

OPEN AGENDA

Tourism Sault Ste. Marie Board Meeting

June 17, 2025 at 12:00 noon

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

1. Roll Call

2. Approval of Minutes

Approval of minutes from May 12, 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. Waterfront Design Plan Presentation- O2

7. Tourism Development Fund

13:00 – 13:15

a. 8 Hours of Epic Singletrack

b. SSM Pride Cruise and Drag Show

8. Resolutions

13:15 – 13:30

a. 8 Hours of Epic Singletrack

b. SSM Pride Cruise and Drag Show

9. Next Meeting

July 22, 2025

10. Adjournment

13:30



Tourism Sault Ste. Marie Board Minutes

Tuesday, May 13, 2025

12:00

OPEN

Committee Members Present

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

Staff Resources Present

NO	B. Lamming	YES	T. Anderson
YES	A. Kenopic	YES	T. Lucarelli (Scribe)

Guests

None

1. Meeting Called to Order

12:06

2. Roll Call

3. Approval of Meeting Minutes from April 15, 2025

Moved by: N. Brash

Second by: K. Wyer

All in favour, Carried.

4. Declaration of Pecuniary Interests

- Nil

5. Tourism Overview and Update

12:07-12:12

- Municipal Accommodation Tax (MAT) collection showed March occupancy rates above last year
- Sault Ste. Marie Ontario has been shortlisted for hosting the 2028 Ontario Winter Games. City staff will be touring Ministry delegates on May 21st, 2025 by visiting city facilities and meeting with key stakeholders.

6. Financial Update

12:12-12:18

- R. Walker presented a financial update

7. New Business

12:18-13:08

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.

Mover: L. Foster

Seconder: R. Walker

All in favour Carried.

Return to Open

8. Tourism Development Fund (TDF) Applications

13:08-13:24

a) Northern Region Women in Corrections Networking Event

- The Northern Region Women in Corrections Networking Event is a event established over 10 years ago for women employed in the Ministry of the Solicitor General, Correctional Services Division.
- The ministry has cut the budget for the venue, forcing the attendees from Northern Ontario to use a ministry building in Toronto that was free of charge.
- Sault Ste. Marie was selected because the city could potentially assist with the cost of the venue.
- Staff is recommending a contribution of \$2,500 through the Tourism Development Fund- Conferences and Special Events Stream to offset the cost of the venue to keep the event in Northern Ontario.

b) Giovanni Italian Festival

- The Giovanni's Italian Festival is a homegrown celebration of Italian culture held 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.
- 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.
- Staff is recommending a contribution of \$10,000 through the Tourism Development Fund- Conferences and Special Events Stream to offset the cost of marketing, rentals and entertainment.

c) Resolutions

12:58-13:03

a. Municipal Accommodation Tax

Be it resolved that Tourism Sault Ste. Marie supports an increase to the Municipal Accommodation Tax from four percent (4%) to six percent (6%), with the additional two percent (2%) to be specifically allocated toward the implementation of the Waterfront Development Plan.

Moved by: K. Wyer

Second by: N. Brash

All in favour, Carried.

b. Northern Region Women in Corrections Networking Event -TDF

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.

Moved by: L. Foster

Second by: R. Walker

All in favour, Carried.

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

Moved by: L. Foster

Second by: R. Walker

Apposed: K. Wyer

Carried.

d) Next Meeting

Tuesday, June 17, 2025

e) Adjournment

Moved by: L. Foster

Seconded by: K. Wyer

All in favour, Carried.

13:31

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 May

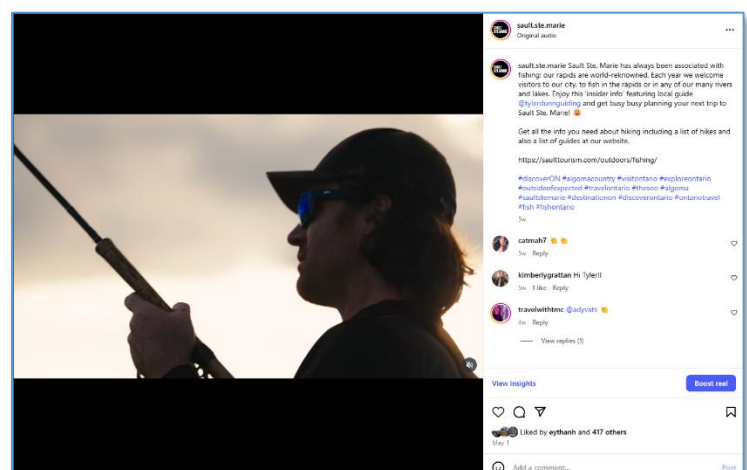
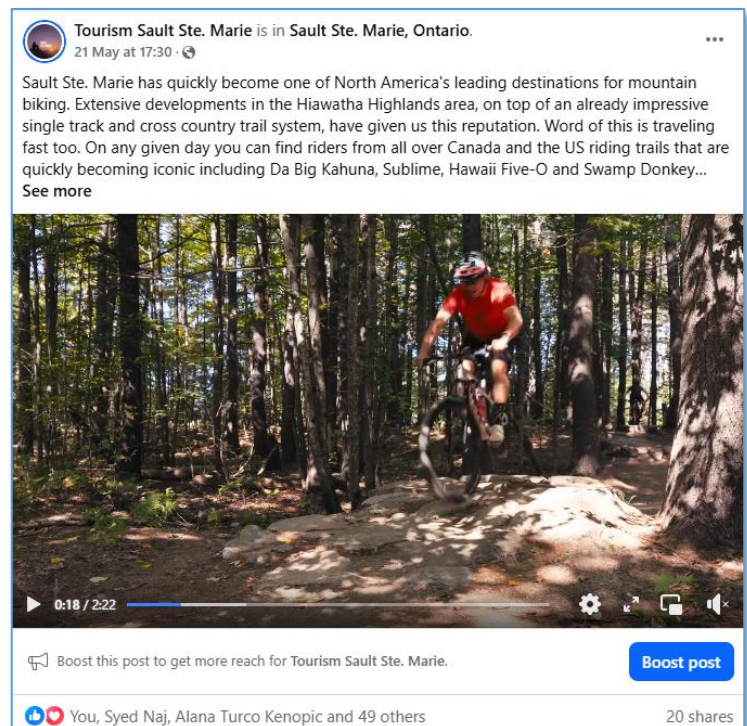
- Cavera digital marketing – pay per click, google search, paid social media ads for ‘Jan – May’, Train ads, Event marketing and SEO marketing.
- Laird Signs billboards x 4 between Sudbury and SSM + one north of SSM.
- Village Media summer spotlight
 - <https://www.torontotoday.ca/spotlight/ontarios-best-kept-summer-secret-why-more-people-are-escaping-here-in-2025-10710369>
- Canada Travel Magazine – a one page feature for the train, boat, Hiawatha and Lake Superior coast
- Blue Mountain Magazine – a one page feature for the trails, Hiawatha, micro-breweries and Lake Superior Coast
- MyNorth Vacation Guide – a two page feature about reasons to visit SSM
- ‘Canada Calling’ print flyer marketing in Mackinaw City / St. Ignace.

Website (May)

- 68k users, (34k users in April)
- 108k page views (58k in April)
 - Home Page 27k (6.5k in April)
 - Agawa Train 24k (17k in April)
 - Summer in the Soo 8.4k (5.4k in April)
 - Outdoor Adventure 5.9k
 - Fish 5.9k (4.3k in April)
- Canada 33k (49%), US 33k (49%)
- Within Canada: Ontario 29k (88%), Quebec 3k (9%)
- By City: (GTA around 30%) Toronto 7.5k (23%), SSM 1.9k (6%),
- Within US: Michigan 23k (70%), Ohio 1.3k (4%)

Primary drivers

- **Paid Media:** 55.6k (27k in April)
- **Organic Search:** 9.6k (6.5k in April)
- **Referrals:** 3.1k (2.2k in April)
 - Agawa Train 286 (313 in April)
 - Saultstemarie 217 (185 in April)
 - Northernontariotravel 216 (147 in April)
 - WelcometoSSM 211 (238 in April)
 - Destination Ontario 158 (113 in April)
 - Chatgtp 24 (*including for future reference*)
- **Offsite clicks:** 20.8k (12.1k in April)
 - AgawaTrain 8.6k (4.6 in April)
 - SooLockTours 1.6k (616 in April)
 - Entomica 271 (161 in April)
 - Machine Shop 192
 - Campbell Amusements 184
 - Delta 140





Instagram (May, 2025)

- 22,650 page followers (231 new followers in May)
- 87k accounted reached (43.5k in April)

Facebook (May, 2025)

- 34.5k followers (187 new followers in May)
- 993k accounts reached (904k in April)

PARTNERSHIPS

- The 2025 Visitor Guides were delivered to local attractions and accommodation

GROUP TOURS

- Staff attended Destination Ontario Webinar to discuss Market Trends for Key Markets
- Staff created collateral for Rendez-vous Canada, including a "What's New in the Soo" one pager, and a Winter Group Itinerary
- Staff member attended Rendez-vous Canada in Winnipeg, Manitoba and met with 46 Travel Agencies and Tour Operators

MEETINGS AND CONVENTIONS

- Staff worked with the Economic Development Corporation and submitted a bid to host the Economic Development Corporation of Ontario (EDCO) Regional Seminar for 2026

SPORTS TOURISM

- Staff hosted a site visit for the Ontario Winter Games Bid Selection Committee
- Planning annual Sport Mixer for local sport organization
- Began outreach to winter sport organizations to explore opportunities for supporting tournaments/events in the 2025/26 season

EVENTS

- Staff is working with Queen Street Cruise in creating a vendor and site map and coordinating with Habitat for Humanity: Touch-a-truck
- Staff is assisting with: Community Strong Marathon Weekend, Skeeter Slam OCup #4 by creating vendor agreements and sourcing volunteers

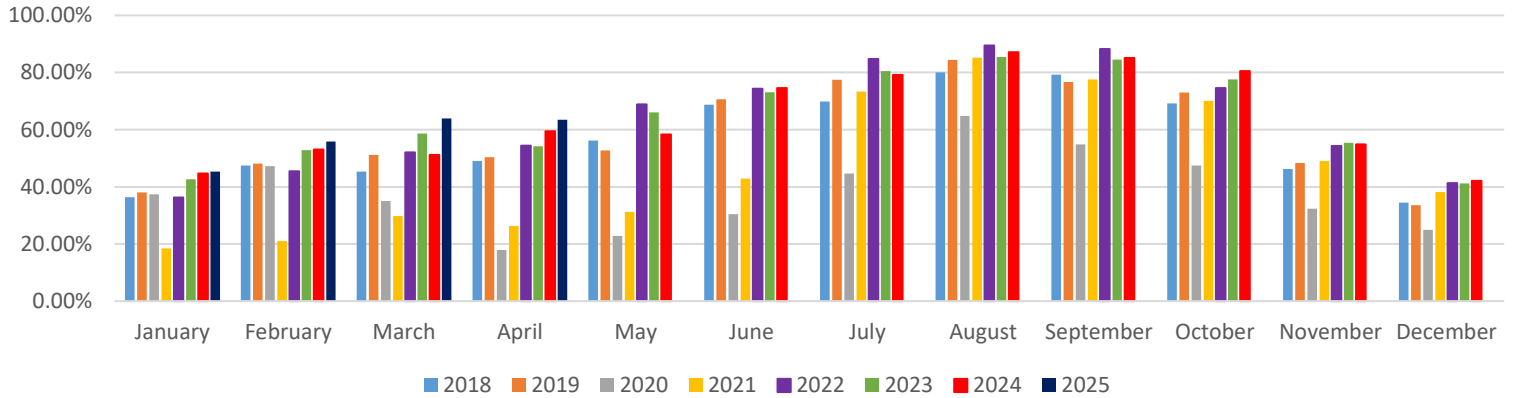
TOURISM DEVELOPMENT FUND APPLICATIONS

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

1. Northern Region Women in Corrections Networking Event - \$2,500
2. 2025 Giovanni Italian Festival - \$10,000



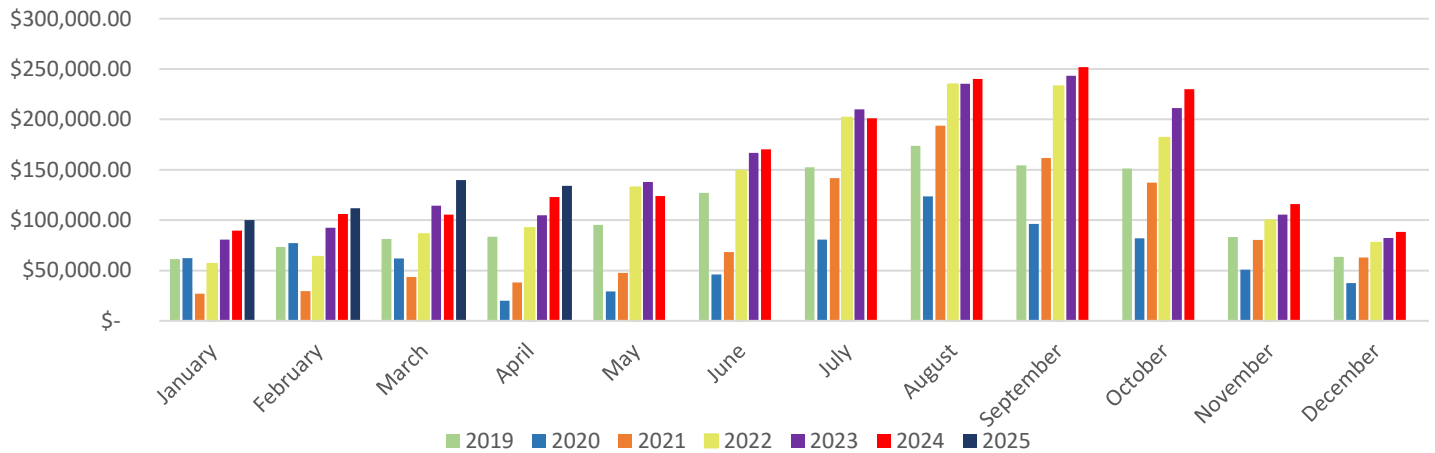
Occupancy Report Percentage



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	63.5%						
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	\$100,063.42					
February	\$111,783.87					
March	\$139,717.45					
April	\$134,166.59					
May						
June						
July						
August						
September						
October						
November						
December						
Total	\$485,731.33					

TOURISM DEVELOPMENT FUND APPLICATION SUMMARY

Name of the Event	8 Hours of Epic Superior Singletrack
Event Date	August 23 2025
Venue	Hiawatha Highlands
Submitted by:	Sean Ruppel, Superfly Racing
Reviewed by:	Stephanie Sears – April 23 2025
Ask:	\$5000
Recommendation:	\$2500

Overview of the Event

On August 23, organizers are bringing back a classic endurance mountain biking event with a fresh new name and broader reach. The Epic 8 is part of a long-running series of 8-hour relay races that have taken place across Ontario since 2000. This reboot brings the format north, rekindling the spirit of the 8 Hours of Superior Singletrack, which was last held in 2006 at Kinsmen Park by Algoma Bicycle Co.

The event is being supported by Superfly Racing, a longtime sponsor of the Epic 8 series and host of Crank the Shield (bi annual event) which is lending both equipment and expertise to ensure a high-quality experience.

With Superfly's strong connections in Southern Ontario, organizers are confident they'll attract over 200 participants.

The full-day event will feature relay racing, a kids' event, a BBQ, a lively atmosphere for riders and spectators, and an after-party to celebrate the day.

Previous TDF Applications

YEAR	AMOUNT Approved	Summary
Crank the Shield: 2018, 2019, 2022, 2024	\$5500 each year	Received funding for Crank the Shield (same applicant, different event)

Attendance Projections

Local	224
Regional	
Ontario	110
Canada	
USA	20

Economic Impact

Number of People: 130
Number of days: 2
 $130 \times 2 \times \$175 = \$45,500$

Budget Summary

Revenue: \$21,600 (registration fees)

Expenses: \$22,000 (includes \$4,000 marketing, venue rentals, BBQ, insurance, staffing)

Scoring Matrix

total points from above:	35
total points from below:	15
total:	50

Recommendation Range:

\$ 1000-\$2500

Recommended:

\$2,500

Staff Analysis

This event is a modern reinvention of a race that took place over 20 years ago under the same name. It is being led by Sean Ruppel of Superfly Racing, a well-known figure in the cycling and mountain biking community. His established reputation and brand recognition are likely to support strong marketing efforts and help drive registration numbers.

Importantly, the event makes use of the mountain biking trails that have been prioritized, developed, and promoted through investments by the tourism sector. This reinforces the value of those investments by attracting new and returning riders to the area.

The addition of this event contributes to a busy race calendar at Hiawatha—with one mountain bike race per month from June through August

The organizer brings genuine passion for the sport and the event itself. Although this race may not currently distinguish itself from other similar events, its revival presents an opportunity for future growth. There is also potential for co-marketing among all local mountain biking races, which could benefit the broader cycling community and enhance regional appeal.

Draft Resolution

Be it resolved that the Tourism Sault Ste. Marie Board of Directors recommend a contribution of \$2500.00 through the Tourism Development Fund - Conferences and Special Events Stream to support the 8 Hours of Epic Superior Singletrack to be hosted **August 23 2025** and that a report be submitted to City Council for consideration and approval.



Income Statement @ May 2025

Revenue:	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Total	Notes
5205 Ont Spec Grant Other	12,000.00			11,250.00	397,154.56	420,404.56	TC Trail Bursary
5206 Infrastruture 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	1,875.70	8,946.26	
5852 Misc Income				66,727.58	88,341.16	155,068.74	City Contribution
5862 Merchandise Revenue		127.44	1,571.86			1,699.30	
5863 Ontario Cup Mountain Race				1,075.00	1,635.00	2,710.00	
			-			-	
Total	14,480.88	35,847.55	498,505.52	80,604.30	489,006.42	1,118,444.67	
Expenses:			-				
6111 Office Expense	158.91		252.28	189.68	327.15	928.02	
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	734.00	10,366.71	
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	1,000.00		3,995.96	
6504 Consulting Fees		1,829.34				1,829.34	
6540 Advertising	14,762.61	9,715.70	14,956.70	106,370.75	1,559.10	147,364.86	
6544 Promotions	1,427.27	1,623.45	239.06	118.33	9,356.52	12,764.63	
6545 Meetings	105.17		127.84			233.01	
6632 General Development	66,747.26	7,756.53	5,521.82	385,805.68	6,257.58	472,088.87	
6633 Tours						-	
6634 Events	4,457.83	10,360.90	1,564.62	380.39	7,086.10	23,849.84	
6710 Interest & Penalty AR General		4.69				4.69	
6720 Bank Charges	112.98	97.20	69.52	222.11	100.00	601.81	
Total Expenses	110,435.02	39,173.33	31,971.84	500,510.10	25,420.45	707,510.74	
Other Expense			-			-	
7700 Exchange Gain or Loss	-	132.00	(629.61)	(23.54)	-	(521.15)	
Net Income	(95,954.14)	(3,193.78)	465,904.07	(419,929.34)	463,585.97	410,412.78	

TOURISM DEVELOPMENT FUND ASSESSMENT- SPORTS AND SPECIAL EVENTS STREAM

Event Name:	8 Hours of Epic Superior Singletrack
Event Date:	August 23 2025
Contact Person:	Sean Ruppel
Internal Review	Stephanie Sears - April 23 2025
Board Review Date:	17-Jun-25

OUT OF TOWN PARTICIPANTS (Total of all visitors attending SPECIFICALLY for the event)		
Number of <i>Out of Town Participants</i>	130	
Number of <i>Out of Town Spectators</i>		
Total	130	
Score up to 10 points		Total 1

VISITOR DAYS		
Number of <i>Out of Town Visitors</i>	130	
Number of <i>Nights</i> they are Staying	2	
Total Visitor Days (multiply together)	260	
Score between 0-25 points		Total 2

LOCAL ATTENDANCE (includes all spectators and participants)		
Score between 1-10 points	224	2

EVENT BUDGET		
Up to 10 points		6

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

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

PARTNERSHIP AND COLLABORATION		
Score between 1-5 points		0

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

MEASUREMENT AND EVALUATION		
Score between 1-5 points		5

ALIGNMENT WITH TSSM STRATEGIC PLAN (score all that apply)	Points
5 points- Event aligns with improvements/ activation of downtown/waterfront strategy	0
5 points- Event aligns with adventure/ outdoor recreation strategy	5
3 points- Event attracts international visitors (Including USA)	3
2 points- Event generates earned media exposure outside of Sault Ste. Marie	2
5 points- Event is annual and demonstrating growth	0
10 points- Event is homegrown and occurs annually	5
10 points- Event was secured through a competitive bid process	0
TOTAL POINTS	15

Points	Recommendation Range
85+	\$15,000 - \$20,000
76-85	\$10,000 - \$15,000
66-75	\$5,000 - \$10,000
56-65	\$2500- \$5000
36-55	\$ 1000-\$2500
<35	\$0

Evaluation Criteria

1 Point for Every 100 out of town Visitors to a Maximum of 10 points
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1 Point for Every 100 Visitor Days to a Maximum of 25 Points
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2 Point- 100-250 people	8 Points- 750-1000 people
4 Points- 250- 500 people	10 Points- 1000 people +
6 Points- 500- 750 people	

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	

Score between 1-10 considering the these factors:		
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
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
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
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
3- Project has a plan to track visitation but does not capture all details
0- Project does not, or is not, capable of tracking out of town vistors

total points from above:	35
total points from below:	15
total:	50

Recommendation Range:	\$ 1000-\$2500
Recommended:	\$2,500

Weight

10.00%

25.00%

10.00%

10.00%

10.00%

15.00%

5.00%

10.00%

5.00%

TOURISM DEVELOPMENT FUND APPLICATION SUMMARY

Name of the Event	Pride Cruise and After Party
Event Date	August 29 2025
Venue	Miss Marie Tour Boat & Delta Hotel
Submitted by:	Theodore Syrette / Bawating Babes / 2S0C
Reviewed by:	Stephanie Sears
Ask:	\$20 000
Recommendation:	\$4500

Overview of the Event

Now in its third year, the Pride Cruise and After Party has become a standout event in Sault Ste. Marie's 2SLGBTQIA+ and Indigenous cultural calendar. Hosted by the Bawating Babes, the 2Spirit Organizing Committee of Bawating, and community partners, this unique celebration takes place aboard the Miss Marie tour boat over Labour Day weekend.

The highlight of the evening is a drag show performed on the water, as guests cruise along the scenic St. Mary's River. After the cruise, the celebration continues with a high-energy two-hour drag show and after party- this year at the Delta Waterfront Hotel. The event will feature four celebrated Indigenous Canadian drag artists performing either on the boat, at the after party, or both.

In response to growing attendance and enthusiasm, organizers are introducing a VIP experience and incorporating more Indigenous-led contributions in the event's décor, catering, and entertainment. The Pride Cruise and After Party continues to draw strong support from the local and regional 2SLGBTQIA+, drag, and Indigenous communities, and is proudly establishing itself as a must-attend event in Sault Ste. Marie. The goal is to continue to grow this event and attract increased attendance from across the North.

Previous TDF Applications

YEAR	AMOUNT Approved	Summary
N/A		

Attendance Projections

Local	81
Regional	35
Ontario	21
Canada	4
USA	15
Total	156

Economic Impact

Number out of town visitors: 85
 Number of Days: 2 X \$175
 Total Estimated Economic Impact: \$29,750

Budget Summary

Revenue: \$16,500

Sponsorship, grants, ticket sales

Expenses \$22,500

Performers (fee, flight, accommodations), catering, décor, photobooth, videographer, DJ, rentals.

This group has secured additional funding and sponsorship in addition to the TDF request, such as through the 2Spirit Anishnabe Arts & Advocacy, 2Spirit Research Council, Ontario Arts Council, and SSM Arts & Culture Grant. TDF funds are requested to offset the funding deficit.

Scoring Matrix

total points from above:	32
total points from below:	25
total:	57

Recommendation Range:

\$2500- \$5000

Recommended:

\$4500

Staff Analysis

This event is unique to Sault Ste. Marie, and highlights the 2SLGBQIA+ and indigenous communities. Being located on the St. Mary's River offers an exciting and unique opportunity to host a drag show on the water, while supporting other tourism and indigenous businesses. 2024's headliner remarked how unique of a show this was.

The event is demonstrating growth this year with the addition of 4 out-of-town performing artists and an added VIP experience. Ideas and suggestions for improvement over the last year have been taken into account and actioned.

Organizers have also moved the after-party to the Delta Hotel, which allows them to sell more tickets with a larger venue and capacity. This venue is also closer to the Miss Marie Tour Boat, making the transition from boat to after-party easier and faster.

Draft Resolution

Be it resolved that the Tourism Sault Ste. Marie Board of Directors recommend a contribution of \$4500 through the Tourism Development Fund- Conferences and Special Events Stream to support the Pride Cruise to be hosted August 29, 2025 and that a report be submitted to City Council for consideration and approval.

TOURISM DEVELOPMENT FUND ASSESSMENT- SPORTS AND SPECIAL EVENTS STREAM

Event Name:	Pride Cruise and After Party
Event Date:	August 29 2025
Contact Person:	Theodore Syrette
Internal Review	Stephanie Sears June 10 2025
Board Review Date:	17-Jun-25

Weight

OUT OF TOWN PARTICIPANTS (Total of all visitors attending SPECIFICALLY for the event)

Number of Participants	40
Number of Spectators	
Total	
Score up to 10 points	Total 0

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 Visitors	40
Number of Nights they are Staying	1
Total Visitor Days (multiply together)	40
Score between 0-25 points	Total 0

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	110	2
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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
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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	9
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Score between 1-10 considering the these factors:

- | | | |
|---|------------------|----------------|
| 1. Timeline (application submitted 90+ days in advance) | 3. Capacity | 5. Growth plan |
| 2. Event Plan (thoroughness) | 4. Data Tracking | |

10.00%

SEASON (Peak, Shoulder, Low)

Score between 2-15 points	2
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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	5
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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%

MARKETING AND PROMOTION STRATEGY (for festivals and events)

Score between 1-10 points	8
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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
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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%

ALIGNMENT WITH TSSM STRATEGIC PLAN (score all that apply)

	Points
5 points- Event aligns with improvements/ activation of downtown/waterfront strategy	5
5 points- Event aligns with adventure/ outdoor recreation strategy	0
3 points- Event attracts international visitors (Including USA)	3
2 points- Event generates earned media exposure outside of Sault Ste. Marie	2
5 points- Event is annual and demonstrating growth	5
10 points- Event is homegrown and occurs annually	10
10 points- Event was secured through a competitive bid process	0
TOTAL POINTS	25

total points from above:	36
total points from below:	25
total:	61

Recommendation Range: \$2500- \$5000
Recommended: **\$4,500**

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