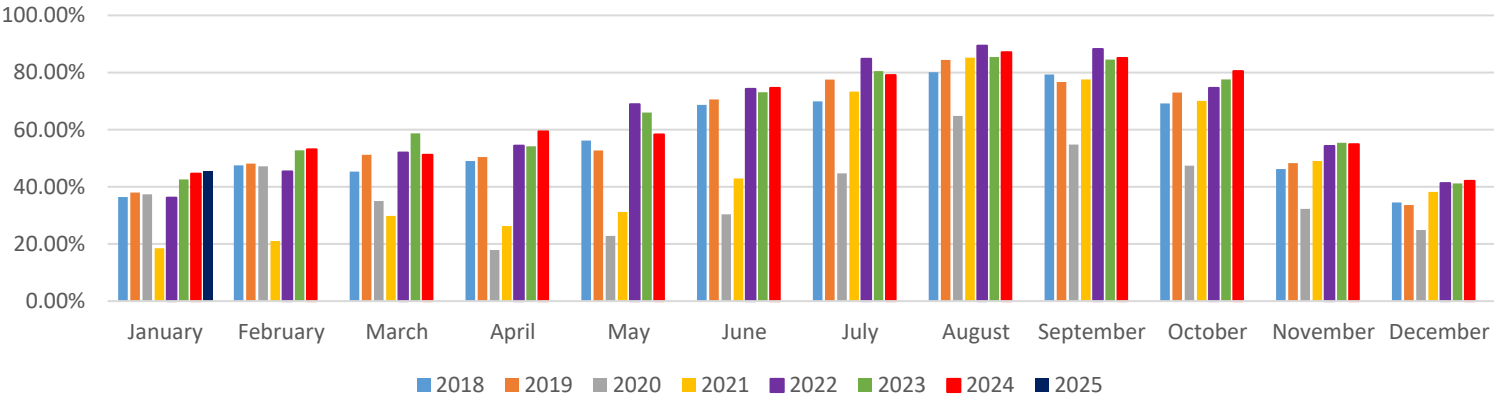
TOURISM DEVELOPMENT FUND APPLICATIONS

One (2) Tourism Development applications were approved for recommendation at the January Tourism Sault Ste. Marie Board meeting.

1. Sault Surge Swim Block Enhancement - \$8,000
2. Sault Ste. Marie Kennel Club 2025 Dog Show - \$4,000



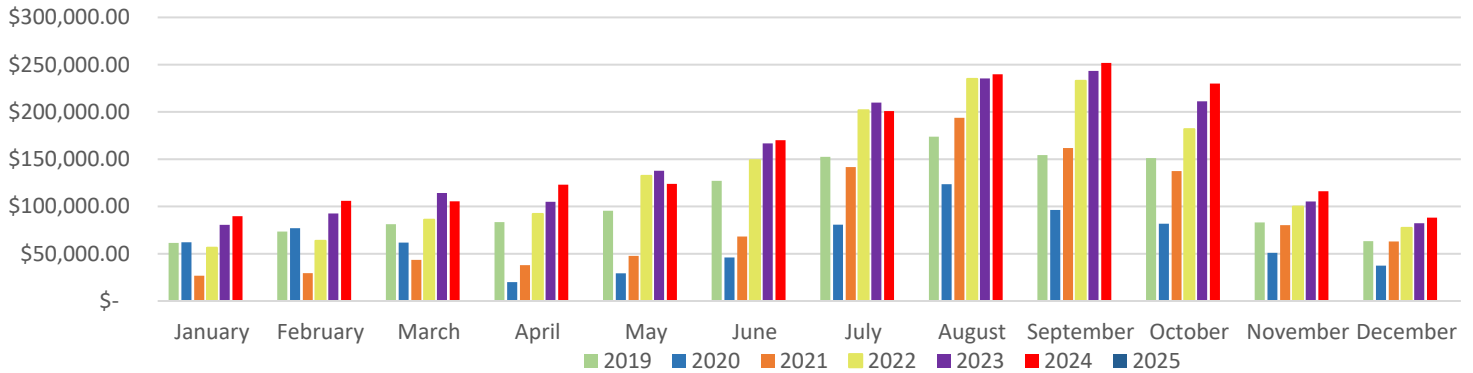
Occupancy Report Percentage



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							
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	\$170,184.73
July	\$152,541.57	\$ 80,779.28	\$141,698.08	\$201,761.44	\$209,842.90	\$200,849.67
August	\$173,804.29	\$123,601.95	\$193,741.49	\$234,917.71	\$235,394.73	\$239,800.98
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						
February						
March						
April						
May						
June						
July						
August						
September						
October						
November						
December						
Total						

TOURISM DEVELOPMENT FUND APPLICATION SUMMARY

Name of the Event	Northern Ontario Service Deliverers Association (NOSDA) AGM
Event Date	June 3-5, 2025
Venue	Delta Hotel by Marriott Sault Ste. Marie Waterfront
Submitted by:	Fern Dominelli
Reviewed by:	Tara Lucarelli
Ask:	\$5,000
Recommendation:	\$2,000

Overview of the Event

An annual general meeting that brings together Northern Ontario organizations (DSSAB/CMSM) responsible for community housing, childcare, EarlyON Centers, Paramedic services, Community Paramedicine, financial assistance, and homelessness. Collectively, they represent all 144 municipalities delivering services to 789,519 people across 806,708square/km. The NOSDA GM attracts MP, MPP, Mayors, local municipal councils, federal and provincial bureaucrats.

This forum allows for communities in Northern Ontario to be connected, share best practices when it comes to providing services to Indigenous people, racialized people, at risk populations.

Previous TDF Applications

YEAR	AMOUNT Approved	Summary
N/A	N/A	

Attendance Projections

Local	24
Regional	20
Ontario	160
Canada	0
USA	0

Economic Impact

180 visitors x 4 days x \$150 = \$108,000

Budget Summary

Revenue: \$42,000.00

Revenue sources are admission, exhibitor/vendor fees and sponsorships

Expenses: \$55,000.00

Expenses track construction, event management and infrastructure and publicity.

Scoring Matrix

NOSDA scores 48 on the evaluation matrix putting it in a recommended range of \$1,000 - \$2,500

36-55	\$1,000 - \$2,500
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Staff Analysis

Northern Ontario Service Deliverers Association is an annual conference that rotates between northern cities. The association is looking to boost attendees and has invited a well know guest speaker. The marketing effort will be through Event Bright, e-newsletters and social media.

Staff are recommending that the Tourism Sault Ste. Marie Board of Directors consider a funding recommendation of up to a maximum of \$2,000 to assist with the cost of the guest speaker and/or marketing.

Draft Resolution

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.

TOURISM DEVELOPMENT FUND ASSESSMENT- SPORTS AND SPECIAL EVENTS STREAM

Event Name:	Northern Ontario Service Deliverers Association (NOSDA) Annual General Meeting
Event Date:	June 3 to 5, 2025
Contact Person:	Fern Dominelli
Internal Review	
Board Review Date:	

OUT OF TOWN PARTICIPANTS (Total of all visitors attending SPECIFICALLY for the event)	
Number of <i>Participants</i>	204
Number of <i>Spectators</i>	0
Total	204
Score up to 10 points	Total 2

VISITOR DAYS	
Number of Out of Town <i>Visitors</i>	180
Number of <i>Nights</i> they are Staying	4
Total Visitor Days (multiply together)	640
Score between 0-25 points	Total 6

LOCAL ATTENDANCE (includes all spectators and participants)	
Score between 1-10 points	50
	1

EVENT BUDGET	
Up to 10 points	9

READINESS/CAPACITY/ TIMELINE	
Score between 1- 10 points	9

SEASON (Peak, Shoulder, Low)	
Score between 2-15 points	4

PARTNERSHIP AND COLLABORATION	
Score between 1-5 points	2

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	5
Total 46	

ALIGNMENT WITH TSSM STRATEGIC PLAN (score all that apply)	Points
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)	0
2 points- Event generates earned media exposure outside of Sault Ste. Marie	2
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	
TOTAL POINTS	
2	

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
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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 vistors

5.00%

Total Top Section	46
Total Bottom Section	2
Recommendation Range	48
Recommendation	\$2,000

Tourism Sault Ste. Marie TDF Fund Scoring Rubric

Criteria	Maximum Number of Points
Visitor Days	20
Number of Out of Town Visitors	15
Opportunity for Growth	10
Reach of the Event	10
Economic Impact	10
Utilization of Attractions/ Hospitality Suppliers	10
Season of the Event (Peak, Shoulder, Low)	10
Media Exposure	5
Event Frequency	5
Tourism Priorities/ Objectives	5
Total	100

TOURISM DEVELOPMENT FUND APPLICATION SUMMARY

Name of the Event	Warhammer 40k Battle at the Bridge
Event Date	July 12-13, 2025
Venue	Watertown Inn Ballroom
Submitted by:	Kellie MacIntyre
Reviewed by:	Stephanie Sears
Ask:	2500
Recommendation:	2000

Overview of the Event

40,000 Battle at the Bridge is a tabletop miniature teams tournament, based on the Warhammer competitive game of 40k Abridged.

Each Team is made up of 5 players that will be matched off against another 5 player team. Teams will then compete against each other in a tournament style face-off.

At the end of the game, points are allocated to each member of the team, then tallied up for a team total. The team is then ranked and then matched up with another team with the same rank. At the end of the two-day event, all teams will be ranked and first, second and third place will be awarded prizes.

Organizers are eager to continue to expand into the Northern market. The closest tournament in proximity to SSM was Sudbury and this event is providing a greater opportunity to reach northern enthusiasts.

Previous TDF Applications

YEAR	AMOUNT Approved	Summary
2024	\$1500	These dollars were allocated for venue costs.

Attendance Projections

Local	68
Regional	
Ontario	68
Canada	
USA	15

Economic Impact

\$30,000

Budget Summary

The funding will help offset venue and marketing costs.

REVENUE	5100
EXPENSES	5000.77
profit/loss	99.23

Scoring Matrix :

Recommendation Range: 36-55 \$ 1000-\$2500

Recommended: \$2,000

Staff Analysis

Staff recommends \$2000 to support the Battle at the Bridge - to assist with the following cost categories

- Venue fees
- Marketing and promotion

There is limited event offerings currently for the game hobbyist/enthusiast. Warhammer has a passionate following similar to Dungeons and Dragons or World of Warcraft. The event, which has outgrown the original location, could potentially be a gateway in attracting a new market of event visitors to our community. Key drivers for attendees of tabletop tournament are prizing, streaming influencers, community building, belongingness and vendors - which could be considered a growth strategy for future years.

Draft Resolution

Be it resolved that the Tourism Sault Ste. Marie Board of Directors recommend a contribution of \$2000 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.

TOURISM DEVELOPMENT FUND ASSESSMENT- SPORTS AND SPECIAL EVENTS STREAM

Event Name:	Battle at the Bridge
Event Date:	July 12 & 13
Contact Person:	Kellie MacIntyre
Internal Review	March 5 2025
Board Review Date:	March 18 2025

OUT OF TOWN PARTICIPANTS (Total of all visitors attending SPECIFICALLY for the event)	
Number of <i>Participants</i>	60
Number of <i>Spectators</i>	15
Total	75
Score up to 10 points	
Total	0

VISITOR DAYS	
Number of Out of Town <i>Visitors</i>	83
Number of <i>Nights</i> they are Staying	3
Total Visitor Days (multiply together)	249
Score between 0-25 points	
Total	2

LOCAL ATTENDANCE (includes all spectators and participants)	
Score between 1-10 points	68
	0

EVENT BUDGET	
Up to 10 points	
	7

READINESS/CAPACITY/ TIMELINE	
Score between 1- 10 points	
	9

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

PARTNERSHIP AND COLLABORATION	
Score between 1-5 points	
	0

MARKETING AND PROMOTION STRATEGY (for festivals and events)	
RECRUITMENT/ REGISTRATION STRATEGY (for conferences)	
Score between 1-10 points	
	6

MEASUREMENT AND EVALUATION	
Score between 1-5 points	
	5

ALIGNMENT WITH TSSM STRATEGIC PLAN (score all that apply)	Points
5 points- Event aligns with improvements/ activation of downtown/waterfront strategy	0
5 points- Event aligns with adventure/ outdoor recreation strategy	0
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	0
TOTAL POINTS	20

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	Weight
1 Point for Every 100 out of town Visitors to a Maximum of 10 points	10.00%
1 Point for Every 100 Visitor Days to a Maximum of 25 Points	25.00%
2 Point- 100-250 people 4 Points- 250- 500 people 6 Points- 500- 750 people	10.00%
8 Points- 750-1000 people 10 Points- 1000 people +	
Score between 1-10 considering these factors: 1. Other sources of confirmed revenue 2. Balance between Revenue and Expenses 3. Financial Need	10.00%
4. Funding Ask vs. Overall Budget 5. Cost Overrun Plan 6. Comprehensiveness of proposed budget	
7. Financial Sustainability	
Score between 1-10 considering the these factors: 1. Timeline (application submitted 90+ days in advance) 2. Event Plan (thoroughness)	10.00%
3. Capacity 4. Data Tracking	
5. Growth plan	
8 Points- February and March 5 Points- April 4 Points- May- June	15.00%
2 Points- July to October 15 10 Points- October 15- November 15 Points- December and January	
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 8- Very Good plan to reach out of town markets 6- Good plan to reach out of town markets	10.00%
5- Average plan, largely focused on locals 3- Below Average, does not demonstrate attempt to reach out of town travellers 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 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 vistors	5.00%

total points from above:	31	
total points from below:	20	
total:	51	
Recommendation Range:	36-55	\$ 1000-\$2500
Recommended:	\$2,000	

Tourism Sault Ste. Marie TDF Fund Scoring Rubric

Criteria	Maximum Number of Points
Visitor Days	20
Number of Out of Town Visitors	15
Opportunity for Growth	10
Reach of the Event	10
Economic Impact	10
Utilization of Attractions/ Hospitality Suppliers	10
Season of the Event (Peak, Shoulder, Low)	10
Media Exposure	5
Event Frequency	5
Tourism Priorities/ Objectives	5
Total	100

TOURISM DEVELOPMENT FUND APPLICATION SUMMARY

Name of the Event	Community Strong Race Weekend
Event Date	June 21 & 22, 2025
Venue	Downtown SSM/ Northern Superior Brewing Co. Parking lot
Submitted by:	Sonny Spina
Reviewed by:	Stephanie Sears (March 13 2025)
Ask:	\$5000
Recommendation:	\$4000

Overview of the Event

This event is designed to raise needed funds and bring awareness to physical and mental health issues in Sault Ste. Marie over a 2 day race weekend. The races will be held downtown starting and ending at the Northern Superior/ Bushplane corner. The Community Strong Race Weekend will consist of a variety of 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.

See agenda below:

Saturday Events

10 KM Start: 8:00 am

Colour Run Start: 10:00 am

Kid's Fun Run Start: 10:30 am

Sunday Events

Marathon Start: 6:00 am

1/2 Marathon Start: 6:30 am

Previous TDF Applications

YEAR	AMOUNT Approved	Summary
2024	\$5000	Funds used for Marketing and Promotion

Attendance Projections

Local	455
Regional	42
Ontario	30
Canada	10
USA	16

Economic Impact

of out of town people = 100

of days = 3 x \$175 per person per day

Economic impact \$52,500

Budget Summary

Revenue \$75,000 from sponsors, donations and registration Expenses \$32000 from marketing, sanction fees, course supplies, race supplies, etc

Scoring Matrix

total:	63
Recommendation Range:	\$2500- \$5000
Recommended:	\$4,000

Staff Analysis

The Community Strong Festival aligns with one of Tourism Sault Ste. Marie's priority sector of sports tourism.

This event has an organizing committee with demonstrated experience and has made progress with branding, expanding the event (most notably with the Boston Marathon designation) as well as marketing.

The event show potential to grow into a larger event. However, they are slow to begin planning for 2025.

Tourism staff have met with organizers on multiple occasions, offering time and support to get the planning and event organization off the ground.

Tourism is encouraging organizers to move swiftly to begin promoting and marketing the event in different capacities.

Draft Resolution

Be it resolved that the Tourism Sault Ste. Marie Board of Directors recommend a contribution of \$4000 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.
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TOURISM DEVELOPMENT FUND ASSESSMENT- SPORTS AND SPECIAL EVENTS STREAM

Event Name:	Community Strong Race Weekend
Event Date:	June 21&22, 2025
Contact Person:	Sonny Spina
Internal Review	March 14 2025 (Stephanie Sears)
Board Review Date:	March 18 2025

OUT OF TOWN PARTICIPANTS (Total of all visitors attending SPECIFICALLY for the event)	
Number of <i>Participants</i>	100
Number of <i>Spectators</i>	0
Total	
Score up to 10 points	
Total	1

VISITOR DAYS	
Number of Out of Town <i>Visitors</i>	100
Number of <i>Nights</i> they are Staying	2
Total Visitor Days (multiply together)	200
Score between 0-25 points	
Total	2

LOCAL ATTENDANCE (includes all spectators and participants)	
Score between 1-10 points	455
	4

EVENT BUDGET	
Up to 10 points	
	6

READINESS/CAPACITY/ TIMELINE	
Score between 1- 10 points	
	2

SEASON (Peak, Shoulder, Low)	
Score between 2-15 points	
	4

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	
	5

ALIGNMENT WITH TSSM STRATEGIC PLAN (score all that apply)	Points
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	0
10 points- Event is homegrown and occurs annually	10
10 points- Event was secured through a competitive bid process	0
TOTAL POINTS	25

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	Weight
1 Point for Every 100 out of town Visitors to a Maximum of 10 points	10.00%
1 Point for Every 100 Visitor Days to a Maximum of 25 Points	25.00%
2 Point- 100-250 people 4 Points- 250- 500 people 6 Points- 500- 750 people	10.00%
8 Points- 750-1000 people 10 Points- 1000 people +	
Score between 1-10 considering these factors: 1. Other sources of confirmed revenue 2. Balance between Revenue and Expenses 3. Financial Need	10.00%
4. Funding Ask vs. Overall Budget 5. Cost Overrun Plan 6. Comprehensiveness of proposed budget	
7. Financial Sustainability	
Score between 1-10 considering the these factors: 1. Timeline (application submitted 90+ days in advance) 2. Event Plan (thoroughness)	10.00%
3. Capacity 4. Data Tracking	
5. Growth plan	
8 Points- February and March 5 Points- April 4 Points- May- June	15.00%
2 Points- July to October 15 10 Points- October 15- November 15 Points- December and January	
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 entertainement business	5.00%
10-Excellent- clear plan to reach out of town markets 8- Very Good plan to reach out of town markets 6- Good plan to reach out of town markets	10.00%
5- Average plan, largely focused on locals 3- Below Average, does not demonstrate attempt to reach out of town travellers 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 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 vistsors	5.00%

total points from above: 35
total points from below: 25
total: 60

Recommendation Range: \$2500- \$5000
Recommended: \$4,000

Tourism Sault Ste. Marie TDF Fund Scoring Rubric

Criteria	Maximum Number of Points
Visitor Days	20
Number of Out of Town Visitors	15
Opportunity for Growth	10
Reach of the Event	10
Economic Impact	10
Utilization of Attractions/ Hospitality Suppliers	10
Season of the Event (Peak, Shoulder, Low)	10
Media Exposure	5
Event Frequency	5
Tourism Priorities/ Objectives	5
Total	100

TOURISM DEVELOPMENT FUND APPLICATION SUMMARY

Name of the Event	Queen Street Cruise
Event Date	June 20-21, 2025
Venue	Roberta Bondar Park & Pavilion
Submitted by:	Gary Trembinski Sr & Gary Trembinski Jr
Reviewed by:	Stephanie Sears – March 13 2025
Ask:	\$8000
Recommendation:	\$8000

Overview of the Event

This annual event along the downtown waterfront, sees upward of 350 vehicles on display over the weekend. Also included are food vendors, alcohol tents, live music, etc. In 2023 the event moved to the Roberta Bondar Pavilion which allowed the opportunity to utilize the North Parking lot at the Civic Centre which featured specific genre of vehicles, as well as expand their food/alcohol vending.

Organizers intend to blend the display of classic car's with Habitat for Humanity's annual Touch-a-Truck event.

Previous TDF Applications

YEAR	AMOUNT Approved	Summary
2024	\$5000	Marketing and Promotion
2023	\$5000	Marketing and Promotion
2022	\$5000	Marketing and Promotion
2021	\$5000	Marketing and Promotion

Attendance Projections

Local	9962
Regional	250
Ontario	
Canada	
USA	200

Economic Impact

of people = 400

of days = 2

150 x 400 = \$120,000

Budget Summary

Expenses \$31,000 (marketing, security, entertainment)

Revenue \$29,500 (sponsorship/ registration)

Scoring Matrix

Recommendation Range: \$10,000 – \$15,000

Recommended: \$8,000

Staff Analysis

This event has successfully been a draw to Sault Ste. Marie's downtown core. Although visitors have not been evaluated significantly, this event is a positive trip enhancer for those visiting the community and surrounding area.

Tourism staff have assisted the cruise in:

- Creating a budget
- Crafting a TDF
- Partnerships with Habitat for Humanity, Tourism, Downtown Plaza
- Finding sponsorship with OLG and MacDougall Fuels
- Workshopping ways to improve the event, set up and marketing
- Use of photos from 2024's show
- Acquiring an ad in Tourism's guide book 2025/2025

Staff are recommending that the Tourism Board of Directors consider funding \$8000 for:

- Marketing and media purchases
- Professional photography (proper photo assets to use for future events)

Draft Resolution

Be it resolved that the Tourism Sault Ste. Marie Board of Directors recommend a contribution of \$8000 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.

TOURISM DEVELOPMENT FUND ASSESSMENT- SPORTS AND SPECIAL EVENTS STREAM

Event Name:	Queen Street Cruise
Event Date:	June 20 &21 2025
Contact Person:	Gary Trembinski Sr
Internal Review	Stephanie Sears - March 13 2025
Board Review Date:	March 18 2025

OUT OF TOWN PARTICIPANTS (Total of all visitors attending SPECIFICALLY for the event)	
Number of <i>Participants</i>	450
Number of <i>Spectators</i>	
Total	450
Score up to 10 points	Total 4

VISITOR DAYS	
Number of Out of Town <i>Visitors</i>	450
Number of <i>Nights</i> they are Staying	2
Total Visitor Days (multiply together)	900
Score between 0-25 points	Total 9

LOCAL ATTENDANCE (includes all spectators and participants)	
Score between 1-10 points	9962
	10

EVENT BUDGET	
Up to 10 points	6

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

SEASON (Peak, Shoulder, Low)	
Score between 2-15 points	4

PARTNERSHIP AND COLLABORATION	
Score between 1-5 points	5

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	5

ALIGNMENT WITH TSSM STRATEGIC PLAN (score all that apply)	Points
5 points- Event aligns with improvements/ activation of downtown/waterfront strategy	5
5 points- Event aligns with adventure/ outdoor recreation strategy	0
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	0
TOTAL POINTS	25

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	Weight
1 Point for Every 100 out of town Visitors to a Maximum of 10 points	10.00%
1 Point for Every 100 Visitor Days to a Maximum of 25 Points	25.00%
2 Point- 100-250 people 4 Points- 250- 500 people 6 Points- 500- 750 people	10.00%
8 Points- 750-1000 people 10 Points- 1000 people +	
Score between 1-10 considering these factors: 1. Other sources of confirmed revenue 2. Balance between Revenue and Expenses 3. Financial Need	10.00%
4. Funding Ask vs. Overall Budget 5. Cost Overrun Plan 6. Comprehensiveness of proposed budget	
7. Financial Sustainability	
Score between 1-10 considering the these factors: 1. Timeline (application submitted 90+ days in advance) 2. Event Plan (thoroughness)	10.00%
3. Capacity 4. Data Tracking	
5. Growth plan	
8 Points- February and March 5 Points- April 4 Points- May- June	15.00%
2 Points- July to October 15 10 Points- October 15- November 15 Points- December and January	
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 entertainement business	5.00%
10-Excellent- clear plan to reach out of town markets 8- Very Good plan to reach out of town markets 6- Good plan to reach out of town markets	10.00%
5- Average plan, largely focused on locals 3- Below Average, does not demonstrate attempt to reach out of town travellers 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 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 vistors	5.00%

total points from above:	57
total points from below:	25
total:	82

Recommendation Range:	10,000 - 15,000
Recommended:	\$8,000

Tourism Sault Ste. Marie TDF Fund Scoring Rubric

Criteria	Maximum Number of Points
Visitor Days	20
Number of Out of Town Visitors	15
Opportunity for Growth	10
Reach of the Event	10
Economic Impact	10
Utilization of Attractions/ Hospitality Suppliers	10
Season of the Event (Peak, Shoulder, Low)	10
Media Exposure	5
Event Frequency	5
Tourism Priorities/ Objectives	5
Total	100

TOURISM DEVELOPMENT FUND APPLICATION SUMMARY

Name of the Event	Ontario Cup Mountain Bike Race (Skeeter Slam)
Event Date	June 28 – 29, 2025
Venue	Hiawatha Highlands
Submitted by:	Cindy Pruce - Sault Cycling Club
Reviewed by:	Stephanie Sears – March 13, 2025
Ask:	\$10,000
Recommendation:	\$10,000

Overview of the Event

The Ontario Cycling Association MTB OCup 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. The club is comprised of volunteers that maintain the trails to be safe and usable for riders and events.

Funds are required to ensure the infrastructure and resources to execute a high caliber event, that is well organized and provides visitors with an exceptional first-time experience riding the trails in SSM. With the series being hosted across Ontario, Sault Ste. Marie has an opportunity to make a positive impression to a direct market of riders who we hope to return to visit.

Previous TDF Applications

YEAR	AMOUNT Approved	Summary
2024	\$10,000	2024 ii. The funds are to be used for eligible expenses including -Racecourse specific trail construction/ improvements -Signage (including but not limited to flagging, trail markers, safety) -Race Commissaires travel, accommodation and per diems -Rentals (including but not limited to porta potties, AV equipment, timekeeping) -Safety and Security (on site first aid and security)

Attendance Projections

Local	252
Regional	100
Ontario	210
Canada	
USA	40

Economic Impact

of out of town people = 350
of days = 3 x \$175
Estimated impact: \$183,750

Budget Summary

REVENUE	\$10,000	EXPENSES	\$10,000
Sponsorship Registration fees Funding		Course Construction Materials and Supplies (rentals, sound system, entertainment, pre and post race activities)	

Scoring Matrix

Total:

96

Recommendation Range:

\$15,000 - \$20,000

Recommended:

\$10,000

Staff Analysis

This will be the second OCup (Skeeter Slam) MTB race in Sault Ste. Marie, on the new Algoma Trail Network trail expansion project. The race is a testament to the success of the Sault Cycling Club and City of Sault Ste. Marie's collaboration to create a provincially recognized race course/ trail network that can be used to attract high profile events.

Staff recommend \$10,000 to be used to help support the event via:

- signage
- trail markers
- timing equipment rental
- marketing
- training of officials/ commissionaires
- honorariums for time keepers, race day director, etc

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 OCup 2025 (Skeeter Slam) to be hosted June 28-29, 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:	Ocup 2025 (Skeeter Slam)
Event Date:	June 28-29, 2025
Contact Person:	Cindy Pruce
Internal Review	March 13 2025
Board Review Date:	March 18 2025

OUT OF TOWN PARTICIPANTS (Total of all visitors attending SPECIFICALLY for the event)	
Number of <i>Participants</i>	145
Number of <i>Spectators</i>	170
Total	315
Score up to 10 points	Total 3

VISITOR DAYS	
Number of Out of Town <i>Visitors</i>	315
Number of <i>Nights</i> they are Staying	2
Total Visitor Days (multiply together)	630
Score between 0-25 points	Total 6

LOCAL ATTENDANCE (includes all spectators and participants)	
Score between 1-10 points	252
	4

EVENT BUDGET	
Up to 10 points	5

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

SEASON (Peak, Shoulder, Low)	
Score between 2-15 points	4

PARTNERSHIP AND COLLABORATION	
Score between 1-5 points	5

MARKETING AND PROMOTION STRATEGY (for festivals and events)	
RECRUITMENT/ REGISTRATION STRATEGY (for conferences)	
Score between 1-10 points	9

MEASUREMENT AND EVALUATION	
Score between 1-5 points	6

ALIGNMENT WITH TSSM STRATEGIC PLAN (score all that apply)	Points
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 points- Event was secured through a competitive bid process	10
TOTAL POINTS	30

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	Weight
1 Point for Every 100 out of town Visitors to a Maximum of 10 points	10.00%
1 Point for Every 100 Visitor Days to a Maximum of 25 Points	25.00%
2 Point- 100-250 people 4 Points- 250- 500 people 6 Points- 500- 750 people	10.00%
8 Points- 750-1000 people 10 Points- 1000 people +	
Score between 1-10 considering these factors: 1. Other sources of confirmed revenue 2. Balance between Revenue and Expenses 3. Financial Need	10.00%
4. Funding Ask vs. Overall Budget 5. Cost Overrun Plan 6. Comprehensiveness of proposed budget	
7. Financial Sustainability	
Score between 1-10 considering the these factors: 1. Timeline (application submitted 90+ days in advance) 2. Event Plan (thoroughness)	10.00%
3. Capacity 4. Data Tracking	
5. Growth plan	
8 Points- February and March 5 Points- April 4 Points- May- June	15.00%
2 Points- July to October 15 10 Points- October 15- November 15 Points- December and January	
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 entertainement business	5.00%
10-Excellent- clear plan to reach out of town markets 8- Very Good plan to reach out of town markets 6- Good plan to reach out of town markets	10.00%
5- Average plan, largely focused on locals 3- Below Average, does not demonstrate attempt to reach out of town travellers 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 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 vistors	5.00%

total points from above:	48
total points from below:	40
total:	88

Recommendation Range:	\$10,000- \$15,000
Recommended:	\$10,000

Tourism Sault Ste. Marie TDF Fund Scoring Rubric

Criteria	Maximum Number of Points
Visitor Days	20
Number of Out of Town Visitors	15
Opportunity for Growth	10
Reach of the Event	10
Economic Impact	10
Utilization of Attractions/ Hospitality Suppliers	10
Season of the Event (Peak, Shoulder, Low)	10
Media Exposure	5
Event Frequency	5
Tourism Priorities/ Objectives	5
Total	100