

OPEN AGENDA

Tourism Sault Ste. Marie Board Meeting

December 17, 2024 at 15:00

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

1. Roll Call

2. Approval of Minutes

Approval of minutes from the November 26, 2024 meeting.

3. Declaration of Pecuniary Interests

4. 2025 Board Meeting Dates

5. Tourism Overview & Update

15:10 – 15:20

6. Financial Update

15:20 – 15:30

7. New Business

15:30 – 15:45

8. Tourism Funding

15:45 – 16:00

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

9. Resolutions

None

10. Next Meeting

January 21, 2025

11. Adjournment

16:15



Tourism Sault Ste. Marie Board Minutes

Tuesday, November 26, 2024

12:00

OPEN

Committee Members Present

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

Staff Resources Present

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

Guests

None

- 1. Meeting Called to Order** **12:05**
- 2. Roll Call**
- 3. Approval of Meeting Minutes from October 22, 2024**
Mover: D. Marini
Seconder: M. Porco
All in favour, Carried.
- 4. Declaration of Pecuniary Interests**
 - K. Wyer has declared a conflict with 8.c. Indigenous Land Symposium
- 5. Introduction of Deputy Chief Administrator Officer (CAO) – Brent Lamming** **12:52 – 13:14**
 - B. Lamming is the City of Sault Ste. Marie's new Deputy CAO of Community Development and Enterprise Services
- 6. Tourism Overview and Update** **12:07-12:17**
 - The tourism by-law was approved by City council.
 - Applications to become a member of the TSSM Board of Directors closes December 6th.
 - The City of Sault Ste. Marie has officially endorsed the Ontario Winter Games bid with a resolution and financial support of \$150,000 from the City share of Tourism MAT funds.
 - The trail to the Wishart Bridge has been completed by PreCambrian Natural Trail Surface.
 - Sinister Sports has announced that Sault Ste. Marie will host a 200-mile running race in July 2025.
 - A waterfront design presentation is scheduled to go to Council in Q1 2025.
 - Staff shared a video that was created in partnership with Destination Ontario, Destination Northern Ontario and Global TV
- 7. Financial Update** **12:17-12:19**
 - The financial update from Priddle-Luck was distributed to the board.
 - A request for quote (RFQ) for the 2024 tourism financial audit has been distributed.

L. Foster joined the meeting

12:19

8. 2025 Budget

12:19-12:52

- T. Anderson presented the 2025 tourism budget.

B. Lamming joined the meeting

12:28

9. Tourism Development Fund (TDF) Applications

13:14 –13:25

a. Searchmont Ski Runners

- The Searchmont Ski Runners (SSR) host three major alpine races during the 2025 season. The Mealey Classic in January, followed by the U16 OCUP Provincials and the Honda Cup both in March.
- The SSR are working on developing their portfolio of events to key destination drivers during winter months.
- Staff are recommending that the Tourism Sault Ste. Marie Board of Directors consider a funding recommendation of up to a maximum of \$6,000 to assist with Alpine Ontario Fee Northern Ontario Division Fees and costs associated with timing the athletes in association with the U16 Provincial Championships.

b. Ringette Ontario

13:25–13:33

- Alana K. noted she has a conflict as she is an Executive Member of the Sault Ringette Club Board. Josh Ingram presented this project to the Board.
- The 2025 Ringette Ontario A Provincial Championships is a sanctioned event under the Provincial Sports Body Ringette Ontario which welcomes 26 youth athlete teams to compete in divisions U14, U16A, U19A and 18+A divisions. An estimated 1,000 athletes will participate from the greater Ontario region.
- Staff is recommending a contribution of \$20,000 through the Tourism Development Fund-Conferences and Special Events Stream to assist with ice and official fees.

c. Indigenous Land Symposium

13:33-13:40

- The Indigenous Land Symposium is led by Wahkohtowin Development. The event is a 5-day symposium at brings together Indigenous and Non-Indigenous partners for innovation, collaboration, and the culture within sustainable forestry.
- It has outgrown the capacity of the previous venues and organizers are looking to move the event to a larger venue in Sault Ste. Marie. The committee has a strong marketing plan that involves partnerships with National Broadcasting stations and digital media exposure to the United States.
- Staff is recommending a contribution of \$5,000 through the Tourism Development Fund-Conferences and Special Events Stream to assist with venue and marketing fees.

10. Resolutions

13:47-13:53

a. 2025 Budget Approval

Be it resolved that the Tourism Sault Ste. Marie Board of Directors approve the 2025 budget as presented.

Moved by: D. Marini

Second by: K. Wyer

All in favour, Carried.

b. Searchmont Ski Runners -TDF

Be it resolved that the Tourism Sault Ste. Marie Board of Directors recommend a contribution of \$6,000 through the Tourism Development Fund- Conferences and Special Events Stream to support the Searchmont Ski Runners (multi-event) and a report be submitted to City Council for consideration and approval.

Moved by: T. White

Second by: R. Walker

All in favour, Carried.

c. Ringette Ontario - TDF

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 Ringette Ontario Provincial A Championships March 13-16, 2025 and a report be submitted to City Council for consideration and approval.

Moved by: K. Wyer

Second by: L. Foster

All in favour, Carried.

d. Indigenous Land Symposium - 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 Indigenous Land Symposium February 3-7, 2025 and a report be submitted to City Council for consideration and approval.

Moved by: L. Foster

Second by: D. Marini

All in favour, Carried.

10. Next Meeting

Tuesday, December 17th, 2024 - 3:00pm at the Delta Waterfront.

11. Adjournment

13:56

Moved by: L. Foster

Seconded by: T. White

All in favour, Carried.



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/experience-winter-in-sault-ste-marie/>

Active Marketing Campaigns during October

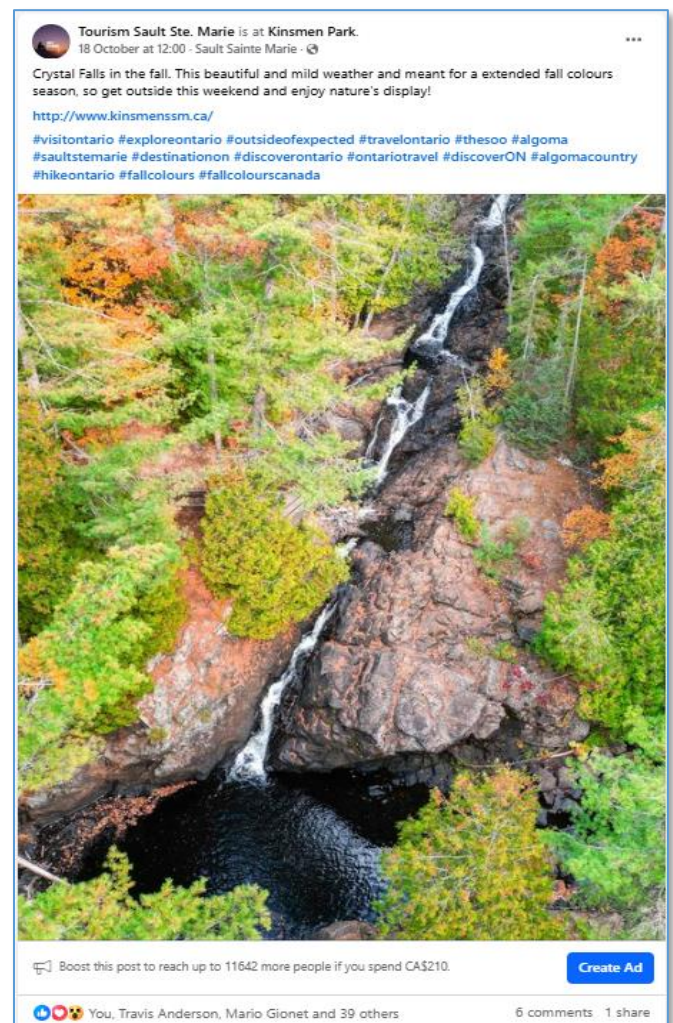
- Cavera digital marketing – pay per click, google search, paid social media ads for ‘Sept & Oct’ ‘Events’ & ‘Train’
- Laird Signs billboards x 4 between Sudbury and SSM + one north of SSM.
- Global News & Destination Ontario travel feature
 - <https://globalnews.ca/video/10818123/local-escapes-spotlighting-sault-ste-marie>
- Singletracks.com
 - <https://www.singletracks.com/mtb-trails/sault-ste-marie-is-ontarios-bc-heres-how-to-ride-these-under-the-radar-trails-like-a-local/>

Website (October)

- 40k users, (69k users in September)
- 73k page views (128k in September)
- Canada 31k (78%), US 7k (18%)
- Within Canada: Ontario 27k (87%), Quebec 3.3k (11%),
- By City: (GTA around 38%) Toronto 9k (29%), SSM 2.5k (8%), Ottawa 1.2k (4%),
- Within US: Michigan 3k (43%), Illinois 500 (7%)

Primary drivers

- **Paid Media:** 31k (62k in September)
- **Organic Search:** 9.5k (14k in September)
- **Organic Social media:** 569 (2.7k in September)
- **Referrals:** 1.5k (2.2k in September)
 - Destination Ontario 255 (440 in September)
 - Northernontariotravel 217 (357 in September)
 - Agawa Train 197 (939 in September)
 - Searchmont 117 (97 in September)
 - Saultstемarie 97 (477 in September)
 - WelcometoSSM 53 (53 in September)
- **Offsite clicks:** 17.6k (34k in September)
 - AgawaTrain 7k (17k in September)
 - Saultlocktours 557 (1.5k in September)
 - Northernontariotravel 475 (1.3k in September)
 - Machine Shop 162 (413 in September)
 - Kinsmen Park 121 (233 in September)
 - Delta 91 (222 in September)



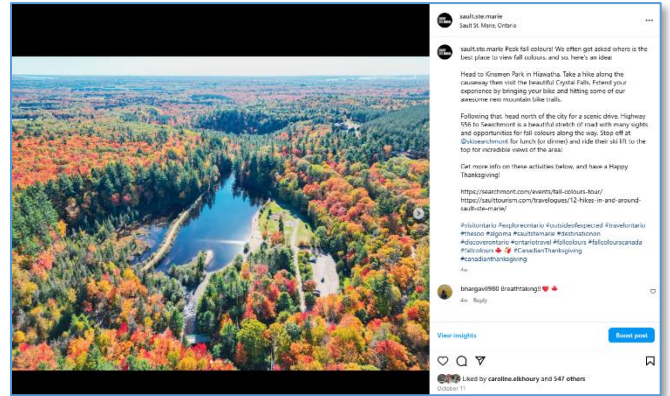


Instagram (October 2024)

- 21,377 page followers (264 new followers in October)
- 34k accounted reached (35k in September)

Facebook (October 2024)

- 34.1k followers (86 new followers in October)
- 608k accounts reached (706k in September)



GROUP TOURS

- Staff corresponded with partners to receive information on seasonal updates, new products, pricing changes and group tour booking statistics.
- Currently developing a new group tour itinerary for students.
- Staff scheduled appointments with tour operators for the Ontario Motorcoach Association (OMCA) Marketplace.

MEETINGS AND CONVENTIONS

- Staff is working on a bid to host a municipal conference for 2027 or 2028 that could see up to 300 delegates over three nights.
- Staff is assisting the Eagle Wings Motorcycle Association with a points of interest touring routes, logistics and programming for 2025 International Ride-In on June 20-21, 2025.

SPORTS TOURISM

- Staff finalized the agenda and coordinated with CAO offices regarding media releases and social media campaigns for the Coach Association of Ontario super clinic weekend scheduled February 2025.
- A sports mixer has been booked for November 19, 7-9pm at the Memorial Gardens Bumbacco Room.
- Staff is working with Ringette Ontario and the Sault Ringette Club to coordinate logistics around the Provincial A Championships for March of 2025.
- The 'Frozen Toe' Fat Bike Race registration and website are now live. The website and printed materials feature the Bon Soo Winter Carnival branding and links to their website.

EVENTS

- Staff met with Hope Air to explore Sault Ste. Marie hosting Hope Air Day 2025.
- Staff joined the Gathering at the Rapids committee.
- Working with Fall Classic Curling to coordinate postal code tracking and Bon Soo partnership.
- Preliminary discussion is underway for the Parade of Paddles.

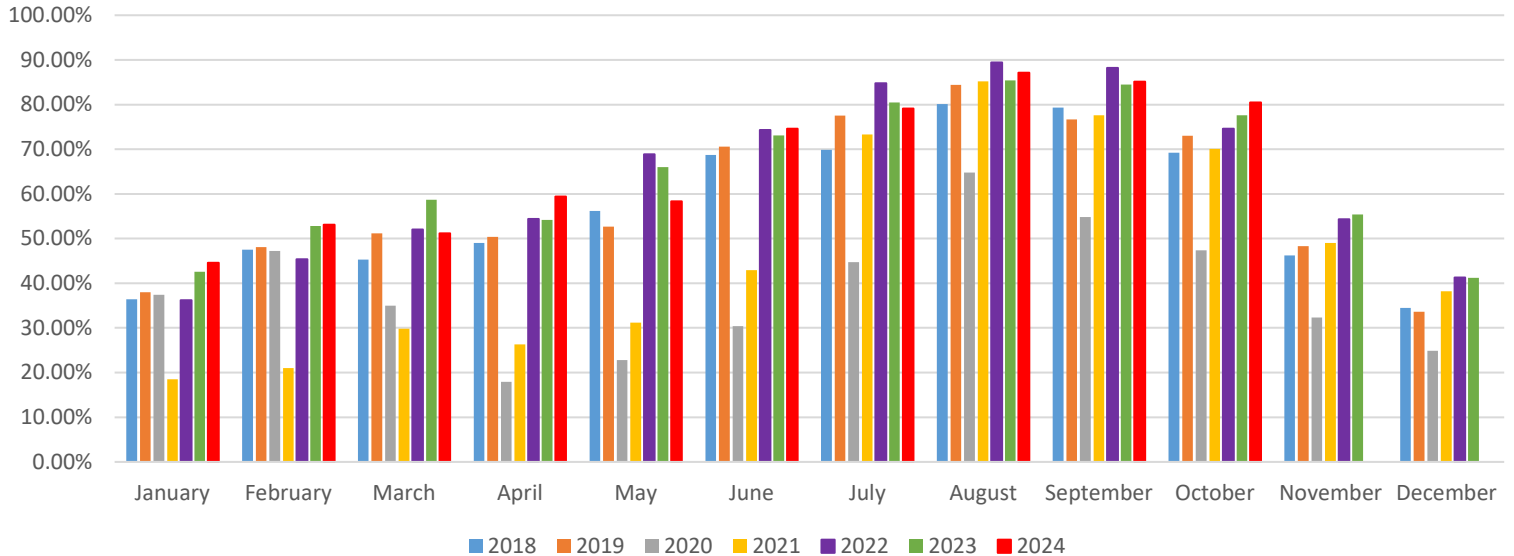
TOURISM DEVELOPMENT FUND APPLICATIONS

There were three (3) Tourism Development applications that were approved for recommendation at the Tourism Sault Ste. Marie Board meeting for October.

- Gathering at the Rapids - \$20,000
- Docs on Ice - \$15,000
- Skate Ontario Provincial Series - \$2,000



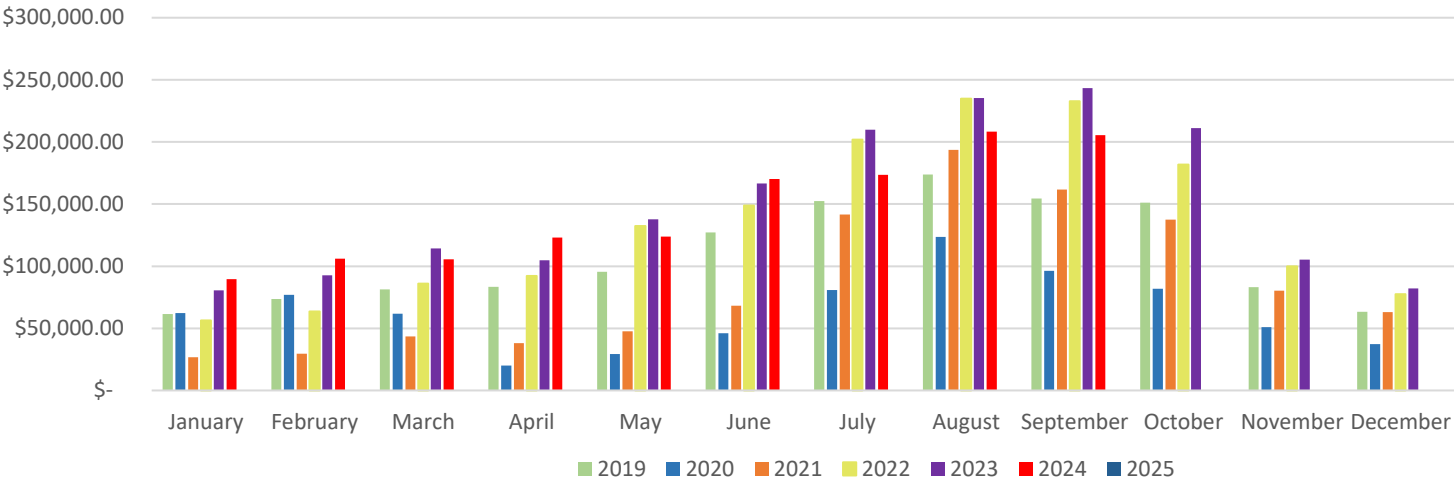
Occupancy Report Percentage



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%	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%	
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	\$170,184.73
July	\$152,541.57	\$ 80,779.28	\$141,698.08	\$201,761.44	\$209,842.90	\$173,461.22
August	\$173,804.29	\$123,601.95	\$193,741.49	\$234,917.71	\$235,394.73	\$208,285.15
September	\$154,367.41	\$ 96,304.68	\$161,796.26	\$232,840.92	\$243,431.26	\$205,454.14
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	
Total	\$1,300,786.15	\$769,191.54	\$1,031,541.41	\$1,607,889.35	\$1,785,365.26	\$1,305,477.34



2025 Meeting Schedule

January 21, 2025	Board Package distributed Jan 11
February 11, 2025	Board Package distributed Feb 8
March 18, 2025	Board Package distributed March 14
April 15, 2025	Board Package distributed April 11
May 13, 2025	Board Package distributed May 21
June 17, 2025	Board Package distributed June 13
July 22, 2025	Board Package distributed July 11
August 19, 2025	Board Package distributed Aug 15
September 16, 2025	Board Package distributed Sept 12
October 21, 2025	Board Package distributed October 17
November 25, 2025	Board Package distributed Nov 21
December 16, 2025	Board package distributed Dec 12



Income Statement @ August 2024 YTD Comparison

Revenue:	January	February	March	April	May	June	July	August	September	October	November	YTD
5405 MAT Revenue			189,661.50			215,278.50			215,278.50			620,218.50
5861 Advertising Revenue			34,200.00							1,061.95	1,956.20	37,218.15
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	2,654.99	3,191.96	50,768.20
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	7,808.53	-	300,555.11
Total	3,295.61	4,281.16	228,009.28	6,413.17	4,935.54	223,713.61	11,781.05	193,082.68	322,240.71	11,525.47	5,148.16	1,014,426.44
Expenses:												
6111 Office Expense	146.38		232.80	166.40	126.55	116.40	152.67	152.67	109.75	646.47	122.64	1,972.73
6170 Memberships and Subscriptions	25,009.90	524.82	41.88	603.55	36.27	36.27	492.20	8,099.89		36.27	72.64	34,953.69
6182 Travel	6,370.92	1,886.73			2,556.19	487.48	701.25	1,479.41		1,839.98	4,294.73	19,616.69
6184 Trade Shows/Conferences	5,244.67	20.79		5,250.00			4,605.87	5,555.05		1,499.53	204.20	22,380.11
6462 Insurance			1,682.83	1,338.12								3,020.95
6470 Postal Service			78.97		87.69	58.75	141.29	279.83	126.19	180.96		953.68
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	11,222.43	34,137.72	349,683.57
6544 Promotions	5,967.24	1,444.76	364.82	42,775.76	16,398.61	3,085.84	27,685.31	675.60	879.60	2,739.66	324.82	102,342.02
6545 Meetings	102.09	92.68	91.98	100.68	127.60	124.86		97.88		221.35	140.40	1,099.52
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	42,443.42		648,664.60
6633 Tours		182.13			1,769.41	3,105.07		1,922.78	5,246.14	10,308.98		22,534.51
6634 Events		1,128.06	66.79		3,353.00	4,863.99	21,775.46	2,415.55	3,233.47	2,493.10	4,203.66	43,533.08
6710 Interest & Penalty								103.83		164.81		268.64
6720 Bank Charges	310.33	95.10	1,004.78	117.28	143.33	79.45	93.84	118.98	136.79		57.80	2,157.68
Total Expenses	73,083.74	173,764.58	14,462.54	63,519.34	243,022.43	29,422.34	401,502.68	38,562.31	110,674.65	73,796.96	43,558.61	1,265,370.18
Other Income												
5205 Ont Spec Grant Other				30,000.00	-	-	-			15,000.00		45,000.00
Other Expense												
7700 Exchange Gain or Loss				179.73	-	-	68.20	233.50	(197.50)		73.57	357.50
Net Income	(69,788.13)	(169,483.42)	213,546.74	(27,285.90)	(238,086.89)	194,291.27	(389,789.83)	154,286.87	211,763.56	(47,271.49)	(38,484.02)	(206,301.24)