

OPEN AGENDA
Tourism Sault Ste. Marie Board Meeting
May 13, 2025 at 12:00 noon
LIVE STREAM: www.youtube.com/c/SaultstemarieCa

1. Roll Call

2. Approval of Minutes

Approval of minutes from April 15, 2025

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 – 13:00

a. Municipal Accommodation Tax

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.

7. Tourism Development Fund

13:00 – 13:15

a. Northern Region Women in Corrections Networking Event

b. Giovanni's Italian Festival

8. Resolutions

13:15 – 13:30

a. Municipal Accommodation Tax

b. Northern Region Women in Corrections Networking Event

c. Giovanni's Italian Festival

9. Next Meeting

June 17, 2025

10. Adjournment

13:30



Tourism Sault Ste. Marie Board Minutes

Tuesday, April 15, 2025

12:00

OPEN

Committee Members Present

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

Staff Resources Present

NO	B. Lamming	YES	T. Anderson
YES	A. Kenopic	YES	T. Lucarelli (Scribe)
YES	R. Jones	YES	J. McClelland

Guests

None

1. Meeting Called to Order

12:03

2. Roll Call

3. Approval of Meeting Minutes from February 25, 2025

Moved by: K. Walker

Second by: M. Porco

All in favour, Carried.

4. Approval of Meeting Minutes from March 18, 2025

Moved by: K. Wyer

Second by: T. White

All in favour, Carried.

5. Declaration of Pecuniary Interests

- Nil

6. Tourism Overview and Update

12:04-12:07

- Introduction of Jeff McClelland the City's Area Coordinator Special Events & Sports Tourism.
- A floating pool is being considered as part of the Waterfront Design Plan. Staff is working on pricing and presentation to Council and the board in May.
- A resolution will be presented to Council increasing the Municipal Accommodation Tax (MAT) from 4% to 6% to help offset cost for Waterfront Development.
- Double Decker Bus is scheduled to launch in May.
- Staff attended Sports Congress in Calgary to meet with national and provincial sporting event planners.

G. Lacher joined the meeting

12:07

- 7. Financial Update** **12:07-12:11**
- a. Tourism Sault Ste. Marie Audit**
- Under the new legislation for non-for-profit the Tourism Sault Ste. Marie (TSSM) board does not qualify for an audit exemption.
 - The board will recommend to council that Joe Ruscio Professional Corporation (JRPC) be appointed as the auditor for the fiscal year. The resolution will include that the agreement is pending confirmation that JRPC does not have a pecuniary interest. In the event of a conflict, TSSM will award the service to the next lowest proposal.
- 8. New Business** **12:11-12:42**
- a. 2025 Marketing Update**
- R. Jones presented the marketing objectives for 2025.
- 9. Tourism Development Fund (TDF) Applications** **12:42-12:58**
- a. Salty Marie Trails Festival**
- A homegrown initiative and hosted by Red Pine Tours Canada the event appeals to competitive cyclists, recreational riders, and non-riders alike.
 - The event has demonstrated growth from its inception in 2023. Registration has increased.
 - New for 2025 is the addition of the 200km Ultra Distance.
 - This is the third year that the event has requested funding
 - Staff is recommending a contribution of \$10,000 from the Tourism Development Fund—Conferences and Special Events Stream to assist with the cost of the marketing for two consecutive years.
- b. 2025 Coppa Giovanni Soccer Tournament**
- The third annual Coppa Giovanni Soccer Tournament will be held from July 4 to 6, 2024, at the Strathclair Sports Complex in Sault Ste. Marie.
 - The soccer tournament has expanded divisions, including the addition of a women's division and future plans to include children's divisions.
 - This is the third year that the event has requested funding.
 - Staff is recommending a contribution of \$7,300 through the Tourism Development Fund-Conferences and Special Events Stream to offset the cost of marketing, official fees and venue rentals.
- c. International Karate Daigaku-Canadian Nationals**
- The tournament will see over 200 participants from across Canada ranging in age from 8-60+.
 - Participants will compete in sparring, katas, enbu, team bunkai and team kata categories.
 - Staff is recommending a contribution of \$5,000 through the Tourism Development Fund-Conferences and Special Events Stream to support marketing, official fees and venue rentals.
- 10. Resolutions** **12:58-13:03**
- a. Appointment of Tourism Sault Ste. Marie Auditor**
- Be it resolved that Tourism Sault Ste. Marie appoints Joe Ruscio Professional Corporation (JRPC) as the auditor for the fiscal year ending December 31, 2024, and further that the Board of Directors authorizes the Chair to execute the necessary agreement to engage their services. This agreement is pending confirmation that JRPC does not have a pecuniary interest. In the event of a conflict, Tourism Sault Ste. Marie will award the service to the next lowest proposal.
- Moved by: M. Porco
Second by: N. Brash
All in favour, Carried.

b. The Salty Marie Trails Festival-TDF

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

Moved by: L. Foster

Second by: K. Wyer

All in favour, Carried.

c. 2025 Coppa Giovanni Soccer Tournament-TDF

Be it resolved that the Tourism Sault Ste. Marie Board of Directors recommends a contribution of \$7,300 through the Tourism Development Fund- Conferences and Special Events Stream to support the 2025 Coppa Giovanni Soccer Tournament to be hosted July 4-6, 2025 and that a report be submitted to City Council for consideration and approval.

Moved by: M. Porco

Second by: T. White

All in favour, Carried.

c. International Karate Daigaku - Canadian Nationals-TDF

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 International Karate Daigaku Canadian Nationals to be hosted October 18-19, 2025 and that a report be submitted to City Council for consideration and approval.

Moved by: K. Walker

Second by: T. White

All in favour, Carried.

11. Next Meeting

Tuesday, May 13, 2025

12. Adjournment

Moved by: L. Foster

Seconded by: T. White

All in favour, Carried.

13:04

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 April

- Cavera digital marketing – pay per click, google search, paid social media ads for 'Jan – April' *
- Laird Signs billboards x 4 between Sudbury and SSM + one north of SSM.

Website (April)

- 34k users, (19k users in March)
- 58k page views (41k in March)
 - Agawa Train 17k
 - Home Page 6.5k (4.1k in March)
 - Summer in the Soo 5.4k
 - Fish 4.3k
- Canada 21k (62%), US 13k (38%)
- Within Canada: Ontario 18k (86%), Quebec 2.2k (10%),
- By City: (GTA around 29%) Toronto 4k (19%), SSM 1.3k (6%),
- Within US: Michigan 7k (54%), Wisconsin 1k (7%)

Primary drivers

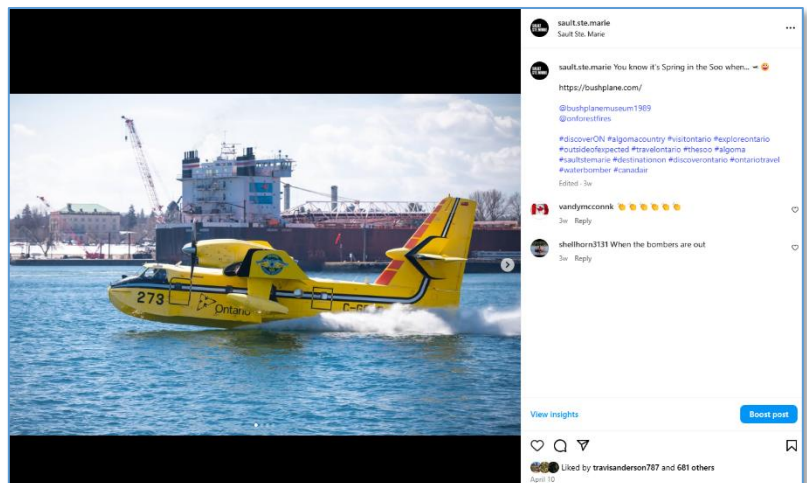
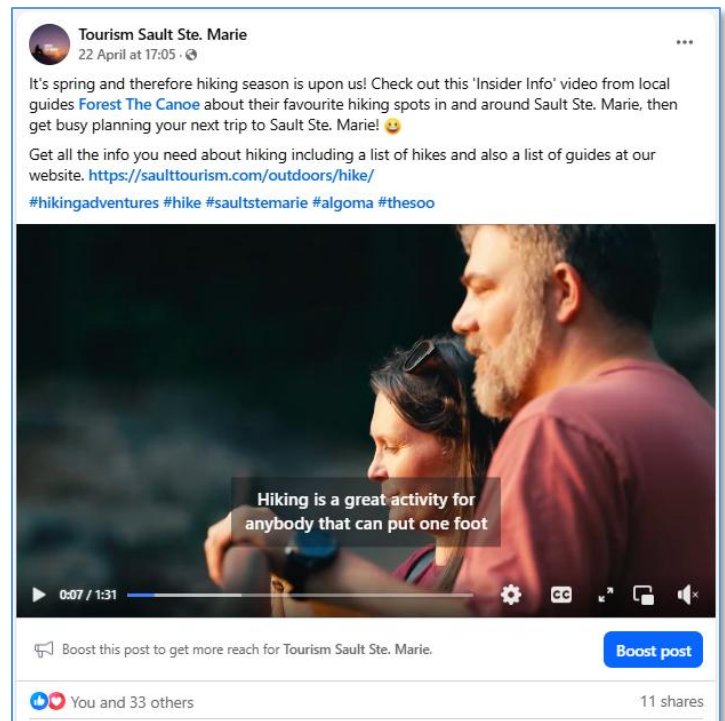
- **Paid Media:** 27k (10.9k in March)
- **Organic Search:** 6.5k (7.1k in March)
- **Referrals:** 2.2k (1.3k in March)
 - Agawa Train 313 (340 in March)
 - WelcometoSSM 238
 - Saultstemarie 185 (204 in March)
 - Northernontariotravel 147 (235 in March)
 - Destination Ontario 113 (169 in March)
- **Offsite clicks:** 12.1k (7.9k in March)
 - AgawaTrain 4.6k (776 in March)
 - SooLockTours 616 (205 in March)
 - Searchmont 168 (303 in March)
 - Entomica 161 (143 in March)

Instagram (April, 2024)

- 22,430 page followers (184 new followers in April)
- 43.5k accounted reached (51k in March)

Facebook (April, 2024)

- 34.4k followers (169 new followers in April)
- 904k accounts reached (872k in March)





PARTNERSHIPS

- A new agreement will be created to better streamline partnerships with event organizers
- Staff met with hotel operators to discuss upgrades and guest offerings
- Staff met with Hogan Homestead to discuss upcoming projects and sugar hunt programming

GROUP TOURS

- Staff created collateral for group tour operators highlighting the city's Step-On guides
- Staff has secured over 50 appointment requests for Rendez-Vous Canada

MEETINGS AND CONVENTIONS

- Staff is working with the Women in Corrections Regional Committee for a Tourism Development Fund (TDF) application
- Staff is connecting with local organizations to discuss the potential of becoming a conference host in Sault Ste. Marie

SPORTS TOURISM

- Staff is preparing for the 2028 Ontario Winter Game site visit
- Staff is assisting with: the Algoma District School Board (Northern Ontario Secondary School Athletics), Coppa Giovanni Soccer Tournament, and International Karate Daigaku (IKD) on upcoming events.

EVENTS

- Staff is working with summer event organizers to submit applications for the TDF
- Staff is assisting with: Queen Street Cruise, Community Strong Marathon Weekend, Warhammer tournament, Hope Air, Pride Cruise, Skeeter Slam OCup #4, 8 Epic Hours of Superior Single Track

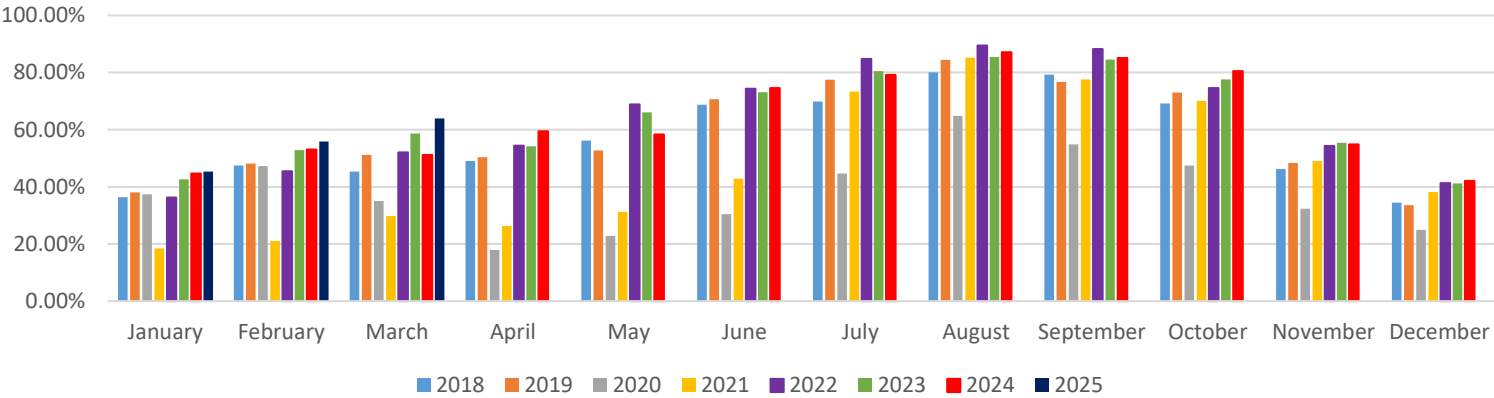
TOURISM DEVELOPMENT FUND APPLICATIONS

Three (3) Tourism Development applications were approved for recommendation at the April Tourism Sault Ste. Marie Board meeting.

1. The Salty Marie Trail Festival - \$10,000
2. 2025 Coppa Giovanni Soccer Tournament - \$7,300
3. International Karate Daigaku - Canadian Nationals - \$5,000



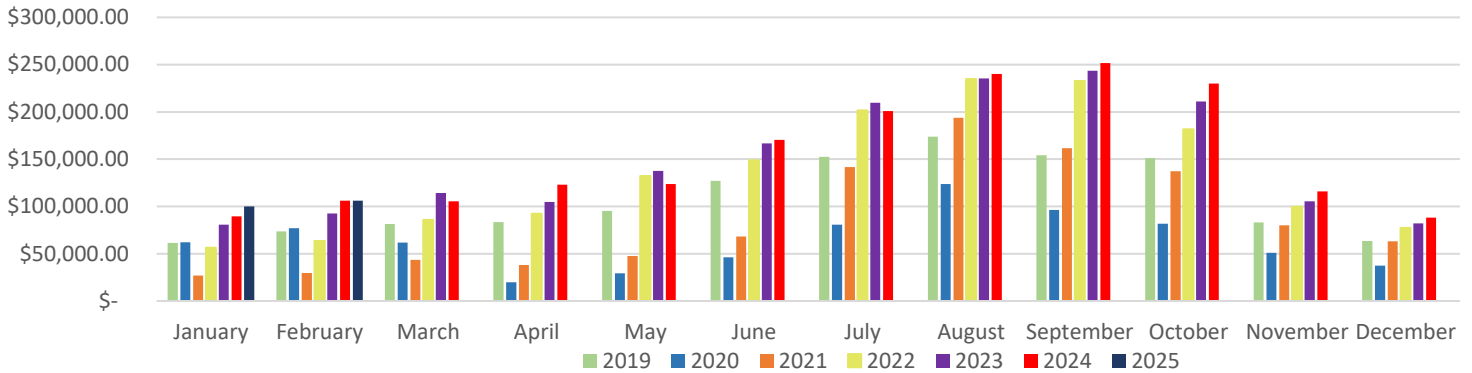
Occupancy Report Percentage



Year	2018	2019	2020	2021	2022	2023	2024
January	36.4%	38.0%	37.4%	18.5%	36.2%	42.6%	44.6%
February	47.5%	48.1%	47.2%	21.0%	45.4%	52.8%	53.1%
March	45.3%	51.2%	35.0%	29.8%	52.0%	58.7%	51.2%
April	49.0%	50.4%	17.9%	26.3%	54.4%	54.2%	59.4%
May	56.2%	52.7%	22.8%	31.2%	68.9%	66.0%	58.3%
June	68.7%	70.6%	30.4%	42.9%	74.3%	73.1%	74.6%
July	69.9%	77.5%	44.7%	73.3%	84.8%	80.5%	79.1%
August	80.1%	84.4%	64.8%	85.2%	89.4%	85.4%	87.1%
September	79.3%	76.7%	54.8%	77.6%	88.2%	84.5%	85.1%
October	69.2%	73.0%	47.4%	70.1%	74.6%	77.6%	80.5%
November	46.2%	48.3%	32.3%	49.0%	54.3%	55.4%	54.9%
December	34.5%	33.6%	24.9%	38.2%	41.3%	41.2%	42.1%
Year	2025						
January	45.3%						
February	55.9%						
March	63.6%						
April							
May							
June							
July							
August							
September							
October							
November							
December							



Municipal Accommodation Tax Collection



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



Income Statement @ April 2025

Revenue:	Jan-25	Feb-25	Mar-25	Apr-25	Total	Notes
5205 Ont Spec Grant Other	12,000.00			11,250.00	23,250.00	TC Trail Bursary
5206 Infrastructure Canada Grant			286,880.76		286,880.76	
5405 MAT Revenue			208,874.25		208,874.25	
5861 Advertising Revenue		33,750.00		110.80	33,860.80	
5847 Interest Revenue	2,480.88	1,970.11	1,178.65	1,440.92	7,070.56	
5852 Misc Income				66,727.58	66,727.58	City Contribution
5862 Merchandise Revenue		127.44	1,571.86		1,699.30	
5863 Ontario Cup Mountain Race				1,075.00	1,075.00	
			-		-	
Total	14,480.88	35,847.55	498,505.52	80,604.30	629,438.25	
Expenses:			-			
6111 Office Expense	158.91		252.28	189.68	600.87	
6170 Memberships and Subscriptions	19,840.65	509.25	5,000.00	32.20	25,382.10	
6182 Travel	2,233.87	6,014.88	1,371.08	12.88	9,632.71	
6184 Trade Shows/Conferences	(630.82)			5,000.00	4,369.18	
6185 Meal Allowances	243.60				243.60	
6186 Incidentals	87.00	120.00			207.00	
6462 Insurance		60.00	1,829.52	1,378.08	3,267.60	
6470 Postal Service	5.20	8.32			13.52	
6475 Bookkeeping Expenses	883.49	1,073.07	1,039.40		2,995.96	
6504 Consulting Fees		1,829.34			1,829.34	
6540 Advertising	13,016.42	9,715.70	14,200.02	106,370.75	143,302.89	
6544 Promotions	1,427.27	1,623.45	239.06	118.33	3,408.11	
6545 Meetings	105.17		127.84		233.01	
6632 General Development	66,747.26	7,756.53	5,521.82		80,025.61	
6633 Tours					-	
6634 Events	4,457.83	10,360.90	1,564.62	380.39	16,763.74	
6710 Interest & Penalty AR General		4.69			4.69	
6720 Bank Charges	112.98	50.00		173.47	336.45	
Total Expenses	#####	39,126.13	31,145.64	113,655.78	292,616.38	
Other Expense			-		-	
7700 Exchange Gain or Loss	-	132.00	(629.61)	31.21	(466.40)	
Net Income	(94,207.95)	(3,146.58)	466,730.27	(33,020.27)	336,355.47	

TOURISM DEVELOPMENT FUND APPLICATION SUMMARY

Name of the Event	Northern Region Women in Corrections Networking Event
Event Date	October 21, 2025
Venue	TBD (local hotel/Conference Centre)
Submitted by:	Charlotte Sinclair
Reviewed by:	Tara Lucarelli
Ask:	\$2,500
Recommendation:	\$2,500

Overview of the Event

The Northern Region Women in Corrections Networking Event is an annual tradition that was established over 10 years ago for women employed in the Ministry of the Solicitor General, Correctional Services Division. It is a pivotal gathering designed to foster professional growth and community among its participants. This event focuses on three core components: networking and mentoring, skills building, and wellness.

Attendees will have the opportunity to connect with peers and senior professionals, participate in workshops dedicated to enhancing professional skills, and engage in wellness activities to promote holistic well-being.

Previous TDF Application Summary

YEAR	AMOUNT Approved	Summary
N/A		

Attendance Projections

	Overall
Local	10
Regional	10
Ontario	100
Canada	0
USA	0

Economic Impact

100 x 2 days x \$175= \$35,000

Budget Summary

Revenue: \$0
There are no registration fees for this event

Expenses: \$10,000
Includes: AV, Speakers and supplies

Scoring Matrix

The Northern Region Women in Corrections Networking Event show scores 52 on the evaluation matrix placing it in the recommended range of \$1,000 – \$2,500

Staff Analysis

Participants will arrive on Monday, October 20, 2025. The event will take place on Tuesday, October 21, 2025. A budget of approximately \$10,000 annually to organize multiple events.

Finding a venue that can accommodate 120 people without a budget for the venue poses a challenge. Sault Ste. Marie was selected because of the potential of the city assisting with the cost of the venue. Without this support, the committee would have had to use a ministry building in Toronto, that was free of charge.

Draft Resolution

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 support the Northern Region Women in Corrections Networking Event to be hosted October 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:	Women in Corrections Annual Regional Conference
Event Date:	21-Oct-25
Contact Person:	Charlotte Sinclair
Internal Review	Tara Lucarelli
Board Review Date:	

OUT OF TOWN PARTICIPANTS (Total of all visitors attending SPECIFICALLY for the event)	
Number of <i>Participants</i>	120
Number of <i>Spectators</i>	
Total	120
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	20
	0

EVENT BUDGET	
Up to 10 points	10

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

SEASON (Peak, Shoulder, Low)	
Score between 2-15 points	10

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	3

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 points- Event aligns with adventure/ outdoor recreation strategy	
3 points- Event attracts international visitors (Including USA)	
2 points- Event generates earned media exposure outside of Sault Ste. Marie	
5 points- Event is annual and demonstrating growth	
10 points- Event is homegrown and occurs annually	
10 points- Event was secured through a competitive bid process	10
TOTAL POINTS	52

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%
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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		

TOURISM DEVELOPMENT FUND APPLICATION SUMMARY

Name of the Event	Giovanni's Italian Festival
Event Date	July 6, 2025
Venue	Roberta Bondar Pavilion
Submitted by:	Nick/ Tony Cavaliere
Reviewed by:	Alana Kenopic
Ask:	\$10,000
Recommendation:	\$10,000

Overview of the Event

The Giovanni's Italian Festival is a vibrant, homegrown celebration of Italian culture held annually at the Roberta Bondar Pavilion. Now in its seventh year, the festival has grown into a large-scale event that attracts both locals and visitors for a day of food, entertainment, and cultural pride. Centered at the Roberta Bondar Pavilion, it features live music, fireworks, vendors, a kids' fun zone, and prizes—all designed to create a welcoming, family-friendly atmosphere.

The festival showcases authentic Italian cuisine, including porchetta, pizza, sausages, desserts, local craft beer, and Ontario wines. It promotes local businesses and vendors, supports the regional economy, and fosters strong community engagement. An important partner event is the Coppa Soccer Tournament, which adds to the festival's appeal for families and helps draw even more visitors to the area.

With growing sponsorships, expanded food offerings, and strategic marketing, the festival continues to grow. The long-term vision is to build on its success and establish it as a signature annual event that celebrates Italian heritage and attracts people from across the region and beyond.

Previous TDF Applications

YEAR	AMOUNT Approved	Summary
2023	\$10,000 <ul style="list-style-type: none">- Sound rental- Inflatables- Event Insurance- Soccer balls- Venue Rental- Marketing	Funds were used for both Italian Festival and Soccer Tournament Combined.
2024	\$5000 <ul style="list-style-type: none">- Sound rental- Security	Funds were used solely for the Italian Festival, which noted 420 Ontario visitors and 23 USA visitors

		(including those attending for the soccer tournament and staying for the festival)
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Attendance Projections (excluding Soccer Tournament attendees)

Local	10,000
Regional	100
Ontario	100
Canada	0
USA	50

Economic Impact

150 people x 2 days x \$175= \$45,000

Budget Summary

Revenue: \$85,000 (includes food sales and sponsorship)

Expenses: \$114,000 (includes entertainment, fireworks, rentals, food costs, marketing)

Deficit can be reduced by adding additional sponsors, increasing food costs/sales or cutting expenditures (entertainment/fireworks etc.)

Scoring Matrix

Staff Analysis

The Italian Festival is a well-loved cultural event in Sault Ste. Marie that continues to demonstrate its value as both a community celebration and a growing tourism draw. Attendance tracking at the main entrance during last year's event confirmed that while the majority of attendees were local, the festival attracted visitors from across Ontario and the United States—most notably from Sault Ste. Marie, Michigan—as well as friends and family members returning home to take part in the festivities.

This festival celebrates the rich Italian heritage that plays a vital role in the fabric of our community. Large-scale events like the Italian Festival are widely recognized as an effective and accessible way to attract tourists, showcasing Sault Ste. Marie as a vibrant, welcoming city that embraces its cultural diversity. The festival's positive impact was

further highlighted by coverage from CTV Northern Ontario, which helped elevate the city's profile across the region.

In line with TDF guidelines allowing for-profit event support, it's worth noting that Giovanni's has reinvested profits from this event into infrastructure—such as a porchetta roaster and mobile trailer. These assets not only enhance the Italian Festival experience but also contribute to other local events, helping to build long-term capacity and sustainability for community festivals.

To support continued growth, staff recommend a funding allocation of \$10,000: \$7,500 to enhance marketing efforts in Ontario and Michigan and promote Sault Ste. Marie as a culturally dynamic destination, and \$2,500 to support entertainment costs for out-of-town performers who will help elevate the festival's profile and experience.

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 Giovanni's Italian Festival to be hosted July 6, 2025 and that a report be submitted to City Council for consideration and approval.

TOURISM DEVELOPMENT FUND ASSESSMENT- SPORTS AND SPECIAL EVENTS STREAM

Event Name:	Giovanni's Italian Festival
Event Date:	6-Jul-25
Contact Person:	Nick Cavaliere
Internal Review	9-Apr-25
Board Review Date:	15-Apr-25

Weight

OUT OF TOWN PARTICIPANTS (Total of all visitors attending SPECIFICALLY for the event)	
Number of <i>Participants</i>	150
Number of <i>Spectators</i>	
Total	
Score up to 10 points	Total 1

Evaluation Criteria

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

10.00%

VISITOR DAYS	
Number of Out of Town <i>Visitors</i>	150
Number of <i>Nights</i> they are Staying	2
Total Visitor Days (multiply together)	300
Score between 0-25 points	Total 3

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

25.00%

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

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%

EVENT BUDGET	
Up to 10 points	7

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%

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

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%

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

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%

PARTNERSHIP AND COLLABORATION	
Score between 1-5 points	2

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%

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

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%

MEASUREMENT AND EVALUATION	
Score between 1-5 points	3
Total	42

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%

ALIGNMENT WITH TSSM STRATEGIC PLAN (score all that apply)	
5 points- Event aligns with improvements/ activation of downtown/waterfront strategy	5
5 points- Event aligns with adventure/ outdoor recreation strategy	
3 points- Event attracts international visitors (Including USA)	3
2 points- Event generates earned media exposure outside of Sault Ste. Marie	2
5 points- Event is annual and demonstrating growth	5
10 points- Event is homegrown and occurs annually	10
10 points- Event was secured through a competitive bid process	10
TOTAL POINTS	0

Total Top Section	53
Total Bottom Section	25
Recommendation Range	\$5,000-\$10,000
Recommendation	

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