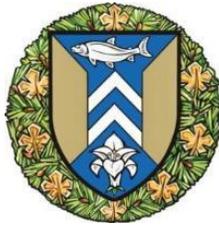


**OPEN AGENDA**  
Tourism Sault Ste. Marie Board Meeting  
May 28, 2024 at 12:00pm  
LIVE STREAM: [www.youtube.com/c/SaultstemarieCa](http://www.youtube.com/c/SaultstemarieCa)

- 1. Roll Call**
- 2. Approval of Minutes**  
Approval of minutes from April 16, 2024 Board Meeting
- 3. Declaration of Pecuniary Interests**
- 4. Tourism Overview & Update** **12:05 – 12:20**
- 5. Financial Update** **12:20 – 12:30**
- 6. Tourism Development Fund Applications** **12:30 – 13:15**
  - a) Ermatinger Clergue National Historic Site- Presentation
  - b) SSM Cricket Club- Soo North Cup
  - c) Soo Minor Baseball 9U Select Provincial Championships
  - d) SSM Airport Development Corporation- Snowbirds Airshow
- 7. Outstanding Business** **13:15-13:45**
  - a. Wishart Park Project and Funding
- 8. Resolutions** **13:45 – 13:50**
  - a. Ermatinger Clergue National Historic Site
  - b. Soo North Cup- Cricket
  - c. Soo Minor Baseball
  - d. SSM Airport Development Corporation
  - e. Wishart Park Project Funding
  - f. Wishart Park NOHFC Application
- 9. Next Meeting**  
June 18, 2024
- 10. Adjournment** **14:00**



## Tourism Sault Ste. Marie Board Minutes

Tuesday, April 16, 2024

12:00

**OPEN**

### Committee Members Present

YES	B. Barber	NO	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	A. Kenopic	YES	T. Lucarelli (Scribe)

### Guests

Jamie Hilsinger - Canadian Heritage Bushplane Center  
Chris Lee – Director of Operation - Entomica Insectarium

- 1. Meeting Called to Order** **12:05**
- 2. Roll Call**
- 3. Approval of Meeting Minutes from March 19, 2024**  
Mover: D. Marini  
Seconded: M. Porco  
All in favour, Carried.
- 4. Declaration of Pecuniary Interests**
  - R. Walker has declared a conflict with the Entomica Tourism Development Fund Application.
- 5. Tourism Overview and Update** **12:06-12:11**
  - The waterfront design concept has been updated with feedback from the stakeholders and community members. An additional workshop for board members is planned for August.
  - Results from the survey are available on the City of Sault Ste. Marie's website.
  - Tender for the Wishart Park Bridge Super Structure was posted. Tender for civil work will be posted at the end of April. Installation date set for September.
  - A special meeting of the board will be arranged to approve the bridge contract.
  - New partnership with the Agawa Canyon Train Tour and the Bushplane Canadian Heritage Centre has created activation on the Agawa Train for August 6 and 22, 2024.
  - The Municipal Accommodation Tax (MAT) collection for is trending slightly higher.
  - 2024-2025 Sault Ste. Marie Visitor Guide is set to be distributed in May.
- 6. Financial Update** **12:11-12:13**
  - The Tourism Sault Ste. Marie board has a financial statement that will be shared with the board.

**Jamie Hilsinger and Chris Lee arrive at 12:13**

**7. Tourism Development Fund**

**12:13-12:26**

**a. Entomica Insectarium**

- In 2023, Entomica requested \$75,000 to assist with operations.
- A newly established Management Agreement and Memorandum of Understanding between Entomica and the Canadian Bushplane Heritage Centre (CBHC) has been established.
- Entomica Insectarium is asking for \$75,000 through the Tourism Development Fund- Product Development Stream to support 2024 operations and staffing.

**Move into Closed**

**12:26-12:55**

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

Seconded by: L. Foster

All in favour, Carried.

**Jamie Hilsinger and Chirs Lee left at 12:41**

**R. Walker returns 12:57**

**Return to Open**

**12:57-13:23**

**a. Fringe International Theatre Festival**

- A non-profit theatre and multi-arts-based festival that is hosted annually in August. The festival is scheduled August 21st to 25th.
- The 2024 festival expects to expand this initiative to include a multi-pass discount to other local arts & culture hubs (Art Gallery, Bushplane Museum, Ermatinger Clergue Heritage Site, etc.).
- Staff is recommending a contribution of \$5,000 through the Tourism Development Fund- Conferences and Special Events Stream to offset the cost of venue rental and marketing.

**b. Spring Invitational Swim Meet – Sault Surge**

- A new home-grown short course swim meet developed by Sault Surge to assist with growing interest in the sport.
- Organizers are hoping for an annual event, bringing over 200 guests.
- Staff is recommending a contribution of \$2,375 through the Tourism Development Fund- Conferences and Special Events Stream to offset the cost of venue rental (pool) and Swim Ontario fees.

**c. Archery Provincial Championship**

- This tournament is a Provincial Youth Championship and an essential bridge from school or club shooting into the tournament stream.
- The Algoma Rod & Gun Club has successfully won the bid to host this event in 2024 and secured use of Rocky DiPietro field.
- Staff is recommending a contribution of \$3,000 through the Tourism Development Fund- Conferences and Special Events Stream to offset the costs of Archery Ontario Fees, Facility Rental, Security and Fencing.

**d. Salty Marie Trails Festival**

- An annual trail event hosted by Red Pine Tours, held at Hiawatha Highlands and utilizes the expanding trail infrastructure to attract of all skill levels.
- Organizers plan to host an expo experience, with expanded programming that will enhance the visitor experience and an increased marketing budget.
- Staff is recommending a contribution \$5,000 through the Tourism Development Fund- Conferences and Special Events Stream to support the cost incurred with rentals and marketing of the event.

**e. Sault Ste. Marie Kennel Club All Breed Dog Show**

- The All-Breed Confirmation Show is a three-day canine event which includes six all-breed conformation shows, exhibitors and purebred dogs.
- The event is tournament style based with certified judging in each category.
- Staff is recommending a contribution \$3,000 through the Tourism Development Fund- Conferences and Special Events Stream to support the cost incurred with rentals and marketing of the event.

**8. New Business**

**13:23- 13:29**

**a. Northern Ontario Heritage Fund Corporation (NOHFC) Application – Crank the Shield**

- The board provided a recommendation of \$6,000 though the Tourism Development Fund to support the logistics of the event in August.
- Crank the Sheild is ineligible to apply for the NOHFC Funding as they are a for profit business.
- Funding would flow through the TSSM under a partnership agreement with Crank the Shield.
- A resolution is required from the TSSM Board to support the application for additional funding.

**9. Resolutions**

**13:39-13:36**

**a. Entomica Insectarium**

Be it resolved that the Tourism Sault Ste. Marie Board of Directors recommend a contribution of \$75,000 through the Tourism Development Fund- Product Development Stream to support 2024 operations and staffing at Entomica Insectarium and a report be submitted to City Council for consideration and approval. Further be it resolved that this recommendation be conditional upon the signing of a Management Agreement between the Canadian Bushplane Heritage Centre and Entomica Insectarium as presented to the Board.

Motion to defer moved by: D. Marini

Second by: L. Foster

All in favour, Carried.

**b. Fringe International Theatre Festival**

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 Fringe International Theatre Festival August 21-25, 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. Sault Surge International Invitational Swim Meet**

Be it resolved that the Tourism Sault Ste. Marie Board of Directors recommend a contribution of \$2,375 through the Tourism Development Fund- Conferences and Special Events Stream to support the 2024 Sault Surge International Invitational Swim Meet April 26-28,2024 that a report be submitted to City Council for consideration and approval.

Moved by: L. Foster

Second by: M.Porco  
All in favour, Carried.

**d. Arrows In Motion- Ontario Jr. Challenge**

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 2024 Ontario Junior Archery Challenge June 14-18, 2024, a report be submitted to City Council for consideration and approval.

Moved by: K. Wyer  
Second by: G. Lacher  
All in favour, Carried.

**e. Salty Marie Trails Festival 2024**

Be it resolved that the Tourism Sault Ste. Marie Board of Directors recommend a contribution of \$5000 through the Tourism Development Fund- Conferences and Special Events Stream to support the Salty Marie Trails Festival July 29, 2024 and a report be submitted to City Council for consideration and approval.

Moved by: R. Walker  
Second by: T. White  
All in favour, Carried.

**f. Sault Ste Marie Kennel Club All Breed Conformation Show**

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 2024 SSMKC All Breed Conformation Show July 12-14, 2024 that a report be submitted to City Council for consideration and approval.

Moved by: M. Porco  
Second by: D. Marini  
All in favour, Carried.

**g. Authorization to apply to NOHFC for Crank the Shield 2024**

Be it resolved that the Tourism Sault Ste. Marie Board of Directors authorize an application to the Northern Ontario Heritage Fund Corporation (NOHFC) Cultural Supports Program- Community Events Stream for the project titled 2024 Crank the Shield and that TSSM assume responsibility for cost overruns. Further be it resolved that this contribution be contingent upon a partnership agreement between Tourism Sault Ste. Marie and Crank the Shield outlining roles and responsibilities of each party.

Moved by: L. Foster  
Second by: R. Walker  
All in favour, Carried.

**10. Next Meeting**

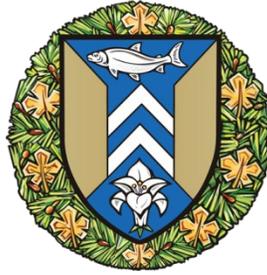
Tuesday, May 28, 2024

**11. Adjournment**

Moved by: L. Foster  
Seconded by: D. Marini  
All in favour, Carried.

**13:38**

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).





### **GROUP TOURS**

- Staff has secured 40+ appointments with qualified international group tour operators for the Rendezvous Canada marketplace.
- Staff are working directly with several tour group operators to finalize fall itineraries.
- Cruise ship visits are down this year due to the loss of America Queen Voyages on the Great Lakes. Pearl Seas Cruise Line is scheduled to arrive in Port of SSM 10 times this summer with one stop from Le Champlain and one stop from Le Bellot.

### **MEETINGS AND CONVENTIONS**

- An expression of interest has been submitted for a conference in the fall of 2024.
- The Ontario Provincial Forestry Conference was held on April 14-16, 2024, and successfully saw over 180 attendees.

### **SPORTS TOURISM AND SPECIAL EVENTS**

- A schedule has been released for the May Sports mixer and Tourism Development Fund information night.
- Staff continue to support efforts in regard to the Ontario Mountain Bike Cup.

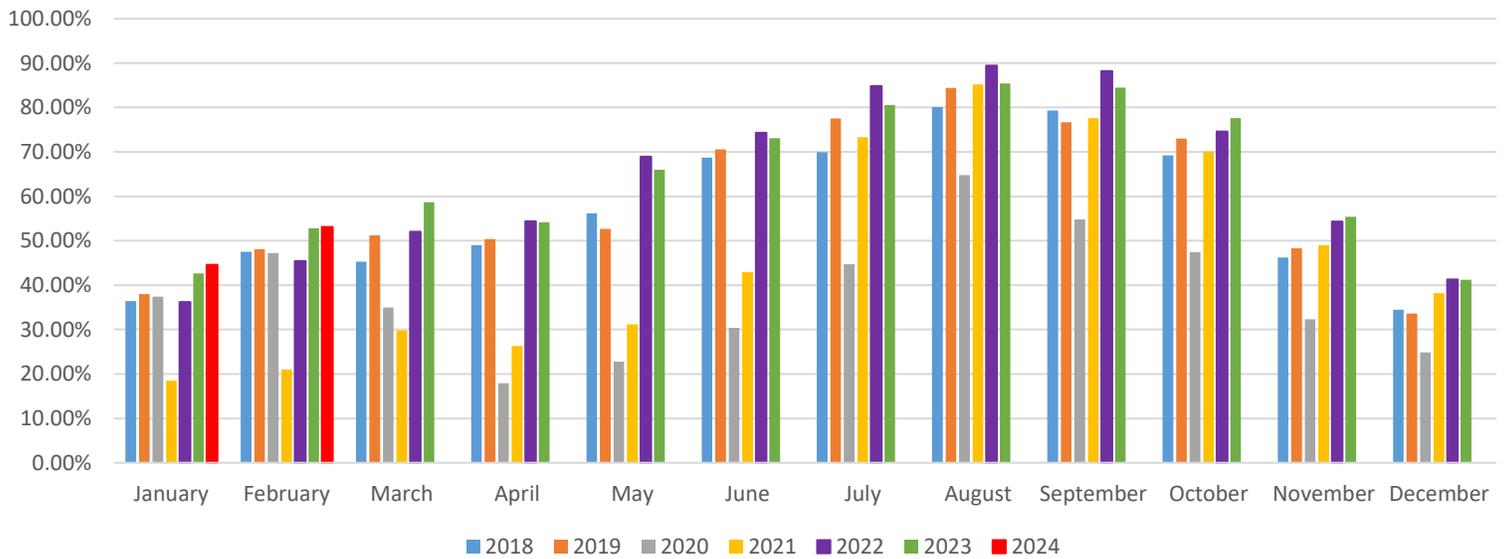
### **TOURISM DEVELOPMENT FUND APPLICATIONS**

Five (5) Tourism Development Fund (TDF) applications were approved for recommendation at the Tourism Sault Ste. Marie Board in April 2024.

1. Fringe International Theatre Festival - \$5,000
2. Sault Surge International Invitational Swim Meet - \$2,375
3. Arrows In Motion – Junior Challenge - \$3,000
4. Salty Marie Trail Festival - \$5,000
5. Sault Ste. Marie Kennel Club All Breed Confirmation Show - \$3,000



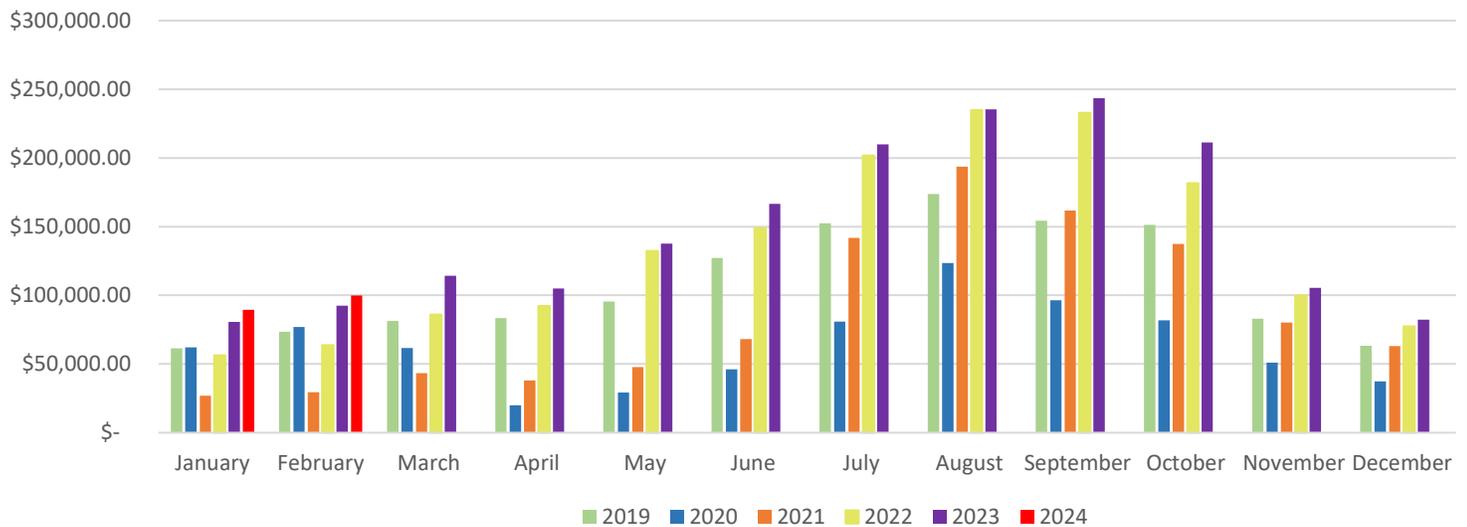
### Occupancy Report Percentage



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%	
April	49.0%	50.4%	17.9%	26.3%	54.4%	54.2%	
May	56.2%	52.7%	22.8%	31.2%	68.9%	66.0%	
June	68.7%	70.6%	30.4%	42.9%	74.3%	73.1%	
July	69.9%	77.5%	44.7%	73.3%	84.8%	80.5%	
August	80.1%	84.4%	64.8%	85.2%	89.4%	85.4%	
September	79.3%	76.7%	54.8%	77.6%	88.2%	84.5%	
October	69.2%	73.0%	47.4%	70.1%	74.6%	77.6%	
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	\$89,555.35
February	\$ 73,525.06	\$ 77,030.47	\$29,513.74	\$63,642.86	\$92,555.42	\$99,933.21
March	\$ 81,314.31	\$ 61,777.73	\$43,484.40	\$85,984.43	\$114,238.43	
April	\$ 83,529.32	\$ 19,975.27	\$37,975.04	\$ 92,129.11	\$104,900.11	
May	\$ 95,421.32	\$ 29,273.55	\$47,705.95	\$132,331.95	\$137,716.33	
June	\$127,202.00	\$ 46,100.00	\$68,191.40	\$148,947.49	\$166,686.98	
July	\$152,541.57	\$ 80,779.28	\$141,698.08	\$201,761.44	\$209,842.90	
August	\$173,804.29	\$123,601.95	\$193,741.49	\$234,917.71	\$235,394.73	
September	\$154,367.41	\$ 96,304.68	\$161,796.26	\$232,840.92	\$243,431.26	
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>\$189,488.56</b>



**Income Statement @ April 2024 YTD Comparison**

<b>Revenue:</b>	<b>January</b>	<b>February</b>	<b>March</b>	<b>April</b>	<b>YTD</b>
5405 MAT Revenue			189,661.50		189,661.50
5861 Advertising Revenue			34,200.00	680.80	34,880.80
5847 Interest Revenue	3,295.61	4,238.09	4,147.78	4,972.85	16,654.33
5862 Merchandise Revenue		43.07		759.52	802.59
<b>Total</b>	<b>3,295.61</b>	<b>4,281.16</b>	<b>228,009.28</b>	<b>6,413.17</b>	<b>241,999.22</b>
<b>Expenses:</b>					
6111 Office Expense	146.38		232.80	166.40	545.58
6170 Memberships and Subscriptions	25,009.90	524.82	41.88	603.55	26,180.15
6182 Travel	6,474.32	1,886.73			8,361.05
6184 Trade Shows/Conferences	5,244.67	20.79		250.00	5,515.46
6462 Insurance			1,682.83	1,338.12	3,020.95
6470 Postal Service			78.97		78.97
6475 Bookkeeping Expenses	961.44	1,212.65	1,195.31	987.43	4,356.83
6540 Advertising	26,829.61	35,759.16	9,702.38	3,378.05	75,669.20
6544 Promotions	1,393.88	1,444.76	364.82	42,775.76	45,979.22
6545 Meetings	102.09	92.68	91.98	100.68	387.43
6632 General Development	2,141.16	106,417.70		161.05	108,719.91
6633 Tours		182.13			182.13
6634 Events		1,128.06	66.79		1,194.85
6720 Bank Charges	310.33	95.10	1,004.78	117.28	1,527.49
<b>Total Expenses</b>	<b>68,613.78</b>	<b>148,764.58</b>	<b>14,462.54</b>	<b>49,878.32</b>	<b>281,719.22</b>
<b>Other Income</b>					
5205 Ont Spec Grant Other				30,000.00	30,000.00
<b>Other Expense</b>					
7700 Exchange Gain or Loss				179.73	179.73
<b>Net Income</b>	<b>(65,318.17)</b>	<b>(144,483.42)</b>	<b>213,546.74</b>	<b>(13,644.88)</b>	<b>(9,899.73)</b>



# Attraction Tourism Growth Project

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Sault Ste. Marie Tourism Development Fund  
Application

May 28, 2024



Ermatinger • Clergue  
National Historic Site



# Background

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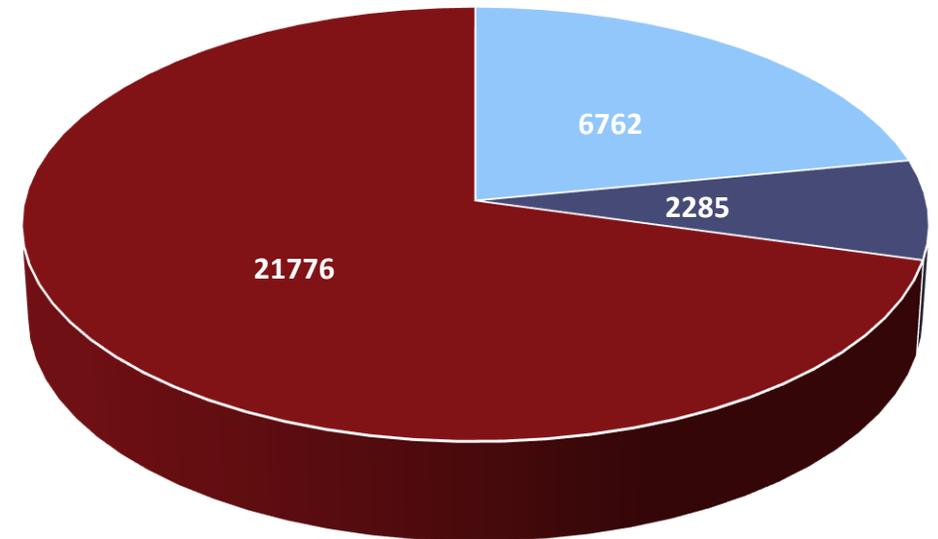
- The Ermatinger Clergue National Historic Site (ECNHS) provides visitors to Sault Ste. Marie an opportunity to experience the history of our community through preservation and historic interpretation of artifacts and events related.
- Ermatinger Old Stone House, Clergue Blockhouse, Heritage Discovery Centre, Heritage gardens, and Gift Shop.
- We facilitate dialogue and engage visitors to create an atmosphere that tells our stories steeped in stone, where cultures meet.
- Carefully curated tourism itineraries draw visitors, bus tours, cruise ships, and group tours
- Total visitation in 2023 = 30,823 people
- In 2023 completed a Digital Strategy clearly recommending development of: standalone website and digital augmented exhibit & tours.

# Visitor Data

- 2023 Total Visitation = 30823
- 6762 tourists – comprising of
  - 1213 off of cruise ships
  - 343 Road Scholar bus tours
  - 195 bus tours
  - 5011 other tourists (walk in & groups)
- 2285 School – student curriculum programming
- 21776 special events – comprises of:
  - Local < 50 km
  - Visitors > 50km
  - Tourists

*Note: Special Events are Fall Rendezvous, Poutine Feast, Lilac & Lavender, etc.*

## VISITATION 2023



# Connection to Tourism

- This application is in conjunction with an application to FedNor Tourism Growth.
- This application will assist ECNHS in a stand-alone Website, AR exhibit installations, and Marketing – all recommendations from our Digital Strategy and Strategic goal of increasing market readiness
- The product development will assist ECNHS and TSSM in an enhancement of our product offerings, which in turn increasing overnight stays and visitor spending in SSM, and support our reputation and position as a first-rate visitor destination.
- Another part of the tourism growth project is to heat the Blockhouse thus allowing us to have all buildings open 365, and plan itineraries in the shoulder /winter seasons.
- Visitors are anyone from >50 km, and that constitutes currently over 20,000 visitors to our Site annually. ECNHS in combination with our other tourism partners & attractions generate: 20,000 X 2 nights X \$150 = \$6,000,000 in Direct Visitor Spending.



# Current Challenges

---

- 1) Website – currently a part of the City of SSM website – no capabilities to offer presale on admission / event tickets, no links to itineraries & partners, no ability to showcase visuals (pictures, video, or posters). A new stand-alone website will allow for these capabilities.
- 2) Visitor engagement – currently limited engagement for self guided visitors on site. Audio tour only. Innovative AR & QR coding will allow for cell phone / tablet interaction for each visitor.
- 3) Marketing – marketing has been limited to social media. Stand-alone website and enhanced marketing campaigns will begin tourism momentum and attraction.
- 4) Seasonal buildings – Clergue Blockhouse is currently only open for peak season. Heating will allow for year-round visitation to this building especially shoulder and winter season. The AR installation will include the Blockhouse.



# The Project

## ECNHS Attraction

### Tourism Growth

### Project

#### Overview of the project:

- Timeline – July 2024 to June 2025
- Budget – total project (including FedNor) \$255,000. Ask of TSSM = \$20,000
- Goals
  - Enhancement of ECNHS tourism product,
  - Enhances visitor experience offerings,
  - Provides partnership in the overall economic impact for SSM.
- Outcomes
  - a) Stand-alone Website for ECNHS
  - b) Visitor experience enhancement – innovative Augmented reality exhibit installations & QR coding
  - c) Enhanced Marketing to introduce, the new installations and the new website
  - d) Heating the Blockhouse allows for extended operations into shoulder seasons & winter, thus allowing for new visitor itineraries.



# Partnerships

Other groups providing funding/ sponsorship/ in kind:

- Application to FedNor – Tourism Growth Fund – 90% funding - pending
- Friends of ECNHS - confirmed
- Historic Sites Board - confirmed
- City of SSM / ECNHS – staffing, IT, research, ownership, insurance - in kind confirmed

Support letters and partners in tourism:

- Algoma Country
- Destination Northern Ontario



# The Ask

---

Budget – total project (including FedNor) \$255,000.

**The ask of Tourism Development Fund: \$20,000**

FedNor application is in Phase 2 = 90% of the project.

# Measurable Results



**Sustainability will be measured in our annual Key Performance Indicators:**

# of visitors, # of group tours, # curated itineraries for Group Tours & Cruise ships

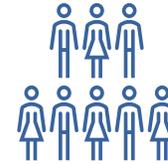
Ability to measure the interactions and engagements of the new stand-alone website

Customer surveys

Postal / Zip code monitoring



**Innovative strategies to improve overall visitor experience**



**Infusion of positive media exposure and social media targeted campaigns**



**ECNHS as an attraction will have a better on-line presence for tourists to gather their knowledge for their travel to SSM, purchase online admission, and create their own itineraries or experience one of the many itineraries we create in partnership.**

## Next Steps

- Wait for approval from FedNor – 90% funding
- If FedNor approval – project moves fast forward
  - Tender documents for website
  - Tender documents for interactive AR installations
  - Tender documents for heating unit installation in Blockhouse
  - Begin to create targeted marketing campaigns
  - Build itineraries
- Timeline is until June 2025, however, it would be nice to get ahead of 2025 peak season.
- If funding from FedNor is not approved, then applications to Canadian Cultural Spaces, City SSM, NOHFC.
- *Thank you for your time*
- *Kathy Fisher, Curator, ECNHS*



## TOURISM DEVELOPMENT FUND APPLICATION SUMMARY

<b>Name of the Event</b>	Snowbird Demonstration Squadron- SSM Airshow
<b>Event Date</b>	September 21, 2024
<b>Venue</b>	SSM Waterfront, SSM Airport, Canadian Bushplane Museum
<b>Submitted by:</b>	Emma Patt, SSM Airport Development Corporation
<b>Reviewed by:</b>	Alana Kenopic
<b>Ask:</b>	\$18,000
<b>Recommendation:</b>	\$18,000

### Overview of the Event

The 2024 Canadian Airforce Snowbird Demonstration team contacted representatives of the SSM Airport Development Corporation, Sault College and the City of Sault Ste. Marie in early 2024 to advise they had a cancellation in their program for the 2024 show season. SSM was approached to assess if the community could host in the fall of 2024 to fill the spot previously assigned to Mirabel, QB. 2024 is a showcase year for both the Canadian Air Force, celebrating 100 years as well as the Ontario Provincial Air Service, celebrating 100 years. The OPS has deep roots to Sault Ste. Marie and together these combined anniversaries make for a special occasion to commemorate aviation history. The airshow aligns with the annual Bushplane Days and will be a featured event for this special anniversary celebration.

Due to the significance of the centennial anniversaries of the OPS and Canadian Airforce and the connections to SSM and the exposure generated by these celebrations this application is applying for consideration of higher levels of funding above estimated visitor day and economic impact generation. This event will be used to leverage participation in the annual Bushplane Days event showcasing one of Sault Ste. Marie's premier attractions.

### Previous TDF Applications

YEAR	AMOUNT Approved	Summary
n/a		

### Attendance Projections

Local	5000
Regional	500
Ontario	100
Canada	35
USA	500 (on USA side)

### Economic Impact

Minimal- this event is geared to creating exposure and celebrating the Centennial Anniversaries

## **Budget Summary**

Host Community is responsible for paying the following costs associated with hosting the Snowbirds Demonstration Squadron. No profit is generated.

30 Hotel Rooms x 3 nights @ \$200 per night = \$18,000

Rental Vehicles for Pilots 13 cars @ \$54.99 per day x 3 days = \$2200

Rental Cube Van @ \$110 per day x 3 days = \$350

## **Scoring Matrix**

The Snowbirds Airshow scores 37 on the evaluation matrix

NOTE: This event is applying for consideration of higher level of funding due to the limited visitor days but higher exposure and marketability.

## **Staff Analysis**

Staff have been working alongside community partners at the SSM Airport Development Corporation, Sault College and Canadian Bushplane Heritage Centre to assist in coordinating efforts to host this event. As noted, the Snowbirds are iconic to Canada and to our aviation history. With the significance of the Centennial Anniversaries of the Canadian Forces and Ontario Provincial Air Service this is an excellent opportunity to leverage national exposure and highlight SSM's role in aviation history.

## **Draft Resolution**

Be it resolved that the Tourism Sault Ste. Marie Board of Directors recommend a contribution of \$18,000 through the Tourism Development Fund- Conferences and Special Events Stream to support the 2024 Snowbirds Demonstration Squadron Airshow on September 21<sup>st</sup>, 2024 and that a report be submitted to City Council for consideration and approval.



# Attraction Tourism Growth Project

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Sault Ste. Marie Tourism Development Fund  
Application

May 28, 2024



Ermatinger • Clergue  
National Historic Site



# Background

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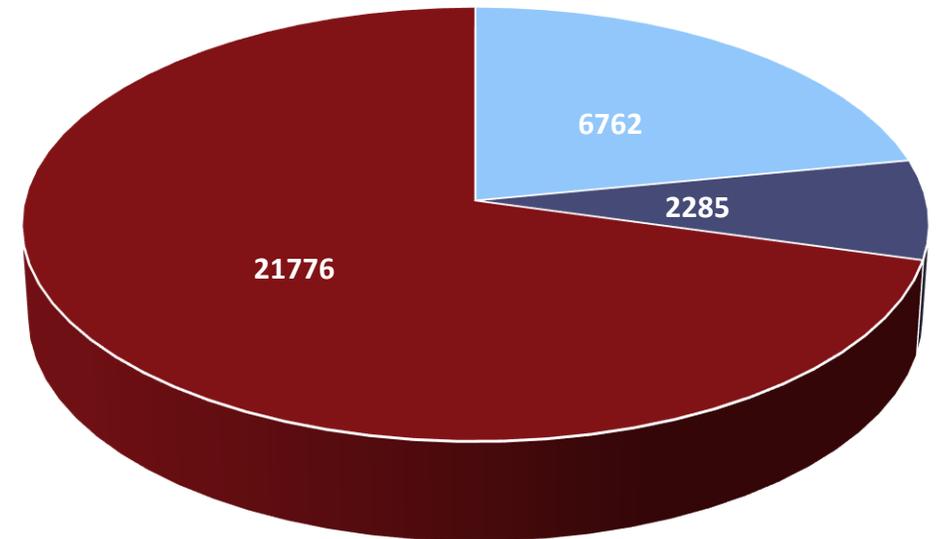
- The Ermatinger Clergue National Historic Site (ECNHS) provides visitors to Sault Ste. Marie an opportunity to experience the history of our community through preservation and historic interpretation of artifacts and events related.
- Ermatinger Old Stone House, Clergue Blockhouse, Heritage Discovery Centre, Heritage gardens, and Gift Shop.
- We facilitate dialogue and engage visitors to create an atmosphere that tells our stories steeped in stone, where cultures meet.
- Carefully curated tourism itineraries draw visitors, bus tours, cruise ships, and group tours
- Total visitation in 2023 = 30,823 people
- In 2023 completed a Digital Strategy clearly recommending development of: standalone website and digital augmented exhibit & tours.

# Visitor Data

- 2023 Total Visitation = 30823
- 6762 tourists – comprising of
  - 1213 off of cruise ships
  - 343 Road Scholar bus tours
  - 195 bus tours
  - 5011 other tourists (walk in & groups)
- 2285 School – student curriculum programming
- 21776 special events – comprises of:
  - Local < 50 km
  - Visitors > 50km
  - Tourists

*Note: Special Events are Fall Rendezvous, Poutine Feast, Lilac & Lavender, etc.*

## VISITATION 2023



# Connection to Tourism

- This application is in conjunction with an application to FedNor Tourism Growth.
- This application will assist ECNHS in a stand-alone Website, AR exhibit installations, and Marketing – all recommendations from our Digital Strategy and Strategic goal of increasing market readiness
- The product development will assist ECNHS and TSSM in an enhancement of our product offerings, which in turn increasing overnight stays and visitor spending in SSM, and support our reputation and position as a first-rate visitor destination.
- Another part of the tourism growth project is to heat the Blockhouse thus allowing us to have all buildings open 365, and plan itineraries in the shoulder /winter seasons.
- Visitors are anyone from >50 km, and that constitutes currently over 20,000 visitors to our Site annually. ECNHS in combination with our other tourism partners & attractions generate: 20,000 X 2 nights X \$150 = \$6,000,000 in Direct Visitor Spending.



# Current Challenges

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- 1) Website – currently a part of the City of SSM website – no capabilities to offer presale on admission / event tickets, no links to itineraries & partners, no ability to showcase visuals (pictures, video, or posters). A new stand-alone website will allow for these capabilities.
- 2) Visitor engagement – currently limited engagement for self guided visitors on site. Audio tour only. Innovative AR & QR coding will allow for cell phone / tablet interaction for each visitor.
- 3) Marketing – marketing has been limited to social media. Stand-alone website and enhanced marketing campaigns will begin tourism momentum and attraction.
- 4) Seasonal buildings – Clergue Blockhouse is currently only open for peak season. Heating will allow for year-round visitation to this building especially shoulder and winter season. The AR installation will include the Blockhouse.



# The Project

## ECNHS Attraction

### Tourism Growth

# Project

#### Overview of the project:

- Timeline – July 2024 to June 2025
- Budget – total project (including FedNor) \$255,000. Ask of TSSM = \$20,000
- Goals
  - Enhancement of ECNHS tourism product,
  - Enhances visitor experience offerings,
  - Provides partnership in the overall economic impact for SSM.
- Outcomes
  - a) Stand-alone Website for ECNHS
  - b) Visitor experience enhancement – innovative Augmented reality exhibit installations & QR coding
  - c) Enhanced Marketing to introduce, the new installations and the new website
  - d) Heating the Blockhouse allows for extended operations into shoulder seasons & winter, thus allowing for new visitor itineraries.



# Partnerships

Other groups providing funding/ sponsorship/ in kind:

- Application to FedNor – Tourism Growth Fund – 90% funding - pending
- Friends of ECNHS - confirmed
- Historic Sites Board - confirmed
- City of SSM / ECNHS – staffing, IT, research, ownership, insurance - in kind confirmed

Support letters and partners in tourism:

- Algoma Country
- Destination Northern Ontario



# The Ask

---

Budget – total project (including FedNor) \$255,000.

**The ask of Tourism Development Fund: \$20,000**

FedNor application is in Phase 2 = 90% of the project.

# Measurable Results



**Sustainability will be measured in our annual Key Performance Indicators:**

# of visitors, # of group tours, # curated itineraries for Group Tours & Cruise ships

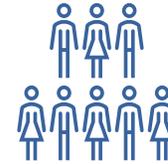
Ability to measure the interactions and engagements of the new stand-alone website

Customer surveys

Postal / Zip code monitoring



**Innovative strategies to improve overall visitor experience**



**Infusion of positive media exposure and social media targeted campaigns**



**ECNHS as an attraction will have a better on-line presence for tourists to gather their knowledge for their travel to SSM, purchase online admission, and create their own itineraries or experience one of the many itineraries we create in partnership.**

## Next Steps

- Wait for approval from FedNor – 90% funding
- If FedNor approval – project moves fast forward
  - Tender documents for website
  - Tender documents for interactive AR installations
  - Tender documents for heating unit installation in Blockhouse
  - Begin to create targeted marketing campaigns
  - Build itineraries
- Timeline is until June 2025, however, it would be nice to get ahead of 2025 peak season.
- If funding from FedNor is not approved, then applications to Canadian Cultural Spaces, City SSM, NOHFC.
- *Thank you for your time*
- *Kathy Fisher, Curator, ECNHS*





Ermatinger • Clergue  
National Historic Site

# Digital Strategy

Ermatinger Clergue National Historic Site



# Introduction

In the spring of 2023, Ermatinger Clergue National Historic Site embarked on a Digital Strategic Planning process, the goal of which was to facilitate digital transformation through a strong vision and actionable framework.

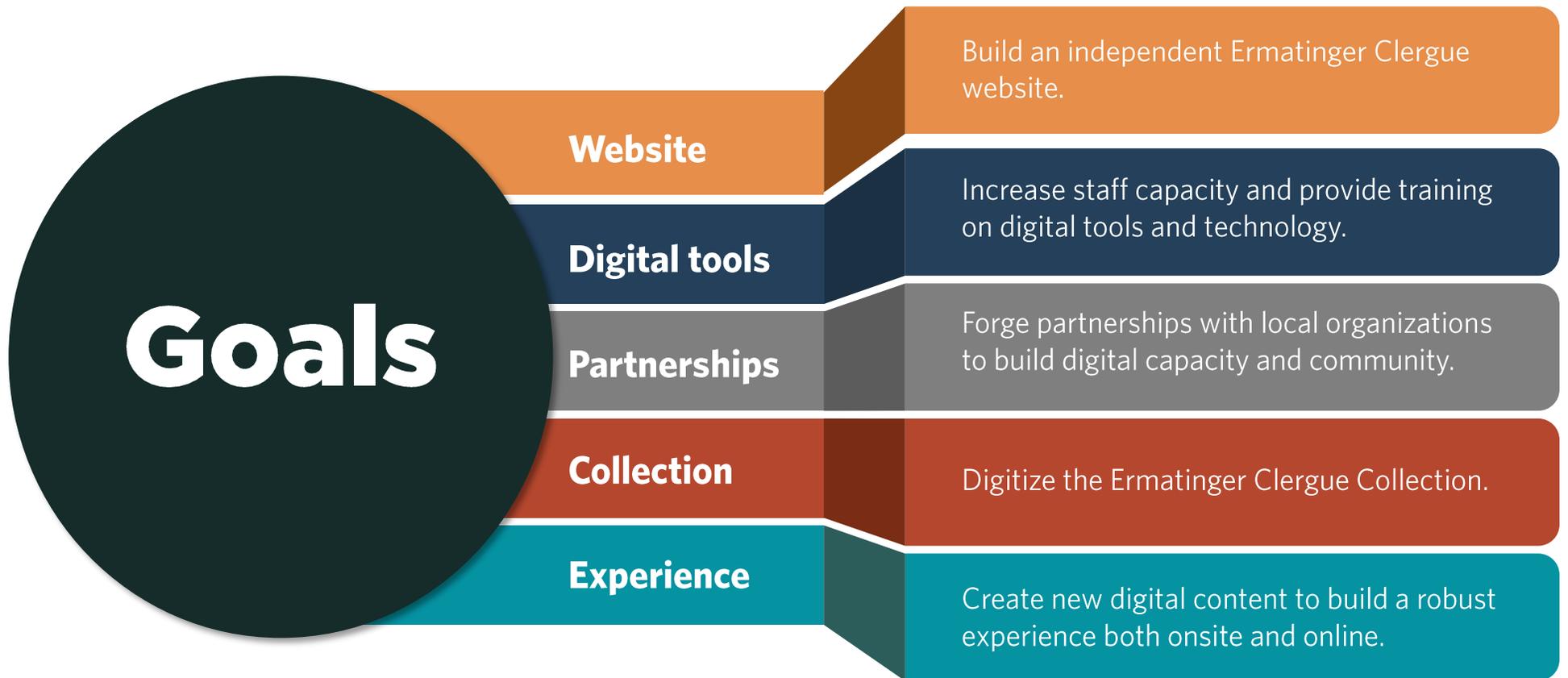
The importance of digital transformation has never been so important or so urgent for cultural sector organizations. Ermatinger Clergue has recognized the immense opportunity digital transformation can provide and has created a Digital Strategy which will enable it to seize those opportunities. The implementation of this digital strategy will build a foundation to support future digital programming, improve organizational operations, and share the history and heritage of Ermatinger Clergue National Historic Site in Sault Ste. Marie and beyond.

The process began in April of 2023 and was divided into two phases: Phase One focused on research and analysis, and Phase Two on strategy development.

Phase One began with a background review and digital needs assessment, followed thereafter by a site visit and Trends and Best Practices Report, which was presented to Ermatinger Clergue staff and representatives from various partner organizations in Sault Ste.

Marie. The research that followed included both internal and external stakeholder engagement, taking the form of one-on-one interviews with staff and community partners, and a digital confidence survey. In addition, a Software Typologies report was shared to highlight common software in the cultural management field and prioritize investment for Ermatinger Clergue.

The information gathered in this phase of research was synthesized and shared with staff and stakeholders in a Key Findings Report, which identified key findings, directions, and recommendations for Ermatinger Clergue. These findings and recommendations informed the first step in Phase Two: an interactive Digital Strategy Development workshop, which included participation from Ermatinger Clergue Staff, City of Sault Ste. Marie staff, and members of the Historic Board. In the workshop, draft goals and objectives were created and potential themes that could inform the digital vision were identified. These goals were then refined by the consulting team in conjunction with Ermatinger Clergue Staff and an implementation timeline was created. The goals and respective objectives form a Digital Strategy that will guide Ermatinger Clergue's digital transformation over the next three years.



## GOAL 1:

# Build an independent Ermatinger Clergue **website**.

Rationale: Ermatinger Clergue National Historic Site does not currently have a standalone website, making it more difficult for potential visitors to find information and plan a trip, and preventing staff from sharing content online. Building a standalone website will allow Ermatinger Clergue to create a vibrant digital experience.

### ***Objectives:***

- Research and secure funding opportunities to create an external-built website.
- Explore potential website builder tools and platforms (such as Wix).
- Seek resources for building an independent Ermatinger Clergue website within city infrastructure.
- Populate the website with existing catalog of digital content (Stories Steeped in Stone, live performance recordings, etc.)
- Create an e-commerce store or online gift shop on the website.
- Implement an online ticketing program, allowing visitors to pre-purchase tickets online.
- Build a bridge to the digitized Ermatinger Clergue collection.

# Goal 1: Build an independent Ermatinger Clergue website.

2024

Research and secure funding opportunities to create an externally-built website

Explore potential website building tools and platforms

Seek resources for building an independent website within city infrastructures

Build and launch an independent website

2025

Populate the website with existing catalog of digital content

2026

Implement an online ticketing program

Create an e-commerce or online gift shop on the website

Build a bridge to the digitized collection

## Goal 2:

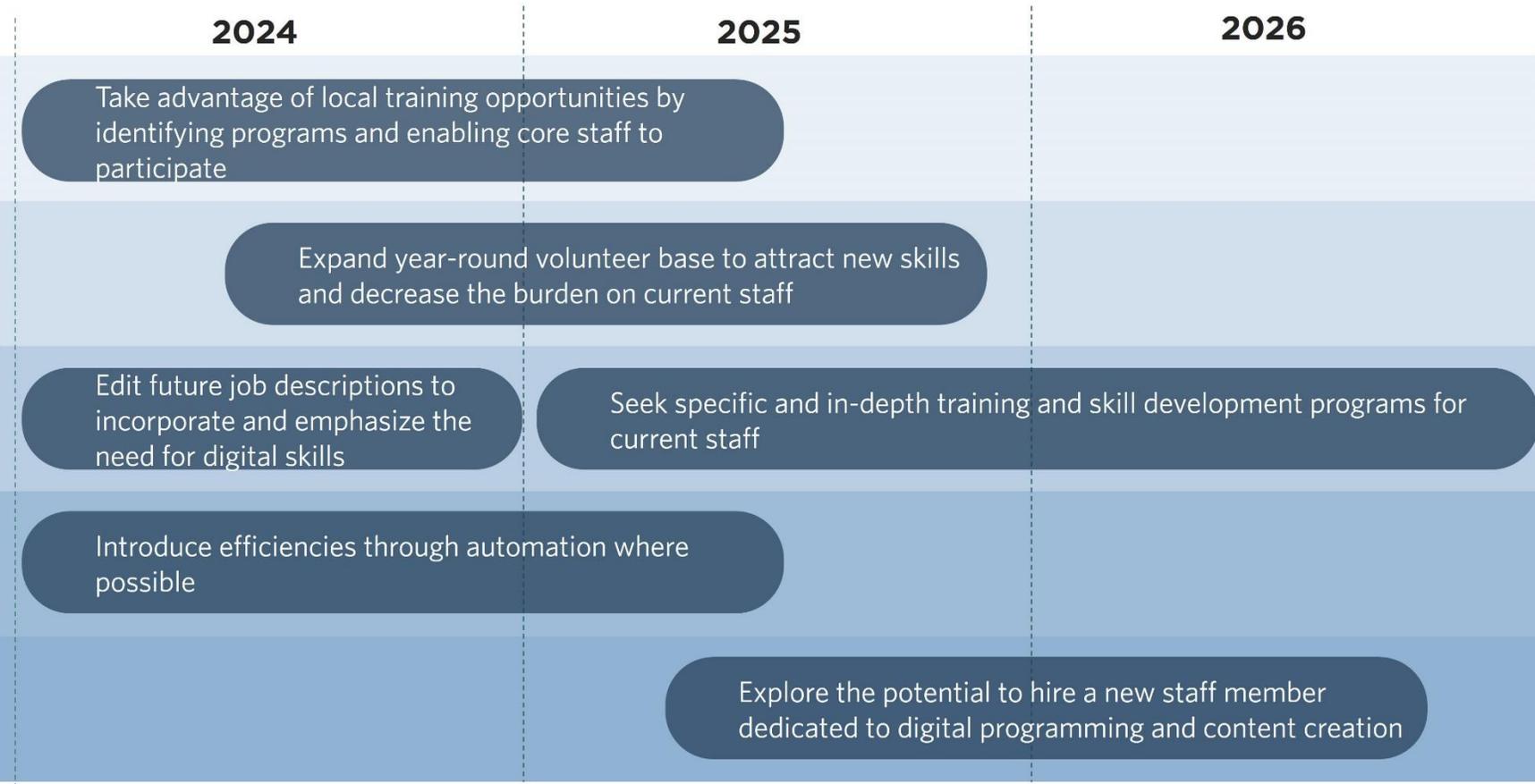
# Increase staff capacity and provide training on **digital tools** and technology.

Rationale: Currently, Ermatinger Clergue staff does not have the capacity to implement a holistic digital transformation. Staff do not have the time to carry out additional projects or complete the necessary training to adopt new digital tools and technologies. For digital transformation to be successful, staff will need increased capacity.

### **Objectives:**

- Edit future job descriptions to incorporate and emphasize the need for digital skills.
- Take advantage of local training opportunities by identifying programs and enabling core staff to participate.
- Introduce efficiencies through automation where possible.
- Expand Ermatinger Clergue's volunteer base to attract new skills and decrease the burden on current staff.
- Explore the potential to hire a new staff member dedicated to digital programming and content creation.
- Seek training and skill development programs for current Ermatinger Clergue staff.

## Goal 2: Increase staff capacity and provide training on digital tools and technology.



## **Goal 3:**

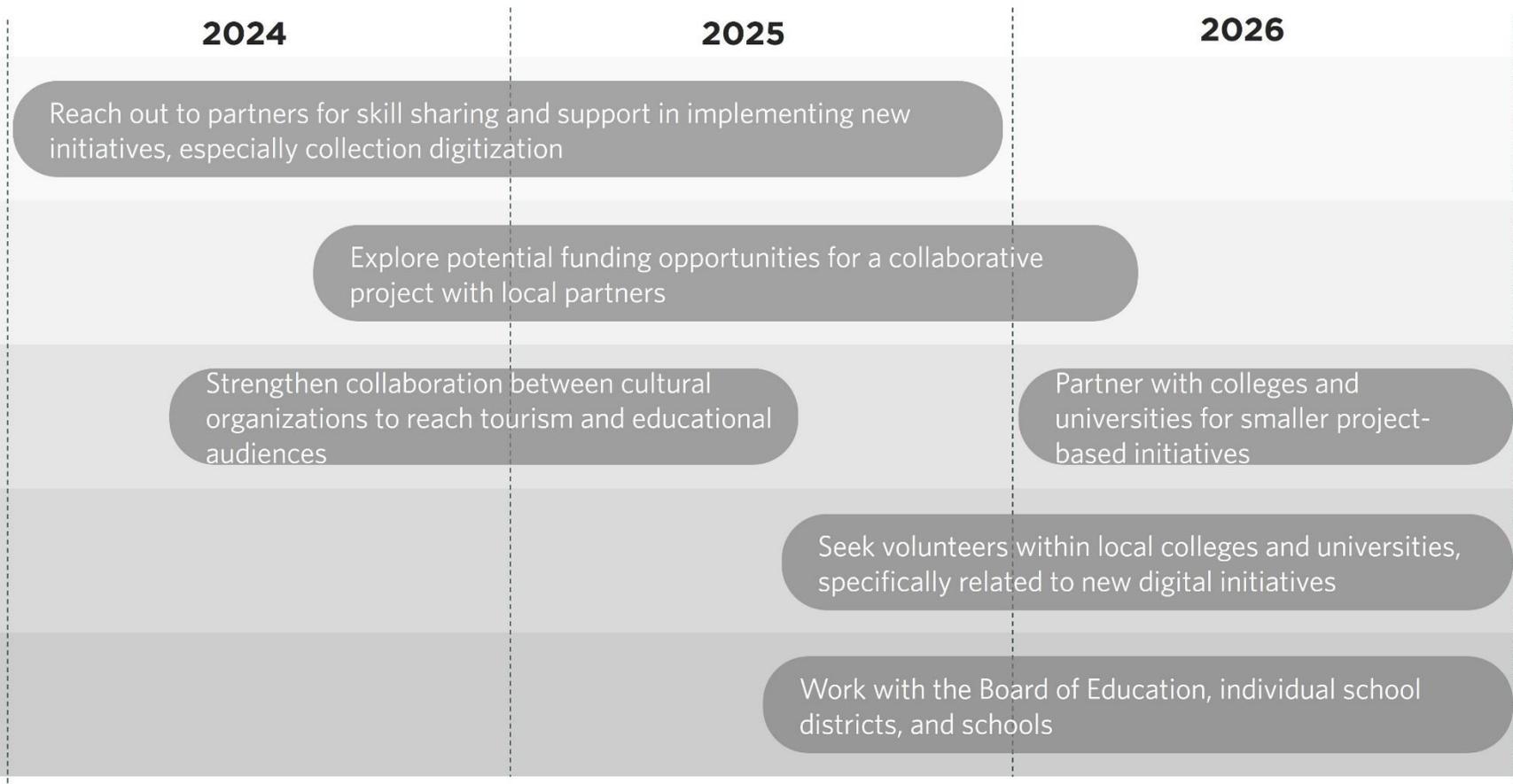
# Forge partnerships with local organizations to build digital capacity and community.

Rationale: Ermatinger Clergue National Historic Site is located in a vibrant community, with many potential educational and cultural partners with significant resources and experience in the digital realm. At the same time, Ermatinger Clergue can provide stakeholders with valuable opportunity to access local history and heritage. Visitors seek experiences at multiple historical and cultural sites and there are opportunities to reach them through enhanced collaboration.

### ***Objectives:***

- Reach out to partners for skill sharing and support in implementing new initiatives, especially collection digitization.
- Explore potential funding opportunities (through FedNor and/or Mitacs) for a collaborative project with local cultural partners.
- Strengthen collaboration between cultural organizations to reach tourism and educational audiences.
- Seek volunteers within local colleges and universities, specifically related to new digital initiatives.
- Work with the Board of Education, individual school districts and schools to define virtual education potential.
- Partner with colleges and universities for smaller project-based initiatives (especially digital media departments).

### Goal 3: Forge partnerships with local organizations to build digital capacity and community.



## **Goal 4:**

# Digitize the Ermatinger Clergue Collection.

Rationale: The Ermatinger Clergue Collection is a tremendous asset that is currently not being fully utilized. Digitizing the collection using existing Past Perfect Software and creating an online access portal will open up new opportunities for staff to create content and for a wide range of external users to access the collection.

### ***Objectives:***

- Train staff on Past Perfect collections management software.
- Define a collection digitization strategy.
- Create clear metadata description standards and digitization guides for volunteers.
- Incorporate content creation into collection digitization efforts.
- Implement a digital collection portal on the new Ermatinger Clergue website.
- Explore a transition to the cloud-based version of Past Perfect.

## Goal 4: Digitize the Ermatinger Clergue Collection.



## **Goal 5:**

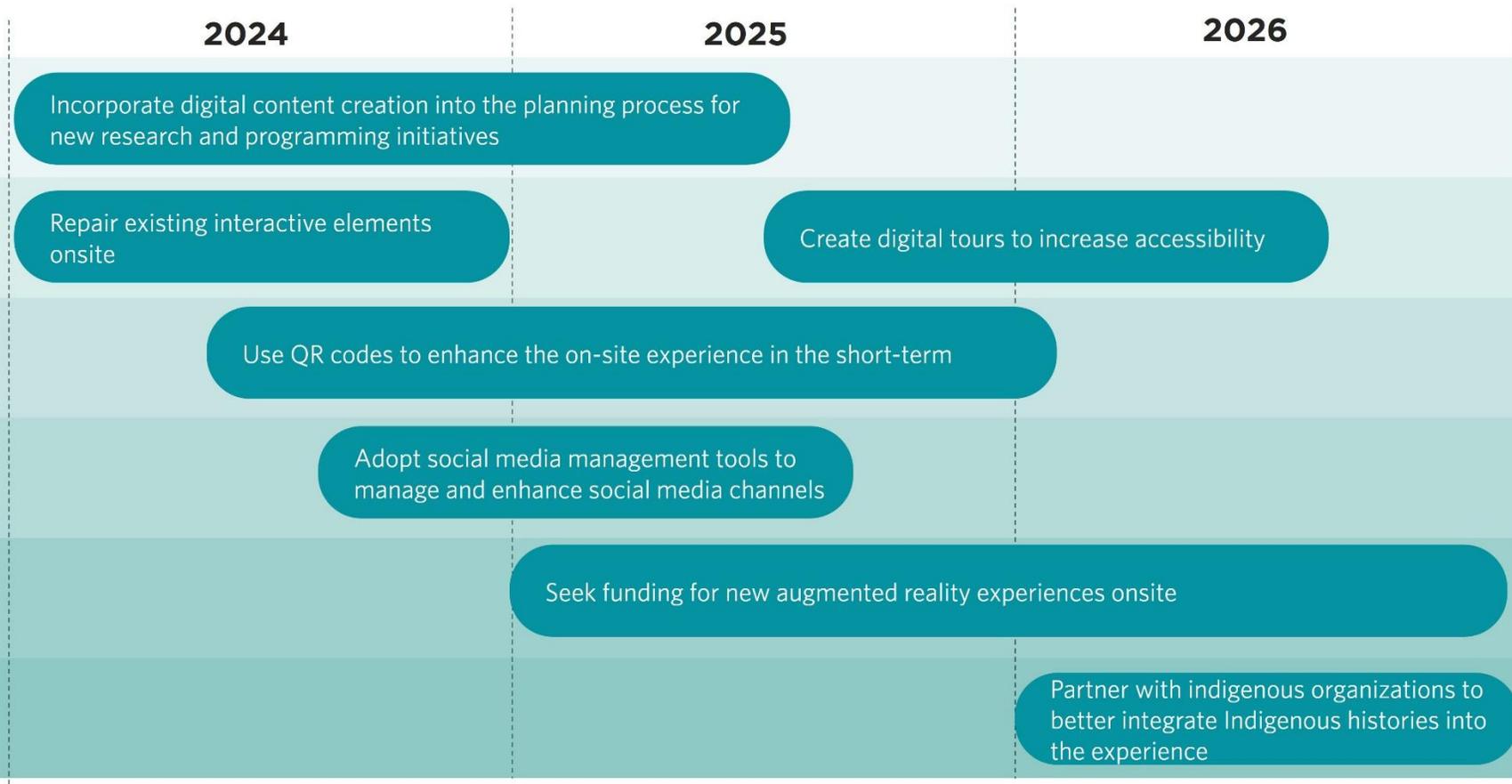
# Create new digital content to build a robust experience both onsite and online.

Rationale: Ermatinger Clergue is a source for many stories that can entertain audiences while also educating about the heritage and culture of Sault Ste. Marie. There are significant opportunities to transform existing content and create new digital content that enhances the onsite and virtual experiences.

### ***Objectives:***

- Repair existing interactive elements onsite.
- Incorporate digital content creation into the planning process for new research and programming initiatives.
- Adopt social media management tools (such as Hootsuite or Sprout Social) to manage and enhance social media channels.
- Use QR codes to enhance the on-site experience in the short-term.
- Seek funding for new augmented reality experiences onsite.
- Create digital tours of the Ermatinger House and Clergue Blockhouse to increase accessibility (available both on-site and online).
- Partner with Indigenous organizations to better integrate Indigenous histories into the Ermatinger Clergue experience.
- Transform existing paper and physical content into digital experiences (i.e. creating a webapp version of the garden tour).

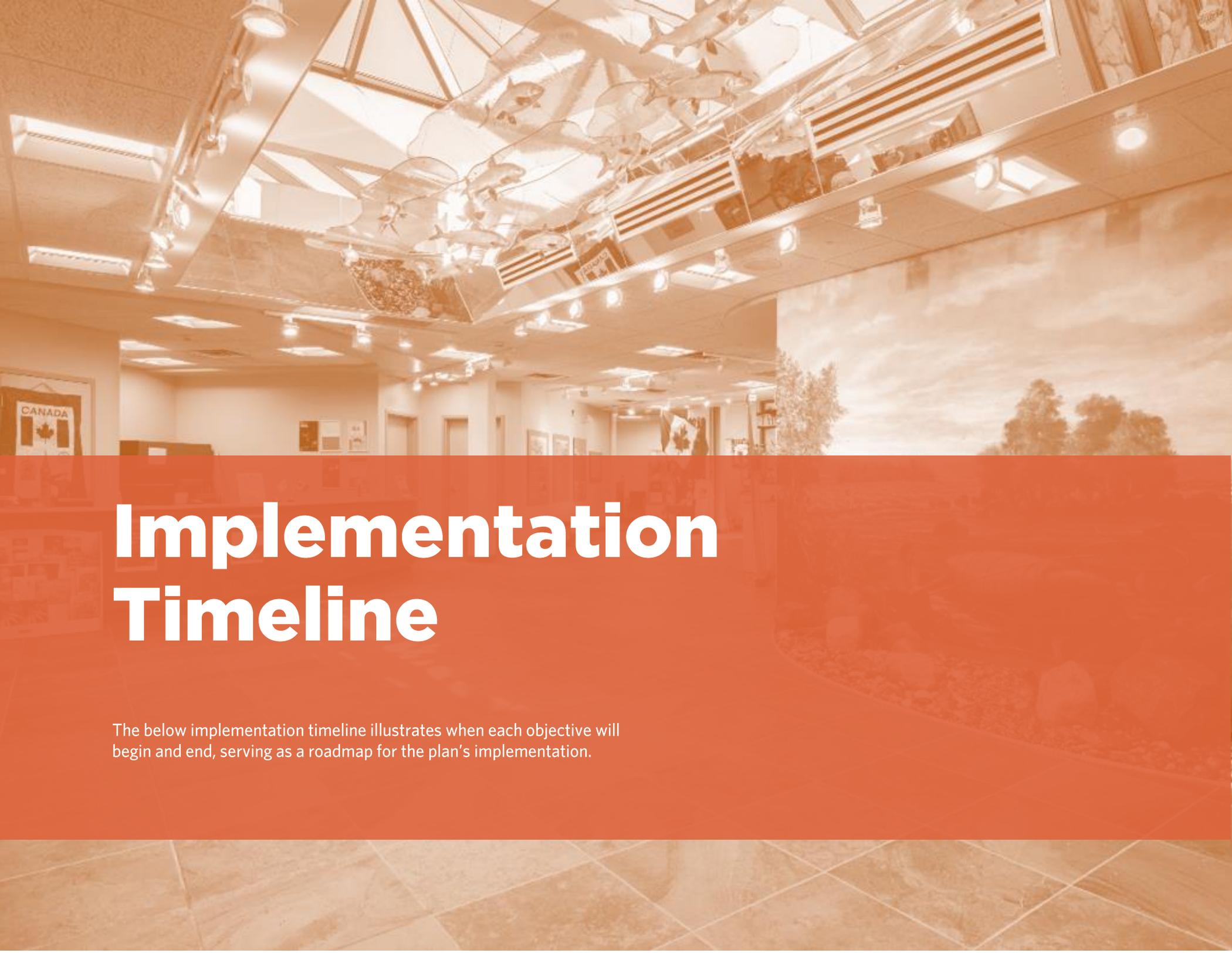
## Goal 5: Create new digital content to build a robust experience both onsite and online.





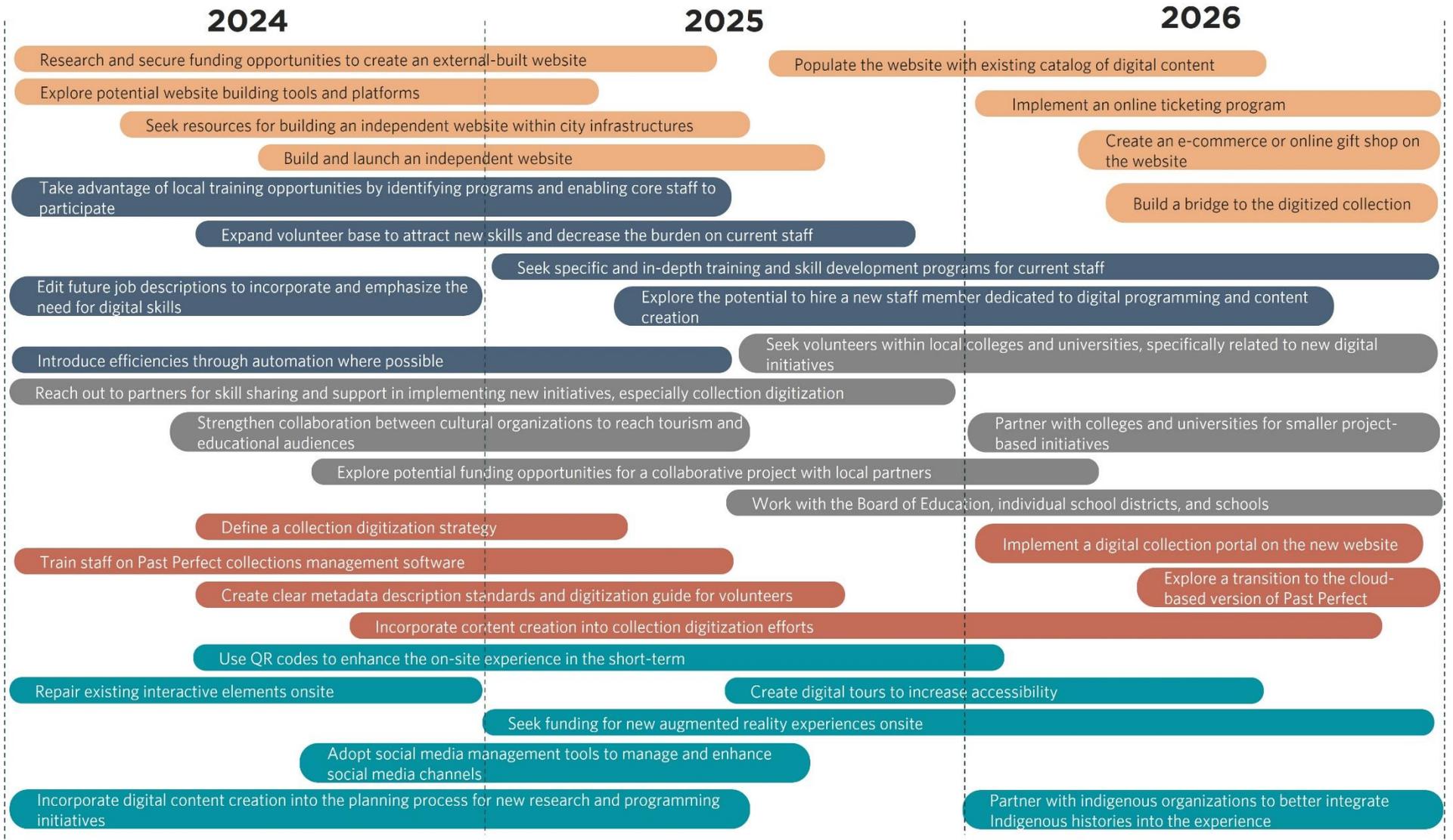
# Digital Vision

Ermatinger Clergue National Historic Site will use technology to transform the experience of its history and heritage into an accessible, immersive, interactive journey where everyone learns and feels welcome.

A museum gallery with a large fish display on the ceiling and a large mural on the wall. The ceiling is covered in numerous fish-shaped objects, some of which are illuminated. The wall features a large mural of a landscape with trees and a sky. The floor is made of large, light-colored tiles. The overall lighting is warm and ambient.

# Implementation Timeline

The below implementation timeline illustrates when each objective will begin and end, serving as a roadmap for the plan's implementation.



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## TOURISM DEVELOPMENT FUND APPLICATION SUMMARY

<b>Name of the Event</b>	Soo North Cup
<b>Event Date</b>	June 14-16, 2024
<b>Venue</b>	Queen Elizabeth Grounds
<b>Submitted by:</b>	Sault Ste. Marie Cricket Club
<b>Reviewed by:</b>	Josh Ingram
<b>Ask:</b>	\$20,000
<b>Recommendation:</b>	\$4500

### Overview of the Event

The SSM Cricket Club was established in 2013 with a goal to play the sport, bringing together locals and newcomers to SSM. The club has seen continued growth with the SSM Cricket team travelling across Northern Ontario competing in (and winning) multiple tournaments. In 2023, the club hosted the Northern Ontario Cricket League hosting families from Thunder Bay, Timmins, North Bay and Sudbury. The success of the club and the event has inspired the SSM Cricket Club to create the Soo North Cup, an annual event within their regularly 7 hosted matches designed to attract teams from across Ontario to compete in SSM. The event takes place over three days. Each competing team consists of 15-16 players.

### Previous TDF Application Summary

YEAR	AMOUNT Approved	Summary
n/a		

### Attendance Projections

Local	208
Regional	
Ontario	350
Canada	
USA	

### Economic Impact

$$350 \times 2 \text{ days} \times \$150 = \$105,000$$

### Budget Summary

Expenses: \$13,830  
Revenue: \$12,900

Revenue is calculated based on the entire season, with approximately \$4,000 in revenue allocated to the Soo North Cup Budget.

## **Scoring Matrix**

The Soo North Cup scores 40 on the evaluation matrix placing it in the low end of the recommended range of \$5000- \$10,000.

## **Staff Analysis**

The Sault North Cricket Club, as well as the rest of the Northern Ontario teams, are almost exclusively newcomers. Over the past 5 years Sault Ste. Marie has seen an influx of newcomers to our community and we expect this growth to continue. The SSM Cricket Club is now launching this new tournament, in addition to their regular season, and have made significant efforts to elevate Sault Ste. Marie's profile within the cricket community. Members of the local club have participated in the SSM Sports Mixer events hosted by the City of Sault Ste. Marie to learn more about how to grow their sport and source funding. This application is an excellent example of community outreach resulting in an opportunity to grow a fringe sport in SSM that has identified growth potential. Staff is recommending supporting official fees and field costs.

## **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 growth of the Sault Ste. Marie Cricket Club and the Soo North Cup to be hosted June 14-16, 2024 and that a report be submitted to City Council for consideration and approval.

**Funding Assessment Template- Tourism Development Fund**

Event Name: Soo North Cup  
 Event Date: June 14-16, 2024  
 Contact Person: Queen Elizabeth Grounds  
 Internal Review: 17-Apr-24  
 Board Review Date: 28-May-24

<b>OUT OF TOWN PARTICIPANTS</b>	
Number of Guests from Out of Town (45km+)	350
Points	Total <b>3</b>

<b>VISITOR DAYS</b>	
Number of <b>Out of Town</b> Visitors	350
Number of <b>Nights</b> they are Staying	2
Total Visitor Days (multiply together)	700
Points	Total <b>7</b>

<b>LOCAL PARTICIPATION</b>	
Number of Local Participants	208
Points	<b>1</b>

<b>OPPORTUNITY FOR GROWTH</b>	
Good Potential	<b>5</b>
Points	<b>5</b>

<b>REACH OF THE EVENT</b>	
Provincial	<b>3</b>
Points	<b>3</b>

<b>ECONOMIC IMPACT</b>	
100K to 200K	<b>2</b>
Points	<b>2</b>

<b>UTILIZATION OF LOCAL SERVICES/ ATTRACTIONS &amp; SUPPLIERS</b>	
Utilizes SOME attractions restaurants and suppliers	<b>5</b>
Points	<b>5</b>

<b>SEASON (PEAK, SHOULDER OR LOW)</b>	
May to July	<b>4</b>
Points	<b>4</b>

<b>MEDIA EXPOSURE</b>	
Regional	<b>2</b>
Points	<b>2</b>

<b>EVENT FREQUENCY</b>	
REPEAT Event Held within last 5 years	<b>3</b>
Points	<b>3</b>

<b>TOURISM OBJECTIVES/ PRIORITIES</b>	
Meets Priority Sector	<b>5</b>
Points	<b>5</b>

<b>TOTAL POINTS</b>	<b>40</b>
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<b>1 Point for Every 100 out of town Visitors to a Maximum of 10 points</b>	10.00%
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<b>1 Point for Every 100 Visitor Days to a Maximum of 25 Points</b>	25.00%
---	--------

<b>1 Point- 100-250 people</b> <b>2 Points- 250- 500 people</b> <b>3 Points- 500- 750 people</b>	<b>4 Points- 750-1000 people</b> <b>5 Points- 1000 people +</b>	5.00%
--	--	-------

<b>10 Points- Excellent</b> <b>6 Points- Very Good</b> <b>4 Points- Limited</b>	<b>2 Points Very Limited</b> <b>0 Points None</b>	10.00%
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<b>1 Points Local</b> <b>2 Points Regional</b> <b>3 Points Provincial</b>	<b>4 Points National</b> <b>5 Points International</b>	5.00%
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<b>2 Points for Every \$50,000 to Maximum of 10 Points</b>	10.00%
--	--------

<b>10 Points- Event Utilizes a significant number Attractions, Locations, Vendors, Restaurants</b> <b>5 Points- Event Utilizes several Attractions, Locations, Vendors, Restaurants</b> <b>2 Points- Event uses a minimal number of locations, suppliers or restaurants</b>	10.00%
---	--------

<b>6 Points February and March</b> <b>5 Points April</b> <b>4 Points May- June</b>	<b>2 Points July to October 15</b> <b>8 Points October 15- November</b> <b>10 Points December and January</b>	10.00%
--	---	--------

<b>1 Point Local</b> <b>2 Points Regional</b> <b>3 Points Provincial</b>	<b>4 Points National</b> <b>5 Points International</b>	5.00%
--	---	-------

<b>1 Point- New event with a plan for growth</b> <b>2 Points- 2nd year event with reasonable growth!</b> <b>3 Points Repeat event with demonstrated growth</b>	<b>4 points- repeat event with strong growth</b> <b>5 points- Sustainable event growing annually</b>	5.00%
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<b>5 Points Event Meets an Identified Priority Sector</b> <b>3 Points Event demonstrates some alignment with Priority Sector</b> <b>0 Point Does not meet Tourism Objectives</b>	5.00%
--	-------

Points	Recommendation Range
80+	\$20,000 +
60-79	\$10,000 +
40-59	\$5000 +
15-39	\$ 2000 +
<15	\$0

## TOURISM DEVELOPMENT FUND APPLICATION SUMMARY

<b>Name of the Event</b>	9 U Select Provincial Baseball Championships
<b>Event Date</b>	August 30 - Sept 2, 2024
<b>Venue</b>	Sinclair Yards
<b>Submitted by:</b>	Chris Walls - Soo Minor Baseball Association
<b>Reviewed by:</b>	Josh Ingram
<b>Ask:</b>	\$3,000
<b>Recommendation:</b>	\$3500

### Overview of the Event

The Ontario Baseball Association has granted Soo Minor Baseball for a third consecutive year the rights to host the 9U Select Youth Provincial Championships at Sinclair Yards. This is a testament to the success of the previous tournaments, our local sporting organization and community. This event will bring an estimated 11 teams from Ontario to Sault Ste. Marie on Labour Day Weekend. The OBA Provincial Tournaments are up for bid annually. Soo Minor Baseball has bid for, and been awarded the event in the North thereby boosting recognition of our community and the sport of baseball in the North. The Championship event is a double knockout tournament with the final 4 teams competing for the championship title. There are opening ceremonies at the start of the event on Friday including a colour guard and municipal representation.

### Previous TDF Applications

<b>YEAR</b>	<b>AMOUNT Approved</b>	<b>Summary</b>
2022	\$3500 approved \$2250 claimed to support costs of umpire fees and baseballs	Projected attendance 816 Actual attendance 1200 Projected visitors 680 Actual visitors 1100 Total Economic Impact \$660,000
2023	\$3,000 -Venue Rental -Official Fees -Baseballs	Projected attendance 3855 Actual attendance 2267 Projected visitors 3500 Actual visitors 2007 Total Economic Impact \$1,203,000

### Attendance Projections

Local	262
Ontario	2005

### Economic Impact

2005 visitors for a total of 3 visitor days - \$902,250

## Budget Summary

Expenses: \$5,696.00 Revenue: \$5,500 (including TDF funds)
--

## Scoring Matrix

60-79	\$ 10,000 +
-------	-------------

## Staff Analysis

<p>The support for the Ontario Baseball Championships falls well below the recommended range in the evaluation matrix. This funding is requested so that the local club does not run a deficit in hosting the tournament. The only revenue source for the event is sponsorship and TDF. This tournament represents growth and enhanced relationships with Provincial Sport Organization (PSO)- Baseball Ontario. Building on these relationships will greatly enhance Sault Ste. Marie's opportunity to host and bid on future events. As with sanctioned sports tournaments, participation numbers are secure and there is little doubt regarding the valued economic impact this tournament will bring to our community.</p>
--

## Draft Resolution

<p>Be it resolved that the Tourism Sault Ste. Marie Board of Directors recommend a contribution of \$3500 through the Tourism Development Fund- Conferences and Special Events Stream to support the 9U Select Ontario Baseball Provincial Championships and that a report be submitted to City Council for consideration and approval.</p>
---

**Funding Assessment Template- Tourism Development Fund**

Event Name: Ontario Baseball Provincial Championship  
 Event Date: August 30 - Sept 2, 2024  
 Contact Person: Chris Walls - SMBA  
 Internal Review: 8-May-24  
 Board Review Date: 28-May-24

<b>OUT OF TOWN PARTICIPANTS</b>	
Number of Guests from Out of Town (45km+)	2,550
Points	Total 10

<b>VISITOR DAYS</b>	
Number of Out of Town Visitors	2550
Number of Nights they are Staying	4
Total Visitor Days (multiply together)	10,200
Points	Total 25

<b>LOCAL PARTICIPATION</b>	
Number of Local Participants	268
Points	2

<b>OPPORTUNITY FOR GROWTH</b>	
Good Potential	6
Points	6

<b>REACH OF THE EVENT</b>	
Provincial	3
Points	3

<b>ECONOMIC IMPACT</b>	
100K to 200K	10
Points	10

<b>UTILIZATION OF LOCAL SERVICES/ ATTRACTIONS &amp; SUPPLIERS</b>	
Utilizes SOME attractions restaurants and suppliers	7
Points	7

<b>SEASON (PEAK, SHOULDER OR LOW)</b>	
August to October 15	2
Points	2

<b>MEDIA EXPOSURE</b>	
Local	1
Points	1

<b>EVENT FREQUENCY</b>	
REPEAT Event Held within last 5 years	2
Points	2

<b>TOURISM OBJECTIVES/ PRIORITIES</b>	
Meets Priority Sector	5
Points	5

<b>TOTAL POINTS</b>	<b>73</b>
---------------------	-----------

Points	Recommendation Range
80+	\$20,000 +
60-79	\$10,000 +
40-59	\$5000 +
15-39	\$ 2000 +
<15	\$0

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%
--	--------

1 Point- 100-250 people 2 Points- 250- 500 people 3 Points- 500- 750 people	4 Points- 750-1000 people 5 Points- 1000 people +	5.00%
---	--	-------

10 Points- Excellent 6 Points- Very Good 4 Points- Limited	2 Points Very Limited 0 Points None	10.00%
--	--	--------

1 Points Local 2 Points Regional 3 Points Provincial	4 Points National 5 Points International	5.00%
--	---	-------

2 Points for Every \$50,000 to Maximum of 10 Points	10.00%
---	--------

10 Points- Event Utilizes a significant number Attractions, Locations, Vendors, Restaurants 5 Points- Event Utilizes several Attractions, Locations, Vendors, Restaurants 2 Points- Event uses a minimal number of locations, suppliers or restaurants	10.00%
--	--------

6 Points February and March 5 Points April 4 Points May- June	2 Points July to October 15 8 Points October 15- November 10 Points December and January	10.00%
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1 Point Local 2 Points Regional 3 Points Provincial	4 Points National 5 Points International	5.00%
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1 Point- New event with a plan for growth 2 Points- 2nd year event with reasonable growth 3 Points Repeat event with demonstrated growth	4 points- repeat event with strong growth 5 points- Sustainable event growing annually	5.00%
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5 Points Event Meets an Identified Priority Sector 3 Points Event demonstrates some alignment with Priority Sector 0 Point Does not meet Tourism Objectives	5.00%
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## TOURISM DEVELOPMENT FUND APPLICATION SUMMARY

<b>Name of the Event</b>	Snowbird Demonstration Squadron- SSM Airshow
<b>Event Date</b>	September 21, 2024
<b>Venue</b>	SSM Waterfront, SSM Airport, Canadian Bushplane Museum
<b>Submitted by:</b>	Emma Patt, SSM Airport Development Corporation
<b>Reviewed by:</b>	Alana Kenopic
<b>Ask:</b>	\$18,000
<b>Recommendation:</b>	\$18,000

### Overview of the Event

The 2024 Canadian Airforce Snowbird Demonstration team contacted representatives of the SSM Airport Development Corporation, Sault College and the City of Sault Ste. Marie in early 2024 to advise they had a cancellation in their program for the 2024 show season. SSM was approached to assess if the community could host in the fall of 2024 to fill the spot previously assigned to Mirabel, QB. 2024 is a showcase year for both the Canadian Air Force, celebrating 100 years as well as the Ontario Provincial Air Service, celebrating 100 years. The OPS has deep roots to Sault Ste. Marie and together these combined anniversaries make for a special occasion to commemorate aviation history. The airshow aligns with the annual Bushplane Days and will be a featured event for this special anniversary celebration.

Due to the significance of the centennial anniversaries of the OPS and Canadian Airforce and the connections to SSM and the exposure generated by these celebrations this application is applying for consideration of higher levels of funding above estimated visitor day and economic impact generation. This event will be used to leverage participation in the annual Bushplane Days event showcasing one of Sault Ste. Marie's premier attractions.

### Previous TDF Applications

YEAR	AMOUNT Approved	Summary
n/a		

### Attendance Projections

Local	5000
Regional	500
Ontario	100
Canada	35
USA	500 (on USA side)

### Economic Impact

Minimal- this event is geared to creating exposure and celebrating the Centennial Anniversaries

## **Budget Summary**

Host Community is responsible for paying the following costs associated with hosting the Snowbirds Demonstration Squadron. No profit is generated.

30 Hotel Rooms x 3 nights @ \$200 per night = \$18,000

Rental Vehicles for Pilots 13 cars @ \$54.99 per day x 3 days = \$2200

Rental Cube Van @ \$110 per day x 3 days = \$350

## **Scoring Matrix**

The Snowbirds Airshow scores 37 on the evaluation matrix

NOTE: This event is applying for consideration of higher level of funding due to the limited visitor days but higher exposure and marketability.

## **Staff Analysis**

Staff have been working alongside community partners at the SSM Airport Development Corporation, Sault College and Canadian Bushplane Heritage Centre to assist in coordinating efforts to host this event. As noted, the Snowbirds are iconic to Canada and to our aviation history. With the significance of the Centennial Anniversaries of the Canadian Forces and Ontario Provincial Air Service this is an excellent opportunity to leverage national exposure and highlight SSM's role in aviation history.

## **Draft Resolution**

Be it resolved that the Tourism Sault Ste. Marie Board of Directors recommend a contribution of \$18,000 through the Tourism Development Fund- Conferences and Special Events Stream to support the 2024 Snowbirds Demonstration Squadron Airshow on September 21<sup>st</sup>, 2024 and that a report be submitted to City Council for consideration and approval.

**Funding Assessment Template- Tourism Development Fund**

Event Name: Snowbirds Airshow  
 Event Date: 21-Sep-24  
 Contact Person: Emma Patt- SSM Airport Development Corporation  
 Internal Review: 1-May-24  
 Board Review Date: 28-May-24

<b>OUT OF TOWN PARTICIPANTS</b>	
Number of Guests from Out of Town (45km+)	150
Points	Total <b>1</b>

<b>VISITOR DAYS</b>	
Number of Out of Town Visitors	50
Number of Nights they are Staying	3
Total Visitor Days (multiply together)	150
Points	Total <b>1</b>

<b>LOCAL PARTICIPATION</b>	
Number of Local Participants	<b>5</b>

<b>OPPORTUNITY FOR GROWTH</b>	
Good Potential	<b>0</b>
Points	<b>0</b>

<b>REACH OF THE EVENT</b>	
International	<b>5</b>
Points	<b>5</b>

<b>ECONOMIC IMPACT</b>	
<100K	<b>2</b>
Points	<b>2</b>

<b>UTILIZATION OF LOCAL SERVICES/ ATTRACTIONS &amp; SUPPLIERS</b>	
Utilizes MULTIPLE venues attractions restaurants and suppliers	<b>10</b>
Points	<b>10</b>

<b>SEASON (PEAK, SHOULDER OR LOW)</b>	
August to October 15	<b>2</b>
Points	<b>2</b>

<b>MEDIA EXPOSURE</b>	
Provincial	<b>3</b>
Points	<b>3</b>

<b>EVENT FREQUENCY</b>	
NEW Event	<b>3</b>
Points	<b>3</b>

<b>TOURISM OBJECTIVES/ PRIORITIES</b>	
Some Alignment with Priority Sector	<b>5</b>
Points	<b>5</b>

<b>TOTAL POINTS</b>	<b>37</b>
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<b>1 Point for Every 100 out of town Visitors to a Maximum of 10 points</b>	10.00%
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<b>1 Point for Every 100 Visitor Days to a Maximum of 25 Points</b>	25.00%
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<b>1 Point- 100-250 people</b> <b>2 Points- 250- 500 people</b> <b>3 Points- 500- 750 people</b>	<b>4 Points- 750-1000 people</b> <b>5 Points- 1000 people +</b>	5.00%
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<b>10 Points- Excellent</b> <b>6 Points- Very Good</b> <b>4 Points- Limited</b>	<b>2 Points Very Limited</b> <b>0 Points None</b>	10.00%
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<b>1 Points Local</b> <b>2 Points Regional</b> <b>3 Points Provincial</b>	<b>4 Points National</b> <b>5 Points International</b>	5.00%
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<b>2 Points for Every \$50,000 to Maximum of 10 Points</b>	10.00%
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<b>10 Points- Event Utilizes a significant number Attractions, Locations, Vendors, Restaurants</b> <b>5 Points- Event Utilizes several Attractions, Locations, Vendors, Restaurants</b> <b>2 Points- Event uses a minimal number of locations, suppliers or restaurants</b>	10.00%
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<b>6 Points February and March</b> <b>5 Points April</b> <b>4 Points May- June</b>	<b>2 Points July to October 15</b> <b>8 Points October 15- November</b> <b>10 Points December and January</b>	10.00%
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<b>1 Point Local</b> <b>2 Points Regional</b> <b>3 Points Provincial</b>	<b>4 Points National</b> <b>5 Points International</b>	5.00%
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<b>1 Point- New event with a plan for growth</b> <b>2 Points- 2nd year event with reasonable growth</b> <b>3 Points Repeat event with demonstrated growth</b>	<b>4 points- repeat event with strong growth</b> <b>5 points- Sustainable event growing annually</b>	5.00%
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<b>5 Points Event Meets an Identified Priority Sector</b> <b>3 Points Event demonstrates some alignment with Priority Sector</b> <b>0 Point Does not meet Tourism Objectives</b>	5.00%
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Points	Recommendation Range
80+	\$20,000 +
60-79	\$10,000 +
40-59	\$5000 +
15-39	\$ 2000 +
<15	\$0