

OPEN AGENDA
Tourism Sault Ste. Marie Board Meeting
April 16, 2024 at 12:00pm
LIVE STREAM: www.youtube.com/c/SaultstemarieCa

1. Roll Call

2. Approval of Minutes

Approval of minutes from March 19, 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. Entomica

Move into Closed

Resolved that this Committee proceed into closed session to discuss matters concerning confidential third party information; Further be it resolved that should the said closed session be adjourned, the Committee may reconvene in open session to continue to discuss the same matter without the need for a further authorizing resolution.

Municipal Act section 239(2)(i) a trade secret or scientific, technical, commercial, financial or labour relations information, supplied in confidence to the municipality or local board, which if disclosed, could reasonably be expected to prejudice significantly the competitive position or interfere significantly with the contractual or other negotiations of a person, group of persons, or organization.

Return to Open

- b. Fringe Festival
- c. Spring Invitational Swim Meet- Sault Surge
- d. Archery Provincial Championships
- e. Salty Marie Trails Festival
- f. SSM Kennel Club All Breed Dog Show

7. New Business

13:15 – 13:30

- a. NOHFC Application- Crank the Shield

8. Resolutions

13:30 – 13:50

- a. Entomica
- b. Fringe Festival
- c. Spring Invitational Swim Meet- Sault Surge
- d. Archery Provincial Championships
- e. Salty Marie Trails Festival
- f. SSM Kennel Club All Breed Dog Show
- g. NOHFC Application- Crank the Shield

9. Next Meeting

May 28, 2024

10. Adjournment



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
Seconded: 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.

The Corporation of the
City of Sault Ste. Marie



Declaration of Interest – Municipal Conflict of Interest Act

Meeting Date:

I, _____ declare a potential (deemed / direct /
indirect) pecuniary interest on Council Agenda No. _____

Item Title: _____

for the following reason:

Signature

Name

Municipal Conflict of Interest Act

Indirect pecuniary interest

2 For the purposes of this Act, a member has an indirect pecuniary interest in any matter in which the council or local board, as the case may be, is concerned, if,

(a) the member or his or her nominee,

(i) is a shareholder in, or a director or senior officer of, a corporation that does not offer its securities to the public,

(ii) has a controlling interest in or is a director or senior officer of, a corporation that offers its securities to the public, or

(iii) is a member of a body,

that has a pecuniary interest in the matter; or

(b) the member is a partner of a person or is in the employment of a person or body that has a pecuniary interest in the matter. R.S.O. 1990, c. M.50, s. 2.

Interest of certain persons deemed that of member

3 For the purposes of this Act, the pecuniary interest, direct or indirect, of a parent or the spouse or any child of the member shall, if known to the member, be deemed to be also the pecuniary interest of the member. R.S.O. 1990, c. M.50, s. 3; 1999, c. 6, s. 41 (2); 2005, c. 5, s. 45 (3).

MARKETING AND PROMOTION

Active Marketing Campaigns during March

- Cavera digital marketing – pay per click, google search, paid social media ads for ‘March & April’ & ‘Train’
- Laird Signs billboards x 4 between Sudbury and SSM
- Group Tour Magazine Digital Marketing
- Canadian Cycling Magazine – Homepage Takeover & Blog for Salty Marie Trails Fest

Website (March)

- 40k users, (28k users in February)
- 65k page views (46k in February)
- Canada 53%, US 43%
- Within Canada: Ontario 90%, Quebec 9%,
- By City: (GTA around 30%) Toronto 23%, SSM 6.5%, London, 4.5%, Ottawa 3.3%
- Within US: Michigan 44%, Virginia 10%, Illinois 7%, Wisconsin 6.2%,

Primary drivers

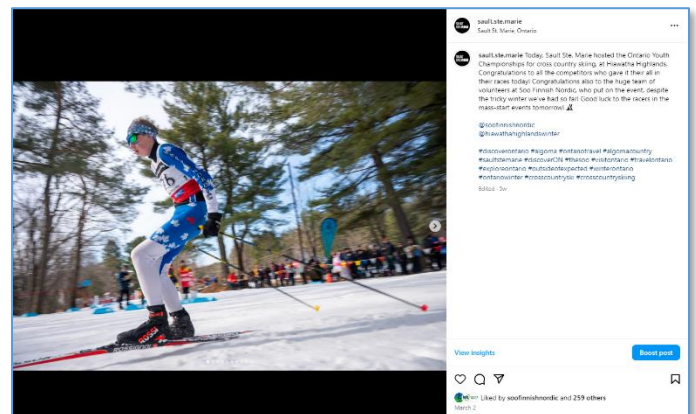
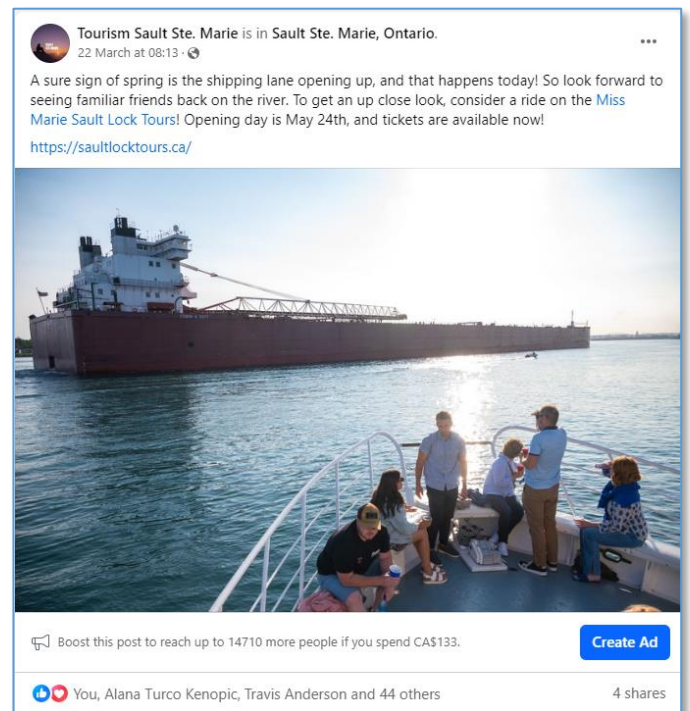
- **Paid Media:** 13.7k (14.7k in February)
- **Organic Search:** 5.9k (5.1k in February)
- **Social media:** 18k (4k in February)
 - **Referrals:** 1.9k (1.4k in February)
 - Agawa Train 316 (205 in February)
 - Saultstемarie 265 (218 in February)
 - Northernontariotravel 173 (125 in February)
 - Searchmont 135 (246 in February)
- **Offsite clicks:** 20.3k (9.3k in February)
 - AgawaTrain 10.9k (1.4k in February)
 - Northernontariotravel 799 (462 in February)
 - Saultlocktours 744 (219 in February)
 - SooMRKT 230 (127 in February)
 - Sooaxethrowing 197 (190 in February)
 - Bushplane Museum 171 (183 in February)
 - Upanddownlounge 168 (161 in February)
 - Searchmont 154 (462 in February)

Facebook (March)

- 33.2k followers (71 new followers in January)
- 761k accounts reached (196k in February)

Instagram (March)

- 20,243 page followers (40 new followers in March)
- 17.6k accounted reached (19.4k in February)





GROUP TOURS

- Staff has registered and prepared collateral for the Rendezvous Canada in Edmonton, Alberta on May 13-17, 2024. A National Marketplace where Tour Group Operators and Media meet one-on-one in 10-minute interviews.
- Staff are working directly with several tour group operators to finalize fall itineraries.

MEETINGS AND CONVENTIONS

- Bid for Conference Bid #2024-001 has been submitted to the association for review.
- Staff are currently working with local partners to pursue a bid for a conference in the fall of 2024.

SPORTS TOURISM AND SPECIAL EVENTS

- Email invitations for the 2024 sport mixer have gone out to local sports groups.
- Staff attended the Economic Development Corporation annual funding forum to highlight two upcoming events and one of our products.
- Staff have continued to provide support to upcoming spring events.

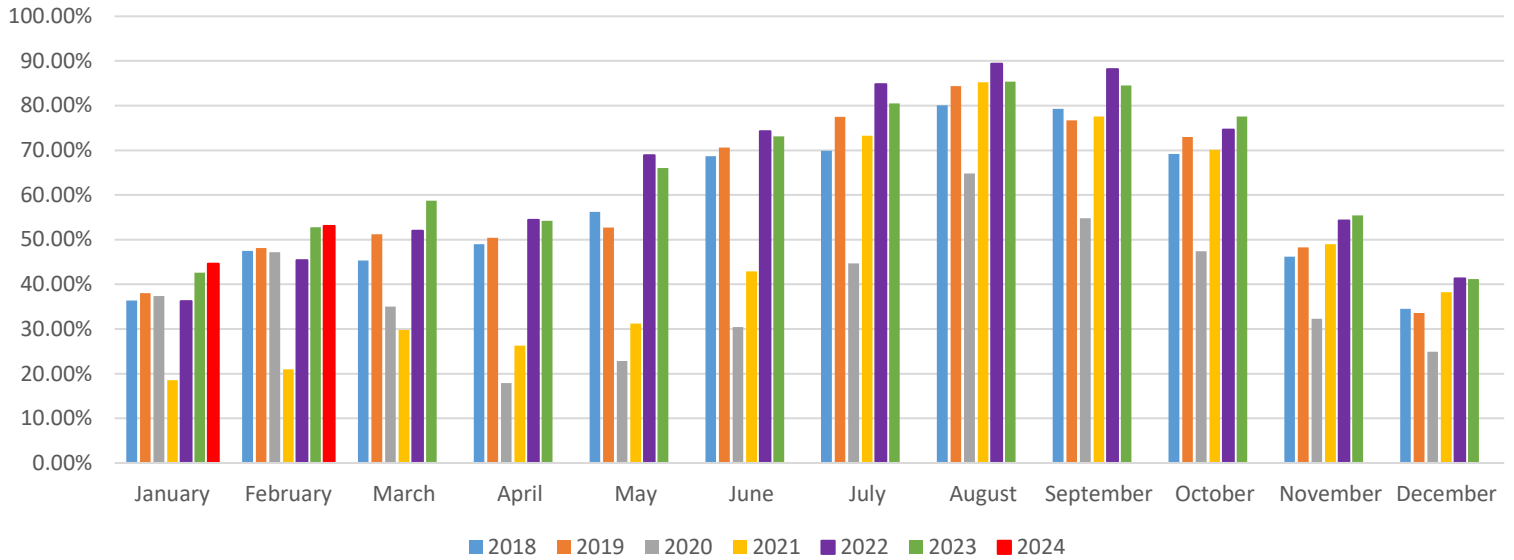
TOURISM DEVELOPMENT FUND APPLICATIONS

Nine (9) Tourism Development Fund (TDF) applications were approved for recommendation at the Tourism Sault Ste. Marie Board in March 2024.

1. Christian Congregation of Jehovah's Witnesses Convention 2024 & 2025 - \$24,000 per annum
2. Community Futures Conference 2024 - \$3,000
3. Community Strong Race Weekend 2024 - \$5,000
4. Festival of Beer 2024 - \$3,000
5. Ontario Cup MTB Race 2024 - \$10,000
6. Giovanni's Italian Festival and Coppa Giovanni Soccer Tournament - \$5,000
7. Queen Street Cruise 2024 - \$5,000
8. Stir the POTential Conference 2024 - \$3,000
9. Poutine Feast - \$2,750



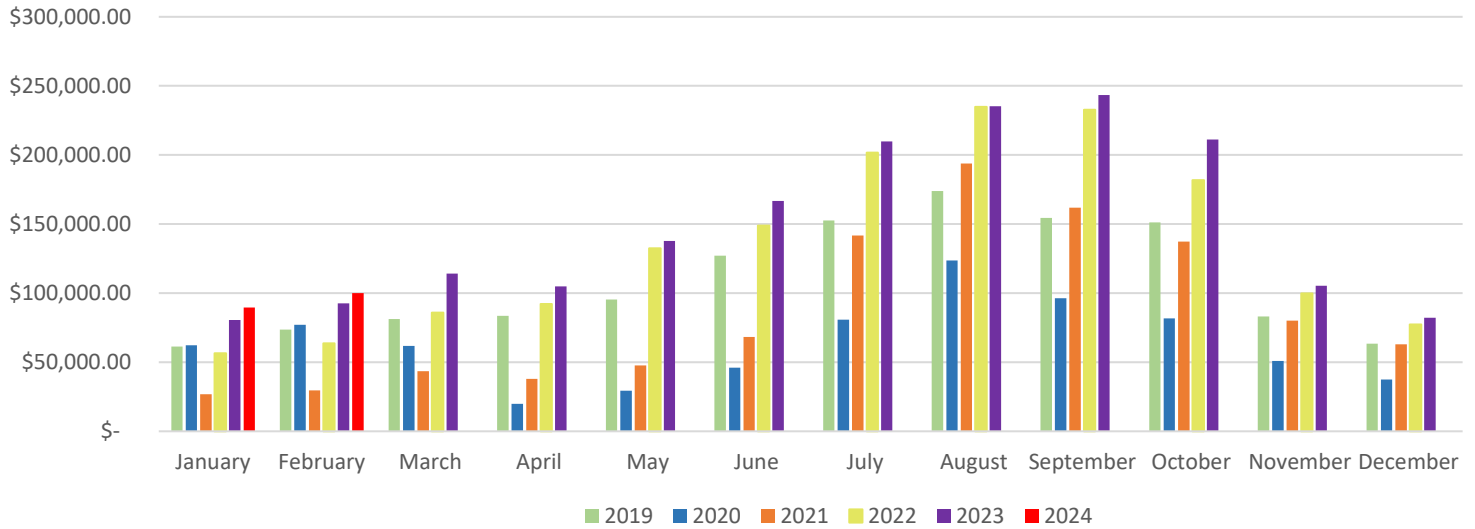
Occupancy Report Percentage



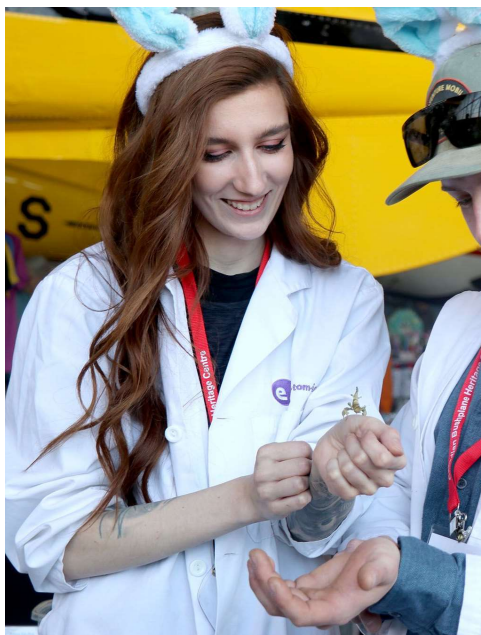
Month	2018	2019	2020	2021	2022	2023	2024
January	36.4%	38.0%	37.4%	18.5%	36.2%	42.6%	44.6%
February	47.5%	48.1%	47.2%	21.0%	45.4%	52.8%	53.1%
March	45.3%	51.2%	35.0%	29.8%	52.0%	58.7%	
April	49.0%	50.4%	17.9%	26.3%	54.4%	54.2%	
May	56.2%	52.7%	22.8%	31.2%	68.9%	66.0%	
June	68.7%	70.6%	30.4%	42.9%	74.3%	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	
Total	\$1,300,786.15	\$769,191.54	\$1,031,541.41	\$1,607,889.35	\$1,785,365.26	\$189,488.56



Entomica Future & Sustainability Project

For a Buggy Future

Tourism and Community Contributor

2023 Stats



32,586
visitors



6,397
School students



3 Awards



30%
CBHC visitors come
for Entomica too

Funding Requests in 2023

- ▶ TD Friends of the Environment Foundation \$4,500 - Secured
- ▶ CASC Science Up First \$16,000 - Secured
- ▶ CSRF Grant \$75,000 - Secured
- ▶ NOHFC Grants \$70,000 - Secured
- ▶ Canada Summer Jobs \$10,024 - Secured
- ▶ Yes You Can Employment Subsidies - \$10,000 – Secured
- ▶ Tourism SSM – \$75,000 –Secured
- ▶ Daiglish Foundation - \$20,000 - Secured
- ▶ City of SSM Outside Granting Agency Funding Request - \$137,276 - DECLINED

In March, approved for an 18-month Resilient Communities grant.



Despite these efforts...

\$33,000 projected budget deficit in 2024

Bridge the Gap

Requesting **\$75,000** to offset deficit and maintain cash flow, while we move to a sustainable model:

- ▶ New pricing on programs and outreach
- ▶ Applying for Lottery Trust Account
- ▶ Reduction in costs
- ▶ New strategy in grant and funding requests
- ▶ New Management Agreement with CBHC



Management Agreement

CBHC will oversee Entomica operations as per Budget and Business Plan:

- ▶ Improved purchasing policies and controls. Improved General Ledger management.
- ▶ Resource-sharing to develop operational consistency.
- ▶ Increased revenue sources through CBHC partnership

Agawa Canyon Tour Train Pilot

- ▶ Partnership with CBHC and Tour Train
- ▶ Package available on two summer dates: Aug. 6 and 22
- ▶ Includes
 - ▶ 90 min. Entomica programming
 - ▶ 90 min. CBHC programming
 - ▶ Discount to visit CBHC/Entomica



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Planned use of TDF Money



2024

Offset 2024 operational deficit - \$33,000

- Unsupported wages for minimum staff required to operate



2025

Bridge cash flow into 2025 slow season - \$42,000

- Wages
- Operational Supplies such as food for creatures

Measuring Success



Increase in self-generated revenue.



Increase in visitation.



Revenue and expenditures align to create sustainable business model.



Results of revenue-generating projects - Tour Train pilot, Lottery Trust Account, Educational Events with CBHC.

Budget and Business Plan



Questions?



TOURISM DEVELOPMENT FUND APPLICATION SUMMARY

Name of the Event	Fringe North International Theatre Festival
Event Date	August 21-25, 2024
Venue	Various- Primary SSM Museum
Submitted by:	Mahimah Reancy
Reviewed by:	Josh Ingram
Ask:	\$20,000
Recommendation:	\$5,000

Overview of the Event

Fringe North, a non-profit theatre and multi-arts-based festival that is hosted annually in August. The festival is scheduled August 21st to 25th will showcase performances from various disciplines and genres, including theatre, dance, music, circus arts, buskers, spoken word, poetry, puppetry, and visual arts. Fringe North connects artists and audiences across Canada solidifying Sault Ste. Marie as a destination for creative expression. Fringe North started in SSM in 2016 with a mission is to provide easily accessible opportunities for all artists and all audiences to participate in. 100% of box office sales go to participating artists with a maximum ticket price of \$12, so performances are affordable and easily accessible. The Fringe North 2024 festival prioritizes building cross-Canada relationships, solidifying Fringe North as a stop on the Canadian "Fringe circuit,". SSM Museum admission is discounted for FN audiences. The 2024 festival expects to expand this initiative to include a multi-pass discount to other local arts & culture hubs (Art Gallery, Bushplane Museum, Ermitinger Clergue Heritage Site, etc.).

Previous TDF Application Summary

YEAR	AMOUNT Approved	Summary
N/A		

Attendance Projections

Local	1,014
Regional	378
Ontario	565
Canada	111
USA	50

Economic Impact

Using data provided re: out of town visitors estimated EI ~ \$435,000

** based on data provided in application

The estimated attendance for this year's festival has been calculated through an analysis, incorporating data from various sources. The festival utilized insights from 2023 gathered through on-site surveys, online ticket sales data, and post-festival feedback forms., which included inquiries about attendees' locations.

Additionally, the festival anticipates a successful 2024 event as 2023 saw several shows reach full capacity and were sold out. In response to this demand, Fringe North is strategically expanding to a second venue, accommodating a larger audience and enhancing our capacity to meet the increasing interest in Fringe North.

The 2024 festival will employ a tracking system to monitor the number of visitors drawn by the festival, following the success of such metrics in 2023. Online ticket sales will be a primary data source, allowing us to track out-of-town visitation through information provided during the purchase process, including the location of ticket buyers. Previously, in-person attendees and artists have come from across ON (St. Joseph Island, Wawa, Thunder Bay, Thessalon, Bruce Mines, Blind River, Sudbury, North Bay, Ranger Lake, Toronto, London, Waterloo, Elliot Lake, Kitchener, Timmins, Chapleau, Desbarats, Manitoulin Island), Michigan, Manitoba, Quebec, British Columbia, Argentina, England, Australia, etc.

Budget Summary

Revenue: \$318,444
Includes sponsorships, grants, fundraisers, ticket sales, Canada Summer jobs program, OLG, Goods in Kind
Expenses: \$318,444
Includes staffing year-round, temporary staff during event, sound & lighting, venue rentals, marketing and promotion, insurance, security, artist fees

Scoring Matrix

Fringe North scores 47.5 on the evaluation matrix placing it in the recommended range of \$5000+

Staff Analysis

Fringe North- Sault Ste. Marie's Fringe festival is one of 34 festivals included in the Canadian Association of Fringe Festivals. The festival has dedicated paid staff that are committed to organizing and promoting the event. The festival has been working closely with local hotels to provide accommodations for festival attendees and participants. The ask of the tourism development fund is to specifically support marketing and promotion of the Fringe Festival in an effort to increase participation/ visitation. The festival itself is largely supported by government cultural grants and sponsorship. The budget presented is balanced, based on the anticipation of all grants being approved. In the event of an anticipated profit, Fringe would re-invest into a larger marketing campaign or roll funds into the 2025 program.

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

Funding Assessment Template- Tourism Development Fund

Event Name: Fringe North International Theatre Festival
 Event Date: August 21-25, 2024
 Contact Person: Tova Arbus
 Internal Review: 14-Feb-24
 Board Review Date: 16-Apr-24

OUT OF TOWN PARTICIPANTS	
Number of Guests from Out of Town (45km+)	726
Points	Total 7

VISITOR DAYS <i>*Based on anticipated daily retention</i>	
Number of Out of Town Visitors	72
Number of Nights they are Staying	4
Total Visitor Days (multiply together)	288
Points	Total 2.75

LOCAL PARTICIPATION	
Number of Local Participants	1014
Points	5

OPPORTUNITY FOR GROWTH	
Excellent Potential	8
Points	8

REACH OF THE EVENT	
Provincial	3
Points	3

ECONOMIC IMPACT	
100K to 200K	726 x 4 x \$150 = \$435,600
Points	8

UTILIZATION OF LOCAL SERVICES/ ATTRACTIONS & SUPPLIERS	
Utilizes SOME attractions restaurants and suppliers	5
Points	5

SEASON (PEAK, SHOULDER OR LOW)	
August to October 15	2
Points	2

MEDIA EXPOSURE	
Regional	2
Points	2

EVENT FREQUENCY	
REPEAT Event Held within last 5 years	3
Points	3

TOURISM OBJECTIVES/ PRIORITIES	
Some Alignment with Priority Sector	2
Points	2

TOTAL POINTS	47.75
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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%
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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%
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10 Points- Excellent 6 Points- Very Good 4 Points- Limited	2 Points Very Limited 0 Points None	10.00%
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1 Points Local 2 Points Regional 3 Points Provincial	4 Points National 5 Points International	5.00%
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2 Points for Every \$50,000 to Maximum of 10 Points	10.00%
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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%
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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

Name of the Event	International Invitation Meet – Sault Surge Swim
Event Date	April 26-28, 2024
Venue	John Rhodes Centre – Sault Ste. Marie
Submitted by:	Taryn Reid
Reviewed by:	Josh Ingram
Ask:	\$4,200
Recommendation:	\$2,375

Overview of the Event

The Sault Surge International Invitational Meet is a new home-grown short course swim meet developed by Sault Surge to assist with growing interest in the sport. This meet will host teams from Michigan and Northern Ontario.

Previous TDF Applications – Sault Surge

YEAR	AMOUNT Approved	Summary
2023	\$2000 Funds were used to pay for venue rental, Swim Ontario fees and marketing	Sault Surge received TD funds to support the North East Ontario Swim Meet Oct 27-28, 2023

Attendance Projections

	Overall	Participants Only
Local	231	60
Regional	0	0
Ontario	250	100
Canada	0	0
USA	30	30

Economic Impact

280 visitors for a total of 2 visitor days - \$84,000

Budget Summary

Expenses: \$5,459
Includes: Pool rental, Swim Ontario fees, Coach expenses, food

Revenue: \$12,000
Includes: team registrations, bake sale

Scoring Matrix

The International Invitation Meet – Sault Surge Swim scores a 32.25 on the evaluation matrix placing it in the range of 15-39 and a recommendation of \$2,000-\$5,000

Staff Analysis

This event is a new, home-grown event that organizers hope to be annual, bringing over 200 guests during a historically lower visitor period. It should be noted that this local sports club reviewed potential hosting dates and aligned them with the recommendation to host outside of peak season.

Staff recommend that the Tourism Board of Directors consider funding \$2,375 to offset the cost of venue rental (pool) and Swim Ontario fees.

Draft Resolution

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 International Invitation Meet – Sault Surge Swim to be hosted April 26-28, 2024 and that a report be submitted to City Council for consideration and approval.

Funding Assessment Template- Tourism Development Fund

Event Name: International Invitation Meet - Sault Surge Swim
 Event Date: April 26-28, 2024
 Contact Person: Taryn Reid
 Internal Review: 20-Mar-24
 Board Review Date: 16-Apr-24

OUT OF TOWN PARTICIPANTS	
Number of Guests from Out of Town (45km+)	280
Points	Total 2.75

VISITOR DAYS	
Number of Out of Town Visitors	280
Number of Nights they are Staying	2
Total Visitor Days (multiply together)	560
Points	Total 5

LOCAL PARTICIPATION	
Number of Local Participants	231
Points	1

OPPORTUNITY FOR GROWTH	
Good Potential	
Points	5

REACH OF THE EVENT	
Provincial	
Points	3

ECONOMIC IMPACT	
100K to 200K	
Points	1.5

UTILIZATION OF LOCAL SERVICES/ ATTRACTIONS & SUPPLIERS	
Utilizes ONE location with no other suppliers	
Points	2

SEASON (PEAK, SHOULDER OR LOW)	
April	
Points	5

MEDIA EXPOSURE	
Local	
Points	1

EVENT FREQUENCY	
NEW Event	
Points	1

TOURISM OBJECTIVES/ PRIORITIES	
Meets Priority Sector	
Points	5

TOTAL POINTS	32.25
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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%
--	--------

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%
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10 Points- Excellent 6 Points- Very Good 4 Points- Limited	2 Points Very Limited 0 Points None	10.00%
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1 Points Local 2 Points Regional 3 Points Provincial	4 Points National 5 Points International	5.00%
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2 Points for Every \$50,000 to Maximum of 10 Points	10.00%
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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%
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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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Points	Recommendation Range
80+	\$20,000 +
60-79	\$10,000 +
40-59	\$5000 +
15-39	\$ 2000 +
<15	\$0

TOURISM DEVELOPMENT FUND APPLICATION SUMMARY

Name of the Event	Arrows in Motion – Ontario Jr. Challenge
Event Date	June 14-16, 2024
Venue	John Rhodes Community Centre
Submitted by:	Lana Perry – Algoma Rod and Gun Club
Reviewed by:	Josh Ingram
Ask:	\$4,000
Recommendation:	\$3000

Overview of the Event

The Ontario Junior Challenge is an annual archery competition sanctioned by the provincial sport organization, Archery Ontario. This tournament is a Provincial Youth Championship and an essential bridge from school or club shooting into the tournament stream. No trials are required to qualify. Open to all archers who have an Archery Ontario Membership, including the year they turn 21.

The Junior Challenge provides young archers an opportunity to enhance their competitive skills and develop strategies for future success. It is an excellent training tool for the Ontario Summer Games, Ontario, Outdoor, Provincial Target Championships, and Archery Canada National Championships, including the National Outdoor Target Championship, the Canada Cup East and the Canada Cup West.

The Algoma Rod & Gun Club has successfully won the bid to host this event in 2024 and secured use of Rocky Dipietro field. Organizers opted for a more visible event to generate exposure to the sport and moved the shoot to the John Rhodes community Centre field to provide a more valuable experience to visitors with access to food services, restrooms etc. indoors.

Archers aged 20 and younger will travel with their families to Sault Ste. Marie to compete in this event. In addition to the sanctioned competition, local archery coaching business "Arrows In Motion" will host a carnival-style archery game to give non-archers a chance to try the sport.

<https://archeryontario.ca/tournaments/ontario-junior-challenge>

Host hotels have been confirmed and room blocks are secured for out of town visitors. The Ontario Junior Archery Championships are cross promoting other community events happening that weekend to draw visitors to our community.

Previous TDF Applications

YEAR	AMOUNT Approved	Summary
N/A		

Attendance Projections

Local	88
Regional	88
Ontario	76
Canada	0
USA	0

Economic Impact

76 visitors x 3days x \$150 = \$34,200
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Budget Summary

<p>Revenue: \$5,800 Registration fees, parents group donations (includes TDF grant money)</p> <p>Expenses: \$5,719.97 Includes: security, porta potty rentals, chalk (lines), Archery Ontario hosting fees, targets, barricades, fencing, field permits</p>

Scoring Matrix

The Ontario Junior Challenge scores 27 on the evaluation matrix putting it in a recommended range of \$2,000 - \$5,000.

15-39	\$ 2000- \$5000
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Staff Analysis

<p>The Ontario Jr Challenge aligns with one of Tourism Sault Ste. Marie’s priority sector of sports tourism. This event has a dedicated organizing committee focused on providing a quality experience and showcasing Sault Ste. Marie to the sanctioned Provincial sports body.</p> <p>By investing in this tournament, the Algoma Rod and Gun Club will showcase Sault Ste. Marie as a potential and future hosting destination with Archery Ontario.</p> <p>Lana Perry has a very credible reputation with Archery Ontario and Archery Canada. Her and her husband Jake are extremely well qualified having competed at the local, provincial, national, and international level. Lana has competed in 3 world championship events. Together they own Arrows in Motion, a business dedicated to teaching archery. AIM recently won the Sault Ste. Marie Business Pitch Competition with their plans to grow and expand their archery instruction business.</p> <p>Funds will assist in offsetting the costs of hosting which allow the club to reinvest in their capacity to train officials, coaches, and consider future hosting opportunities.</p>
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Staff is recommending the TDF funds assist with the following budget items:

- Archery Ontario Fees
- Facility Rental
- Security
- Fencing

Draft Resolution

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 2024 Ontario Junior Challenge and that a report be submitted to City Council for consideration and approval.

Funding Assessment Template- Tourism Development Fund

Event Name: Ontario Junior Challenge
 Event Date: June 14-16, 2024
 Contact Person: Lana Perry - Algoma Rod and Gun Club
 Internal Review: 11-Apr-24
 Board Review Date: 18-Apr-24

OUT OF TOWN PARTICIPANTS	
Number of Guests from Out of Town (45km+)	76
Points	Total 1

VISITOR DAYS	
Number of Out of Town Visitors	114 (Youth athletics 1.5)
Number of Nights they are Staying	3
Total Visitor Days (multiply together)	342
Points	Total 3

LOCAL PARTICIPATION	
Number of Local Participants	176
Points	1

OPPORTUNITY FOR GROWTH	
Very Limited Potential	2
Points	2

REACH OF THE EVENT	
Provincial	3
Points	3

ECONOMIC IMPACT	
<100K	2
Points	2

UTILIZATION OF LOCAL SERVICES/ ATTRACTIONS & SUPPLIERS	
Utilizes ONE location with no other suppliers	2
Points	2

SEASON (PEAK, SHOULDER OR LOW)	
May to July	4
Points	4

MEDIA EXPOSURE	
Regional	3
Points	3

EVENT FREQUENCY	
NEW Event	1
Points	1

TOURISM OBJECTIVES/ PRIORITIES	
Meets Priority Sector	5
Points	5

TOTAL POINTS	27
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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%
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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%
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10 Points- Excellent 6 Points- Very Good 4 Points- Limited	2 Points Very Limited 0 Points None	10.00%
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1 Points Local 2 Points Regional 3 Points Provincial	4 Points National 5 Points International	5.00%
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2 Points for Every \$50,000 to Maximum of 10 Points	10.00%
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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%
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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%
--	---	--------

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

Name of the Event	Salty Marie Trails Fest
Event Date	July 29, 2024
Venue	Hiawatha Highlands
Submitted by:	Red Pine Tours (Graham Atkinson)
Reviewed by:	Josh Ingram
Ask:	\$10,000
Recommendation:	\$5000

Overview of the Event

The Salty Marie Trails Festival (SMTF) is an annual trail event hosted by Red Pine Tours that celebrates "all things trail". The event is held at Hiawatha Highlands and utilizes the expanding trail infrastructure to attract participants (both local and out of town) of all skill levels. The event hosts 10km, 25km and 50km races. The goal of the Salty, now in its 2nd year, is to increase ridership and enhance the overall experience for participants and spectators. Organizers plan to host a heightened expo experience, provide food and beverage, and live entertainment.

Previous TDF Application Summary

YEAR	AMOUNT Approved	Summary
2023 Outcome: 26 participants from out of town, 495 total participants/ spectators	\$3,500	Funds used for: Marketing (promo video, digital marketing, rack cards)

Attendance Projections

	Overall	Participants Only
Local	681	175
Regional	35	25
Ontario	55	30
Canada	30	15
USA	55	30

Economic Impact

175 x 1 days x \$150 + \$26,250

Budget Summary

Expenses: \$27,400

Includes: Insurance, signage, medals, porta potty rentals, volunteer support, dedicated marketing budget (\$10,000), aid station supplies, permits

Income: \$20,050

Includes: Registration fees (based on 275 participants, sponsorship and grants)

Scoring Matrix

The Salty Marie Trail Fest scores 38 on the evaluation matrix placing it in the recommended range of \$2000-\$5000

Staff Analysis

Organizers of this event have designed a multi-year growth strategy for attracting tourists including both online marketing, direct communications to bike clubs, as well as having a 'boots on the ground' presence at specific trade shows/adventures shows and other mountain bike races. With these efforts the event organizers are projecting an increase of visitors for year two. The event includes expanded programming that will enhance the visitor experience and an increased marketing budget.

The Salty Marie aligns with TSSM's strategic plan to have a home-grown event that has potential to generate substantial visitation each quarter. Given the investment in mountain bike trail infrastructure, the credibility of the event organizers and the success of year one, the SMTF has great potential to be an anchor summer event.

This event also aligns with Tourism Sault Ste. Marie's priority sector-Outdoor Adventure, and aids in the marketing and notoriety of the trail network. Staff are working collaboratively with race organizers by tracking registrations and cross-referencing out-of-town registration trends.

Draft Resolution

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 Trail Fest to be hosted Hiawatha Highlands July 29, 2024 and that a report be submitted to City Council for consideration and approval.

Funding Assessment Template- Tourism Development Fund

Event Name: Salty Marie Trails Fest
 Event Date: 29-Jul-24
 Contact Person: Red Pine Tours - Graham Atkinson
 Internal Review: 5-Apr-24
 Board Review Date: 18-Apr-24

OUT OF TOWN PARTICIPANTS	
Number of Guests from Out of Town (45km+)	175
Points	Total 1

VISITOR DAYS	
Number of Out of Town Visitors	175
Number of Nights they are Staying	1
Total Visitor Days (multiply together)	175
Points	Total 1

LOCAL PARTICIPATION	
Number of Local Participants	681
Points	3

OPPORTUNITY FOR GROWTH	
Good Potential	
Points	6

REACH OF THE EVENT	
International	
Points	5

ECONOMIC IMPACT	
<100K	
Points	1

UTILIZATION OF LOCAL SERVICES/ ATTRACTIONS & SUPPLIERS	
Utilizes MULTIPLE venues attractions restaurants and suppliers	
Points	8

SEASON (PEAK, SHOULDER OR LOW)	
May to July	
Points	2

MEDIA EXPOSURE	
Provincial	
Points	3

EVENT FREQUENCY	
REPEAT Event Held within last 5 years	
Points	3

TOURISM OBJECTIVES/ PRIORITIES	
Meets Priority Sector	
Points	5

TOTAL POINTS	38
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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%
--	--------

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

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

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

2 Points for Every \$50,000 to Maximum of 10 Points	10.00%
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10 Points- Event Utilizes a significant number Attractions, Locations, Vendors, Restaurants	10.00%
5 Points- Event Utilizes several Attractions, Locations, Vendors, Restaurants	
2 Points- Event uses a minimal number of locations, suppliers or restaurants	

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

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

1 Point- New event with a plan for growth	4 points- repeat event with strong growth	5.00%
2 Points- 2nd year event with reasonable growth	5 points- Sustainable event growing annually	
3 Points Repeat event with demonstrated growth		

5 Points Event Meets an Identified Priority Sector	5.00%
3 Points Event demonstrates some alignment with Priority Sector	
0 Point Does not meet Tourism Objectives	

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

TOURISM DEVELOPMENT FUND APPLICATION SUMMARY

Name of the Event	SSMKC Dog Show - All-Breed Conformation Shows
Event Date	July 12-14, 2024
Venue	Northern Community Centre (previously JRCC)
Submitted by:	Kimberley Doan - Sault Ste. Marie Kennel Club
Reviewed by:	Josh Ingram
Ask:	\$3,000
Recommendation:	\$3000

Overview of the Event

The All-Breed Confirmation Show is 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. Owners/dogs are awarded points based off their ranking that contributed to overall standings across Canada for their breed allowing animals to qualify for global prestigious dog shows.

This event was funded in 2023 and met targets for visitation/participation, which had previously been declining since Covid due to scheduling conflicts with larger US shows as well as declining facilities at the Kennel Club location. Organizers noted that the visitors exceeded the 2022 show with 315 participants from Ontario and 30 from USA. It is anticipated visitors will match or exceed 2023 participation due to the new date which does not conflict with larger US shows and the positive feedback received from 2023.

Previous TDF Application Summary

YEAR	AMOUNT Approved	Summary
2023 Outcome: 368 visitors from out of town. Data was tracked through registration and surveys at the door.	\$3,000	Funds were used to rent the John Rhodes Community Centre, allowing for a larger area to host the event. Without the TDF funds that location would be out of budget.

Attendance Projections

	Overall	Participants
Local	1020	81
Regional	33	33
Ontario	359	340
Canada	1	0
USA	40	40

Economic Impact

400 x 3 days x \$150 + \$180,000

Attendance is based on actual visitation from 2023 + 15% increase.

Budget Summary

Revenue: \$24,800

Includes: Registration fees, donations, silent auction

Expenses: \$28,800

Includes: Judges fees (travel/per diems/ accommodations etc.), prizes, CKC fees and venue rental (\$4500)

Projecting loss of \$4,000 without TDF support, which will come from SSMKC reserve funds should sponsorship not increase to cover expenses.

Scoring Matrix

The Sault Ste. Marie Kennel Club All-Breed Dog show scores 46 on the evaluation matrix placing it in the recommended range of \$5000- \$10,000.

Staff Analysis

Event organizers note that the successful application of their 2023 Tourism Development Fund combined with the ability to host the show at a professional venue has enhanced the Club's notoriety within the Canine Sports circuit. Additionally, organizers, city staff, and local hoteliers were able to provide attendees with amenities nearly unheard of at similar sized dog shows, greatly increasing our communities reputation to host.

Based on communication within the show network, organizers are confident that the Sault Ste. Marie show will see an increase in attendance by approximately 15%. Outreach has begun with Northern clubs, an adjustment of date was made to not compete with a large Michigan show.

Staff is Tourism Sault Ste. Marie Board of Directors consider funding the request of \$3000. This investment yields high return on visitation & investment and expands our event portfolio to a growing audience.

Draft Resolution

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 Sault Ste. Marie Kennel Club All-Breed Dog Show to be hosted at the Northern Community Centre, July 12-14, 2024 and that a report be submitted to City Council for consideration and approval.

Funding Assessment Template- Tourism Development Fund

Event Name: SSMKC - Dog Show
 Event Date: July 12-14, 2024
 Contact Person: Kimberly Doan
 Internal Review: 2-Apr-24
 Board Review Date: 18-Apr-24

OUT OF TOWN PARTICIPANTS	
Number of Guests from Out of Town (45km+)	400
Points	Total 4

VISITOR DAYS	
Number of Out of Town Visitors	400
Number of Nights they are Staying	3
Total Visitor Days (multiply together)	1200
Points	Total 12

LOCAL PARTICIPATION	
Number of Local Participants	1020
Points	5

OPPORTUNITY FOR GROWTH	
Good Potential	6
Points	6

REACH OF THE EVENT	
International	5
Points	5

ECONOMIC IMPACT	
100K to 200K	2
Points	2

UTILIZATION OF LOCAL SERVICES/ ATTRACTIONS & SUPPLIERS	
Utilizes ONE location with no other suppliers	2
Points	2

SEASON (PEAK, SHOULDER OR LOW)	
May to July	2
Points	2

MEDIA EXPOSURE	
Regional	3
Points	3

EVENT FREQUENCY	
REPEAT Event Held within last 5 years	2
Points	2

TOURISM OBJECTIVES/ PRIORITIES	
Some Alignment with Priority Sector	3
Points	3

TOTAL POINTS	46
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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%
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2 Points for Every \$50,000 to Maximum of 10 Points	10.00%
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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%
---	---	-------

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%
--	---	-------

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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