

**OPEN AGENDA**  
Tourism Sault Ste. Marie Board Meeting  
October 22, 2024 at 12:00pm  
LIVE STREAM: [www.youtube.com/c/SaultstemarieCa](http://www.youtube.com/c/SaultstemarieCa)

**1. Roll Call**

**2. Approval of Minutes**

Approval of minutes from August 20, 2024 meeting (no meeting in September, 2024)

**3. Declaration of Pecuniary Interests**

**4. Tourism Overview & Update** **12:05 – 12:15**  
a. Deloitte Visitor Spending Analysis- Clark Hoskin

**5. Financial Update** **12:15 – 12:25**  
a. 2023 Financial Statements

**6. New Business** **12:25 – 12:50**  
a. Ontario Winter Games Bid  
b. Wishart Trail Award of Contract

Move into Closed

Resolved that this Committee proceed into closed session to discuss matters concerning confidential third party information; Further be it resolved that should the said closed session be adjourned, the Committee may reconvene in open session to continue to discuss the same matter without the need for a further authorizing resolution.

Municipal Act section 239(2)(i) a trade secret or scientific, technical, commercial, financial or labour relations information, supplied in confidence to the municipality or local board, which if disclosed, could reasonably be expected to prejudice significantly the competitive position or interfere significantly with the contractual or other negotiations of a person, group of persons, or organization.

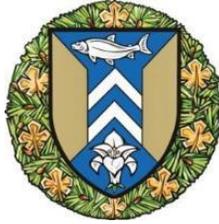
Return to Open

**7. Tourism Development Fund Applications** **12:50 – 13:30**  
a) Gathering at the Rapids Powwow  
b) Docs on Ice  
c) Skate Ontario Provincial Series

**8. Resolutions** **13:30 – 13:45**  
a. 2023 Financial Statements  
b. Ontario Winter Games  
c. Gathering at the Rapids TDF  
d. Docs on Ice TDF  
e. Skate Ontario Provincial Series TDF  
f. Wishart Bridge Connector Trail- Award of Contract

**9. Next Meeting**  
November 19<sup>th</sup> (may need rescheduling)

**10. Adjournment** **14:00**



## Tourism Sault Ste. Marie Board Minutes

Tuesday, August 20, 2024

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	T. Vair	YES	T. Anderson
YES	A. Kenopic	YES	T. Lucarelli (Scribe)
YES	J. Ingram		

### Guests

Mario Gionet and Cheyene Nanie – Walk Among the Trees

1. **Meeting Called to Order** **12:05**
2. **Roll Call**
3. **Approval of Meeting Minutes from June 18, 2024**  
Mover: L. Foster  
Secunder: N. Brash  
All in favour, Carried.
4. **Declaration of Pecuniary Interests**  
R. Walker has declared a conflict with Henderson Metal Fall Curling Classic.
5. **Tourism Overview and Update** **12:09-12:15**
  - Waterfront Design Plan final draft is expected within the following weeks.
  - Staff is working with Deloitte to calculate visitor spend for overnight stay.
  - Trail construction is 70% complete with a projected completion date of October.
  - The Salty Marie Festival has significantly increased their registration from 2023.
  - Ontario Winter Games guidelines for bid process have been released for 2028.
6. **Financial Update** **12:15-12:17**
  - A financial report was distributed to the Board for July 2024.
7. **New Business** **12:17-12:23**
  - a. **Wishart Park Tender approval**
    - Staff is requesting approval for a contractual agreement with Algonquin Bridge for the sum not to exceed \$256,868.43 (excluding HST) for the purchase of the Wishart Bridge superstructure supply and delivery.
    - Bridge will connect Third and Fourth Line over Root River into Wishart Park.
    - Staff is to provide a full percentage of contributed funds to all of the trail projects.

## **8. Tourism Development Fund (TDF) Applications**

**12:23-12:58**

### **a. Walk Among the Trees – Indigenous Medicine Garden and Three Sister Garden**

- Walk Among the Trees is an Anishinaabe owned and led nature tour operator that provides traditional land-based teachings for all ages and abilities in Baawaating (Sault Ste Marie) and Algoma.
- This project is seeking support to build and create a Three Sisters Medicine Garden, at Kinsmen Park located within the traditional territory of the Anishinaabe people of Baawaating.
- Walk Among the Trees is requesting \$5,000 from the Tourism Development Fund – Attractions and Product Development Stream to support the creation and maintenance of an Indigenous Medicine and Three Sisters Garden at Kinsmen Park.

## **M. Gionet and C. Nanie left the meeting**

**12:48**

### **b. Henderson Metal Fall Curling Classic**

**12:58-13:05**

- A premiere home grown curling tournament will take place from October 17-20, 2024. The tournament features 28 of the top men's curling teams from around the world, including Canada, USA, Italy, Switzerland, Czechia, Norway, Korea and Japan.
- Funding is requested to assist in expenses in upgrading the facilities PA (public address) system and to purchase carpeting to cover the wood flooring on the on-ice spectator area and fan-zone. An NOHFC application has been submitted alongside an investment from the club to cover the remaining costs. This purchase is a one-time investment and will reduce operating costs going forward as the club is currently renting the equipment.
- Staff is recommending a contribution of \$7,612.39 through the Tourism Development Fund-Conferences and Special Events Stream to help support the Curling Classic event and the investment in upgraded PA requirements.

### **c. Festival of Colour**

**13:05-13:13**

- The Vedic Cultural Centre would like to develop a Festival of Colour celebration, strategically in Sault Ste. Marie to act as the central hub event for the Upper United States, Sudbury, North Bay, and regionally
- Staff is recommending a contribution of \$5,000 through the Tourism Development Fund-Conferences and Special Events Stream to support the event to assist specifically with their dedicated marketing budget

### **d. Algoma Wrestling Invitational**

**13:13-13:20**

- The Algoma Invitational Wrestling Tournament scheduled for December 13th to December 14th, 2024 is a revival of a high school wrestling tournament that, in the past, brought over 300 youth athletes to Sault Ste. Marie from Ontario and Michigan.
- Partners include three (3) active wrestling groups in Sault Ste. Marie.
- Staff is recommending that the Tourism Sault Ste. Marie Board of Directors consider a funding recommendation of up to a maximum of \$2,500 to a travel incentive for participants from North-Western Ontario, banners/backdrop, and venue rental.

### **e. TDF Scoring Matrix**

- A revised scoring system has been applied that reflects objectives from the TSSM Strategic Plan.

## **9. Outstanding Business**

**13:25-13:25**

**None**

## 10. Resolutions

13:25-13:35

### a. **Wishart Park Tender Approval**

Be it resolved that the Board of Tourism Sault Ste. Marie authorizes the Chair of the Board to enter into a contractual agreement with Algonquin Bridge for the sum not to exceed \$256,868.43 (excluding HST) for the purchase of the Wishart Bridge superstructure supply and delivery.

Moved by: L. Foster

Second by: K. Wyer

All in favour, Carried.

### b. **Walk Among the Trees – Indigenous Medicine Garden**

Be it resolved that the Tourism Sault Ste. Marie Board of Directors recommend a contribution of \$7,800 through the General Development Fund to the support Walk Among the Trees to develop an Indigenous Medicine and Three Sisters Garden at Kinsmen Park.

Moved by: N. Brash

Second by: K. Wyer

All in favour, Carried.

### c. **Henderson Metal Fall Curling Classic**

Be it resolved that the Tourism Sault Ste. Marie Board of Directors recommend a contribution of \$7,612.39 through the Tourism Development Fund- Conferences and Special Events Stream to support the Henderson Metal Fall Classic to be held October 17-20, 2024 and a report be submitted to City Council for consideration and approval.

Moved by: D. Marini

Second by: M. Porco

All in favour, Carried.

### d. **Festival of Colour**

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 Festival of Colours to be held October 18-19, 2024 and a report be submitted to City Council for consideration and approval.

Moved by: T. White

Second by: G. Lacher

All in favour, Carried.

### e. **Algoma Wrestling Invitational**

Be it resolved that the Tourism Sault Ste. Marie Board of Directors recommend a contribution of \$2,500 through the Tourism Development Fund- Conferences and Special Events Stream to the Algoma Invitational Wrestling Tournament to be held December 13-14, 2024 and a report be submitted to City Council for consideration and approval.

Moved by: L. Foster

Second by: M. Porco

All in favour, Carried.

## 10. Next Meeting

September 17, 2024

## 11. Adjournment

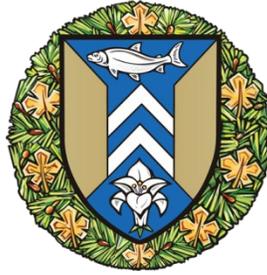
Moved by: T. White

Seconded by: G. Lacher

All in favour, Carried.

13:35

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**

**New Travel Inspiration Blogs**

- <https://saulttourism.com/travelogues/ojibway-park-nature-trail/>
- <https://saulttourism.com/travelogues/fall-rendezvous-at-ermatinger-clergue-national-historic-site/>
- <https://saulttourism.com/travelogues/summer-and-fall-exhibits-and-events-at-the-art-gallery-of-algoma/>

**Active Marketing Campaigns during August**

- Cavera digital marketing – pay per click, google search, paid social media ads for ‘July & August’ ‘Events’ & ‘Train’
- Explore Magazine – digital, print and social media
- Laird Signs billboards x 4 between Sudbury and SSM + one north of SSM.
- Canadian Cycling Magazine – Newsletter for mountain biking events
- Village Media – Summer in Sault Ste. Marie

**Website (August)**

- 52k users, (122k users in June)
- 101k page views (204k in June)
- Canada 35k (67%), US 16k (31%)
- Within Canada: Ontario 30k (86%), Quebec 3.2k (13%)
- By City: (GTA around 38%) Toronto 10k (29%), SSM 3.1k (9%), London 1.4k (4%),
- Within US: Michigan 8k (50%), Illinois 1.2k (3%), Wisconsin 1k (6%)

**Primary drivers**

- **Paid Media:** 39.5k (86k in July)
- **Organic Search:** 16k (15k in July)
- **Organic Social media:** 1.4k (1.8k in July)
- **Referrals:** 1.9k (2.4k in July)
  - Agawa Train 854 (593 in July)
  - Northernontariotravel 419 (502 in July)
  - Saultstемarie 281 (275 in July)
  - Destination Ontario 162 (168 in July)
  - CanadianCyclingMagazine 148
  - WelcometoSSM 78 (82 in July)
- **Offsite clicks:** 29k (41k in July)
  - AgawaTrain 10k (16k in July)
  - Saultlocktours 2k (2.7k in July)
  - Northernontariotravel 1.1k (2k in July)
  - Ontario Parks 800 (2k in July)
  - SooMRKT 533
  - Machine Shop 250 (381 in July)

Tourism Sault Ste. Marie is at Garden River FN.  
31 August at 08:00 · Sault Sainte Marie · 🌐

Looking for a short yet beautiful hike just a short drive from Sault Ste. Marie? Check the Ojibway Park Nature Trail, in Garden River First Nation, a great, 2.5km hike through forests and wetlands leading to a lookout view over Lake Huron to Sugar Island in the US. Get all the details here:  
<https://saulttourism.com/trave.../ojibway-park-nature-trail/>

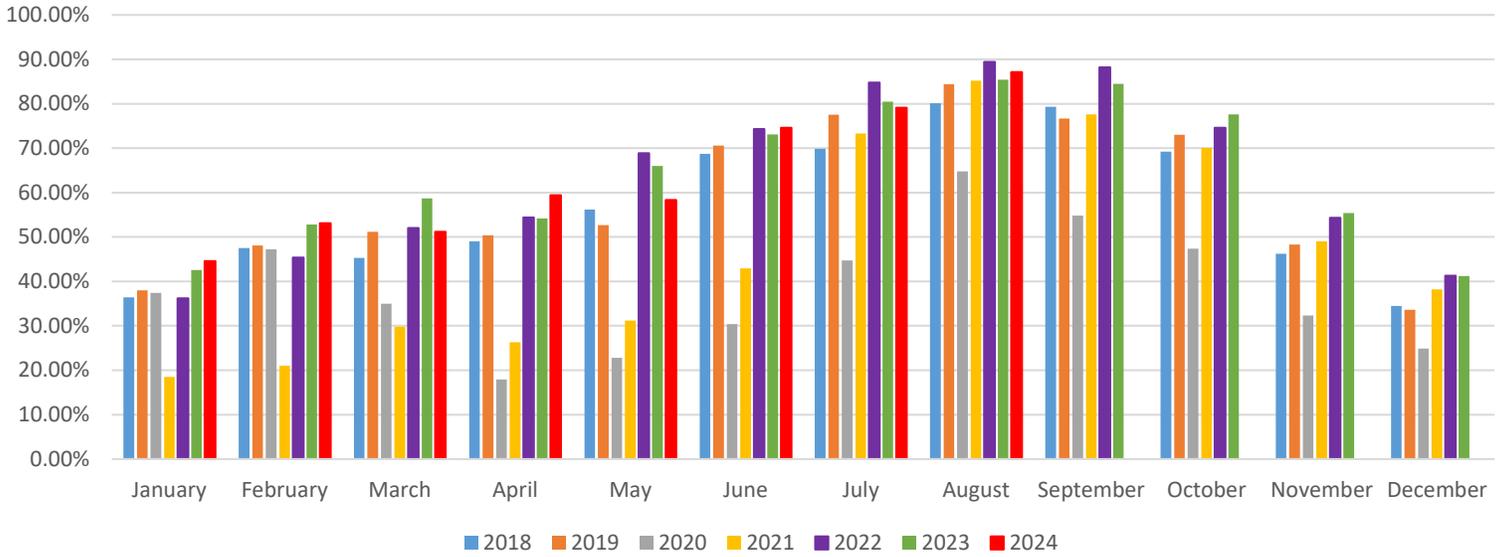
Boost this post to reach up to 9943 more people if you spend CA\$189. **Create Ad**

You, Cindy Pruce, Travis Anderson and 265 others 23 comments 47 shares





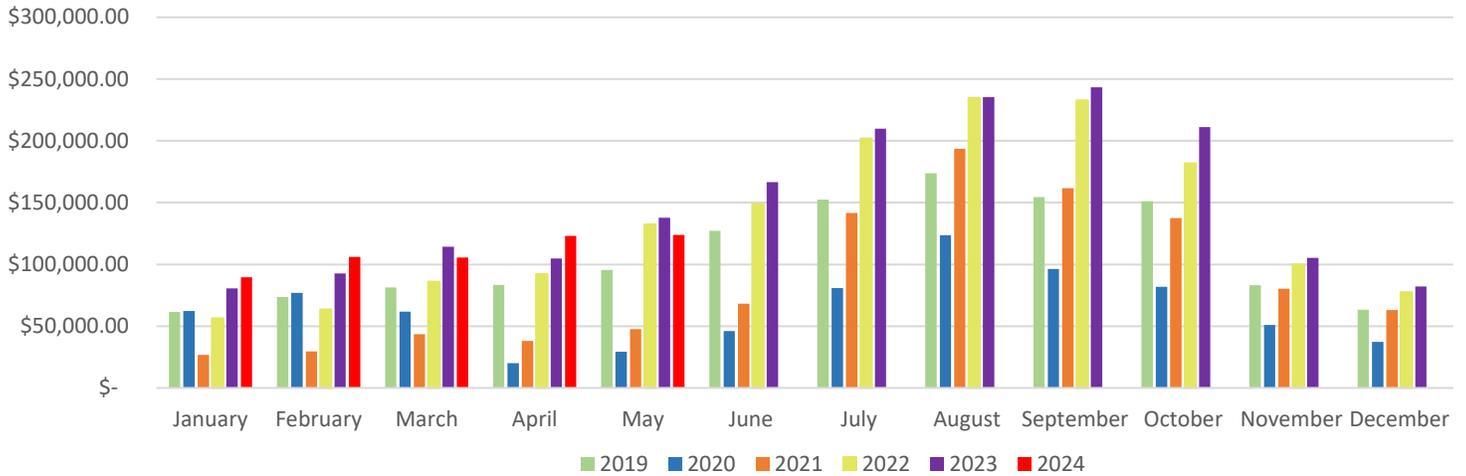
### Occupancy Report Percentage



Month	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%	
October	69.2%	73.0%	47.4%	70.1%	74.6%	77.6%	
November	46.2%	48.3%	32.3%	49.0%	54.3%	55.4%	
December	34.5%	33.6%	24.9%	38.2%	41.3%	41.2%	



### Municipal Accommodation Tax Collection



Month	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	\$169,918.11
July	\$152,541.57	\$ 80,779.28	\$141,698.08	\$201,761.44	\$209,842.90	
August	\$173,804.29	\$123,601.95	\$193,741.49	\$234,917.71	\$235,394.73	
September	\$154,367.41	\$ 96,304.68	\$161,796.26	\$232,840.92	\$243,431.26	
October	\$151,211.55	\$ 81,808.25	\$137,386.81	\$181,749.16	\$211,223.28	
November	\$83,086.94	\$ 50,936.13	\$80,212.95	\$99,833.60	\$105,359.99	
December	\$63,379.61	\$ 37,395.67	\$63,006.74	\$77,354.50	\$82,192.25	
<b>Total</b>	<b>\$1,300,786.15</b>	<b>\$769,191.54</b>	<b>\$1,031,541.41</b>	<b>\$1,607,889.35</b>	<b>\$1,785,365.26</b>	<b>\$718,010.21</b>



**MARKETING & PROMOTION**

**New Travel Inspiration Blogs**

- <https://saulttourism.com/travelogues/12-hikes-in-and-around-sault-ste-marie/>

**Active Marketing Campaigns during September**

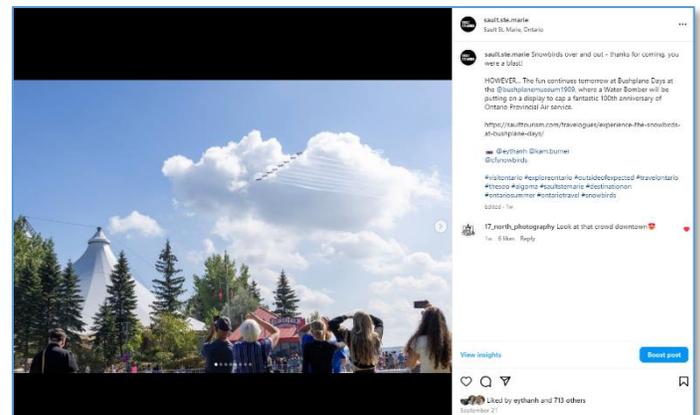
- Cavera digital marketing – pay per click, google search, paid social media ads for ‘Sept & Oct’ featuring ‘Events’ & ‘Train’
- Laird Signs billboards x 4 between Sudbury and SSM + one north of SSM.
- Canadian Cycling Magazine – Newsletter for mountain biking events

**Website (September)**

- 69k users, (52k users in August)
- 128k page views (101k in August)
- Canada 50k (73%), US 17k (25%)
- Within Canada: Ontario 40k (90%), Quebec 4k (8%)
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- Within US: Michigan 9k (53%), Illinois 1.2k (3%), Wisconsin 1k (6%)

**Primary drivers**

- **Paid Media:** 62k (39.5k in August)
- **Organic Search:** 14k (16k in August)
- **Organic Social media:** 2.7k (1.4k in August)
- **Referrals:** 2.2k (1.9k in August)
  - Agawa Train 939 (854 in August)
  - Sault Ste. Marie 477 (281 in August)
  - Destination Ontario 440 (162 in August)
  - Northern Ontario Travel 357 (419 in August)
  - Searchmont 97
  - Welcome to SSM 53 (78 in August)
- **Offsite clicks:** 34k (34k in August)
  - Agawa Train 17k (10k in August)
  - Sault Lock Tours 1.5k (2k in August)
  - Northern Ontario Travel 1.3k (1.1k in August)
  - Machine Shop 413 (250 in August)
  - Kinsmen Park 233
  - Delta 222
  - Soo MRKT 143





### **Instagram (September)**

- 21,132 page followers (379 new followers in September)
- 35k accounted reached (20k in August)

### **Facebook (September)**

- 34k followers (159 new followers in September)
- 706k accounts reached (1.4m in August)

### **GROUP TOURS**

- Destination Ontario along with Destination Northern Ontario hosted a familiarization tour for a group of six German tour operators. Staff arranged for the group to visit attractions and restaurants on two separate days
- Staff is working with Thomson Farms to create a specialized group tour product featuring both Summer and Fall itineraries

### **MEETINGS AND CONVENTIONS**

- A discount incentive program is currently being developed for conference and sporting groups. This initiative will help boost visitors to local establishments and contribute to making Sault Ste. Marie a more attractive destination

### **SPORTS TOURISM**

- Coaches Association of Ontario Super Clinic is confirmed for February 2025. Coordinating details and liaising with local sports groups to communicate registration/course offerings
- The second sports mixer for 2024 is scheduled for November 19<sup>th</sup>, 2024, 7-9pm at the Memorial Gardens-Bumbacco Room. This event has proven to be an opportunity to connect with local sports groups to discuss the TDF and explore hosting opportunities
- Summer Moon, now renamed to Vivid Art Festival took place in September. Staff provided ongoing support to help relaunch and execute the festival
- Continued work to support the 2025 Ringette Provincial A Championships scheduled for March 2025. Working with local SRC and Ringette Ontario to plan for funding applications to support the event.
- Updating of hotel and motel inventory to support city wide bids
- Planning and preparation for 2028 Ontario Winter Games bid

### **EVENTS**

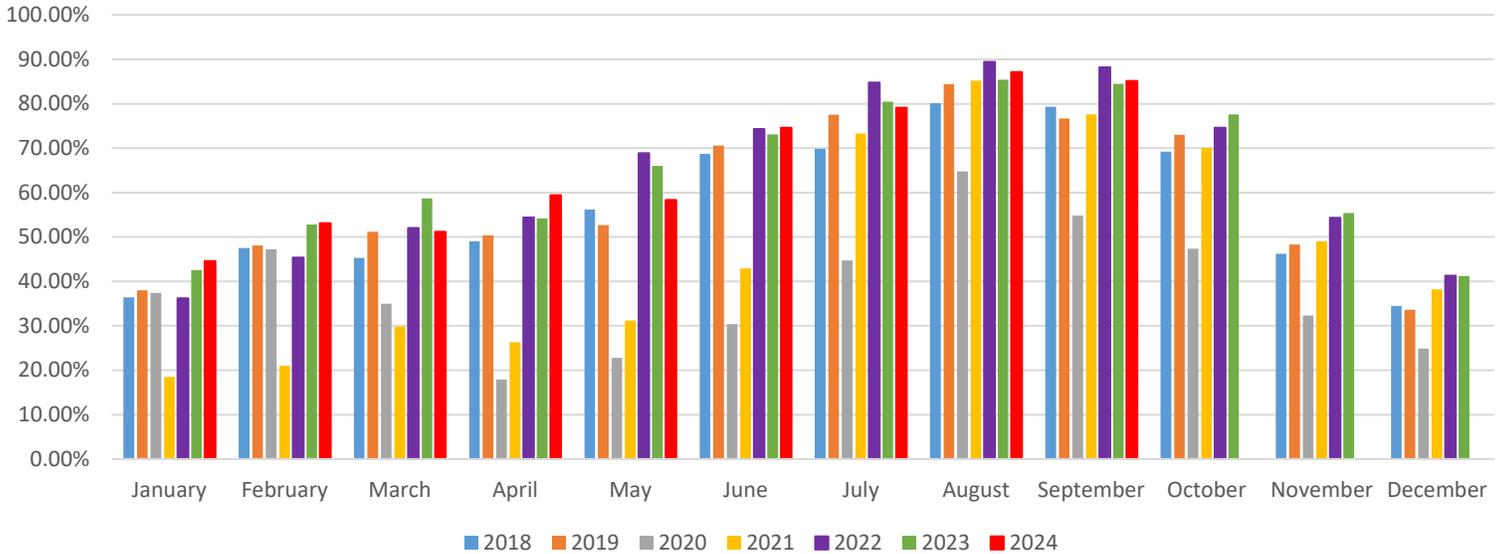
- Attending Henderson Metal Fall Classic Curling Competition meetings - assist with data collection and Bon Soo partnership
- Assisting where needed with Festival of Colours
- Pride Cruise debrief and planning notes for next year
- Snowbirds- assisted with planning and logistics
- Ongoing updates of Events section on Tourism Sault Ste. Marie website
- Three Sisters/ Medicine Garden at Hiawatha- on site volunteer help

### **TOURISM DEVELOPMENT FUND APPLICATIONS**

No applications were approved for recommendation at the Tourism Sault Ste. Marie Board for September-meeting was postponed to October.



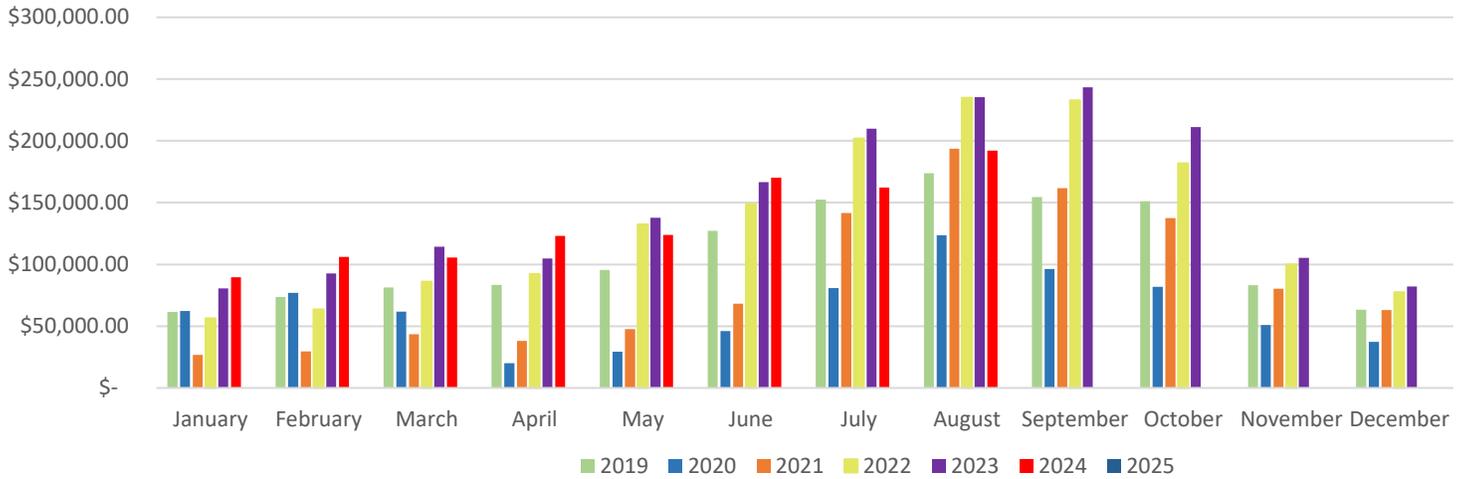
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April	49.0%	50.4%	17.9%	26.3%	54.4%	54.2%	59.4%
May	56.2%	52.7%	22.8%	31.2%	68.9%	66.0%	58.3%
June	68.7%	70.6%	30.4%	42.9%	74.3%	73.1%	74.6%
July	69.9%	77.5%	44.7%	73.3%	84.8%	80.5%	79.1%
August	80.1%	84.4%	64.8%	85.2%	89.4%	85.4%	87.1%
September	79.3%	76.7%	54.8%	77.6%	88.2%	84.5%	85.1%
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Income Statement @ August 2024 YTD Comparison

Revenue:	January	February	March	April	May	June	July	August	September	YTD
5405 MAT Revenue			189,661.50			215,278.50			215,278.50	620,218.50
5861 Advertising Revenue			34,200.00							34,200.00
5847 Interest Revenue	3,295.61	4,238.09	4,147.78	4,972.85	4,935.54	7,135.40	10,677.02	2,885.67	2,633.29	44,921.25
5862 Merchandise Revenue		43.07		1,440.32		1,299.71	1,104.03	1,779.35		5,666.48
5852 Misc.Income								188,417.66	104,328.92	292,746.58
<b>Total</b>	<b>3,295.61</b>	<b>4,281.16</b>	<b>228,009.28</b>	<b>6,413.17</b>	<b>4,935.54</b>	<b>223,713.61</b>	<b>11,781.05</b>	<b>193,082.68</b>	<b>322,240.71</b>	<b>997,752.81</b>
<b>Expenses:</b>										
6111 Office Expense	146.38		232.80	166.40	126.55	116.40	152.67	152.67	109.75	1,203.62
6170 Memberships and Subscriptions	25,009.90	524.82	41.88	603.55	36.27	36.27	492.20	8,099.89		34,844.78
6182 Travel	6,370.92	1,886.73			2,556.19	487.48	701.25	1,479.41		13,481.98
6184 Trade Shows/Conferences	5,244.67	20.79		5,250.00			4,605.87	5,555.05		20,676.38
6462 Insurance			1,682.83	1,338.12						3,020.95
6470 Postal Service			78.97		87.69	58.75	141.29	279.83	121.42	767.95
6475 Bookkeeping Expenses	961.44	1,212.65	1,195.31	987.43	987.43	883.49	883.49	815.93		7,927.17
6504 Consulting Fees									4,261.54	4,261.54
6540 Advertising	26,829.61	60,759.16	9,702.38	11,730.31	107,386.86	15,263.11	35,058.56	16,805.43	20,788.00	304,323.42
6544 Promotions	5,967.24	1,444.76	364.82	42,775.76	16,398.61	3,085.84	27,685.31	675.60	205.80	98,603.74
6545 Meetings	102.09	92.68	91.98	100.68	127.60	124.86		97.88		737.77
6632 General Development	2,141.16	106,417.70		449.81	110,049.49	1,317.63	309,912.74	39.48	75,893.17	606,221.18
6633 Tours		182.13			1,769.41	3,105.07		1,922.78	4,753.27	11,732.66
6634 Events		1,128.06	66.79		3,353.00	4,863.99	21,775.46	2,415.55	3,093.62	36,696.47
6710 Interest & Penalty								103.83		103.83
6720 Bank Charges	310.33	95.10	1,004.78	117.28	143.33	79.45	93.84	118.98	85.59	2,048.68
<b>Total Expenses</b>	<b>73,083.74</b>	<b>173,764.58</b>	<b>14,462.54</b>	<b>63,519.34</b>	<b>243,022.43</b>	<b>29,422.34</b>	<b>401,502.68</b>	<b>38,562.31</b>	<b>109,312.16</b>	<b>1,146,652.12</b>
<b>Other Income</b>										
5205 Ont Spec Grant Other				30,000.00	-	-	-			30,000.00
<b>Other Expense</b>										
7700 Exchange Gain or Loss				179.73	-	-	68.20	233.50	(197.50)	283.93
<b>Net Income</b>	<b>(69,788.13)</b>	<b>(169,483.42)</b>	<b>213,546.74</b>	<b>(27,285.90)</b>	<b>(238,086.89)</b>	<b>194,291.27</b>	<b>(389,789.83)</b>	<b>154,286.87</b>	<b>213,126.05</b>	<b>(119,183.24)</b>

## TOURISM DEVELOPMENT FUND APPLICATION SUMMARY

<b>Name of the Event</b>	Docs on Ice
<b>Event Date</b>	April 4-5, 2025
<b>Venue</b>	Municipal Ice Rinks and Machine Shop
<b>Submitted by:</b>	Rayna Evoy
<b>Reviewed by:</b>	Josh Ingram
<b>Ask:</b>	\$15,000
<b>Recommendation:</b>	\$15,000

### Overview of the Event

Docs on Ice is the premier Ontario Physician Ice Hockey Tournament that annually brings together over 800 physicians to various communities within Ontario. This two-day tournament not only fosters camaraderie among medical professionals but also serves a noble cause—raising awareness and funds for local charities. The tournament has been running since 1993, last hosted in Sault Ste. Marie 20+ years ago. Docs on Ice was scheduled to be hosted in SSM in 2020, weeks after the Covid pandemic hit. 2025 is our opportunity to host the 2020 event that was cancelled.

Docs on Ice is hosted by a different city each year to bring doctors together to play hockey and to give back to the community by raising money and awareness for local charity. The tournament is run by physicians and volunteers to raise money through donations, sponsorship, registration fees, and special events. It is attended by high profile celebrities, including NHL players/ alumni, media, and TV personalities.

### Previous TDF Applications

YEAR	AMOUNT Approved	Summary
N/A		

### Attendance Projections

Local	120
Regional	0
Ontario	800
Canada	0
USA	0

### Economic Impact

800 visitors x 2days x \$150 = \$240,000

### Budget Summary

Revenue: \$347,500  
 Registration and sponsorship make up the entirety of this event's revenue.

Expenses: \$184,475  
 Friday evening social, Ice rental, marketing & website, merchandise/swag

### Scoring Matrix

Docs on Ice scores 86 on the evaluation matrix putting it in a recommended range of \$15,000 to \$20,000

85+	\$15,000 - \$20,000
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### Staff Analysis

The Docs on Ice Hockey Tournament will bring upwards of 800 physicians and families to Sault Ste. Marie in April of 2025, providing a substantial boost in shoulder season.

Staff is recommending the TDF funds assist with the following budget items:

- Visitor Experience (social mixer expenses or an additional hospitality experience that can be added to the overall agenda for visitors)
- The addition of a programming piece (such as an influencer or keynote speaker) that can extend the event by another visitor day

### Draft Resolution

Be it resolved that the Tourism Sault Ste. Marie Board of Directors recommend a contribution of \$15,000 through the Tourism Development Fund- Conferences and Special Events Stream to support the 2025 Docs On Ice Hockey Tournament and that a report be submitted to City Council for consideration and approval.

**TOURISM DEVELOPMENT FUND ASSESSMENT- SPORTS AND SPECIAL EVENTS STREAM**

Event Name:	Docs On Ice
Event Date:	April 4-5, 2025
Contact Person:	Rayna Evoy
Internal Review	6-Sep-24
Board Review Date:	22-Oct-24

<b>OUT OF TOWN PARTICIPANTS</b> (Total of all visitors attending SPECIFICALLY for the event)	
Number of <i>Participants</i>	800
Number of <i>Spectators</i>	
Total	800
Score up to 10 points	Total 8

<b>VISITOR DAYS</b>	
Number of Out of Town <i>Visitors</i>	800
Number of <i>Nights</i> they are Staying	3
Total Visitor Days (multiply together)	2400
Score between 0-25 points	Total 24

<b>LOCAL ATTENDANCE</b> (includes all spectators and participants)	
Score between 1-10 points	120
	2

<b>EVENT BUDGET</b>	
Up to 10 points	10

<b>READINESS/CAPACITY/ TIMELINE</b>	
Score between 1- 10 points	9

<b>SEASON (Peak, Shoulder, Low)</b>	
Score between 2-15 points	5

<b>PARTNERSHIP AND COLLABORATION</b>	
Score between 1-5 points	5

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

<b>MEASUREMENT AND EVALUATION</b>	
Score between 1-5 points	5

<b>ALIGNMENT WITH TSSM STRATEGIC PLAN (score all that apply)</b>		<b>Points</b>
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)		
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
<b>TOTAL POINTS</b>		<b>86</b>

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 4 Points- 250- 500 people 6 Points- 500- 750 people	8 Points- 750-1000 people 10 Points- 1000 people +	10.00%
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Score between 1-10 considering these factors: 1. Other sources of confirmed revenue 2. Balance between Revenue and Expenses 3. Financial Need	4. Funding Ask vs. Overall Budget 5. Cost Overrun Plan 6. Comprehensiveness of proposed budget	7. Financial Sustainability	10.00%
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Score between 1-10 considering the these factors: 1. Timeline (application submitted 90+ days in advance) 2. Event Plan (thoroughness)	3. Capacity 4. Data Tracking	5. Growth plan	10.00%
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8 Points- February and March 5 Points- April 4 Points- May- June	2 Points- July to October 15 10 Points- October 15- November 15 Points- December and January	15.00%
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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%
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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	5- Average plan, largely focused on locals 3- Below Average, does not demonstrate attempt to reach out of town travellers 0- No plan provided	10.00%
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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%
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## TOURISM DEVELOPMENT FUND APPLICATION SUMMARY

<b>Name of the Event</b>	Algoma University's Gathering at the Rapids Pow Wow
<b>Event Date</b>	February 15-16, 2025
<b>Venue</b>	GFL Memorial Gardens
<b>Submitted by:</b>	Paul Sayers
<b>Reviewed by:</b>	Alana Kenopic
<b>Ask:</b>	\$20,000
<b>Recommendation:</b>	\$20,000

### Overview of the Event

Algoma University's 19th Annual Gathering at the Rapids Pow Wow: Celebrating Life Long Learning will take place on Saturday, February 15th and Sunday, February 16th, 2025 at the GFL Memorial Gardens. The Pow Wow is lead by Algoma University's Makwa Waakaa'igan, Anishinaabe Academic Resource Centre and the Shingwauk Anishinaabe Student's Association. External committee members include the Indigenous Friendship Centre of Sault Ste. Marie, Shingwauk Kinooomaage Gamig, Nogdawindamin, OLG, Algoma Steel, Metis Nation of Ontario and the Algoma District School Board. Due to the expansion of the Pow Wow we are also inviting representation from Garden River and Batchewana First Nations, Sault Chamber of Commerce, City of Sault Ste. Marie and the Huron-Superior Catholic District School Board.

This annual celebration of Anishinaabe culture welcomes everyone to attend and participate and includes traditional drumming, singing and competition dancing. Further, it provides an opportunity for Indigenous artisans, craftsmen and traders to display and sell their work at the event. As the Pow Wow grows, there is also opportunity for corporate sponsors to participate showcasing their organizations and the work they do in partnership with the Anishinaabe/Indigenous community.

The Gathering at the Rapids Pow Wow is Ontario's largest mid-winter pow wow and is considered the second largest competition Pow Wow in Ontario. There are three long term visions for the Gathering; the first is to become the largest competition Pow Wow in Ontario; second is to sustain and increase corporate and community sponsorships to elevate the Pow Wow to become the largest in Ontario; Third, to increase Indigenous enrolment numbers and Algoma University's profile as a university of choice in the Indigenous community. As the Pow Wow has outgrown capacity at the George Leach Centre on the Algoma University campus, organizers have secured the GFL Memorial Gardens to accommodate a much larger number of participants and spectators.

To provide context, during a competition Pow Wow, dancers and drummers compete for prizes in different categories, showcasing their skills in traditional and contemporary styles. Competition Pow Wow's typically include a Grand Entry, where all participants march into an arena. Various competitions take place throughout the weekend in drumming and for different age groups, genders and dance styles, such as fancy, grass,

and traditional categories. Winners in all categories receive prize money as determined by the head judges.

### Previous TDF Applications

YEAR	AMOUNT Approved	Summary
n/a		

### Attendance Projections

Local	3000
Regional	1200
Ontario	700
Canada	800
USA	800

### Economic Impact

$$2300 \times 2 \times \$150 = \$690,000$$

### Budget Summary

Expenses: Estimated at \$256,000 includes cash payouts, AV/Sound, Venue Rentals, staffing  
 Revenue: Partner contributions/ sponsorship

### Scoring Matrix

The Gathering at the Rapids Pow Wow scores 103 on the evaluation matrix putting it in a recommended range of

85+	\$15,000 - \$20,000
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### Staff Analysis

The Gathering at the Rapids Pow Wow has grown and expanded from their previous location at Algoma University. Starting in 2005, the event has grown and exceed the 750 person capacity at AU. As such, the decision was made to move to the GFL Memorial Gardents to be able to accommodate continued growth of the event. As a result of the change in venue, there is a substantial price increase to host the Pow Wow. These additional expenses include venue rental, conversion of the ice on the floor, stage rental, security, sound system, cleaners, score clock rental and technician, catering for the staff/volunteer and elder's lounge - all provided as part of the contractual arrangement with the GFL. Given the high score on the evaluation matrix and significant number of participants and out of town guests, staff supports the request of \$20,000.

## **Draft Resolution**

Be it resolved that the Tourism Sault Ste. Marie Board of Directors recommend a contribution of \$20,000 through the Tourism Development Fund- Conferences and Special Events Stream to support the 2025 Gathering at the Rapids PowWow and that a report be submitted to City Council for consideration and approval.

**TOURISM DEVELOPMENT FUND ASSESSMENT- SPORTS AND SPECIAL EVENTS STREAM**

Event Name:	Gathering at the Rapids Pow Wow
Event Date:	Feb 15-16, 2024
Contact Person:	Paul Sayers
Internal Review	15-Oct-24
Board Review Date:	22-Oct-24

<b>OUT OF TOWN PARTICIPANTS</b> (Total of all visitors attending SPECIFICALLY for the event)	
Number of <b>Participants</b>	800
Number of <b>Spectators</b>	1500
Total	2300
Score up to 10 points	Total 10

<b>VISITOR DAYS</b>	
Number of Out of Town <b>Visitors</b>	2300
Number of <b>Nights</b> they are Staying	2
Total Visitor Days (multiply together)	3600
Score between 0-25 points	Total 25

<b>LOCAL ATTENDANCE</b> (includes all spectators and participants)	
Score between 1-10 points	2900
	10

<b>EVENT BUDGET</b>	
Up to 10 points	8

<b>READINESS/CAPACITY/ TIMELINE</b>	
Score between 1- 10 points	8

<b>SEASON (Peak, Shoulder, Low)</b>	
Score between 2-15 points	8

<b>PARTNERSHIP AND COLLABORATION</b>	
Score between 1-5 points	5

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

<b>MEASUREMENT AND EVALUATION</b>	
Score between 1-5 points	5

<b>ALIGNMENT WITH TSSM STRATEGIC PLAN (score all that apply)</b>		<b>Points</b>
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		
<b>TOTAL POINTS</b>		<b>103</b>

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 4 Points- 250- 500 people 6 Points- 500- 750 people	8 Points- 750-1000 people 10 Points- 1000 people +	10.00%
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Score between 1-10 considering these factors: 1. Other sources of confirmed revenue 2. Balance between Revenue and Expenses 3. Financial Need	4. Funding Ask vs. Overall Budget 5. Cost Overrun Plan 6. Comprehensiveness of proposed budget	7. Financial Sustainability	10.00%
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Score between 1-10 considering the these factors: 1. Timeline (application submitted 90+ days in advance) 2. Event Plan (thoroughness)	3. Capacity 4. Data Tracking	5. Growth plan	10.00%
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8 Points- February and March 5 Points- April 4 Points- May- June	2 Points- July to October 15 10 Points- October 15- November 15 Points- December and January	15.00%
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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%
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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	5- Average plan, largely focused on locals 3- Below Average, does not demonstrate attempt to reach out of town travellers 0- No plan provided	10.00%
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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%
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## TOURISM DEVELOPMENT FUND APPLICATION SUMMARY

<b>Name of the Event</b>	Skate Ontario Provincial Series Competition
<b>Event Date</b>	January 10-12, 2025
<b>Venue</b>	John Rhodes Arena
<b>Submitted by:</b>	Kala Adams
<b>Reviewed by:</b>	Josh Ingram
<b>Ask:</b>	\$10,000
<b>Recommendation:</b>	\$2,000

### Overview of the Event

The Skate Ontario Provincial Series Competition is an annual event hosted in Sault Ste. Marie where athletes compete in freestyle, artistic and team programs. The event is open to two different designation of skating athletes. Athletes 'Under 5 star' are given the opportunity to hone their skills in a Provincially structured environment while 'over 5 star' are given the opportunity to advance to Provincial competition based on an accumulation of high scores via multiple Provincial series competitions.

Along with Sault Ste. Marie only Sudbury and Thunder Bay host Provincial series competition, making our municipality attractive for visiting athletes.

### Previous TDF Applications

YEAR	AMOUNT Approved	Summary
N/A		

### Attendance Projections

Local	216
Regional	159
Ontario	20
Canada	0
USA	0

### Economic Impact

179 visitors x 3days x \$150 = \$80,550

### Budget Summary

Revenue: \$31,171

Revenue is entirely based on entry fees and admissions.

Expenses: \$27,763.25

Expenses include officials/travel, food and beverage for officials, equipment rental, medical services.

### Scoring Matrix

The Skate Ontario Provincial Series scores 53 on the evaluation matrix putting it in a recommended range of \$1000-\$2500

36-55	\$1000-\$2500
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### Staff Analysis

The Lake Superior Figure Skating Club is requesting funding in order to become more competitive with other municipal skating clubs and to greater incentivize athletes to attend.

With profit surplus the club will host an additional event: a skating development course with a well-known athlete to draw participants from throughout Ontario (specifically Sudbury and Thunder Bay)

In addition, the club believes that it is at a capacity to explore larger hosting opportunities, being able to offset costs to this event will better position themselves to be prepared financially.

Staff is recommending the TDF funds assist with offsetting the costs the following budget items in order for the club to have the ability to develop future tourism events:

- Official fees
- Official Travel

### 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 Skate Ontario Provincial Series Competition and that a report be submitted to City Council for consideration and approval.

**TOURISM DEVELOPMENT FUND ASSESSMENT- SPORTS AND SPECIAL EVENTS STREAM**

Event Name:	Skate Ontario Provincial Series Competition
Event Date:	Jan 10-12, 2025
Contact Person:	Kala Adams
Internal Review	25-Sep-24
Board Review Date:	22-Oct-24

<b>OUT OF TOWN PARTICIPANTS</b> (Total of all visitors attending SPECIFICALLY for the event)	
Number of <b>Participants</b>	52
Number of <b>Spectators</b>	127
Total	179
Score up to 10 points	Total 1

<b>VISITOR DAYS</b>	
Number of Out of Town <b>Visitors</b>	179
Number of <b>Nights</b> they are Staying	3
Total Visitor Days (multiply together)	537
Score between 0-25 points	Total 5

<b>LOCAL ATTENDANCE</b> (includes all spectators and participants)	
Score between 1-10 points	216
	2

<b>EVENT BUDGET</b>	
Up to 10 points	10

<b>READINESS/CAPACITY/ TIMELINE</b>	
Score between 1- 10 points	7

<b>SEASON (Peak, Shoulder, Low)</b>	
Score between 2-15 points	15

<b>PARTNERSHIP AND COLLABORATION</b>	
Score between 1-5 points	1

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

<b>MEASUREMENT AND EVALUATION</b>	
Score between 1-5 points	5

<b>ALIGNMENT WITH TSSM STRATEGIC PLAN (score all that apply)</b>		<b>Points</b>
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)		
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		
<b>TOTAL POINTS</b>		<b>53</b>

Points	Recommendation Range
85+	\$15,000 - \$20,000
76-85	\$10,000 - \$15,000
66-75	\$5,000 - \$10,000
56-65	\$2500- \$5000
<b>36-55</b>	<b>\$ 1000-\$2500</b>
<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 4 Points- 250- 500 people 6 Points- 500- 750 people	8 Points- 750-1000 people 10 Points- 1000 people +	10.00%
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Score between 1-10 considering these factors: 1. Other sources of confirmed revenue 2. Balance between Revenue and Expenses 3. Financial Need	4. Funding Ask vs. Overall Budget 5. Cost Overrun Plan 6. Comprehensiveness of proposed budget	7. Financial Sustainability	10.00%
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Score between 1-10 considering the these factors: 1. Timeline (application submitted 90+ days in advance) 2. Event Plan (thoroughness)	3. Capacity 4. Data Tracking	5. Growth plan	10.00%
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8 Points- February and March 5 Points- April 4 Points- May- June	2 Points- July to October 15 10 Points- October 15- November 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%
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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	5- Average plan, largely focused on locals 3- Below Average, does not demonstrate attempt to reach out of town travellers 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%
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## Tourism Sault Ste. Marie 2023 Visitor Spending Analysis

# Methodology and Definitions

Sault Ste. Marie engaged the services of Deloitte LLP to conduct a comprehensive analysis of visitor spending using Moneris point-of-sale (POS) data. The primary objective was to procure and analyze transactional data from debit and credit cardholders, both domestic and international, within a specific geographical area in Sault Ste. Marie. This analysis aimed to identify and examine spending patterns in 2023.

## Definitions

- **Destination Community:** Located at the heart of the Great Lakes, Sault Ste. Marie is a vibrant city in the province of Ontario, Canada. For this analysis, the Destination Community of Sault Ste. Marie was defined by grouping selected Canada Post Postal Code Forward Sortation Areas (FSAs), specifically P6A, P6B, P6B.
- **Origin Community:** The FSAs in Canada where visitor spending is originating, based on the FSAs of the address of a cardholders' account.
- **Study Year:** 2023, compared to previous visitor spending analyses from 2019 and 2022, adjusted for inflation.

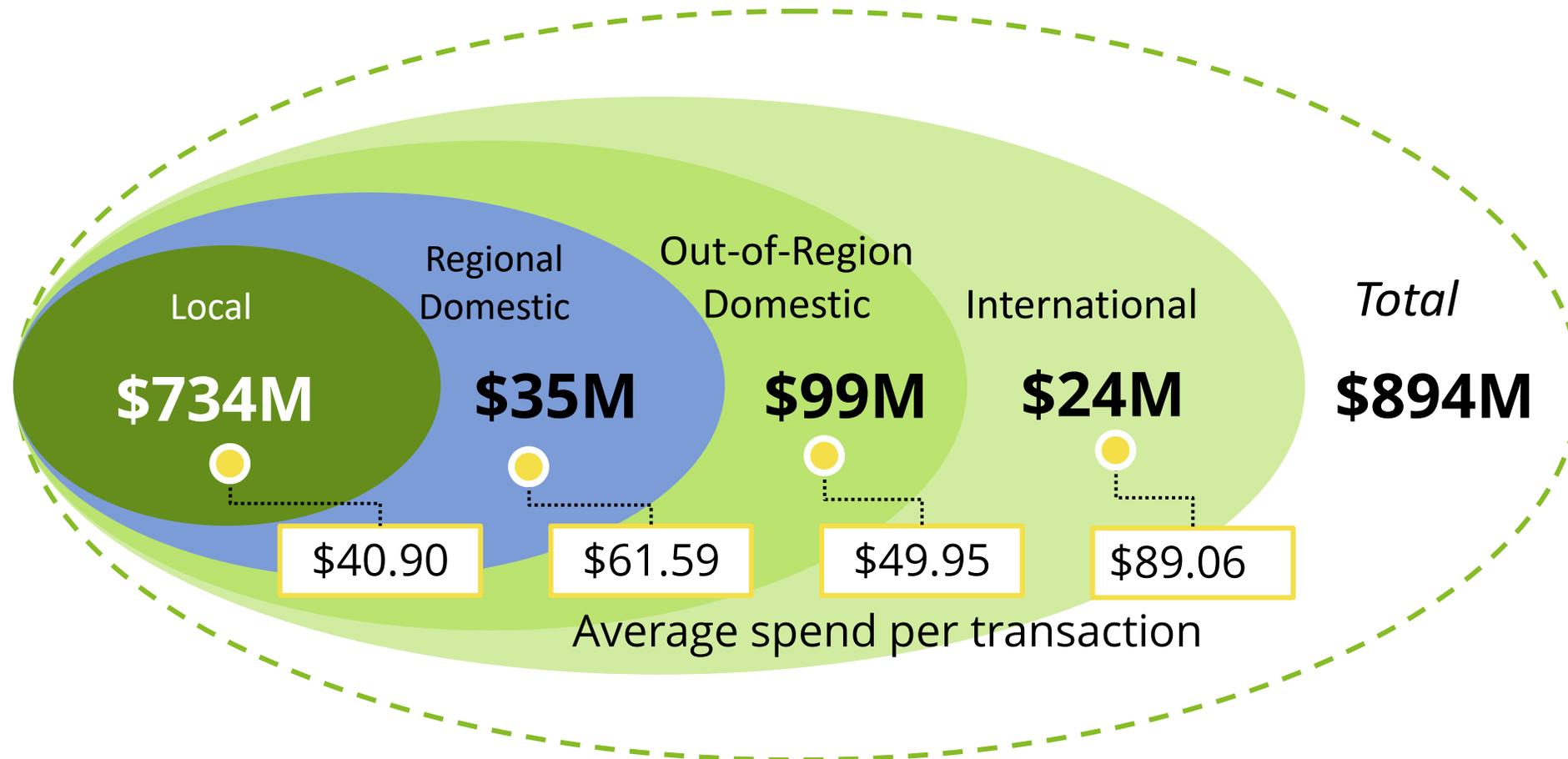
## Data Limitations

- The spending data is derived from approximately 30% of all debit and credit transactions by domestic accounts and used as a sample size to estimate spending and the number of visitor parties.
- The proportion of cash spending varies greatly between sectors, and due to sensitivity on this data from a merchant level, cash analytics is not available for this study. Given the impacts of the COVID-19 pandemic and general trends towards using payment alternatives to cash, restaurants, bars, and other traditionally high-cash operations are changing.
- Card location algorithm has a bias towards placing cards closer to metropolitan areas if a user only does transactions in a location other than their true origin (only in rural areas). Transactions processed on corporate websites prior to the trip (e.g., hotel reservations) are not included in the point-of-sale data and need to be estimated based on municipal accommodation tax revenue data.

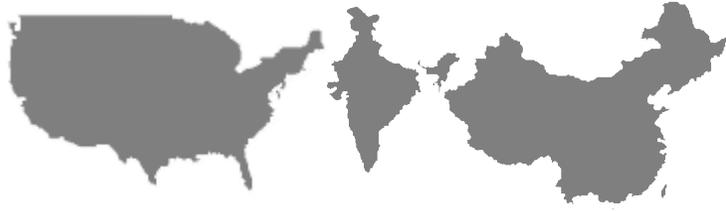


# Executive Summary

Consumer spending via domestic debit and credit cardholder accounts located anywhere in Canada in 2023 was estimated to be \$869 million – up by 5% from 2022 and 21% from 2019. Incorporating data from foreign cardholders, the total expenditure in 2023 by both domestic and international cardholders amounted to an impressive \$894 million.



# Key Takeaways



## International visitors from U.S., India, China

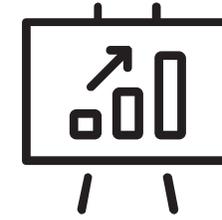
Visitors from 137 countries spent \$24.3 million in Sault Ste. Marie in 2023. The nations with the highest estimated spending were U.S., \$15.2 million; India, \$2.2 million, and China, \$926,828.



**+39%**

## Domestic out-of-region spending recovered

An estimated \$99 million was spent by out-of-region visitors in 2023, an increase of 39% from 2019.



**+65%**

## Regional spending increased

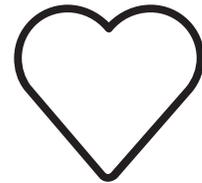
Regional domestic visitors spent \$35 million in 2023, an increase of 16% compared to 2022, and up 65% from 2019.



**\$172<sup>38</sup>**

## Average Spend per 24-hour Period

Domestic out-of-region visitor parties spent \$172.38 on average in 2023. Regional visitor parties spent \$185.97 on average.



**Sudz loves the Soo**

## Sudbury is the top origin market

Sudbury visitors spent about \$9 million in Sault Ste Marie in 2023. That makes the city the top-ranking origin community in Ontario, larger than any other province, and second only to the U.S. compared to other nations.



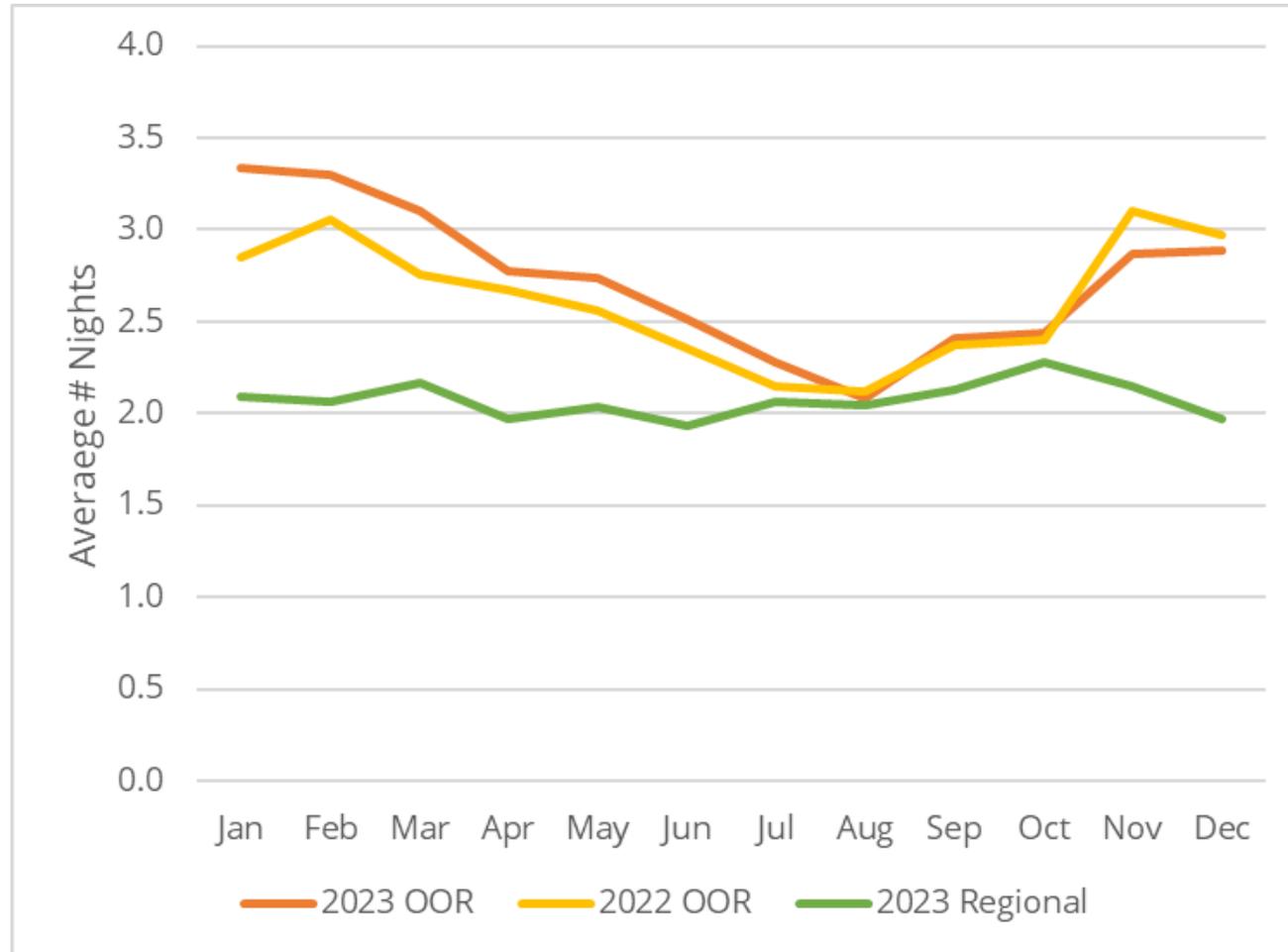
**#1 purchase**

## Hardware and home furnishings led retail

Out-of-region domestic visitors rung up their biggest purchases at hardware and home furnishing stores in Sault Ste. Marie, with an average spend per party of \$147.

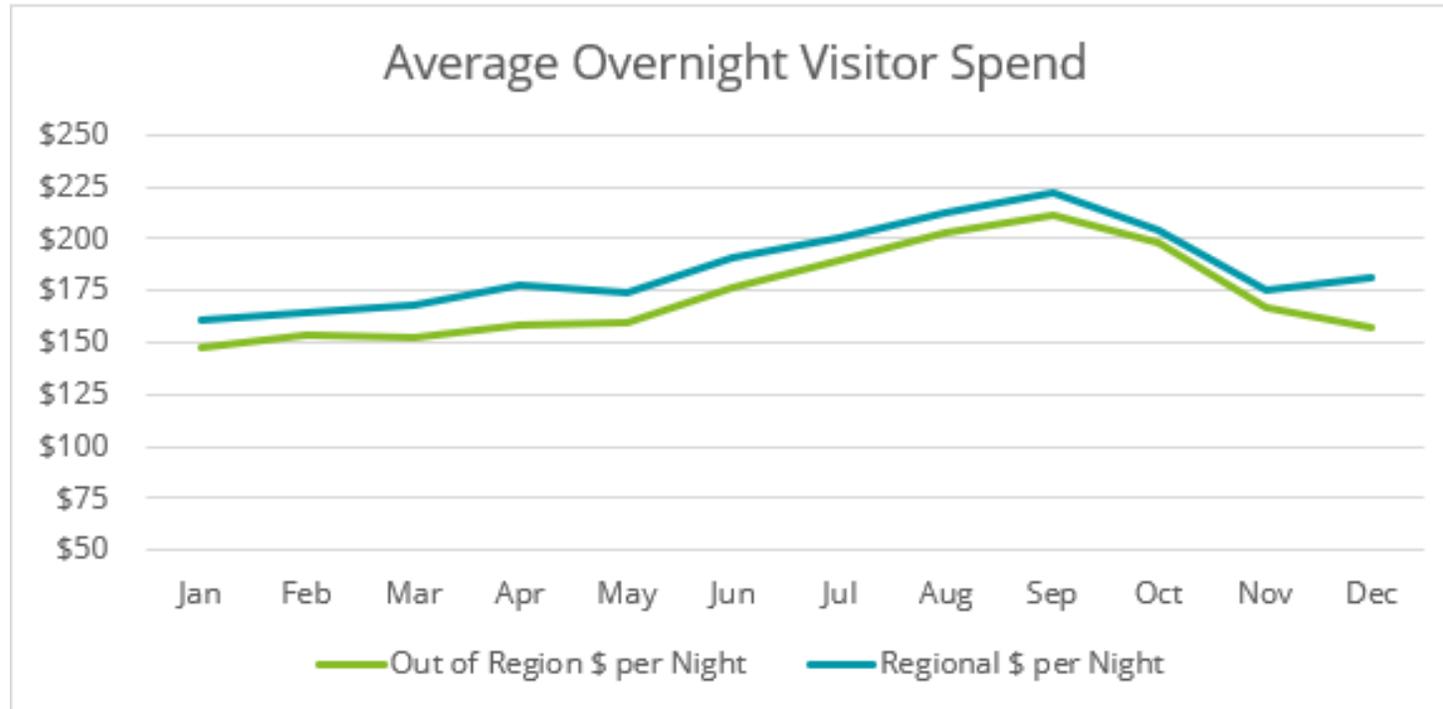
# Length of Stay

On average, out-of-region domestic visitor parties stayed 2.7 nights in Sault Ste. Marie in 2023, up from 2.5 nights in 2022.



# Average Spend

The average overnight (24-hour) visitor spend is \$172.38 for Out of Region visitors and \$185.97 for Regional visitors (in 2023 dollars).



# Top Origin Communities (Domestic)

In 2023, visitors from Northern Ontario contributed the most out-of-region spending. The Greater Toronto Area, Barrie and London are also key markets.

<b>Out-of-Region Visitor Census Subdivisions</b>	<b>Total Estimated Spending (2023)</b>
<b>1. Sudbury</b>	\$8,995,326
<b>2. Toronto</b>	\$6,240,850
<b>3. Thunder Bay</b>	\$6,127,081
<b>4. Barrie</b>	\$2,585,399
<b>5. London</b>	\$2,251,975
<b>6. Espanola</b>	\$1,809,709
<b>7. Mississauga</b>	\$1,963,607
<b>8. North Bay</b>	\$1,740,421
<b>9. Calgary</b>	\$1,614,830
<b>10. Timmins</b>	\$1,434,371

# Top Origin Countries (International)

Visitors from the United States accounted for the highest total estimated spending of \$15 million, which represents 62.8% of total international visitor spending in Sault Ste. Marie.

<b>International Visitor Origin</b>	<b>Total Estimated Spending (2023)</b>	<b>Average Spend per Transaction</b>
<b>United States</b>	\$15,282,121	\$75.61
<b>India</b>	\$2,199,393	\$106.06
<b>China</b>	\$926,828	\$315.25
<b>Nigeria</b>	\$620,457	\$408.20
<b>United Arab Emirates</b>	\$481,799	\$628.43
<b>United Kingdom</b>	\$376,831	\$84.11
<b>Mexico</b>	\$337,939	\$61.07
<b>Japan</b>	\$304,194	\$316.87
<b>Germany</b>	\$223,136	\$85.06
<b>Thailand</b>	\$200,580	\$626.81



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