



Tourism Sault Ste. Marie Board Minutes

Tuesday, March 19, 2024

12:00

OPEN

Committee Members Present

YES	B. Barber	YES	N. Brash
YES	L. Foster	YES	G. Lacher
YES	D. Marini	YES	M. Porco
YES	R. Walker	YES	T. White
YES	K. Wyer		

Staff Resources Present

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

Guests

- 1. Meeting Called to Order** **12:01**
- 2. Roll Call**
- 3. Approval of Meeting Minutes from February 13, 2024**
Mover: D. Marini
Secunder: T. White
All in favour, Carried.
- 4. Introduction of New Board Member** **12:01 – 12:03**
 - M. Porco is the marketing manager at The Canal District and will be filling the position of community member at large for Tourism Sault Ste. Marie Board of Directors.
- 5. Declaration of Pecuniary Interests**
Nil
- 6. Tourism Overview and Update** **12:03 – 12:14**
 - Received feedback from the community for the waterfront design concept.
 - Next stage will see transfer of that data into a draft design that go back to the community and stakeholders in April.
 - Staff is working with WSP Engineering to release tender documents for the Wishart/Root River bridge.
 - City share of tourism funds were approved at City Council to support the following projects
 - Complementary funds to fill the Event Coordinator position.
 - \$250,000 for the Wishart/Root River Bridge project.
 - \$236,000 place holder for Waterfront investment development.

- Staff applied to Northern Ontario Heritage Fund Corporation, under the Corporation of the City of Sault Ste. Marie, for \$2 million for streetscaping as a part of re-beautification of Queen Street to attract visitors.
- The Municipal Accommodation Tax (MAT) collection for January 2024 exceeded those of January 2023 due to a 2% growth in visitation and higher ADR.
- The Tourism Development Fund (TDF) reimbursements will be shared with the Board following the submission of all 2023 final reports from applicants.
- A press release will be issued following the April 8th, 2024 City Council Meeting outlining the total support of the TDF since its inception.

7. Financial Update

12:14 – 12:16

- MAT transfer for the first quarter will occur at the end of March.
- Staff is working with Priddle-Luck to bring forward a monthly financial report for the Board.

8. Tourism Development Fund

12:16 – 13:33

a. Christian Congregation of Jehovah’s Witnesses Convention 2024 and 2025

- Sault Ste. Marie been selected as the host community for the Watch Tower Convention in Northern Ontario largely in part due to the commitment of the community to supporting the event (hotels, attractions and TDF fund) and the GFL Memorial Gardens staff and venue amenities.
- Most attendees for this convention are from Northern Ontario traveling a distance of over 40km to Sault Ste. Marie.
- Staff is recommending a contribution of \$12,000 per year (2024 and 2025), through the Tourism Development Fund- Conferences and Special Events Stream as one application in the amount of \$24,000 to be claimed in two parts following each year’s event to offset the cost of the venue rental.

b. Community Futures Conference 2024

- The 28th Annual Community Futures Ontario Conference on June 2-4, 2024 presents a unique opportunity to directly engage with hundreds of community leaders, business professionals, and economic development practitioners from across Ontario.
- Sault Ste. Marie last hosted the conference in 2012.
- Staff is recommending a contribution of \$3,000 through the Tourism Development Fund- Conferences and Special Events Stream to support marketing, venue rentals and transportation.

c. Community Strong Race Weekend 2024

- The Community Strong Festival aligns with one of Tourism Sault Ste. Marie’s priority sector of sports tourism.
- The event has seen an increase in registrants from outside of the region and continues to show potential to grow into a larger anchor event.
- To date as of March 15, over 100 participants have registered.
- Staff is recommending a contribution of \$5,000 through the Tourism Development Fund- Conferences and Special Events Stream to support marketing.

d. Festival of Beer 2024

- A two-day festival primarily focused on giving patrons the opportunity to sample various beers, offset by programming such as prizeing, games, food and an evening concert.
- This year the event has moved to Queen Street and will be including buskers and other forms of entertainment.
- Staff is recommending a contribution \$3,000 through the Tourism Development Fund- Conferences and Special Events Stream to support the event with \$2,000 allocated to marketing and \$1,000 for performance fees (entertainment).

e. Ontario Cup Mountain Bike Race (OCup) 2024

- The OCup MTB race is the first of its kind in Sault Ste. Marie for the new Algoma Trail Network trail expansion project.
- With the series being hosted across Ontario, Sault Ste. Marie has an opportunity to make a positive first impression to riders who we hope to return to visit.
- Staff is recommending a contribution of \$7,500 through the Tourism Development Fund-Conferences and Special Events Stream to support the construction of specific race course features required for the OCup event, marketing, signage and medical expenses.
- Following a discussion the TSSM Board

f. Giovanni's Italian Festival and Coppa Giovanni Soccer Tournament

- Now in its sixth year, this festival has evolved from a parking lot/pop up day event into a three-day Italian festival and soccer tournament.
- The festival plans to expand by adding increased entertainment and increasing the number of divisions within the soccer tournament. The soccer tournament is adding new programming for families and spectators including a kids play zone and live music on both the downtown and field sites throughout the three-day event.
- Staff is recommending a contribution of \$10,000 through the Tourism Development Fund-Conferences and Special Events Stream to support the marketing, venue and equipment rental, field costs, official fees, insurance and permits.

g. Queen Street Cruise 2024

- This annual event in Sault Ste. Marie's downtown brings 300+ vehicles on display over the weekend.
- In 2023 the event moved to the Roberta Bondar Pavilion which gave the opportunity to utilize the North Parking lot at the Civic Centre which featured specific genre of vehicles, as well as expand their food/alcohol vending.
- Staff is recommending a contribution of \$5,000 through the Tourism Development Fund-Conferences and Special Events Stream to support the marketing and venue rentals. Staff are encouraging the organizers to provide a more detailed track of out-of-town visitation and participation.

h. Stir the POTential Conference 2024

- The first annual conference created by the local Innovation Centre.
- Other funding sources such as the Northern Ontario Heritage Fund Corporation (\$15,000) and Community Development Corporation Fund (\$2,500) have been applied for with only the CDC currently confirmed.
- Staff is recommending a contribution of \$3,000 through the Tourism Development Fund-Conferences and Special Events Stream to support the out-of-town marketing, transportation, and costs of guest speakers and/or venue/logistic rentals.

i. Poutine Feast

- A four-day traveling poutine food festival that has been hosted in Sault Ste. Marie annually since 2019.
- Previously, Poutine Feast was located at the Ermatinger Clergue National Historic Site. The event is being moved to the Downtown Plaza location to create a closer link with Canada Day festivities.
- Poutine Feast acts as a trip enhancer during the Canada Day long weekend where, our community is likely to see an increase in visitation.
- Staff is recommending a contribution of \$2,750 through the Tourism Development Fund-Conferences and Special Events Stream to support entertainment and audio-visual expenses.

9. Resolutions

13:33 – 13:48

a. **Christian Congregation of Jehovah's Witnesses Convention 2024 and 2025**

Be it resolved that the Tourism Sault Ste. Marie Board of Directors recommend a contribution of \$24,000 through the Tourism Development Fund- Conferences and Special Events Stream to support the Watch Tower Bible and Tract Society of Canada (Watch Tower Canada) and that a report be submitted to City Council for consideration and approval.

Moved by: K. Wyer

Second by: G. Lacher

All in favour, Carried.

b. **Community Futures Conference 2024**

Be it resolved that the Tourism Sault Ste. Marie Board of Directors recommend a contribution of \$3,000 through the Tourism Development Fund- Conferences and Special Events Stream to support 2024 Community Futures Conference, June 2-4, 2024, and that a report be submitted to City Council for consideration and approval.

Moved by: D. Marini

Second by: T. White

All in favour, Carried.

c. **Community Strong Race Weekend 2024**

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 2024 Community Strong Festival and that a report be submitted to City Council for consideration and approval.

Moved by: R. Walker

Second by: L. Foster

All in favour, Carried.

e. **Festival of Beer 2024**

Be it resolved that the Tourism Sault Ste. Marie Board of Directors recommend a contribution of \$3,000 through the Tourism Development Fund- Conferences and Special Events Stream to support the Festival of Beer to be hosted May 3-4, 2024 and that a report be submitted to City Council for consideration and approval.

Moved by: G. Lacher

Second by: N. Brash

All in favour, Carried.

f. **Ontario Cup Mountain Bike Race 2024**

TSSM Board modified staff recommendation to the following 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 Ontario Cup Mountain Bike Race, June 15-16, 2024 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.

g. **Giovanni's Italian Festival and Coppa Giovanni Soccer Tournament**

TSSM Board modified staff recommendation to the following 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 the Coppa Giovanni Soccer Tournament and the Giovanni's Italian Festival to be hosted July 6-7, 2024 and that a report be submitted to City Council for consideration and approval.

Moved by: T. White
Second by: N. Brash
All in favour, Carried.

h. Queen Street Cruise 2024

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 Queen Street Cruise to be hosted June 14-15, 2024 and that a report be submitted to City Council for consideration and approval.

Moved by: G. Lacher
Second by: L. Foster
All in favour, Carried.

i. Stir the POTential Conference 2024

Be it resolved that the Tourism Sault Ste. Marie Board of Directors recommend a contribution of \$3000 through the Tourism Development Fund- Conferences and Special Events Stream to support the Stir the POTential Conference, May 27-28, 2024 and that a report be submitted to City Council for consideration and approval.

Moved by: G. Lacher
Second by: D. Marini
All in favour, Carried.

j. Poutine Feast

Be it resolved that the Tourism Sault Ste. Marie Board of Directors recommend a contribution of \$2,750 through the Tourism Development Fund- Conferences and Special Events Stream to support Poutine Feast to be hosted June 29-July 1, 2024 and that a report be submitted to City Council for consideration and approval.

Moved by: R. Walker
Second by: G. Lacher
All in favour, Carried.

10. New Business

13:48 – 13:53

- The board is recommending more details on new events and conference applying for the TDF as well as a review on the scoring matrix for local events. Staff will report back to the board with a review and recommendations.

11. Next Meeting

Tuesday, April 16, 2024

12. Adjournment

13:53

Moved by: K. Wyer
Seconded by: L. Foster
All in favour, Carried.