

**OPEN AGENDA**  
Tourism Sault Ste. Marie Board Meeting  
November 26, 2024 at 12:00pm  
LIVE STREAM: [www.youtube.com/c/SaultstemarieCa](https://www.youtube.com/c/SaultstemarieCa)

**1. Roll Call**

**2. Approval of Minutes**

Approval of minutes from October 22, 2024 meeting.

**3. Declaration of Pecuniary Interests**

**4. Introduction of Deputy CAO – Brent Lamming**

**12:05 – 12:10**

**5. Tourism Overview & Update**

**12:10 – 12:20**

**6. Financial Update**

**12:20 – 12:30**

**7. 2025 Budget**

**12:30 – 12:45**

**8. Tourism Development Fund Applications**

**12:45 – 13:00**

- a) Searchmont Ski Runners
- b) Ringette Ontario
- c) Indigenous Lands Symposium

**9. Resolutions**

**13:00 – 13:15**

- a. 2025 Budget Approval
- b. Searchmont Ski Runners - TDF
- c. Ringette Ontario - TDF
- d. Indigenous Lands Symposium - TDF

**10. Next Meeting**

**11. Adjournment**

**13:15**



## **Tourism Sault Ste. Marie Board Minutes**

Tuesday, October 22, 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	NO	T. White
NO	K. Wyer		

### **Staff Resources Present**

NO	B. Laming	YES	T. Anderson
YES	A. Kenopic	YES	T. Lucarelli (Scribe)
YES	J. Ingram		

### **Guests**

Clark Hoskin – Deloitte

- 1. Meeting Called to Order** **12:08**
- 2. Roll Call**
- 3. Approval of Meeting Minutes from August 20, 2024**  
Mover: L. Foster  
Seconded: R. Walker  
All in favour, Carried.
- 4. Declaration of Pecuniary Interests**  
L. Foster has declared a conflict with 6b. The Wishart Trail Award Contract
- 5. Tourism Overview and Update** **12:10-12:30**
  - Municipal Accommodation Tax (MAT) is underreported due to two larger hotels missing for July and August.
  - a. Deloitte Visitor Spending Analysis**
    - C. Hoskin from Deloitte presented the 2023 Visitor Spending Analysis.
- C. Hoskin left the meeting** **12:22**
  - The average visitor spending will be increased from \$150 to \$172 per visitor starting January 2025.
- 6. Financial Update** **12:30-12:36**
  - a. 2023 Financial Statements**
    - A 2023 financial report was distributed to the Board for review.
    - R. Walker calls for a resolution to approve the financial statement.
    - Under the new legislation for non for profit, there is a requirement to update bi-laws, and public sector boards require an audit.
    - The board will conduct an audit by December 2024.

## **7. New Business**

**12:36-12:23**

### **a. Ontario Winter Games Bid**

### **b. Wishart Trail Award of Contract**

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.

Moved by: D. Marini

Seconder by: L. Foster

All in favour, Carried.

**Move into Closed**

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

**13:33-13:37**

### **a. Gathering at the Powwow**

- Algoma University's 19th Annual Gathering at the Rapids Pow Wow: Celebrating Lifelong Learning will take place on Saturday, February 15th and Sunday, February 16th, 2025.
- The event has grown and expanded from their previous location at Algoma University to the Green For Life (GFL) Memorial Gardens arena.
- Staff is recommending a contribution of \$20,000 through the Tourism Development Fund-Conferences and Special Events Stream to support the 2025 Gathering at the Rapids Pow Wow.

### **b. Docs on Ice**

**13:37-13:45**

- Docs on Ice is the premier Ontario Physician Ice Hockey Tournament that annually brings together over 800 physicians to various communities within Ontario. Sault Ste. Marie will host Doc on Ice in April of 2025.
- Staff is recommending a contribution of \$15,000 through the Tourism Development Fund-Conferences and Special Events Stream to support the 2025 Docs On Ice Hockey Tournament for visitor experience and the addition of programming.

### **c. Skate Ontario Provincial Series**

**13:45-13:47**

- 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 Sault Figure Skating Club is requesting funding to become more competitive with other municipal skating clubs and to greater incentivize athletes to attend.
- Staff is recommending a contribution of \$2,000 through the Tourism Development Fund-Conferences and Special Events Stream to support the Skate Ontario Provincial Series Competition for official fees and travel.

## **9. Resolutions**

**13:47-13:53**

### **a. 2023 Financial Statements**

Be it resolved that the Tourism Sault Ste. Marie Board of Directors approve the 2023 Financial Statements as presented.

Moved by: D. Marini

Second by: R. Walker

All in favour, Carried.

**b. Ontario Winter Games**

Be it resolved that Tourism Sault Ste. Marie contribute \$125,000 from the General Development Fund to support the 2028 Ontario Winter Games. Further be it resolved the financial contribution be contingent upon a) Sault Ste. Marie being awarded the Games and b) securing the required additional funds from other funding sources.

Moved by: L. Foster

Second by: N. Brash

All in favour, Carried.

**c. Gathering at the Rapids**

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 Gathering at the Rapids Pow Wow to be held February 15-16, 2025 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. Docs on Ice**

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 Docs on Ice Tournament to be held April 4-5, 2025 and a report be submitted to City Council for consideration and approval.

Moved by: R. Walker

Second by: L. Foster

All in favour, Carried.

**e. Skate Ontario Provincial Series**

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 Sault Figure Skating Club Skate Ontario Provincial Series to be held January 10-12, 2025 and a report be submitted to City Council for consideration and approval.

Moved by: D. Marini

Second by: L. Foster

All in favour, Carried.

**f. Wishart Bridge Connector Trail – Award of Contract**

Be it resolved that the Board of Tourism Sault Ste. Marie authorize the Chair of the Board to enter into contractual agreement with Precambrian Natural Surface Trails Inc. for the sum not to exceed \$167,952.40 +HST for the purpose of trail construction for the Wishart Bridge Project.

Moved by: D. Marini

Second by: R. Walker

All in favour, Carried.

**10. Next Meeting**

Tuesday, November 19<sup>th</sup>, 2024 is rescheduled to Tuesday, November 26<sup>th</sup>, 2024

**11. Adjournment**

Moved by: R. Walker

Seconded by: L. Foster

All in favour, Carried.

**13:56**



## 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**

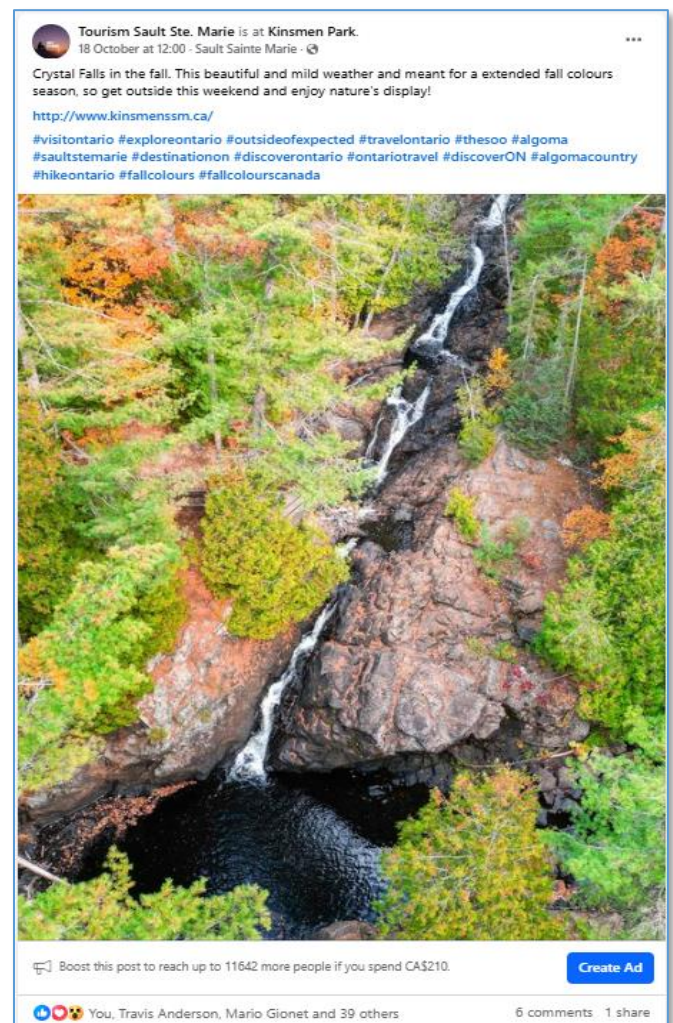
- Cavera digital marketing – pay per click, google search, paid social media ads for ‘Sept & Oct’ ‘Events’ & ‘Train’
- Laird Signs billboards x 4 between Sudbury and SSM + one north of SSM.
- Global News & Destination Ontario travel feature
  - <https://globalnews.ca/video/10818123/local-escapes-spotlighting-sault-ste-marie>
- 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)





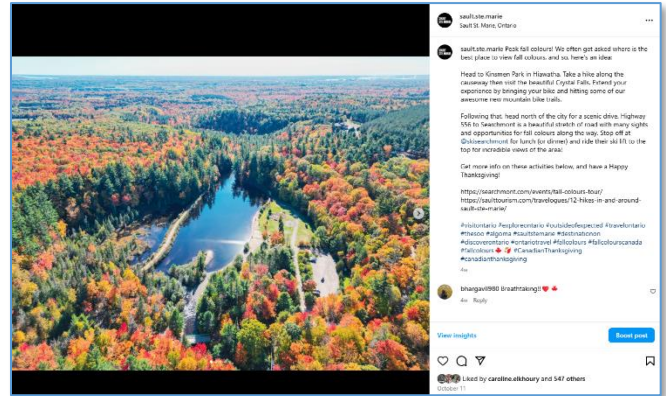


### **Instagram (October 2024)**

- 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.

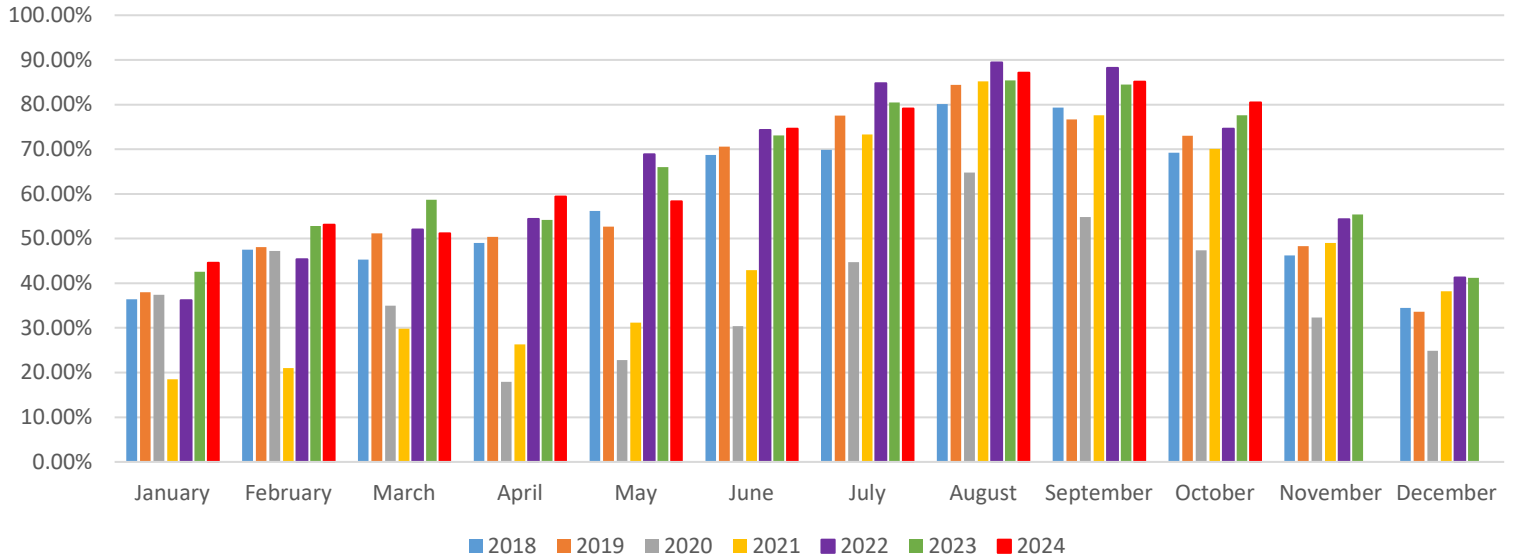
### **TOURISM DEVELOPMENT FUND APPLICATIONS**

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

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



## Occupancy Report Percentage

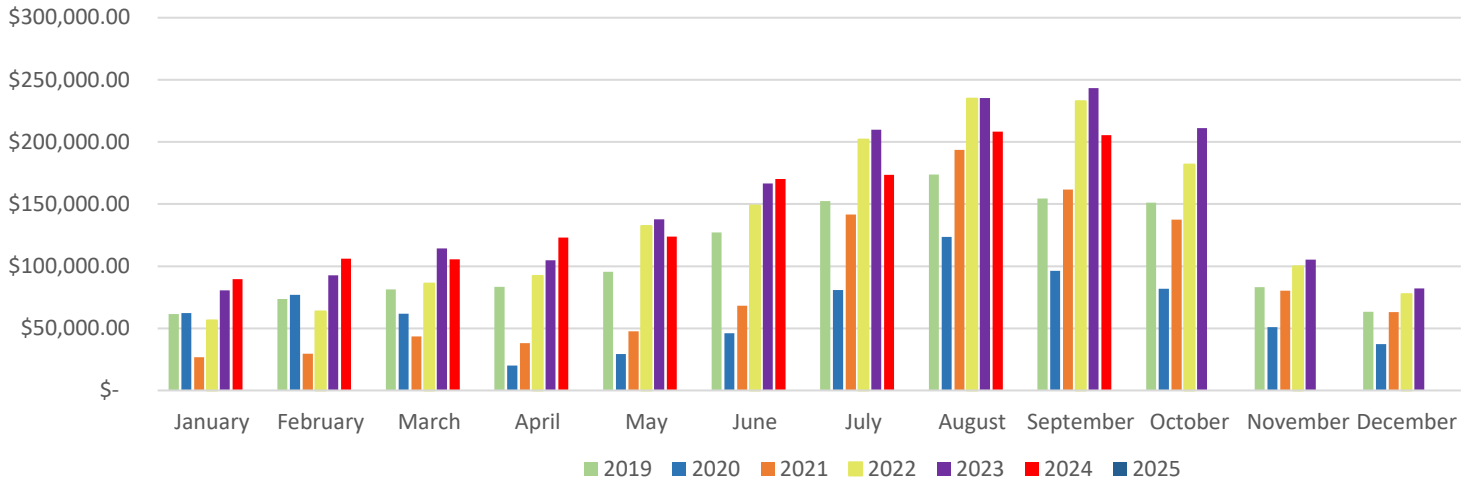


Month	2018	2019	2020	2021	2022	2023	2024
January	36.4%	38.0%	37.4%	18.5%	36.2%	42.6%	44.6%
February	47.5%	48.1%	47.2%	21.0%	45.4%	52.8%	53.1%
March	45.3%	51.2%	35.0%	29.8%	52.0%	58.7%	51.2%
April	49.0%	50.4%	17.9%	26.3%	54.4%	54.2%	59.4%
May	56.2%	52.7%	22.8%	31.2%	68.9%	66.0%	58.3%
June	68.7%	70.6%	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	
<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>\$1,305,477.34</b>

## TOURISM DEVELOPMENT FUND APPLICATION SUMMARY

<b>Name of the Event</b>	Searchmont Ski Runners 2025 Season
<b>Event Date</b>	January – March 2025
<b>Venue</b>	Searchmont Resort
<b>Submitted by:</b>	Alexandra Michel
<b>Reviewed by:</b>	Josh Ingram
<b>Ask:</b>	\$15,000
<b>Recommendation:</b>	\$6,000

### Overview of the Event

The Searchmont Ski Runners 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. These races range from 3-5 days each, resulting in a total of 10 race dates, along with up to 7 additional training days prior to the events.

The Searchmont Ski Runners (SSR) are committed to hosting high quality Alpine ski races in Ontario, with a long term goal of establishing must-attend events in Ontario's Ski Racing Calendar.

**NOTE:** To quantify the economic impact applicants have reviewed numbers from the previous two seasons – accounting for the fact that events vary in size of competitors. Additionally, the applicant has made note when of participants that stay overnight in Sault Ste. Marie vs. those that leave the same day.

### Previous TDF Applications

YEAR	AMOUNT Approved	Summary
N/A		

### Attendance Projections

Local	529
Regional	85

### Economic Impact

550 visitors x 11 days x \$150 = \$907,500

Ontario	976
Canada	0
USA	2

### **Budget Summary**

Revenue: \$111,757.50

Revenue sources include entre fees and a percentage of the lift ticket fees.

Expenses: \$125,650

Expenses include ski patrol, provincial sporting fees, volunteer lift tickets, fuel, etc.

### **Scoring Matrix**

The Searchmont Ski Runners 2025 Season scores 75 on the evaluation matrix putting it in a recommended range of \$5,000 - \$10,000

66-75	\$5,000 - \$10,000
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### **Staff Analysis**

The Searchmont Ski Runners (SSR) is an institution of winter activation in Sault Ste. Marie and Algoma. Our area has seen a myriad once strong winter events cease operations in the last three decades. (loppets, etc) The SSR are working on developing their portfolio of events to key destination drivers during winter months.

In review, staff are convinced that the SSR are in need of financial elevation in order to be better prepared for coming seasons.

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.

### **Draft Resolution**

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 2025 Season and that a report be submitted to City Council for consideration and approval.

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

Event Name:	Searchmont Ski Runners 2025 Season
Event Date:	Jan - Mar 2025
Contact Person:	Alexandra Michel
Internal Review	6-Nov-24
Board Review Date:	

<b>OUT OF TOWN PARTICIPANTS</b> (Total of all visitors attending SPECIFICALLY for the event)	
Number of <i>Participants</i>	350
Number of <i>Spectators</i>	626
Total	976
Score up to 10 points	Total 9

<b>VISITOR DAYS</b>	
Number of Out of Town <i>Visitors</i>	550
Number of <i>Nights</i> they are Staying	11
Total Visitor Days (multiply together)	6050
Score between 0-25 points	Total 25

<b>LOCAL ATTENDANCE</b> (includes all spectators and participants)	
Score between 1-10 points	529
	6

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

<b>READINESS/CAPACITY/ TIMELINE</b>	
Score between 1- 10 points	4

<b>SEASON</b> (Peak, Shoulder, Low)	
Score between 2-15 points	6

<b>PARTNERSHIP AND COLLABORATION</b>	
Score between 1-5 points	2

<b>MARKETING AND PROMOTION STRATEGY</b> (for festivals and events)	
<b>RECRUITMENT/ REGISTRATION STRATEGY</b> (for conferences)	
Score between 1-10 points	2

<b>MEASUREMENT AND EVALUATION</b>	
Score between 1-5 points	3

<b>ALIGNMENT WITH TSSM STRATEGIC PLAN</b> (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	5
3 points- Event attracts international visitors (Including USA)	0
2 points- Event generates earned media exposure outside of Sault Ste. Marie	0
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	
<b>TOTAL POINTS</b>	<b>75</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
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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 visitors

## Weight

10.00%

25.00%

10.00%

10.00%

10.00%

15.00%

5.00%

10.00%

5.00%

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

Event Name:	Provincial A Championships
Event Date:	March 13-16, 2025
Contact Person:	Stephanie Laurin
Internal Review	30-Oct-24
Board Review Date:	

<b>OUT OF TOWN PARTICIPANTS</b> (Total of all visitors attending SPECIFICALLY for the event)	
Number of <i>Participants</i>	965
Number of <i>Spectators</i>	1,978
Total	2,943
Score up to 10 points	Total 10

<b>VISITOR DAYS</b>	
Number of Out of Town <i>Visitors</i>	2,260
Number of <i>Nights</i> they are Staying	5
Total Visitor Days (multiply together)	11,300
Score between 0-25 points	Total 25

<b>LOCAL ATTENDANCE</b> (includes all spectators and participants)	
Score between 1-10 points	570
	6

<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	4

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

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

<b>ALIGNMENT WITH TSSM STRATEGIC PLAN (score all that apply)</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)	0
2 points- Event generates earned media exposure outside of Sault Ste. Marie	
5 points- Event is annual and demonstrating growth	0
10 points- Event is homegrown and occurs annually	0
10 points- Event was secured through a competitive bid process	10
<b>TOTAL POINTS</b>	<b>94</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	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

<b>Name of the Event</b>	Provincial A Championships
<b>Event Date</b>	March 13-16, 2025
<b>Venue</b>	John Rhodes Community Centre, Northern Community Centre & Rankin Arena
<b>Submitted by:</b>	Stephanie Laurin – Ringette Ontario
<b>Reviewed by:</b>	Josh Ingram
<b>Ask:</b>	\$20,000
<b>Recommendation:</b>	\$20,000

### Overview of the Event

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.

In order to function the event requires 4-5 ice surfaces over four days.

### Previous TDF Applications

YEAR	AMOUNT Approved	Summary
N/A		

### Attendance Projections

Local	570
Regional	163
Ontario	2,260
Canada	0
USA	0

### Economic Impact

2,260 visitors x 5days x \$150 = \$1,695,000

### Budget Summary

Revenue: \$117,900

Generated entirely by team fees. **Note:** Expenses and budgeting are shared between the Provincial Organization and local efforts via the Sault Ringette Club that work towards diversifying the revenue streams with sponsorship goals, etc.

Expenses: \$152,765.50

Includes: Event equipment, ice rentals, room rentals for operations and team warmups, official fees, etc.

## Scoring Matrix

The Ontario Junior Challenge scores 94 on the evaluation matrix putting it in a recommended range of \$15,000 - \$20,000.

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

The Provincial A Championships aligns with Tourism Sault Ste. Marie's priority sector of sports tourism. This event has a dedicated organizing committee made of both local sport and Provincial sport representation focused on providing a quality experience and showcasing Sault Ste. Marie.

The Sault Ringette Club and staff worked closely in collaboration with both the 2024 NER championship bid process and the Provincial A Championship bid process. The club demonstrated the ability to host at the regional level and staff are encouraged to see Ringette Ontario acknowledge their capacity and award this championship.

Funds will assist in offsetting the costs of hosting.

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

- Ice Fees
- Official Fees

## 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 Provincial "A" Championships (Ringette Ontario) and that a report be submitted to City Council for consideration and approval.

## TOURISM DEVELOPMENT FUND APPLICATION SUMMARY

<b>Name of the Event</b>	Indigenous Land Symposium – Wahkohtowin Development
<b>Event Date</b>	February 3 – 7, 2025
<b>Venue</b>	Delta Hotel by Marriott Sault Ste. Marie Waterfront
<b>Submitted by:</b>	Isabelle Allen
<b>Reviewed by:</b>	Tara Lucarelli
<b>Ask:</b>	\$20,000
<b>Recommendation:</b>	\$5,000

### Overview of the Event

A catalyst event for Indigenous and Non-Indigenous partners to embrace sovereignty, innovation, collaboration, and the culture within sustainable forestry. The event brings together over 100 Indigenous practitioners representing over 20 First Nations across Northern Ontario to discuss important land management issues, share ideas, and generally network.

This will be the third year for the in-person Indigenous Lands Symposium, with the previous two years being held in Timmins and Chapleau. The event is a 5-day symposium that has outgrown the capacity of the previous venues and organizers are looking to move the event to a larger venue in Sault Ste. Marie.

### Previous TDF Applications

<b>YEAR</b>	<b>AMOUNT Approved</b>	<b>Summary</b>
N/A	N/A	

### Attendance Projections

Local	31
Regional	96
Ontario	81
Canada	50

### Economic Impact

133 visitors x 5 days x \$150 = \$99,750

USA	2
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### Budget Summary

Revenue: \$237,407

Revenue sources are admission, exhibitor/vendor fees and sponsorships

Expenses: \$280,000

Expenses track construction, event management and infrastructure and publicity. A deficit is expected in year 1, being offset with OSOR's revenues from other events.

### Scoring Matrix

Indigenous Land Symposium scores 60 on the evaluation matrix putting it in a recommended range of \$2,500 - \$5,000

56-65	\$2,500 - \$5,000
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### Staff Analysis

The Wahkohtowin Development has put forward an aggressive marketing strategy for the Indigenous Land Symposium. A graphic designer has been hired and a confirmed partnership with media networks CTV, and APTN have been confirmed. The committee is additionally seeking out partnership with City TV and Global network.

The symposium is forecasted to continue growing year to year with discussions that it may stay in Sault Ste. Marie, however budget and affordability on venues plays a factor.

Because some major sponsors are from the USA, there is potential to see more attendees from America. All registrations are tracked through Event Bright.

Staff are recommending that the Tourism Sault Ste. Marie Board of Directors consider a funding recommendation of up to a maximum of \$5,000 to assist with venue rental.

### Draft Resolution

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 Indigenous Land Symposium and that a report be submitted to City Council for consideration and approval.

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

Event Name:	Indigenous Land Symposium - Wahkohtowin Development
Event Date:	February 3-7, 2025
Contact Person:	Isabella Allen
Internal Review	8-Nov-24
Board Review Date:	26-Nov-24

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

Number of <b>Participants</b>	260
Number of <b>Spectators</b>	0
Total	260
Score up to 10 points	Total 3

**VISITOR DAYS**

Number of Out of Town <b>Visitors</b>	133
Number of <b>Nights</b> they are Staying	5
Total Visitor Days (multiply together)	665
Score between 0-25 points	Total 7

**LOCAL ATTENDANCE** (includes all spectators and participants)

Score between 1-10 points	127	2
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**EVENT BUDGET**

Up to 10 points

5

**READINESS/CAPACITY/ TIMELINE**

Score between 1- 10 points

7

**SEASON (Peak, Shoulder, Low)**

Score between 2-15 points

8

**PARTNERSHIP AND COLLABORATION**

Score between 1-5 points

3

**MARKETING AND PROMOTION STRATEGY** (for festivals and events)

**RECRUITMENT/ REGISTRATION STRATEGY** (for conferences)

Score between 1-10 points

10

**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

**TOTAL POINTS**

60

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%

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

25.00%

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%

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%

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%

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%

- 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%

- |   |  |
|---|--|
| 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%

- 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%





# Income Statement @ August 2024 YTD Comparison

Revenue:	January	February	March	April	May	June	July	August	September	October	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	35,261.95
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	47,576.24
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
<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>11,525.47</b>	<b>1,009,278.28</b>
<b>Expenses:</b>											
6111 Office Expense	146.38		232.80	166.40	126.55	116.40	152.67	152.67	109.75	646.47	1,850.09
6170 Memberships and Subscriptions	25,009.90	524.82	41.88	603.55	36.27	36.27	492.20	8,099.89		36.27	34,881.05
6182 Travel	6,370.92	1,886.73			2,556.19	487.48	701.25	1,479.41		1,839.98	15,321.96
6184 Trade Shows/Conferences	5,244.67	20.79		5,250.00			4,605.87	5,555.05		1,242.28	21,918.66
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	315,545.85
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	2,739.66	101,343.40
6545 Meetings	102.09	92.68	91.98	100.68	127.60	124.86		97.88		221.35	959.12
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	39,329.42
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		2,099.88
<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>110,000.85</b>	<b>73,539.71</b>	<b>1,220,880.52</b>
<b>Other Income</b>											
5205 Ont Spec Grant Other				30,000.00	-	-	-			15,000.00	45,000.00
<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>212,437.36</b>	<b>(47,014.24)</b>	<b>(166,886.17)</b>