

OPEN AGENDA

Tourism Sault Ste. Marie Board Meeting

February 25, 2025 at 12:00 noon

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

1. Roll Call

2. Approval of Minutes

Approval of minutes from the January 21, 2025 meeting

3. Declaration of Pecuniary Interests

4. Tourism Overview & Update

12:10 – 12:20

5. Financial Update

12:20 – 12:30

6. New Business

12:30 – 12:45

7. Tourism Development Fund

12:45 – 13:15

- a. Sault Surge- Swim Block Enhancements (Presentation)
- b. SSM Kennel Club 2025 Dog Show

8. Resolutions

13:15 – 13:30

- a. Sault Surge Swim Block Enhancements
- b. SSM Kennel Club 2025 Dog Show

9. Next Meeting

March 18, 2025

10. Adjournment

13:30



Tourism Sault Ste. Marie Board Minutes

Tuesday, January 21, 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

Jim Mihell - Sault Cycling Club

1. Meeting Called to Order

12:04

2. Roll Call

3. Approval of Meeting Minutes from December 17, 2024

Mover: N. Brash

Seconder: D. Marini

All in favour, Carried.

4. Declaration of Pecuniary Interests

- Nil

5. Tourism Overview and Update

12:05-12:11

- The Municipal Accommodation Tax is on trend for the year.
- Wishart Park bridge will arrive this week with installation slated for February.
- Staff is assisting with the Frozen Toe (fat bike race/ Bon Soo) and Sault 200 events.
- Bon Soo Winter Carnival event will run from February 7th to the 15th, 2025.
- Staff have submitted a bid to host the Ontario Winter Games in 2028. Shortlisted cities will be announced at the end of January.
- The City staff position for the Area Coordinator, Special Events and Sport Tourism is vacant and has been posted. Submissions for job applications close on Thursday, January 23rd, 2025.
- The Agawa Canyon Train Tour GPS triggered commentary is in need update. Staff are researching solutions for a replacement.
- The Canadian Bushplane Heritage Centre has seen an increasing in interest on waterbomber aircrafts as a result of the California wildfires.

a. Extension of the Tourism Sault Ste. Marie Board Application

- Board application has been extended to Friday, January 31, 2025.

6. Financial Update

12:11-12:14

- The financial update from Priddle-Luck was distributed to the board.
- Two applicates have applied for the Board financial audit.

7. New Business

12:14-12:20

a. Amendment to the Authorization for NOHFC Funding Resolution

- Hiawatha Highlands Connector & Wishart Park Enhancement Project

- New resolution should read:

Be it resolved that the Tourism Sault Ste. Marie Board of Directors authorize an application to the Northern Ontario Heritage Fund Corporation (NOHFC) **Enhance Your Community Program** for the project titled Hiawatha Highlands Connector & Wishart Park Enhancement Project in the amount of \$900,000. Further be it resolved that TSSM assume responsibility for cost overruns related to this project.

b. Steel Speed Contract- Wishart Bridge Project

- As a result of a request for proposal, staff is recommending Steel Speed to be contracted for the project.

J. Mihell joined the meeting

12:21

8. Tourism Development Fund (TDF) Applications

12:21-13:15

a. Sault Cycling Club

- The Sault Cycling Club is requesting \$15,400 from the TDF – Product Development stream for the purchase of two TigerDogs and grooming implements in order to expand the groomed fat bike trail network, and to provide for continued operation in case of equipment break-down.
- Co-funding of \$5,000 to be provided by the Sault Cycling Club, which is committed to covering the ongoing operating and maintenance costs for the new equipment, as well as arranging for inside storage during both the active and off-season months.
- Together, this will cover the \$20,400 purchase cost (including taxes and delivery) as well as the ongoing costs to operate and maintain the equipment.
- 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 in 5 years.

J. Mihell left the meeting

12:55

9. Resolutions

13:15-13:19

a. Amendment to the Authorization for NOHFC Funding- Hiawatha Highlands Connector & Wishart Park Enhancement Project

Be it resolved that the Tourism Sault Ste. Marie Board of Directors authorize an application to the Northern Ontario Heritage Fund Corporation (NOHFC) Cultural Supports Program- Community Events Stream for the project titled Hiawatha Highlands Connector & Wishart Park Enhancement Project. Further be it resolved that TSSM assume responsibility for cost overruns related to this project.

Be amended to:

Be it resolved that the Tourism Sault Ste. Marie Board of Directors authorize an application to the Northern Ontario Heritage Fund Corporation (NOHFC) **Enhance Your Community Program** for the project titled Hiawatha Highlands Connector & Wishart Park Enhancement Project in the amount of \$900,000. Further be it resolved that TSSM assume responsibility for cost overruns related to this project.

Moved by: K. Wyer

Second by: L. Foster

All in favour, Carried.

b. Steel Speed Contract – Wishart Bridge Project

Be it resolved that the Board of Tourism Sault Ste. Marie authorize the Chair of the Board to enter into contractual agreement with Steel Speed (contract 2025-01) for the sum not to exceed \$571,150.00 + HST for the installation of the Wishart Bridge.

Moved by: K. Wyer

Second by: N. Brash

All in favour, Carried.

c. Sault Cycling Club- Tourism Development Fund

Be it resolved that the Tourism Sault Ste. Marie Board of Directors recommend a contribution of \$20,400 through the Tourism Development Fund- Product Development Stream to support the Sault Cycling Club purchase of two TingerDogs winter fatbike groomers and a report be submitted to City Council for consideration and approval.

Moved by: D. Marini

Second by: L. Foster

All in favour, Carried.

10. Next Meeting

Tuesday, February 11, 2025

11. Adjournment

13:19

Moved by: M. Porco

Seconded by: D. Marini

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 January

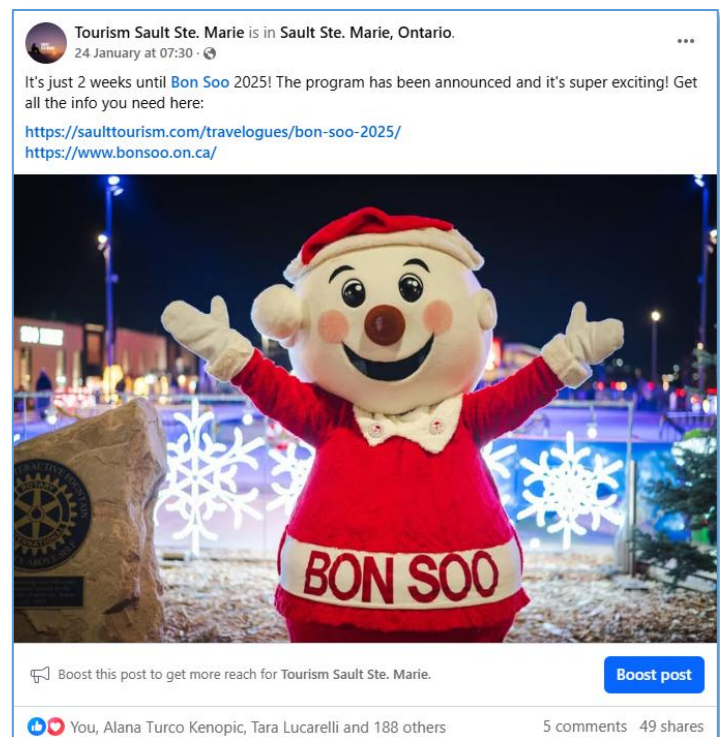
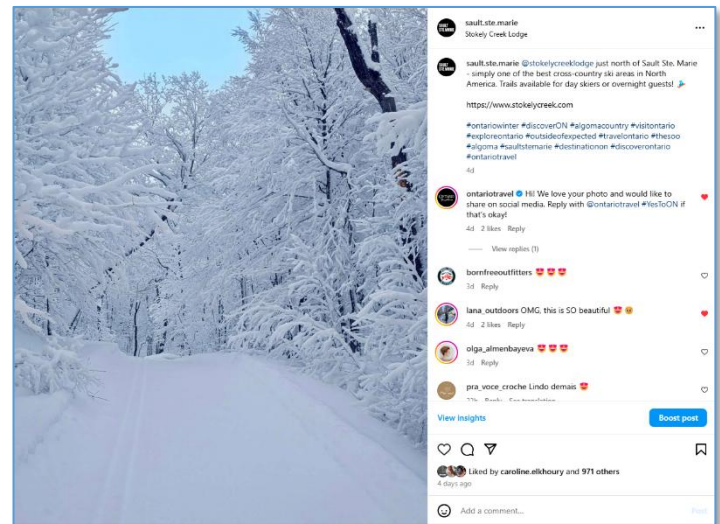
- Cavera digital marketing – pay per click, google search, paid social media ads for 'Nov & Dec' 'Events'
- Laird Signs billboards x 4 between Sudbury and SSM + one north of SSM.
- Cross Country Ski Magazine (Hiawatha and Stokely)
- My North Winter Vacation Guide Magazine
- Village Media Spotlight article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

Website (January)

- 145k users, (23k users in December)
- 197k page views (44k in December)
 - Bon Soo 2025 64k
 - Ski 64k
 - Experience Winter in SSM 46k
- Canada 132k (91%), US 10k (7%)
- Within Canada: Ontario 101k (70%), Quebec 22.5k (16%)
- By City: (GTA around 35%) Toronto 42k (29%), Ottawa 4.9k (3%), SSM 2.6k (7%)
- Within US: Michigan 4.5k (45%), Illinois 1.4k (14%)

Primary drivers

- **Paid Media:** 123k (16.4k in December)
- **Organic Search:** 6.6k (4.6k in December)
- **Organic Social media:** 21k (842 in December)
- **Referrals:** 4.8k (1.5k in December)
 - Sootoday 1.6k (344 in December)
 - BonSoo 803 (166 In December)
 - Searchmont 492 (452 in December)
 - Saultstemarie 202 (86 in December)
 - Northernontariotravel 173 (89 in December)
 - Agawa Train 126 (36 in December)
 - Destination Ontario 107 (48 in December)
- **Offsite clicks:** 5.1k (5.1k in December)
 - Bon Soo 1,271
 - AgawaTrain 556 (496 in December)
 - Searchmont 550 (212 in December)
 - Bushplane (210 in December)
 - Stokely Creek 153 (97 in December)
 - SSM Trailblazers 99 (87 in December)
 - Bellevue Valley Lodge 131
 - Hiawatha Highlands 130 (84 in December)
 - SooLockTours 120
 - SooaxeThrowing 115 (64 in December)





Instagram (January, 2024)

- 21,625 page followers (139 new followers in January)
- 64k accounted reached (49k in December)

Facebook (January, 2024)

- 34.2k followers (137 new followers in January)
- 1.5m accounts reached (912k in December)

GROUP TOURS

- Staff prepared for the American Bus Association appointments by updating our current itineraries with relevant information and reaching out to our local partners for updates on their 2025 programs and pricing for groups.

MEETINGS AND CONVENTIONS

- Staff met with various community leaders to explore opportunities for hosting conferences in Sault Ste. Marie. One leader expressed interest in establishing a new conference in the city.

SPORTS TOURISM

- With the call for Provincial election, there is a delay in the Ontario Winter Games host city selection process for 2028. Bid review will resume following election
- Sports Event Congress scheduled for March, staff will be attending to meet with Provincial and National sport organizations to pitch SSM as host city for sports events
- New web article posted in sports section of TSSM website providing hosting information to incoming teams <https://saulttourism.com/travelogues/calling-all-visiting-sport-teams-in-sault-ste-marie/>
- Staff providing support for the 2025 Ringette Ontario Provincial Championships- 42 teams will be attending March 13-16, 2025
- Coaches Association of Ontario Superclinic scheduled for Feb 23 weekend has been modified as registration was much lower than anticipated.
- Staff are building a hidden page on the Tourism SSM website where incoming teams/conferences can have access to group discounts for restaurants/attractions and services.

EVENTS

- Primary focus has been supporting the 2025 Bon Soo Winter Carnival
- Purchased a web platform to begin sending out Tourism newsletters that will largely focus on upcoming events and seasonal attractions

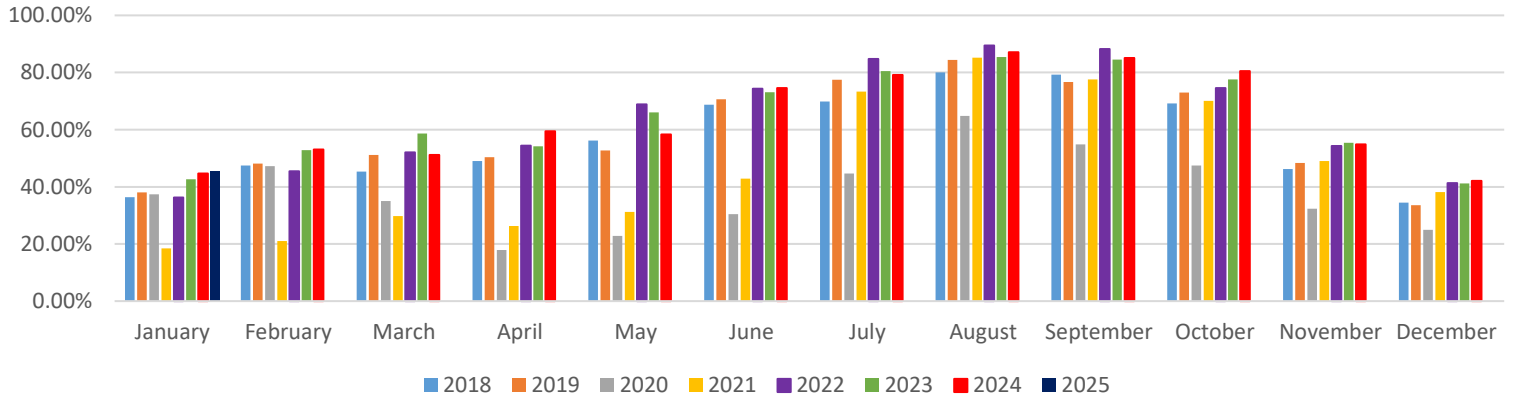
TOURISM DEVELOPMENT FUND APPLICATIONS

One (1) Tourism Development applications were approved for recommendation at the January Tourism Sault Ste. Marie Board meeting.

1. Sault Cycling Club Groomer Project -\$20,400



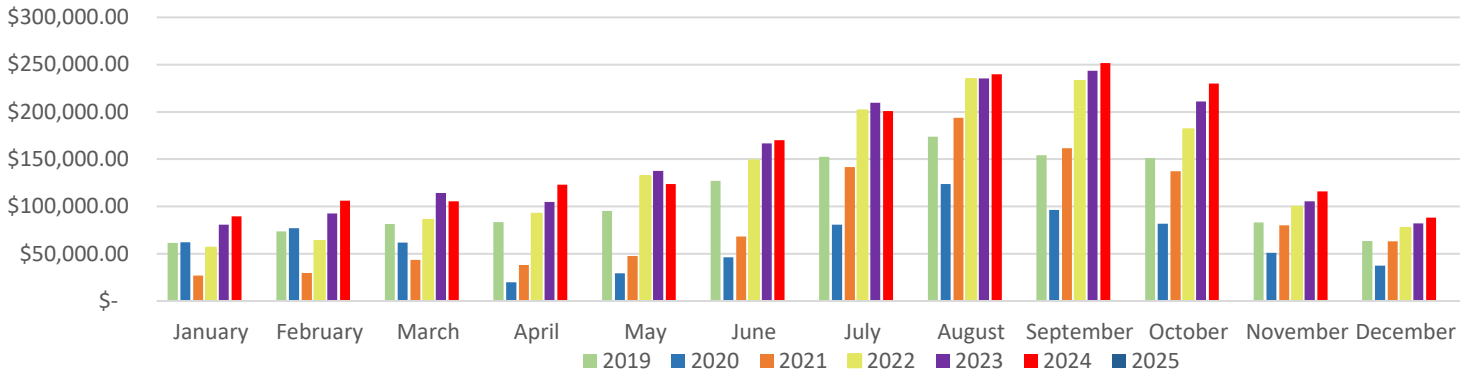
Occupancy Report Percentage



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						



Income Statement @ January 2025 Previous Year Comparison

Revenue:	Jan-25	Jan-24	Change	% Change
5405 MAT Revenue				
5861 Advertising Revenue				
5847 Interest Revenue	2,480.88	3,295.61	(814.73)	-24.70%
5862 Merchandise Revenue			-	
			-	
Total	2,480.88	3,295.61	(814.73)	-24.70%
Expenses:			-	
6111 Office Expense	158.91	146.38	12.53	8.60%
6170 Memberships and Subscriptions	19,840.65	25,009.90	(5,169.25)	-20.70%
6182 Travel	2,200.06	6,370.92	(4,170.86)	-65.50%
6184 Trade Shows/Conferences	(630.82)	5,244.67	(5,875.49)	-112.00%
6185 Meal Allowances	243.60		243.60	100%
6186 Incidentals	87.00		87.00	100%
6470 Postal Service	5.20		5.20	100%
6475 Bookkeeping Expenses	883.49	961.44	(77.95)	-8.10%
6540 Advertising	7,177.50	31,012.76	(23,835.26)	-76.90%
6544 Promotions	1,427.27	5,967.24	(4,539.97)	-76.10%
6545 Meetings	105.17	102.09	3.08	3.00%
6632 General Development	66,747.26	2,141.16	64,606.10	3017.30%
6633 Tours			-	
6634 Events	4,261.40	-	4,261.40	100%
6720 Bank Charges	83.98	310.33	(226.35)	-72.90%
			-	
Total Expenses	#####	77,266.89	25,323.78	32.80%
Other Income			-	
5205 Ont Spec Grant Other	12,000.00	-	12,000.00	100%
Other Expense			-	
7700 Exchange Gain or Loss			-	
			-	
Net Income	(88,109.79)	(73,971.28)	(14,138.51)	-19.10%



Sault Surge Aquatic Team Myrtha Backstroke System

SAULT STE. MARIE TOURISM DEVELOPMENT FUND
APPLICATION

FEBRUARY 25, 2025

Background

- ▶ **Aims:** Provide competitive swim training for youth of all ages in Sault Ste. Marie, Ontario.
- ▶ **Mission:** Development of youth swimmers in a fun, caring and supportive environment.
- ▶ **Goal:** To teach fairness, respect along with good sportsmanship.
- ▶ **Belief:** Promoting swimming, both recreationally and competitive and to assist in achieving their potential.
- ▶ Non-Profit Organization



Connection to Tourism



- ← The purchase of new, fixed equipment for the pool area elevates the John Rhodes Community Centre pool to a premier venue for competitive swimming.
- ← SSAT hosts up to 3 regional Swim Meets per year. **450-750 visitors** per event
- ← Parents choose swim facilities that are equipped with comfortable and professional equipment.
- ← This project aligns with the Tourism Fund's objectives, promising increased overnight stays and enhanced visitor experiences.



Partnerships with John Rhodes

Partnering with John Rhodes staff to ...

- ▶ Enhance and modernize the pool space and equipment.
- ▶ Create a professional, safe, and welcoming environment for swimmers and spectators.
- ▶ Establish a competitive facility that attracts regional swim teams for annual meets.

The Ask

- SSAT is receiving professional starting blocks, equipped with advanced features such as a movable footrest that enhances athletes' dive starts with greater power and explosiveness.
- ▶ REQUEST
- SSAT seeks additional funding for the Myrtha Backstroke System.
- Improves safety
- optimizing push-off power
- Ensures a more stable starting position for backstroke events
- Designed to connect seamlessly with the new blocks and automatically retract,

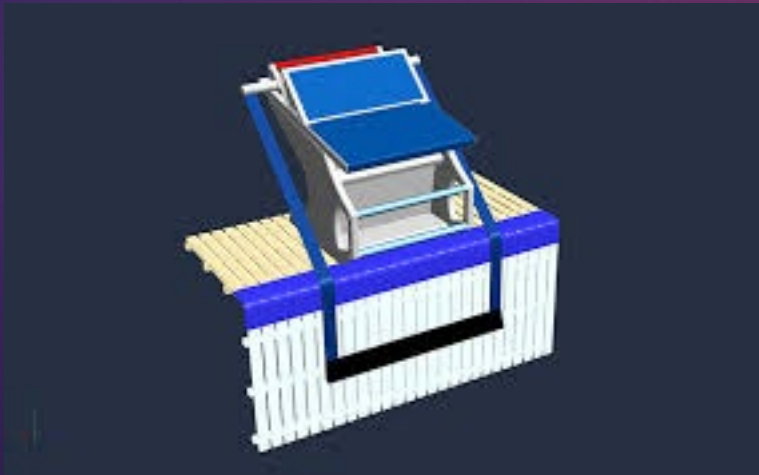


Specifics



- ← New Myrtha Backstroke System total (8 units): \$8000.00 (each backstroke ledge is 1000.00)
- ← Installation Costs: Included
- ← Facility Preparation: Included
- ← Delivery: Included with the Starting Block purchase
- ← Marketing for Events: \$0

Total Project Cost: \$65,000



- ← City of Sault Ste Marie Approved Capital: \$46,000 for starting blocks
- ← Sault Ste. Marie Tourism Development Fund (Requested) for backstroke system: \$8,000



Questions?

TOURISM DEVELOPMENT FUND ASSESSMENT- SPORTS AND SPECIAL EVENTS STREAM

Event Name:	Kennel Club Dog Show
Event Date:	July 11, 12, 13 2025
Contact Person:	Sophia Power / Alexis Bougie
Internal Review	1-Jan-25
Board Review Date:	25-Feb-25

OUT OF TOWN PARTICIPANTS (Total of all visitors attending SPECIFICALLY for the event)	
Number of <i>Participants</i>	190
Number of <i>Spectators</i>	40
Total	230
Score up to 10 points	Total 2

VISITOR DAYS	
Number of Out of Town <i>Visitors</i>	230
Number of <i>Nights</i> they are Staying	3
Total Visitor Days (multiply together)	690
Score between 0-25 points	Total 6

LOCAL ATTENDANCE (includes all spectators and participants)	
Score between 1-10 points	170
	2

EVENT BUDGET	
Up to 10 points	5

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	5

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

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%
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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 points from above:	41
Total points from below:	20
Total:	61
Recommendation Range:	\$2500 - \$5000
Recommended:	\$4,000

TOURISM DEVELOPMENT FUND APPLICATION SUMMARY

Name of the Event	Sault Ste. Marie Kennel Club Dog Show
Event Date	July 11-13, 2025
Venue	YNCU Soo Pee Wee Arena
Submitted by:	Alexis Bougie and Sophia Power
Reviewed by:	Alana Kenopic/ Stephanie Sears
Ask:	\$4000
Recommendation:	\$4000

Overview of the Event

For over 50 years, the Sault Ste. Marie Kennel Club has hosted a 3-day Canadian Kennel Club Sanctioned Dog Show in Sault Ste. Marie, Ontario. This event features 6 Conformation Shows and 4 Rally/Obedience Trials. Conformation Shows showcase purebred dogs, judged by experts who evaluate them against the "Breed Standard." Dogs advancing through various levels compete for the title of Best of Breed, with wins contributing points towards a Championship or Grand Championship. The winners from each of the 7 Groups vie for Best in Show, with the judge selecting the finest dog of the event. These rankings can lead to invitations to prestigious shows like the Westminster Dog Show and Crufts.

Rally/Obedience Trials are open to both purebred and mixed-breed dogs. Handlers guide their dogs through a course, and the dogs with the fewest mistakes and highest scores win prizes. Successful competitors may also qualify for events like the Westminster Kennel Club Dog Show for Dog Sports. This long-standing event celebrates excellence in canine competition while fostering the growth of the sport.

Previous TDF Application Summary

YEAR	AMOUNT Approved	Summary
2023 Outcome: 368 visitors from out of town. Data was tracked through registration and surveys at the door.	\$3,000	Funds were used to rent the John Rhodes Community Centre, allowing for a larger area to host the event. Without the TDF funds that location would be out of budget.
2024 Outcome: 260 out of town visitors, 25 from USA, most from Ontario. Local participation 300+ Data tracked through registration	\$3000	Funds were used to cover the cost of venue rental which freed up funds to support other event costs.

Attendance Projections

	Overall
Local	196
Regional	60
Ontario	100
Canada	30
USA	40

Economic Impact

$230 \times 4 \text{ days} \times \$175 = \$161,000$

Budget Summary

Revenue: \$30,000

Includes: Registration fees, donations, fundraising

Expenses: \$32,000

Includes: Judges fees (travel/per diems/ accommodations etc.), prizes, CKC fees and venue rental, ribbons and signage

Scoring Matrix

The Sault Ste. Marie Kennel Club All-Breed Dog show scores 61 on the evaluation matrix placing it in the recommended range of \$2500 - \$5000

Staff Analysis

The Sault Ste. Marie Kennel Club (SSMKC) annual event has demonstrated resilience and sustained growth over the past 50 years. In the last five years, the dog show has faced several external challenges, including the COVID-19 pandemic, competing events, travel restrictions at the U.S.-Canada border, and the evolving political climate in the United States.

With numerous show options available across the province, competitors are increasingly selecting events that are well-organized and provide a positive experience. The SSMKC has consistently upheld these high standards, and with additional support, the event can continue to grow and attract even more participants.

Staff recognizes the SSMKC event as a proven driver of tourism, facilitated by a dedicated and highly competent team. The organization's ability to adapt to changing circumstances ensures the continued success of the event, reinforcing its value competitive dog show circuit.

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 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.