

OPEN AGENDA  
Tourism Sault Ste. Marie Board Meeting  
March 19, 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 February 13, 2024 Board Meeting

**3. Introduction of New Board Member** **12:05 – 12:10**

**4. Declaration of Pecuniary Interests**

**5. Tourism Overview & Update** **12:10 – 12:20**

**6. Financial Update** **12:20 – 12:30**

a. Financial Update

**7. Tourism Development Fund Applications** **12:30 – 13:15**

- a. Christian Congregation of Jehovah's Witnesses Convention 2024 and 2025
- b. Community Futures Conference 2024
- c. Community Strong Race Weekend 2024
- d. Festival of Beer 2024
- e. Ontario Cup MTB Race 2024
- f. Ontario Provincial Archery Championships 2024
- g. Queen Street Cruise 2024
- h. Stir the POTential Conference 2024
- i. Poutine Feast

**8. New Business** **13:15 – 13:45**

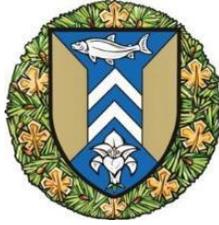
**9. Resolutions** **13:45 – 14:00**

- a. Christian Congregation of Jehovah's Witnesses Convention 2024 and 2025
- b. Community Futures Conference 2024
- c. Community Strong Race Weekend 2024
- d. Festival of Beer 2024
- e. Ontario Cup MTB Race 2024
- f. Ontario Provincial Archery Championships 2024
- g. Queen Street Cruise 2024
- h. Stir the POTential Conference 2024
- i. Poutine Feast

**10. Next Meeting**

March 19, 2024

**11. Adjournment**



## Tourism Sault Ste. Marie Board Minutes

Tuesday, February 13, 2024

12:00

**OPEN**

### Committee Members Present

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

### Staff Resources Present

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

### Guests

- 1. Meeting Called to Order** **12:04**
- 2. Roll Call**
- 3. Approval of Meeting Minutes from January 19, 2023**  
Mover: D. Marini  
Secunder: N. Brash  
All in favour, Carried.
- 4. Declaration of Pecuniary Interests**  
Nil
- 5. Tourism Overview and Update** **12:05 – 12:10**
  - Lack of snow has impacted attendance at local attractions
  - Marketing has shifted focus to spring and summer events.
  - Staff are working with Ontario Cycling Association for the O-CUP set for June 15-16, 2024.
  - Bon Soo will be reporting to the board in coming months following a successful festival.
- 6. Financial Update** **12:10 – 12:15**
  - TSSM Bookkeeping and Financial Service Update
    - Municipal Accommodation Tax (MAT) for 2023 is currently at 1.785 million.
    - A breakdown for financial reimbursements to be discussed at the next meeting.
    - Priddle-Luck invoice for January including transition time was \$1,045.
- 7. New Business** **12:15 – 13:07**
  - Northern Ontario Heritage Fund Corporation Funding (NOHFC) Application
    - Staff are recommending applying for the NOHFC Community enhancement program for matched dollars funding for the Wishart Park Enhancement Project.

Be it 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: T. White  
All in favour, Carried.

Move into Closed

- a. Conference Bid #2024-001
- b. Event #2024-001

Return to Open

## 7. Resolutions

13:07 – 13:10

### a. Northern Ontario Heritage Fund Corporation Funding Application

Be it resolved that the Tourism Sault Ste. Marie Board of Directors authorize an application to the Northern Ontario Heritage Fund Corporation Funding (NOHFC) Community enhancement program "Enhance your community spirit" for the project entitled: Wishart Park enhancement project.

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

### b. Conference Bid #2024-001

Be it resolved that the Tourism Sault Ste. Marie Board of Directors approve funding up to \$65,000 to support the Conference Bid #2024-001 to be allocated from the 2025 and/or 2026 budget based on the successful award of the bid year.

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

### c. Event #2024-001

Be it resolved that the Tourism Sault Ste. Marie Board of Directors approve up to \$20,000 to support the costs associated with Event #2024-001. Further be it resolved that staff seek additional sources of funding to lessen the commitment amount and this sum be reserved as a backstop to confirm the commitment to the event.

Moved by: K. Wyer  
Second by: D. Marini  
All in favour, Carried.

## 8. Next Meeting

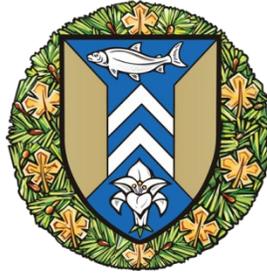
Tuesday, March 19, 2024

## 9. Adjournment

13:10

Moved by: D. Marini  
Seconded by: T. White  
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).

## OVERVIEW

### MARKETING AND PROMOTION

#### Travel Inspiration blogs for website

- <https://saulttourism.com/travelogues/family-day-weekend-in-the-soo/>
- <https://saulttourism.com/travelogues/soo-greyhounds-2024-playoff-charge/>

#### Active Marketing Campaigns for the month of February 2024

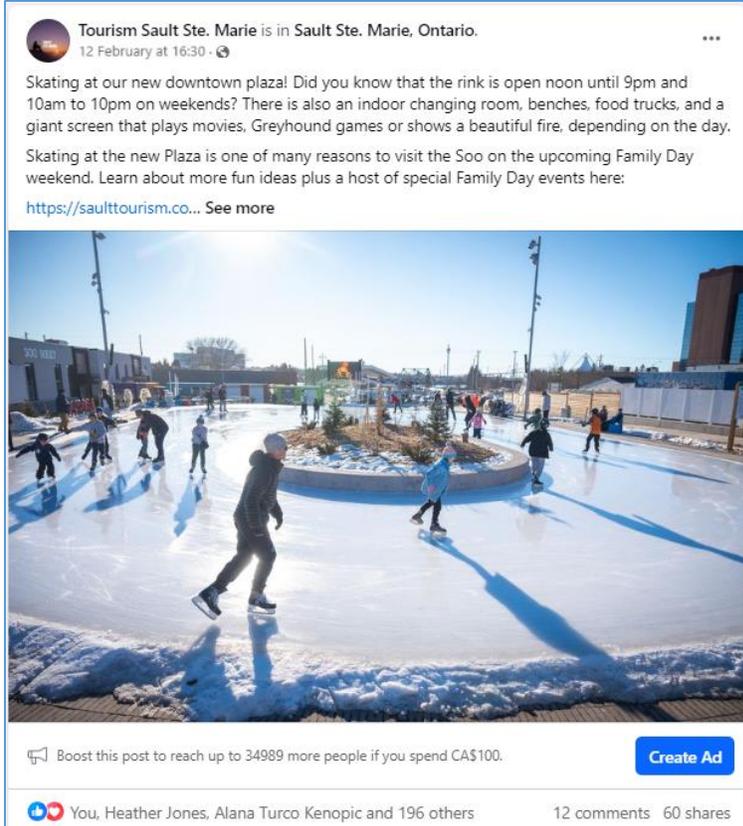
- Cavera Digital Marketing – pay per click, google search, paid social media ads for ‘November & December’
- Ski Magazine
  - <https://www.skimag.com/ski-resort-life/canada/head-north-for-skiing-solitude-in-sault-ste-marie/>
- UpNorth Vacation Guide Print Magazine and social Media
  - <https://mynorth.com/2023/11/sault-ste-marie-canada-is-a-skiers-best-kept-secret/>
- Laird Signs billboards x 4 between Sudbury and SSM (winter billboard now in Sudbury replacing Miss Marie until Spring)
- Mountain Life Magazine
  - <https://issuu.com/mountainlifemedia/docs/mlbm-winter-spring-2024/86>

#### Website (February)

- 28k users, (28k users in January)
- 46k page views (50k in January)
- Canada 68%, US 26%
- Within Canada: Ontario 86%, Quebec 11%,
- By City: (GTA around 24%) Toronto 21%, SSM 15%, Sudbury 10%
- Within US: Michigan 45%, Virginia 8%, Ohio 5%, Illinois 5%, Wisconsin 4%,

#### Primary drivers

- **Paid Media:** 13k (17.2k in January)
- **Organic Search:** 4.1k (3.8k in January)
- **Social media:** 3.6k (4.6k in January)
- **Referrals:** 1.1k (1.3k in January)
  - Searchmont (246)
  - Saultstемarie (218)
  - Agawa Train (205)
  - BonSoo (149)
  - Northernontariotravel (125)
- **Offsite clicks:** 9.3k (8.7k in January)
  - AgawaTrain 1.4k
  - Searchmont 462
  - Saultlocktours 219
  - Sooaxethrowing 190
  - Upanddownlounge 161
  - Sooblaster 155



**Tourism Sault Ste. Marie** is in Sault Ste. Marie, Ontario.  
12 February at 16:30 · 🌐

Skating at our new downtown plaza! Did you know that the rink is open noon until 9pm and 10am to 10pm on weekends? There is also an indoor changing room, benches, food trucks, and a giant screen that plays movies, Greyhound games or shows a beautiful fire, depending on the day. Skating at the new Plaza is one of many reasons to visit the Soo on the upcoming Family Day weekend. Learn about more fun ideas plus a host of special Family Day events here: <https://saulttourism.co...> See more

Boost this post to reach up to 34989 more people if you spend CA\$100. [Create Ad](#)

You, Heather Jones, Alana Turco Kenopic and 196 others · 12 comments · 60 shares

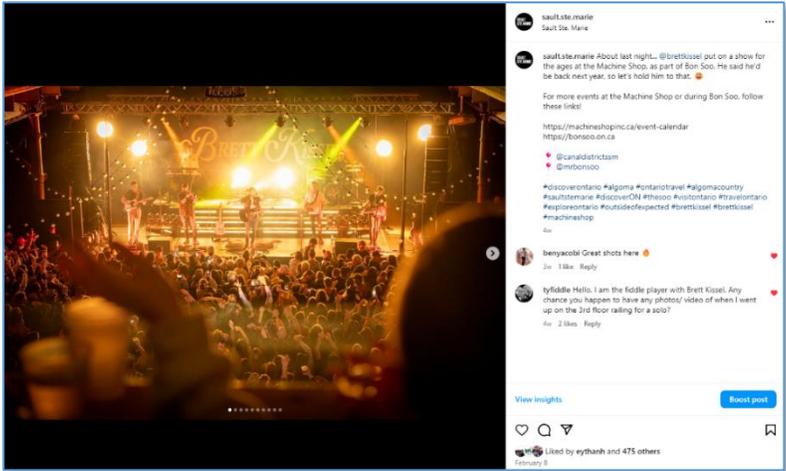


**Instagram (February 2023)**

- 20,183 page followers (10 new followers in January)
- 19.4k accounted reached (19.1k in January)

**Facebook (February 2023)**

- 33.2k followers (75 new followers in January)
- 196k accounts reached (176k in January)



**GROUP TOURS**

- Staff sent follow up email to over 40 Group Tour Operators from the American Bus Association Marketplace with information regarding Group tour attractions and sample itineraries.
- A familiarization tour was conducted with a new tour operator looking to add Sault Ste. Marie to their schedule. The lead was from an appointment at the 2023 OMCA Marketplace.

**MEETINGS AND CONVENTIONS**

- Bid preparation is underway for Conference Bid #2024-001
- Staff is providing Tourism Development Fund applications support for 3 upcoming conferences .

**SPORTS TOURISM AND SPECIAL EVENTS**

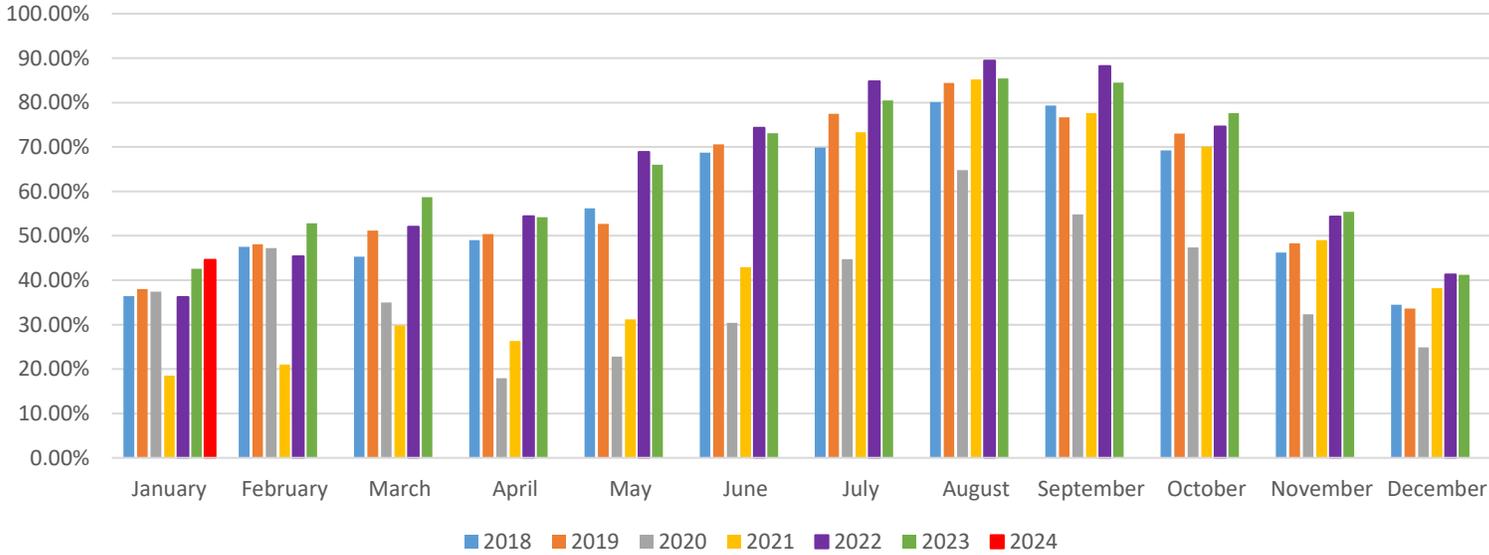
- Staff supported bid preparation for a Provincial sports tournament, which if successful would be hosted in SSM in March 2025.
- A spring Sports Mixer is being planned, similar to previous events. The goal is to host the mixers twice annually- once in Spring and once in the Fall.
- Staff is working with the Coaches Association of Ontario to try and secure a Coaches Super Clinic for spring 2025 with the goal of supporting coaches certification for various sporting groups.
- Eight local sports/events groups have submitted Tourism Development Fund applications for review under the sports and special events stream over the past month.



**TOURISM DEVELOPMENT FUND APPLICATIONS**

No Tourism Development fund applications were brought forward for the month of February 2024.

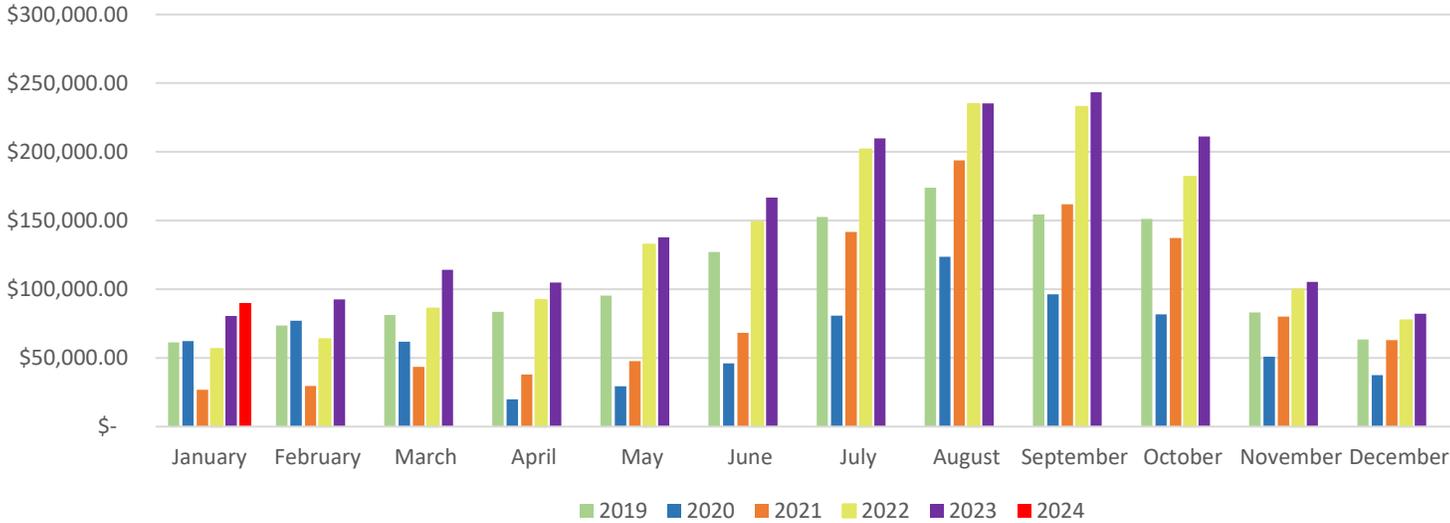
**Occupancy Report Percentage**



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%	
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	\$89,534.95
February	\$ 73,525.06	\$ 77,030.47	\$29,513.74	\$63,642.86	\$92,555.42	
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>\$89,534.95</b>

## TOURISM DEVELOPMENT FUND APPLICATION SUMMARY

<b>Name of the Event</b>	Community Futures Ontario 2024 Annual Conference
<b>Event Date</b>	June 2-4, 2024
<b>Venue</b>	Delta Hotel
<b>Submitted by:</b>	Diana Jedig
<b>Reviewed by:</b>	Tara Lucarelli
<b>Ask:</b>	\$5,000
<b>Recommendation:</b>	\$3,000

### **Overview of the Event**

Community Futures is the oldest and largest community economic development program in Canada with 267 offices across the country, including 60 in Ontario. The 28th Annual Community Futures Ontario Conference in Sault Ste Marie presents a unique opportunity to directly engage with hundreds of community leaders, business professionals, and economic development practitioners from across Ontario. Community Futures organizations bring communities together to build stronger, more sustainable economies across rural Ontario. This year's conference theme, "Uniting People and Business," focuses on forging strong relationships to tackle the economic challenges facing Canada today.

Sault Ste. Marie last hosted the conference in 2012. The conference rotates between Southern and Northern Ontario annually.

### **Previous TDF Application Summary**

<b>YEAR</b>	<b>AMOUNT Approved</b>	<b>Summary</b>
n/a		

### **Visitor Projections**

Local	20
Regional	0
Ontario	180
Canada	0
USA	0

### **Economic Impact**

180 out of town visitors x 3 days= 540 Visitor Days  
x \$150= \$81,000

### **Budget Summary**

The Community Future goal is to allocate any profit surplus remains in a conference fund restricted for use in subsequent annual conferences. FedNor and FedDev Ontario contribute \$20,000 annually to the event to cover the costs of the Awards Event (Videos and A/V). This is confirmed in their 2024-2025 operational funding.

Revenues: \$162,450.00 (Funding sources and registration fees)  
Expenses: \$161,612.13 (Speakers, Marketing, Venue, ATV, and Transportation)

### **Scoring Matrix**

The 2024 Community Futures Ontario Annual Conference scores 25.5 on the evaluation matrix and falls in the middle of recommended range of \$2000+.

15-39 \$2000 +

### **Staff Analysis**

The Community Futures Ontario 2024 Annual Conference rotates throughout Ontario. This event is specifically targeted for Community Futures Staff as well as FedNor and FedDev staff and service providers. Conference organizers are looking to offer mobile workshops that utilize venues around the city for field tours and social nights.

Additionally, city staff is working with them to provide tourism information (i.e. sample itineraries, guides, links, etc.) for those participants that wish to visit Sault Ste. Marie pre or post conference.

On June 3, the conference will bus 200 delegates to Shingwauk Kinooomaage Gamig (SKG) Centre of Excellence for a special event including a presentation on SKG programming and link to local First Nation communities, buffet dinner with traditional foods, mocktails, trade show featuring indigenous vendors with items for sale to delegates, closing speakers on traditional hunting lifestyle and impact of Murderer & Missing Indigenous.

### **Draft Resolution**

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.

## TOURISM DEVELOPMENT FUND APPLICATION SUMMARY

<b>Name of the Event</b>	2024 and 2025 Regional Convention of Jehovah's Witnesses
<b>Event Date</b>	June 14-16, 2024 and June 13-15, 2025
<b>Venue</b>	GFL Memorial Gardens
<b>Submitted by:</b>	David Zollner
<b>Reviewed by:</b>	Tara Lucarelli/ Alana Kenopic
<b>Ask:</b>	\$12,000 per year (\$24,000)
<b>Recommendation:</b>	\$12,000 per year (\$24,000)

### **Overview of the Event**

Annually, Watch Tower Canada hosts three-day conventions of Jehovah's Witnesses across Canada. These conventions feature talks and videos that teach Scriptural lessons to improve daily living and build strong communities. These not-for-profit events are multi-cultural and educational in nature. Everyone is welcome and no collection is taken. The majority of delegates for this convention are from Northern Ontario traveling a distance of over 40km to Sault Ste. Marie.

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.

### **Has this event received TDF Funding previously?**

<b>YEAR</b>	<b>AMOUNT Approved</b>	<b>Summary</b>
2023	\$12,000 Venue rental at the GFL Memorial Gardens.	The 2023 Convention hosted 253 locals, 354 from the Region, 2193 from across Ontario for a total of 2800 people participating.

### **Visitor Projections**

Local	253
Regional	354
Ontario	2193
Canada	0
USA	0

### **Economic Impact**

2,547 out of town visitors x 3 days = 7,641 Visitor Days  
x \$150= \$1,146,150

## **Budget Summary**

There are no revenue generating activities within the convention. All conventions are supported by donation. The financial request is to cover the cost of venue rental to host the Convention.

## **Scoring Matrix**

The Regional Convention of Jehovah's Witnesses scores a 78 on the evaluation matrix and falls in the high end of recommended range of \$10,000 - \$20,000.

60-79 \$10,000 +

## **Staff Analysis**

Sault Ste. Marie has successfully hosted the Regional Convention of Jehovah's Witnesses in the past years and are very pleased that the Watch Tower Bible and Tract Society of Canada has signed a two-year contract (2024 and 2025) with the City of SSM.

The Convention provides room nights to nearly every hotel in the city. The members of the organization pride themselves on being valued guests and feedback has been positive from hotel and venue sites during previous Conventions.

Staff recommendation is \$12,000 per year for 2024 and 2025 Conventions, approved as one application in the amount of \$24,000 to be claimed in 2 parts following each year's event to be used to offset the cost of the venue rental.

## **Draft Resolution**

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 Christian Congregation of Jehovah's Witnesses 2024 and 2025 Conventions and that a report be submitted to City Council for consideration and approval.

Funding Assessment Template- Tourism Development Fund

Event Name: Regional Convention of Jehovah's Witnesses  
 Event Date: June 14-16, 2024 and June 13-15, 2025  
 Contact Person: David Zollner  
 Internal Review: 20-Feb-24  
 Board Review Date: 19-03-2024

<b>OUT OF TOWN PARTICIPANTS</b>	
Number of Guests from Out of Town (45km+)	2547
Points	Total 10

1 Point for Every 100 out of town Visitors to a Maximum of 10 points	10.00%
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<b>VISITOR DAYS</b>	
Number of Out of Town Visitors	2547
Number of Nights they are Staying	3
Total Visitor Days (multiply together)	7641
Points	Total 25

1 Point for Every 100 Visitor Days to a Maximum of 25 Points	25.00%
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<b>LOCAL PARTICIPATION</b>	
Number of Local Participants	253
Points	2

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		

<b>OPPORTUNITY FOR GROWTH</b>	
Limited Potential	
Points	4

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

<b>REACH OF THE EVENT</b>	
Regional	
Points	2

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

<b>ECONOMIC IMPACT</b>	
500K and above	\$ 1,146,150.00
Points	10

2 Points for Every \$50,000 to Maximum of 10 Points	10.00%
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<b>UTILIZATION OF LOCAL SERVICES/ ATTRACTIONS &amp; SUPPLIERS</b>	
Utilizes MULTIPLE venues attractions restaurants and suppliers	
Points	10

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	

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

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	

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

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

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

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		

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

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	

<b>TOTAL POINTS</b>	78
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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

<b>Name of the Event</b>	Community Strong Race Weekend
<b>Event Date</b>	June 22-23, 2024
<b>Venue</b>	Downtown SSM/ Northern Superior Brewing Co. Parking lot
<b>Submitted by:</b>	Paige Linklater
<b>Reviewed by:</b>	Josh Ingram/ Alana Kenopic
<b>Ask:</b>	\$20,000
<b>Recommendation:</b>	\$5000

### Overview of the Event

This event is designed to raise needed funds and bring awareness to physical and mental health issues in Sault Ste. Marie over a 2 day race weekend. The races will be held downtown starting and ending at the Northern Superior/ Bushplane corner. The Community Strong Race Weekend will consist of a variety of races as many family activities including a marathon, half-marathon, 10km, 5km colour run, and kid's fun run. See agenda below:

#### Saturday Events

10 KM Registration: 7:45 am

10 KM Start: 8:00 am

Colour Run Registration: 9:15 am

Colour Run Start: 10:00 am

Kid's Fun Run Registration: 10:10 am

Kid's Fun Run Start: 10:30 am

#### Sunday Events

1/2 Marathon & Marathon Registration: 5:45 am

Marathon Start: 6:00 am

1/2 Marathon Start: 6:30 am

### Previous TDF Applications

<b>YEAR</b>	<b>AMOUNT Approved</b>	<b>Summary</b>
2023	\$5000	\$4000 Village Media Advertising \$1000 Timing Chips

### Attendance Projections

Local	486
Regional	141
Ontario	46
Canada	0
USA	46

### Economic Impact

92 visitors x 2days x \$150 = \$27,600

### Budget Summary

Event Budget:  
Revenue: \$57,000 (sponsorships, funding and registrations: includes \$20k request from TDF)  
Expenses: \$28,350

### Scoring Matrix

The Community Strong Race Weekend scores 37 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

The Community Strong Festival aligns with one of Tourism Sault Ste. Marie's priority sector of sports tourism. This event has a dedicated organizing committee with demonstrated experience and has made progress with branding, expanding the event (most notably with the Boston Marathon designation) as well as marketing. The event has seen an increase in registrants from beyond the regional area and continues to show potential to grow into a larger anchor event. To date as of March 15, over 100 participants have registered. Tourism staff are working collaboratively with race organizers by tracking registrations and cross-referencing out-of-town registration trends.

With these event collaboration pieces as well as the qualifier designation organizers believe this event has excellent potential to attract participants from the region, province, and nearby states.

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

## TOURISM DEVELOPMENT FUND APPLICATION SUMMARY

<b>Name of the Event</b>	Community Futures Ontario 2024 Annual Conference
<b>Event Date</b>	June 2-4, 2024
<b>Venue</b>	Delta Hotel
<b>Submitted by:</b>	Diana Jedig
<b>Reviewed by:</b>	Tara Lucarelli
<b>Ask:</b>	\$5,000
<b>Recommendation:</b>	\$3,000

### **Overview of the Event**

Community Futures is the oldest and largest community economic development program in Canada with 267 offices across the country, including 60 in Ontario. The 28th Annual Community Futures Ontario Conference in Sault Ste Marie presents a unique opportunity to directly engage with hundreds of community leaders, business professionals, and economic development practitioners from across Ontario. Community Futures organizations bring communities together to build stronger, more sustainable economies across rural Ontario. This year's conference theme, "Uniting People and Business," focuses on forging strong relationships to tackle the economic challenges facing Canada today.

Sault Ste. Marie last hosted the conference in 2012. The conference rotates between Southern and Northern Ontario annually.

### **Previous TDF Application Summary**

<b>YEAR</b>	<b>AMOUNT Approved</b>	<b>Summary</b>
n/a		

### **Visitor Projections**

Local	20
Regional	0
Ontario	180
Canada	0
USA	0

### **Economic Impact**

180 out of town visitors x 3 days= 540 Visitor Days  
x \$150= \$81,000

### **Budget Summary**

The Community Future goal is to allocate any profit surplus remains in a conference fund restricted for use in subsequent annual conferences. FedNor and FedDev Ontario contribute \$20,000 annually to the event to cover the costs of the Awards Event (Videos and A/V). This is confirmed in their 2024-2025 operational funding.

Revenues: \$162,450.00 (Funding sources and registration fees)  
Expenses: \$161,612.13 (Speakers, Marketing, Venue, ATV, and Transportation)

### **Scoring Matrix**

The 2024 Community Futures Ontario Annual Conference scores 25.5 on the evaluation matrix and falls in the middle of recommended range of \$2000+.

15-39 \$2000 +

### **Staff Analysis**

The Community Futures Ontario 2024 Annual Conference rotates throughout Ontario. This event is specifically targeted for Community Futures Staff as well as FedNor and FedDev staff and service providers. Conference organizers are looking to offer mobile workshops that utilize venues around the city for field tours and social nights.

Additionally, city staff is working with them to provide tourism information (i.e. sample itineraries, guides, links, etc.) for those participants that wish to visit Sault Ste. Marie pre or post conference.

On June 3, the conference will bus 200 delegates to Shingwauk Kinooamaage Gamig (SKG) Centre of Excellence for a special event including a presentation on SKG programming and link to local First Nation communities, buffet dinner with traditional foods, mocktails, trade show featuring indigenous vendors with items for sale to delegates, closing speakers on traditional hunting lifestyle and impact of Murderer & Missing Indigenous.

### **Draft Resolution**

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.

**Funding Assessment Template- Tourism Development Fund**

Event Name: Community Strong Festival  
 Event Date: June 22-23, 2024  
 Contact Person: Paige Linklater  
 Internal Review 2/26/24  
 Board Review Date: March 19, 2024

<b>OUT OF TOWN PARTICIPANTS</b>	
Number of Guests from Out of Town (45km+)	92
Points	Total <b>1</b>

<b>VISITOR DAYS</b>	
Number of <b>Out of Town</b> Visitors	92
Number of <b>Nights</b> they are Staying	1
Total Visitor Days (multiply together)	92
Points	Total <b>1</b>

<b>LOCAL PARTICIPATION</b>	
Number of Local Participants	627
Points	<b>3</b>

<b>OPPORTUNITY FOR GROWTH</b>	
Excellent Potential	<b>10</b>
Points	<b>10</b>

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

<b>ECONOMIC IMPACT</b>	
<100K	<b>1</b>
Points	<b>1</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>2</b>
Points	<b>2</b>

<b>TOURISM OBJECTIVES/ PRIORITIES</b>	
Meets Priority Sector	<b>3</b>
Points	<b>3</b>

<b>TOTAL POINTS</b>	<b>37</b>
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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%
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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%
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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 plan 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>	Festival of Beer – The Queenstreet Brews
<b>Event Date</b>	May 3-4, 2024
<b>Venue</b>	Queen St E – Downtown Sault Ste. Marie
<b>Submitted by:</b>	Stephen Alexander
<b>Reviewed by:</b>	Josh Ingram
<b>Ask:</b>	\$15,000
<b>Recommendation:</b>	\$3000

### Overview of the Event

The Sault Ste. Marie Festival of beer is 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.

### Previous TDF Applications

YEAR	AMOUNT Approved	Summary
2022	\$5,000 -Venue Rental -Audio Visual -Printed advertising -Event infrastructure	-\$2500 venue rental -\$700 Printing -\$600 Tent rentals -\$984 digital/radio ads -\$250 Audio visual

### Attendance Projections

Local	1565
Regional	70
Ontario	60
Canada	0
USA	100

### Economic Impact

150 visitors for a total of 2 visitor days - \$45,000

### Budget Summary

Expenses: \$28,775 (beer glasses, tokens, rentals, security, insurance, sound, entertainment)

Revenue: \$52,100 (based on 1500 tickets sold, sponsorship and vendor fees)

## **Scoring Matrix**

The Festival of Beer scores a 39 on the evaluation matrix placing it in the range of 40-59 and a recommendation of \$2,000-\$5,000

## **Staff Analysis**

This event has successfully been a draw to Sault Ste. Marie's downtown core. Although visitors have not been evaluated significantly, this event is a positive trip enhancer for those visiting the community and surrounding area. Staff recommend that the Tourism Board of Directors consider funding a maximum of \$3000 be used for:

- \$2,000 marketing
- \$1,000 performance fees (entertainment)

## **Draft Resolution**

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.

**Funding Assessment Template- Tourism Development Fund**

Event Name: Festival of Beer - The Queenstreet Brews  
 Event Date: May 3-4, 2024  
 Contact Person: Stephen Alexander  
 Internal Review: 12-Feb-24  
 Board Review Date: 19-Mar-24

<b>OUT OF TOWN PARTICIPANTS</b>	
Number of Guests from Out of Town (45km+)	160
Points	Total 1.5

<b>VISITOR DAYS</b>	
Number of Out of Town Visitors	160
Number of Nights they are Staying	1
Total Visitor Days (multiply together)	160
Points	Total 1.5

<b>LOCAL PARTICIPATION</b>	
Number of Local Participants	1,565
Points	5

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

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

<b>ECONOMIC IMPACT</b>	
<100K	
Points	1

<b>UTILIZATION OF LOCAL SERVICES/ ATTRACTIONS &amp; SUPPLIERS</b>	
Utilizes MULTIPLE venues attractions restaurants and suppliers	
Points	8

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

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

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

<b>TOURISM OBJECTIVES/ PRIORITIES</b>	
Some Alignment with Priority Sector	
Points	2

<b>TOTAL POINTS</b>	39
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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%
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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

<b>Name of the Event</b>	Ontario Cup Mountain Bike Race #4
<b>Event Date</b>	June 15-16, 2024
<b>Venue</b>	Hiawatha Highlands
<b>Submitted by:</b>	Jack Perotta-Lewin - Sault Cycling Club
<b>Reviewed by:</b>	Alana Kenopic/ Travis Anderson
<b>Ask:</b>	\$7500
<b>Recommendation:</b>	\$7500

### Overview of the Event

The Ontario Cycling Association MTB OCup is the first provincially sanctioned event that is being hosted on the newly constructed trail network in Hiawatha Highlands. The race spans 2 days and hosts a series of races for riders 9+ in various categories and disciplines.

Securing this event is indicative of the investment in the network and quality of the trails recently built and the strength of the partnership with Sault Cycling Club. The club is comprised of volunteers that maintain the trails to be safe and usable for riders and events.

Funds are required to ensure the infrastructure and resources to execute a high caliber event, that is well organized and provides visitors with an exceptional first-time experience riding the trails in SSM. With the series being hosted across Ontario, Sault Ste. Marie has an opportunity to make a positive first impression to a direct market of riders who we hope to return to visit.

### Previous TDF Applications

YEAR	AMOUNT Approved	Summary
n/a		

### Attendance Projections

Local	75
Regional	75
Ontario	210
Canada	0
USA	40

### Economic Impact

250 people x 3 days x \$150pp/pd = \$112,500
--

## Budget Summary

<b>REVENUE</b>	<b>\$10,000</b>	<b>EXPENSES</b>	<b>\$10,000</b>
Sponsorship Registration fees Funding		Course Construction Materials and Supplies (rentals, sound system, entertainment, pre and post race activities)	

## Scoring Matrix

The Ontario Cup Mountain bike race scores 41 on the scoring matrix with a recommended range of \$5,000 to \$10,000.

## Staff Analysis

The OCup MTB race is the first of its kind in Sault Ste. Marie for the new Algoma Trail Network trail expansion project. The race is a testament to the success of the Sault Cycling Club and City of Sault Ste. Marie's collaboration to create a provincially recognized race course/ trail network that can be used to attract high profile events.

Staff recommend \$7500 to be used to help support the construction of specific race course features required for the OCup event, marketing, signage and medical expenses.

## Draft Resolution

Be it resolved that the Tourism Sault Ste. Marie Board of Directors recommend a contribution of \$7,500 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.

## TOURISM DEVELOPMENT FUND APPLICATION SUMMARY

<b>Name of the Event</b>	Queen Street Cruise
<b>Event Date</b>	June 14-15, 2024
<b>Venue</b>	Roberta Bondar Pavilion - Downtown Sault Ste. Marie
<b>Submitted by:</b>	Gary Trembinski & Joseph Bisceglia
<b>Reviewed by:</b>	Josh Ingram
<b>Ask:</b>	\$15,000
<b>Recommendation:</b>	\$5,000

### Overview of the Event

This annual event hosted in Sault Ste. Marie's downtown core regularly sees upward of 300 vehicles on display over the weekend. Also included are food vendors, alcohol tents, live music and more. In 2023 the event moved to the Roberta Bondar Pavilion which gave the event 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.

### Previous TDF Applications

<b>YEAR</b>	<b>AMOUNT Approved</b>	<b>Summary</b>
2023	\$5,000 -\$4000 CTV -\$1000 US Radio Advertising	The QSC had close to 300 vehicles registered, several from out of town (number not confirmed). Spectator attendance is estimated at 8,000+ people.

### Attendance Projections

Local	9,910
Regional	200
Ontario	0
Canada	0
USA	200

### Economic Impact

400 visitors for a total of 2 visitor days - \$120,000

### Budget Summary

Expenses: \$28,000 (marketing, security, trophies and prizes, photography, rentals)  
Revenue: \$10,000 (sponsorship, funding)

Not captured within the 2024 budget is vehicle registrations as this amount is largely donated to charity.

## **Scoring Matrix**

The Queen Street Cruise scores a 50 on the evaluation matrix placing it in the range of 40-59 and a recommendation of \$5,000-\$10,000

## **Staff Analysis**

This event has successfully been a draw to Sault Ste. Marie's downtown core. Although visitors have not been evaluated significantly, this event is a positive trip enhancer for those visiting the community and surrounding area. Staff have assisted the cruise in generating a list of car clubs and shows in Northern Ontario and Michigan to e-mail save the dates and information on registration, assisted in creating social media content for last year and will continue to do so for the 2024 edition of the event. Staff are recommending that the Tourism Board of Directors consider funding \$5,00 for marketing and venue rentals. Staff are encouraging the organizers to provide a more detailed track of out of town visitation and participation.

## **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: Queen Street Cruise  
 Event Date: June 14/15, 2024  
 Contact Person: Gary Trembinski & Joseph Bisceglia  
 Internal Review: 7-Mar-24  
 Board Review Date: 19-Mar-24

<b>OUT OF TOWN PARTICIPANTS</b>	
Number of Guests from Out of Town (45km+)	200
Points	Total 2

1 Point for Every 100 out of town Visitors to a Maximum of 10 points	10.00%
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<b>VISITOR DAYS</b>	
Number of Out of Town Visitors	200
Number of Nights they are Staying	2
Total Visitor Days (multiply together)	400
Points	Total 4

1 Point for Every 100 Visitor Days to a Maximum of 25 Points	25.00%
--	--------

<b>LOCAL PARTICIPATION</b>	
Number of Local Participants	10110
Points	Total 10

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		

<b>OPPORTUNITY FOR GROWTH</b>	
Excellent Potential	
Points	Total 8

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

<b>REACH OF THE EVENT</b>	
Regional	
Points	Total 2

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

<b>ECONOMIC IMPACT</b>	
100K to 200K	400 x 2 x \$150= \$60,000
Points	Total 2

2 Points for Every \$50,000 to Maximum of 10 Points	10.00%
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<b>UTILIZATION OF LOCAL SERVICES/ ATTRACTIONS &amp; SUPPLIERS</b>	
Utilizes SOME attractions restaurants and suppliers	
Points	Total 5

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	

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

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	

<b>MEDIA EXPOSURE</b>	
International	
Points	Total 5

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

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

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		

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

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	

<b>TOTAL POINTS</b>	50
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Points	Recommendation Range
80+	\$20,000 +
60-79	\$10,000 +
40-59	\$5000 +
15-39	\$ 2000 +
<15	\$0

**Funding Assessment Template- Tourism Development Fund**

Event Name: Ontario Cup MTB (Ocup)  
 Event Date: June 15/16, 2024  
 Contact Person: Jack- Sault Cycling Club  
 Internal Review: 12-Feb-24  
 Board Review Date: 19-Mar-24

<b>OUT OF TOWN PARTICIPANTS</b>	
Number of Guests from Out of Town (45km+)	250
Points	Total <b>2</b>

<b>VISITOR DAYS</b>	
Number of Out of Town Visitors	250
Number of Nights they are Staying	2
Total Visitor Days (multiply together)	500
Points	Total <b>5</b>

<b>LOCAL PARTICIPATION</b>	
Number of Local Participants	75
Points	<b>1</b>

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

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

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

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

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

<b>MEDIA EXPOSURE</b>	
International	5
Points	<b>5</b>

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

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

<b>TOTAL POINTS</b>	<b>41</b>
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Points	Recommendation Range
80+	\$20,000 +
60-79	\$10,000 +
40-59	\$5000 +
15-39	\$ 2000 +
<15	\$0

<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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## TOURISM DEVELOPMENT FUND APPLICATION SUMMARY

<b>Name of the Event</b>	Stir the POTential
<b>Event Date</b>	May 27-28, 2024
<b>Venue</b>	Delta Hotel
<b>Submitted by:</b>	Lori McDonald- SSM Innovation Centre
<b>Reviewed by:</b>	Tara Lucarelli/ Alana Kenopic
<b>Ask:</b>	\$5,000
<b>Recommendation:</b>	\$3,000

### **Overview of the Event**

“Stir the POTential” is a new local conference created by the Sault Ste. Marie Innovation Centre (SSMIC), focusing on future proofing businesses, and using innovation and creativity to explore problem solving and new business opportunities in the north.

With rapidly advancing technology, AI, and the aftermath of the COVID-19 pandemic, the workplace landscape has transformed and will continue to do so. Stir the Potential is a conference that intends to bring leaders, entrepreneurs, and emerging talent together to explore the possibilities for the sustainability of our community. Attendees will hear from speakers such as Futurist, Nikolas Badminton and CBC's host of Quirks and Quarks, Bob McDonald. Additional speakers include Former NHL Player and Coach Ted Nolan, and Founder of JAYU, Gilad Cohen.

Conference Website  
<https://stirthepotential.ca/>  
 Email: [info@stirthepotential.ca](mailto:info@stirthepotential.ca)

### **Previous TDF Application Summary**

<b>YEAR</b>	<b>AMOUNT Approved</b>	<b>Summary</b>
n/a		

### **Attendance Projections**

Local	180
Regional	14
Ontario	50
Canada	1
USA	5

### **Economic Impact**

56 out of town visitors x 2 days= 112 Visitor Days  
 x \$150= \$16,800

## **Budget Summary**

The goal is to sustain the event in the long term, therefore the profit surplus would go back into the economic development activities run through our Business Services Division at SSMIC or used to fund the conference again in the future for an annual or bi-annual event.

Revenues: \$117,660 (Funding sources and ticket sales)

Expenses: \$117,660 (Speakers, Marketing, Venue, AV, and Transportation)

## **Scoring Matrix**

The 2024 Stir the POTential conference scores 25.5 on the evaluation matrix and falls in the middle of recommended range of \$2,000+.

15-39	\$2,000 +
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## **Staff Analysis**

2024 Stir the POTential conference is the first annual conference that was created by the local Innovation Centre. This year the out-of-town visitor number are low with local participants set for close to 180. Organizers are looking to market the event outside of the city, promoting high caliber speakers and content in order to increase the interest of potential attendees not only for this year, but for future years to grow the conference.

SSMIC is working with Village Media with plans to market the event out of the city. 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.

Organizers are looking to use the funds to support out-of-town marketing, transportation, and costs of guest speakers and/or venue/logistic rentals (sound, transportation).

## **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 Stir the POTential Conference May 27-28, 2024 and that a report be submitted to City Council for consideration and approval.

Funding Assessment Template- Tourism Development Fund

Event Name: Stir The Potential: Innovation Conference  
 Event Date: May 27-28, 2024  
 Contact Person: Lori McDonald  
 Internal Review:  
 Board Review Date:

<b>OUT OF TOWN PARTICIPANTS</b>	
Number of Guests from Out of Town (45km+)	56
Points	Total 0.5

1 Point for Every 100 out of town Visitors to a Maximum of 10 points	10.00%
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<b>VISITOR DAYS</b>	
Number of Out of Town Visitors	56
Number of Nights they are Staying	2
Total Visitor Days (multiply together)	112
Points	Total 1

1 Point for Every 100 Visitor Days to a Maximum of 25 Points	25.00%
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<b>LOCAL PARTICIPATION</b>	
Number of Local Participants	194
Points	1

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		

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

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

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

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

<b>ECONOMIC IMPACT</b>	
<100K	16, 800
Points	1

2 Points for Every \$50,000 to Maximum of 10 Points	10.00%
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<b>UTILIZATION OF LOCAL SERVICES/ ATTRACTIONS &amp; SUPPLIERS</b>	
Utilizes ONE location with no other suppliers	2
Points	2

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	

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

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	

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

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

<b>EVENT FREQUENCY</b>	
NEW Event	1
Points	1

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 plan	5 points- Sustainable event growing annually	
3 Points Repeat event with demonstrated growth		

<b>TOURISM OBJECTIVES/ PRIORITIES</b>	
Some Alignment with Priority Sector	3
Points	3

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	

<b>TOTAL POINTS</b>	<b>25.5</b>
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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

<b>Name of the Event</b>	Giovanni's Italian Festival and Coppa Soccer Tournament
<b>Event Date</b>	July 5-7, 2024
<b>Venue</b>	Roberta Bondar Pavilion & Strathclair Yards Soccer Fields
<b>Submitted by:</b>	Nick Cavaliere- Giovanni's Restaurant
<b>Reviewed by:</b>	Josh Ingram/ Alana Kenopic
<b>Ask:</b>	\$20,000
<b>Recommendation:</b>	\$10,000

### Overview of the Event

The Giovanni's Italian Festival, now in its sixth year, has evolved from a parking lot/pop up day event into a three-day Italian festival and soccer tournament. In 2023, the Italian Festival expanded to include the Coppa Di Giovanni Soccer tournament and the festival grounds were relocated to the Roberta Bondar Pavilion.

Given the success of the 2023 event, the festival plans to expand in 2024 by adding increased entertainment and increasing the number of divisions within the soccer tournament. The soccer tournament is also 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.

At the time of this application soccer tournament registration on their website is live, social media advertisement has begun and sponsorship recruitment is active.

<https://coppagiovanni.com>

### Previous TDF Applications

YEAR	AMOUNT Approved	Summary
2023	\$10,000 <ul style="list-style-type: none"> <li>- 705 Sound</li> <li>- Kids Zone</li> <li>- Official Fees</li> <li>- Insurance</li> <li>- Field Rental</li> <li>- Soccer Balls</li> <li>- Advertising</li> </ul> TDF Support was specifically provided to support the soccer tournament development and combined marketing.	<p>In 2023, the soccer tournament attracted 4 out of town teams and had over 500 spectators.</p> <p>The Italian Festival had its largest attendance to date with over 5000 people. Out of town visitors were formally tracked through the soccer tournament portion of the event, estimated at 200 people for the onsite portion at the Bondar Pavilion based on donations collected and brief survey questions.</p> <p>The festival collected \$15,000 in additional community sponsorship to support the 2 combined events.</p>

## Attendance Projections

Local	10,122
Regional	
Ontario	501
Canada	
USA	1

## Economic Impact

$501 \times 3 \text{ days} \times \$150 = \$225,450$
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## Budget Summary

<p>Revenue Sources: Soccer Team Registration fees, sponsorships, F&amp;B sales, merchandise, donations (provided directly to charity). Estimated Revenue: \$119,000 (not including TDF request)</p> <p>Expenses: Entertainment (\$25,000), Marketing (\$8,000), Rentals (\$10,000), Security (\$5000), Cleaning services (\$3000), Food Costs (\$25,000), Insurance &amp; Permits (\$3000), Entertainment Accommodations/ Transportation (\$5000), Staffing (\$5000), Contingency (\$10,000) Estimated Expenses: \$129,000</p>
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## Scoring Matrix

The Coppa Soccer Tournament and Giovanni's Italian Festival scores a 59 on the evaluation matrix placing it in the range 40-59 and a recommendation of \$5,000-\$10,000

## Staff Analysis

<p>The Coppa Di Giovanni's Soccer Tournament aligns with Tourism Sault Ste. Marie's sports and special events strategy which seeks to identify four annual pillar events that, over a five year period, can draw 1,000+ tourists to the community. A secondary goal for staff is to create home grown' sports tournaments that do not rely on the Provincial/National bid process. The Coppa Soccer Tournament and the Giovanni's Italian Festival combined, create a cultural/ athletic synergy that helps to amplify both events. The festival provides a reason for the soccer players to stay an additional night by combining the awards ceremony with the festival activities.</p> <p>Based off the a score of 59 staff recommends the Board of Directors consider a funding recommendation up to a maximum of \$10,000 to continue to help grow and support the annual Coppa Giovanni Soccer Tournament and Italian Festival.</p> <p>Funding Support is recommended to assist with any the following line items: Advertising (out of town), Venue Rental, Field costs, Official fees, Equipment Rentals (tents, chairs), Insurance and Permits</p>
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**Draft 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 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.

**Funding Assessment Template- Tourism Development Fund**

Event Name: Giovanni's Italian Festival & Coppa Giovanni Soccer Tournament  
 Event Date: July 5-7, 2024  
 Contact Person: Nick Cavaliere  
 Internal Review: 27-Feb-24  
 Board Review Date:

<b>OUT OF TOWN PARTICIPANTS</b>	
Number of Guests from Out of Town (45km+)	501
Points	Total 5

<b>VISITOR DAYS</b>	
Number of Out of Town Visitors	501
Number of Nights they are Staying	3
Total Visitor Days (multiply together)	1503
Points	Total 15

<b>LOCAL PARTICIPATION</b>	
Number of Local Participants	10,122
Points	5

<b>OPPORTUNITY FOR GROWTH</b>	
Excellent Potential	8
Points	8

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

<b>ECONOMIC IMPACT</b>	
200K to 300K	5
Points	5

<b>UTILIZATION OF LOCAL SERVICES/ ATTRACTIONS &amp; SUPPLIERS</b>	
Utilizes SOME attractions restaurants and suppliers	6
Points	6

<b>SEASON (PEAK, SHOULDER OR LOW)</b>	
May to July	2
Points	2

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

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

<b>TOURISM OBJECTIVES/ PRIORITIES</b>	
Some Alignment with Priority Sector	4
Points	4

<b>TOTAL POINTS</b>	<b>59</b>
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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%
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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

<b>Name of the Event</b>	Poutine Feast
<b>Event Date</b>	June 29 – July 1, 2024
<b>Venue</b>	Downtown Plaza
<b>Submitted by:</b>	Nicholas Luck – Downtown Association
<b>Reviewed by:</b>	Josh Ingram
<b>Ask:</b>	\$4,000
<b>Recommendation:</b>	\$2,750

### Overview of the Event

Poutine Feast is 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. This year, 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.

### Previous TDF Applications

YEAR	AMOUNT Approved	Summary
2022	\$5,000 -Advertising (social media/radio) -Live entertainment -Portable washrooms -Waste removal	7292 people were counted through a controlled entrance, with open entrance on 2 other sides of the event estimating total participation exceeding 12,000 people. 40 vendors stay overnight during the poutine festival at local hotel. -\$2,000 Portable washrooms/ waste removal -\$1,950 Advertising (radio and digital) -\$1050 Entertainment
2023	N/A	

### Attendance Projections

Local	6,423
Regional	3,606
Ontario	60
Canada	2
USA	0

### Economic Impact

200 visitors (including Poutine Vendors)  
2days x\$150 = \$60,000

### Budget Summary

<b>Revenue</b>	\$27,344	<b>Expenses</b>	\$27,344
Sponsorship		Waste Management	

Downtown Association Tourism Development Fund NOHFC City SSM In Kind	Power/ Electrical Security Sound Entertainment Marketing
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**Scoring Matrix**

Poutine Feast scores a 30.5 on the evaluation matrix placing it in the range of 15-39 and a recommendation of \$2000 - \$5,000.

**Staff Analysis**

Poutine Feast is an excellent complimentary event to the Canada Day weekend programming in the community. The festival itself is not a destination driver as various communities across Ontario host Poutine Feast. However, the festival provides an excellent activity for tourists to participate in who are planning to be in Sault Ste. Marie over a historically high tourism long weekend.

Staff is recommending a financial contribution of \$2,750 to be allocated to entertainment and audio-visual expenses.

**Draft Resolution**

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.

**Funding Assessment Template- Tourism Development Fund**

Event Name: Poutine Feast  
 Event Date: June 29-July 1, 2024  
 Contact Person: Nicholas Luck - Downtown Assoc.  
 Internal Review: 6-Mar-24  
 Board Review Date: 19-Mar-24

<b>OUT OF TOWN PARTICIPANTS</b>	
Number of Guests from Out of Town (45km+)	66
Points	Total 0.5

1 Point for Every 100 out of town Visitors to a Maximum of 10 points	10.00%
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<b>VISITOR DAYS</b>	
Number of Out of Town Visitors	66
Number of Nights they are Staying	2
Total Visitor Days (multiply together)	132
Points	Total 1

1 Point for Every 100 Visitor Days to a Maximum of 25 Points	25.00%
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<b>LOCAL PARTICIPATION</b>	
Number of Local Participants	10,029
Points	10

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		

<b>OPPORTUNITY FOR GROWTH</b>	
Very Limited Potential	
Points	2

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

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

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

<b>ECONOMIC IMPACT</b>	
100K to 200K	200 x 2 x 150 = \$60,000
Points	2

2 Points for Every \$50,000 to Maximum of 10 Points	10.00%
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<b>UTILIZATION OF LOCAL SERVICES/ ATTRACTIONS &amp; SUPPLIERS</b>	
Utilizes ONE location with no other suppliers	
Points	1

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	

<b>SEASON (PEAK, SHOULDER OR LOW)</b>	
May to July	
Points	2

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	

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

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

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

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		

<b>TOURISM OBJECTIVES/ PRIORITIES</b>	
Some Alignment with Priority Sector	
Points	2

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	

<b>TOTAL POINTS</b>	30.5
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Points	Recommendation Range
80+	\$20,000 +
60-79	\$10,000 +
40-59	\$5000 +
15-39	\$ 2000 +
<15	\$0