

OPEN AGENDA
Tourism Sault Ste. Marie Board Meeting
August 20, 2024 at 12:00pm
LIVE STREAM: www.youtube.com/c/SaultstemarieCa

1. Roll Call

2. Approval of Minutes

Approval of minutes from June 18, 2024 meeting (July 2024 meeting was cancelled)

3. Declaration of Pecuniary Interests

4. Tourism Overview & Update **12:05 – 12:20**

5. Financial Update **12:20 – 12:30**

6. New Business

- a. Wishart Park tender approval

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

- a) Walk Among the Trees- Indigenous Medicine Garden
- b) Henderson Metal Fall Curling Classic- Soo Curlers Association
- c) Festival of Colours
- d) Algoma Wrestling Invitational

8. Outstanding Business **13:15 - 13:45**

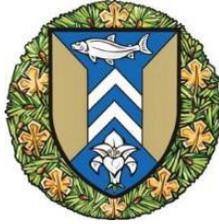
9. Resolutions **13:45 – 13:50**

- a. Wishart Park Tender Approval
- b. Walk Among the Trees- Indigenous Medicine Garden
- c. Henderson Metal Fall Curling Classic
- d. Festival of Colours
- e. Algoma Wrestling Invitational

10. Next Meeting

September 17, 2024

11. Adjournment **14:00**



Tourism Sault Ste. Marie Board Minutes

Tuesday, June 18, 2024

12:00

OPEN

Committee Members Present

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

Staff Resources Present

NO	T. Vair	YES	T. Anderson
YES	A. Kenopic	YES	T. Lucarelli (Scribe)
YES	R. Jones	YES	S. Sears

Guests

Jamie Hilsinger – Canadian Heritage Bushplane Centre and Entomica Insectarium

- 1. Meeting Called to Order** **12:06**
- 2. Roll Call**
- 3. Introduction of New Event Coordinator** **12:07-12:10**
 - Stephanie Sears has been hired for the position of Event Coordinator.
- S. Sears left the meeting** **12:10**
- 4. Approval of Meeting Minutes from May 28, 2024**
Mover: G. Lacher
Second: D. Marini
All in favour, Carried.
- 5. Declaration of Pecuniary Interests**
R. Walker has declared a conflict with Entomica Tourism Development Fund Application
L. Foster has declared a conflict with the Change Order – Trail Construction Contract
- 6. Tourism Overview and Update** **12:12-12:18**
 - Staff in partnership with Ontario Travel Information Services and the Canadian Heritage Bushplane Centre will be attending Chief Engineer's Day in Sault Ste. Marie, Michigan on June 28th, 2024, to promote visitors to cross the border and visit Sault Ste. Marie, Ontario.
 - The Tourism Development Fund (TDF) uncommitted amount is \$550,324, that includes an outstanding resolution for \$46,000 that is to be submitted to City Council.
 - The TDF evaluation matrix has been revised using key priorities from the strategic plan.
 - The final package for the Waterfront Development Plan will likely be completed after July 1, 2024, along with the visitor spending analysis.

- 7. Financial Update** **12:18-12:21**
- A financial report was distributed to the Board for May 2024
- 8. Marketing Update** **12:21-12:44**
- R. Jones presented a marketing recap from 2023 and objectives for 2024
- Jamie Hilsinger joined the meeting** **12:45**
- 9. Tourism Development Fund (TDF)** **12:45-13:40**
- a. Entomica Insectarium**
- i. Update**
- The Tourism Sault Ste. Marie board had previously deferred a motion for the Tourism Development Fund ask of \$75,000 and requested that Entomica present an updated sustainability plan, budget and signed Management Agreement with Entomica Insectarium.
 - J. Hilsinger provided an update including a proposed plan for sustainability and that a one-year Management agreement has been signed by both parties.
- ii. Management Agreement** **13:45**
- 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.
- Moved by: M. Porco
 Secunder by: G. Lacher
 All in favour, Carried.
- Jamie Hilsinger left the meeting** **13:15**
- Return to Open **13:40**
- 10. Outstanding Business** **13:40-13:46**
- a. Change Order – Trail Construction Contracts**
- There is \$180,000 remaining for the Hiawatha Highland Project that needs to be spent by end of 2024 to comply with funding requirements.
 - Staff are requesting an amendment to resolution #137 and #138 and allocate a \$114,000 change order to Precambrian and \$60,000 change order to Holocene Trail Co. for the expansion of trails to enhance event opportunities. The remaining \$6,000 will be used to purchase signage.
- 11. Resolutions** **13:47-13:53**
- a. Entomica Insectarium Tourism Development Fund**
- Be it resolved that the Tourism Sault Ste. Marie Board of Directors recommend a contribution of \$40,000 through the Tourism Development Fund- Product Development Stream to support 2024 operations and staffing at Entomica Insectarium and a report be submitted to City Council for consideration and approval. Further be it resolved that this recommendation be conditional upon the signing of a Management Agreement between the Canadian Bushplane Heritage Centre and Entomica Insectarium as presented to the Board.
- Moved by: N. Brash
 Second by: G. Lacher
 All in favour, Carried.
- b. Award of Contract Precambrian Natural Surface Trails Inc. 2024 - AMMENDMENT**

Be it resolved that the resolution passed January 23, 2024 that read “Be it resolved that the Board of Tourism Sault Ste. Marie authorize the Chair of the Board to enter into contractual agreement with Precambrian Natural Surface Trails Inc. for the sum not to exceed \$276,760 (inclusive of HST) for the purpose of mountain bike trail construction and trail expansion in the Algoma Trail Network.”

Be amended to:

“Be it resolved that the Board of Tourism Sault Ste. Marie authorize the Chair of the Board to enter into contractual agreement with Precambrian Natural Surface Trails Inc. for the sum not to exceed \$390,760 (inclusive of HST) for the purpose of mountain bike trail construction and trail expansion in the Algoma Trail Network.”

Moved by: G. Lacher

Second by: M. Porco

All in favour, Carried.

c. Award of Contract Holocene Trail Co. 2024 Construction- AMMENDMENT

Be it resolved that the Board of Tourism Sault Ste. Marie amend the resolution passed January 23, 2024 that read “Be it resolved that the Board of Tourism Sault Ste. Marie authorize the Chair of the Board to enter into contractual agreement with Holocene Trail Co. for the sum not to exceed \$176,974.95 (inclusive of HST) for the purpose of mountain bike trail construction and trail expansion in the Algoma Trail Network.”

Be amended to:

“Be it resolved that the Board of Tourism Sault Ste. Marie authorize the Chair of the Board to enter into contractual agreement with Holocene Trail Co. for the sum not to exceed \$236,974.95 (inclusive of HST) for the purpose of mountain bike trail construction and trail expansion in the Algoma Trail Network.”

Moved by: D. Marini

Second by: G. Lacher

All in favour, Carried.

10. Next Meeting

Tuesday, July 16, 2024

11. Adjournment

Moved by: N. Brash

Seconded by: D. Marini

All in favour, Carried.

13:53



Income Statement @ July 2024 YTD Comparison

Revenue:	January	February	March	April	May	June	July	YTD
5405 MAT Revenue			189,661.50			215,278.50		404,940.00
5861 Advertising Revenue			34,200.00					34,200.00
5847 Interest Revenue	3,295.61	4,238.09	4,147.78	4,972.85	4,935.54	7,135.40	10,677.02	39,402.29
5862 Merchandise Revenue		43.07		1,440.32		1,299.71	1,104.03	3,887.13
Total	3,295.61	4,281.16	228,009.28	6,413.17	4,935.54	223,713.61	11,781.05	482,429.42
Expenses:								
6111 Office Expense	146.38		232.80	166.40	126.55	116.40	152.67	941.20
6170 Memberships and Subscriptions	25,009.90	524.82	41.88	603.55	36.27	36.27	492.20	26,744.89
6182 Travel	6,370.92	1,886.73			2,556.19	487.48	279.94	11,581.26
6184 Trade Shows/Conferences	5,244.67	20.79		5,250.00			4,605.87	15,121.33
6462 Insurance			1,682.83	1,338.12				3,020.95
6470 Postal Service			78.97		87.69	58.75	141.29	366.70
6475 Bookkeeping Expenses	961.44	1,212.65	1,195.31	987.43	987.43	883.49	883.49	7,111.24
6540 Advertising	26,829.61	35,759.16	9,702.38	11,730.31	79,295.86	3,963.11	28,822.56	196,102.99
6544 Promotions	5,967.24	1,444.76	364.82	42,775.76	16,398.61	3,014.74	27,685.31	97,651.24
6545 Meetings	102.09	92.68	91.98	100.68	127.60	124.86		639.89
6632 General Development	2,141.16	106,417.70		449.81	110,049.49	1,099.60	309,912.74	530,070.50
6633 Tours		182.13			1,769.41	3,105.07		5,056.61
6634 Events		1,128.06	66.79		3,353.00	4,097.87	19,275.46	27,921.18
6720 Bank Charges	310.33	95.10	1,004.78	117.28	143.33	79.45	93.84	1,844.11
Total Expenses	73,083.74	148,764.58	14,462.54	63,519.34	214,931.43	17,067.09	392,345.37	924,174.09
Other Income								
5205 Ont Spec Grant Other				30,000.00	-	-	-	30,000.00
Other Expense								
7700 Exchange Gain or Loss				179.73	-	-	68.20	247.93
Net Income	(69,788.13)	(144,483.42)	213,546.74	(27,285.90)	(209,995.89)	206,646.52	(380,632.52)	(411,992.60)

MARKETING AND PROMOTION

Active Marketing Campaigns during June

- Cavera digital marketing – pay per click, google search, paid social media ads for ‘March & April’ & ‘Train’
- Cavera ‘Events’ marketing – Mountain Biking events
- UpNorth Travel Magazine
- Explore Magazine – digital, print and social media
- Laird Signs billboards x 4 between Sudbury and SSM + one north of SSM.
- Canadian Cycling Magazine – Newsletter for mountain biking events

Website (June) *(note that the June numbers are somewhat skewed due to bots based in Virginia hitting the site. 78k users are could be discounted from the numbers below)*

- 400k users, (89k users in May)
- 566k page views (137k in May)
- Canada 33%, US 66%
- Within Canada: Ontario 84%, Quebec 15%,
- By City: (GTA around 30%) Toronto 41%, Ottawa 5%, Montreal 4%, SSM 2%,
- Within US: Michigan 35%, Virginia 32%, Illinois 7%, Wisconsin 6.2%,

Primary drivers

- **Paid Media:** 310k (46k in May)
- **Organic Search:** 11k (7.9k in May)
- **Social media:** 50k (39k in May)
- **Referrals:** 1.1k (1.7k in May)
 - Agawa Train 469 (383 in May)
 - Northernontariotravel 395 (267 in May)
 - Saultstemarie 216 (164 in May)
 - Destination Ontario 132 (89 in May)
 - OntarioCycling 93 (86 in May)
 - WelcometoSSM 92 (86 in May)
- **Offsite clicks:** 26.9 (27k in May)
 - AgawaTrain 17k (11k in May)
 - Saultlocktours 3k (1.7k in May)
 - Northernontariotravel 1.5k (1k in May)
 - Ontario Parks 1.1k (982 in May)
 - Bushplane Museum 1.7k (449 in May)
 - SooMRKT 842 (421 in May)
 - Entomica 489 (211 in May)
 - ArtGalleryofAlgoma 325
 - Machine Shop 293 (199 in May)
 - Sooaxethrowing 277 (214 in May)



Tourism Sault Ste. Marie is in Sault Ste. Marie, Ontario.
21 June at 14:38 · 🌐

Today we celebrate National Indigenous Peoples Day. For generations, many Indigenous groups and communities have celebrated their culture and heritage on June 21 or around that time of year because of the significance of the summer solstice as the longest day of the year.

Batchewana First Nation celebrates National Anishinaabe Day with a Powwow happening on St Marys Island. The Powwow was at noon, there is a feast at 3.30pm and fireworks are at dusk.

Get more info here: [ht...](https://www.tourismssm.com) [See more](#)

Boost this post to reach up to 12310 more people if you spend CA\$161. [Create Ad](#)

👍❤️ Alana Turco Kenopic, Travis Anderson and 128 others 1 comment 19 shares

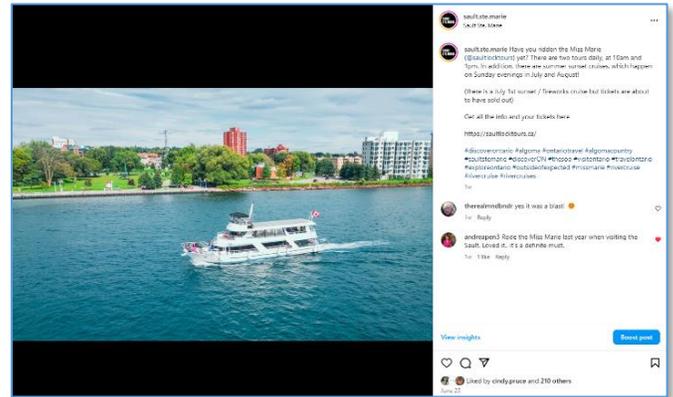


Instagram (June, 2024)

- 20,570 page followers (88 new followers in June)
- 37k accounted reached (45k in May)

Facebook (June, 2024)

- 33.6k followers (166 new followers in June)
- 1.4m accounts reached (1.2m in June)



PROMOTIONS

- Staff were present at Engineer’s Day in Sault Ste. Marie Michigan on June 28th, 2024, offering tourism information about Sault Ste. Marie, Ontario to the approximate 9,000 people that attended.

GROUP TOURS

- The Agawa Canyon Tour train has added a new car to the line. The “Stone Gardner” is a private theatre car with additional space for cub seat lounge chairs and includes all meals, drinks and private server. This elevated experience is available for groups.

MEETINGS AND CONVENTIONS

- Staff is working with the International Maple Syrup Conference committee to host the 2026 Conference in Sault Ste. Marie. This will be the first time that the conference has been in Northern Ontario.
- Sault Ste. Marie hosted the 2024 Community Futures Ontario Conference on June 2nd – 4th, 2024.
- Sault Ste. Marie hosted the Regional Convention of Jehovah Witnesses on June 14th – 16th, 2024 with over 2,300 people attending.

SPORTS TOURISM AND SPECIAL EVENTS

- Staff hosted a representative from the Coaches Association of Ontario this month for the upcoming 2025 ‘Super Clinics’ which will aid coaching capacity in Northern Ontario.
- Sault Ste. Marie hosted the 2024 OCup #3 in Sault Ste. Marie on June 15th -16th. A full report and evaluation will be completed in accordance with the Tourism Development Fund final reporting.

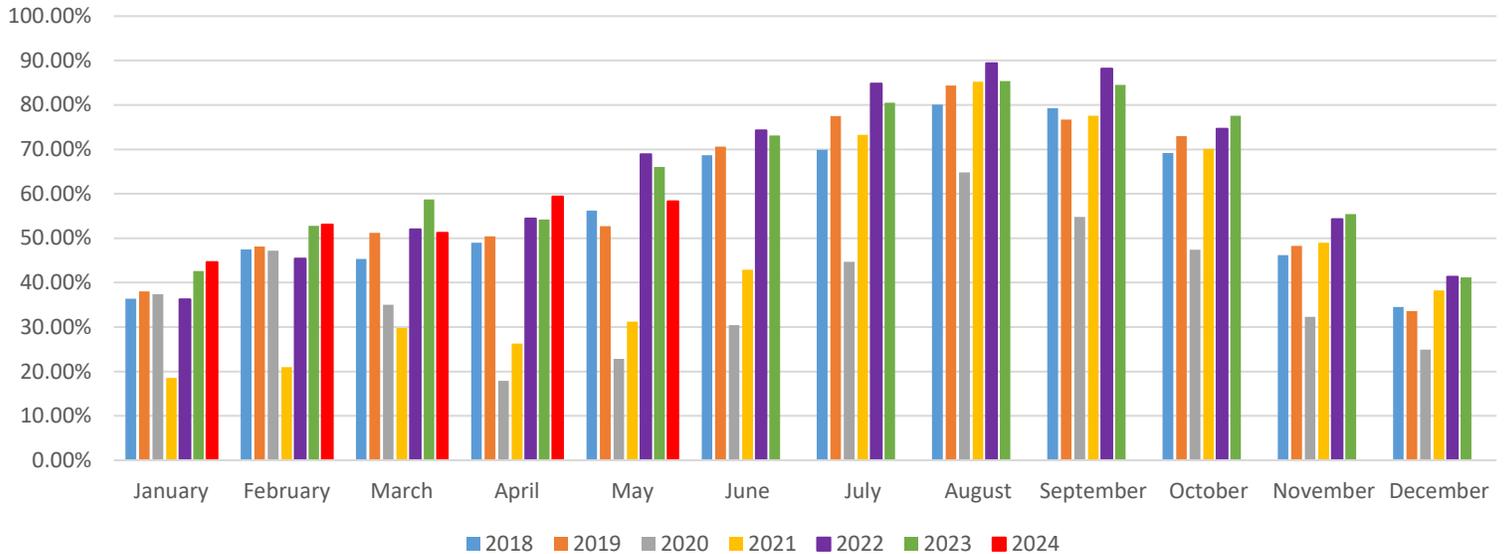
TOURISM DEVELOPMENT FUND APPLICATIONS

One (1) Tourism Development Fund (TDF) applications were approved for recommendation at the Tourism Sault Ste. Marie Board in June 2024.

1. Entomica Insectarium - \$40,000



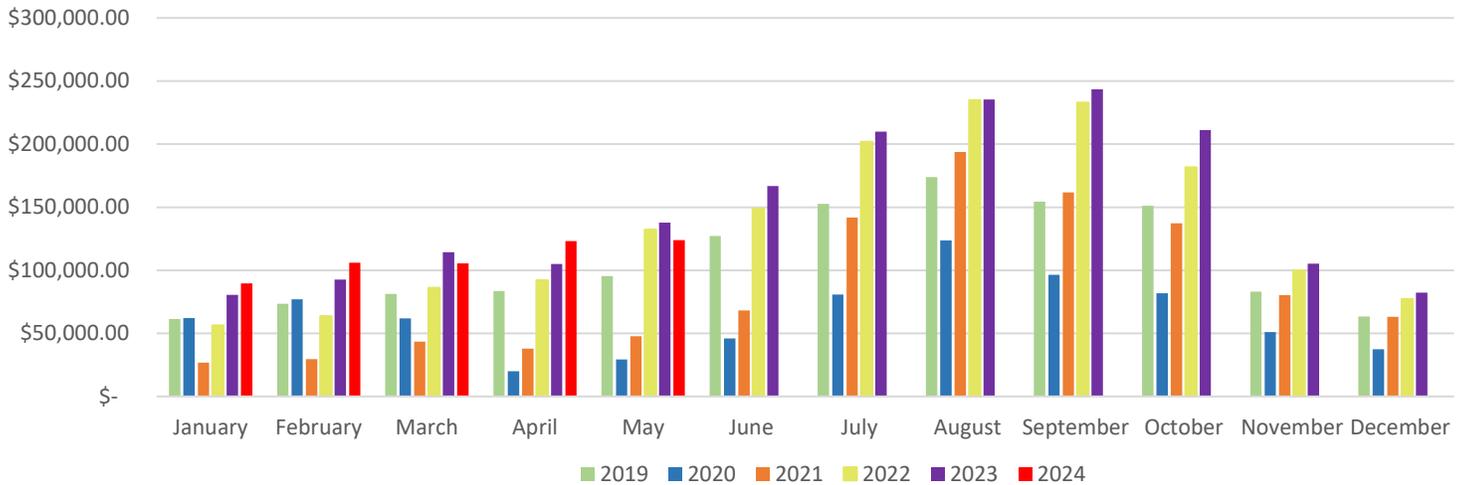
Occupancy Report Percentage



Month	2018	2019	2020	2021	2022	2023	2024
January	36.4%	38.0%	37.4%	18.5%	36.2%	42.6%	44.6%
February	47.5%	48.1%	47.2%	21.0%	45.4%	52.8%	53.1%
March	45.3%	51.2%	35.0%	29.8%	52.0%	58.7%	51.2%
April	49.0%	50.4%	17.9%	26.3%	54.4%	54.2%	59.4%
May	56.2%	52.7%	22.8%	31.2%	68.9%	66.0%	58.3%
June	68.7%	70.6%	30.4%	42.9%	74.3%	73.1%	
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	\$89,650.05
February	\$ 73,525.06	\$ 77,030.47	\$29,513.74	\$63,642.86	\$92,555.42	\$105,967.89
March	\$ 81,314.31	\$ 61,777.73	\$43,484.40	\$85,984.43	\$114,238.43	\$105,505.22
April	\$ 83,529.32	\$ 19,975.27	\$37,975.04	\$ 92,129.11	\$104,900.11	\$123,067.05
May	\$ 95,421.32	\$ 29,273.55	\$47,705.95	\$132,331.95	\$137,716.33	\$123,827.59
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	\$548,017.80



MARKETING & PROMOTION

Active Marketing Campaigns July 2024

- Cavera digital marketing – pay per click, google search, paid social media ads for ‘March & April’ & ‘Train’
- Cavera ‘Events’ marketing
- UpNorth Travel Magazine
- Explore Magazine – digital, print and social media
- Laird Signs billboards x 4 between Sudbury and SSM + one north of SSM.
- Canadian Cycling Magazine – Newsletter for mountain biking events
- Village Media – Summer in Sault Ste. Marie

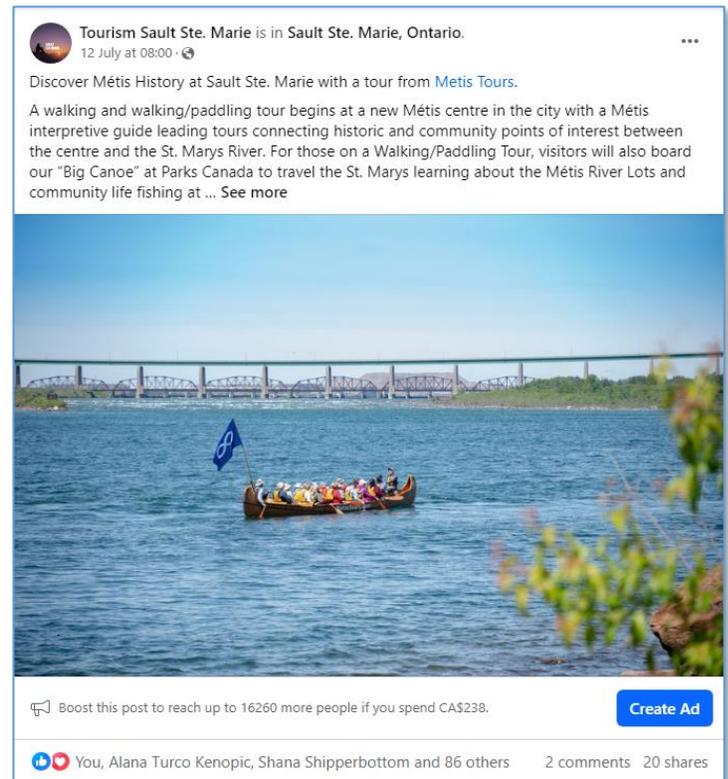
Website (July)

(note that the June numbers are somewhat skewed due to bots based in Virginia hitting the site. 78k users could be discounted from the numbers below)

- 122 users, (400k users in June)
- 204 page views (566k in June)
- Canada 78%, US 20%
- Within Canada: Ontario 89%, Quebec 13%,
- By City: (GTA around 45%) Toronto 33%, Montreal 3%, SSM 4%, Ottawa 3%,
- Within US: Michigan 45%, Virginia 8%, Illinois 6%, Wisconsin 6%

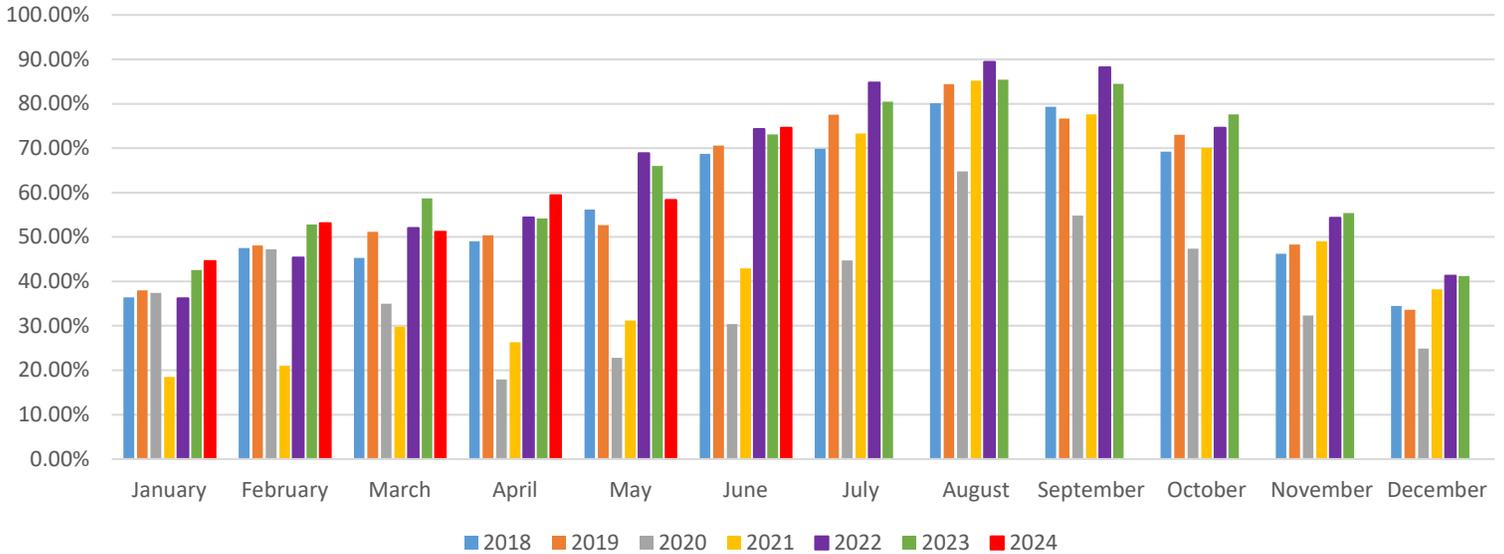
Primary drivers

- **Paid Media:** 86k (310k in June)
- **Organic Search:** 15k (11k in June)
- **Social media:** 38k (50k in June)
- **Referrals:** 2.4k (1.1k in June)
 - Agawa Train 593 (469 in June)
 - Northernontariotravel 502 (395 in June)
 - Saultstemarie 275 (216 in June)
 - Destination Ontario 168 (132 in June)
 - Sootoday 102
 - WelcometoSSM 82 (92 in June)
- **Offsite clicks:** 41k (27k in June)
 - AgawaTrain 16k (17k in June)
 - Saultlocktours 2.7k (3k in June)
 - Northernontariotravel 2k (1.5k in June)
 - Ontario Parks 2k (1.1k in June)
 - Machine Shop 381 (293 in June)





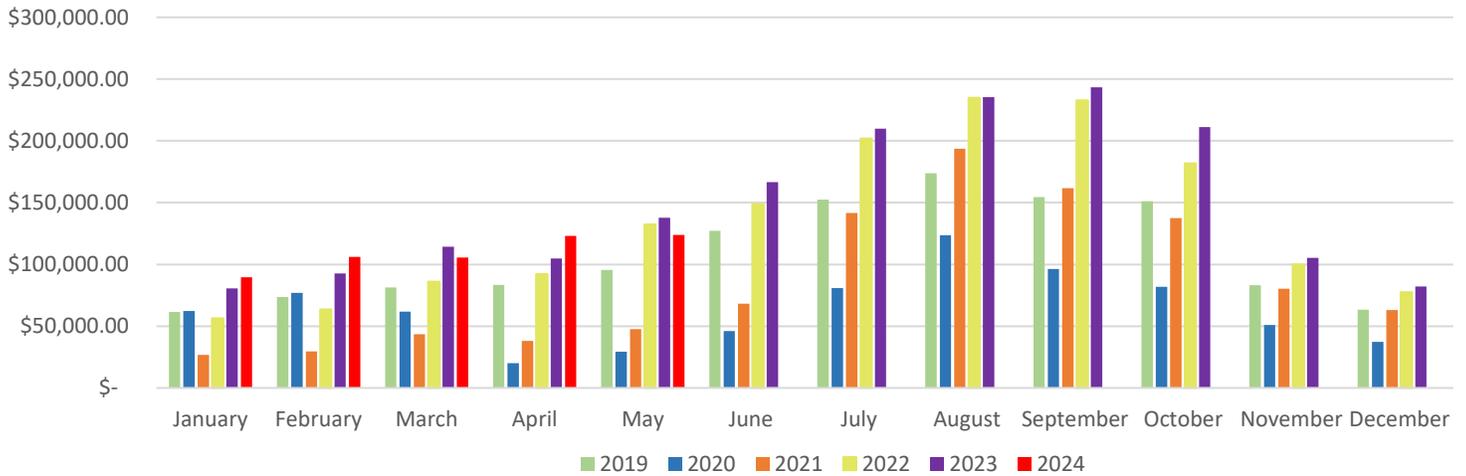
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April	49.0%	50.4%	17.9%	26.3%	54.4%	54.2%	59.4%
May	56.2%	52.7%	22.8%	31.2%	68.9%	66.0%	58.3%
June	68.7%	70.6%	30.4%	42.9%	74.3%	73.1%	74.6%
July	69.9%	77.5%	44.7%	73.3%	84.8%	80.5%	
August	80.1%	84.4%	64.8%	85.2%	89.4%	85.4%	
September	79.3%	76.7%	54.8%	77.6%	88.2%	84.5%	
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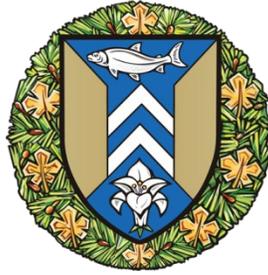


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October	\$151,211.55	\$ 81,808.25	\$137,386.81	\$181,749.16	\$211,223.28	
November	\$83,086.94	\$ 50,936.13	\$80,212.95	\$99,833.60	\$105,359.99	
December	\$63,379.61	\$ 37,395.67	\$63,006.74	\$77,354.50	\$82,192.25	
Total	\$1,300,786.15	\$769,191.54	\$1,031,541.41	\$1,607,889.35	\$1,785,365.26	\$718,010.21

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).

TOURISM DEVELOPMENT FUND APPLICATION SUMMARY

Name of the Event	Algoma Invitational Wrestling Tournament
Event Date	December 13/14, 2024
Venue	Algoma University/Superior Heights Secondary School
Submitted by:	Brent Fryia
Reviewed by:	Josh Ingram
Ask:	N/A
Recommendation:	\$2500

Overview of the Event

The Algoma Invitational Wrestling Tournament is a revival of a successful high school wrestling tournament that, in the past, brought over 300 youth athletes to Sault Ste. Marie from Ontario and Michigan.

This new tournament aims to break 200 participants in its first year. Partners include all three active wrestling groups in Sault Ste. Marie. Teams will arrive in Sault Ste. Marie on Friday, Dec. 13th with a team competition taking place on Friday evening, an individual competition will take place on Saturday, Dec. 14th and an athlete's clinic/seminar will take place on Sunday, Dec, 15th

Previous TDF Applications

YEAR	AMOUNT Approved	Summary
N/A		

Attendance Projections

Local	185
Regional	74
Ontario	60
Canada	0
USA	30

Economic Impact

90 visitors x 2 days x \$150 = \$27,000

Budget Summary

Revenue: \$5,500

Revenue sources include tournament fees and sponsorship

Expenses: \$7,350

Expenses include official fees, venue rental, mat transportation, tournament director, tournament software and a proposed travel incentive to attract out of town participants from the North West.

Scoring Matrix

The Algoma Invitational Wrestling Tournament scores 51 on the evaluation matrix putting it in a recommended range of \$2500- \$5000

36-55	\$1000 - \$2500
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Staff Analysis

The Algoma Invitational Wrestling Tournament is a good example of partnership within the wrestling community. The organizers of this event have significant experience in the sport to assist with the launch of this new tournament. Funds will assist in offsetting the expenses, with any potential profit to be reinvested for growth of the proposed annual tournament.

Staff are recommending that the Tourism Sault Ste. Marie Board of Directors consider a funding recommendation of up to a maximum of \$2500 to a travel incentive for participants from North Western Ontario, banners/backdrop, venue rental.

Draft Resolution

Be it resolved that the Tourism Sault Ste. Marie Board of Directors recommend a contribution of \$2500 through the Tourism Development Fund- Conferences and Special Events Stream to support the Algoma Invitational Wrestling Tournament and that a report be submitted to City Council for consideration and approval.

TOURISM DEVELOPMENT FUND ASSESSMENT- SPORTS AND SPECIAL EVENTS STREAM

Event Name:	Algoma Invitational Wrestling Tournament
Event Date:	December 13/14, 2024
Contact Person:	Brent Fryia
Internal Review	16-Jun-24
Board Review Date:	20-Aug-24

OUT OF TOWN PARTICIPANTS (Total of all visitors attending SPECIFICALLY for the event)	
Number of Participants	70
Number of Spectators	20
Total	90
Score up to 10 points	Total 1

VISITOR DAYS	
Number of Out of Town Visitors	90
Number of Nights they are Staying	2
Total Visitor Days (multiply together)	180
Score between 0-25 points	Total 2

LOCAL ATTENDANCE (includes all spectators and participants)	
Score between 1-10 points	259
	4

EVENT BUDGET	
Up to 10 points	5

READINESS/CAPACITY/ TIMELINE	
Score between 1- 10 points	8

SEASON (Peak, Shoulder, Low)	
Score between 2-15 points	15

PARTNERSHIP AND COLLABORATION	
Score between 1-5 points	5

MARKETING AND PROMOTION STRATEGY (for festivals and events)	
RECRUITMENT/ REGISTRATION STRATEGY (for conferences)	
Score between 1-10 points	4

MEASUREMENT AND EVALUATION	
Score between 1-5 points	4

ALIGNMENT WITH TSSM STRATEGIC PLAN (score all that apply)		Points
5 points- Event aligns with improvements/ activation of downtown/waterfront strategy		0
5 points- Event aligns with adventure/ outdoor recreation strategy		0
3 points- Event attracts international visitors (Including USA)		3
2 points- Event generates earned media exposure outside of Sault Ste. Marie		0
5 points- Event is annual and demonstrating growth		0
10 points- Event is homegrown and occurs annually		0
10 points- Event was secured through a competitive bid process		0
TOTAL POINTS		51

Points	Recommendation Range
85+	\$15,000 - \$20,000
76-85	\$10,000 - \$15,000
66-75	\$5,000 - \$10,000
56-65	\$2500- \$5000
36-55	\$ 1000-\$2500
<35	\$0

Evaluation Criteria

1 Point for Every 100 out of town Visitors to a Maximum of 10 points	10.00%
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1 Point for Every 100 Visitor Days to a Maximum of 25 Points	25.00%
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2 Point- 100-250 people 4 Points- 250- 500 people 6 Points- 500- 750 people	8 Points- 750-1000 people 10 Points- 1000 people +	10.00%
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Score between 1-10 considering these factors: 1. Other sources of confirmed revenue 2. Balance between Revenue and Expenses 3. Financial Need	4. Funding Ask vs. Overall Budget 5. Cost Overrun Plan 6. Comprehensiveness of proposed budget	7. Financial Sustainability	10.00%
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Score between 1-10 considering the these factors: 1. Timeline (application submitted 90+ days in advance) 2. Event Plan (thoroughness)	3. Capacity 4. Data Tracking	5. Growth plan	10.00%
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8 Points- February and March 5 Points- April 4 Points- May- June	2 Points- July to October 15 10 Points- October 15- November 15 Points- December and January	15.00%
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5- Event involves multiple partners (8+) in the recreation, hospitality, travel or entertainment business 3- Event involves some partners (5+) in the recreation,hospitality, travel or entertainment business 0- Event involves very few <5 or collaboration in the recreation, hospitality, travel or entertainment business	5.00%
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10-Excellent- clear plan to reach out of town markets 8- Very Good plan to reach out of town markets 6- Good plan to reach out of town markets	5- Average plan, largely focused on locals 3- Below Average, does not demonstrate attempt to reach out of town travellers 0- No plan provided	10.00%
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5- Project provides a clear plan on how event will be measured for success including tracking of out of town visitors 3- Project has a plan to track visitation but does not capture all details 0- Project does not, or is not, capable of tracking out of town visitors	5.00%
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* intent is to grow annually
* intent is to become annual

TOURISM DEVELOPMENT FUND APPLICATION SUMMARY

Name of the Event	Festival of Colour
Event Date	October 7, 2024
Venue	Roberta Bondar Pavilion
Submitted by:	Dr. Prashant Jani
Reviewed by:	Josh Ingram
Ask:	\$18,500
Recommendation:	\$5,000

Overview of the Event

In India, the Festival of Colours (Holi) announces the arrival of spring and the passing of winter. The goal of the Vedic Cultural Centre will be to install a Festival of Colour celebration, strategically in Sault Ste. Marie to act as the central hub event for both those that celebrate in the Upper United States, Sudbury, North Bay, and regionally. With the idea that building a large celebration for multiple communities will generate a better/larger experience as opposed to having a many festivals throughout Northern Ontario. (Example: festival of beers in every community)

Event components include: Holika Dahan -bonfire evening and performance (adjust for safe execution under the Roberta Bondar Pavilion), Playing with Colours – a no barrier celebration as participants toss coloured powders, water balloons, and ‘pichkaris’ filled with coloured water, traditional songs, Bollywood hits, folk music, yoga, drummers, festival food gujiya (sweet dumpling), malpua (a sweet pancake) and thandai (spiced cold drinks).

The event organizers are designing the festival to be as low-barriers as possible for those community events not familiar with the cultural aspects of the festival.

Previous TDF Applications

YEAR	AMOUNT Approved	Summary
N/A		

Attendance Projections

Local	991
Regional	405
Ontario	318
Canada	220
USA	74

Economic Impact

612 visitors x 2days x \$150 = \$183,600
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Budget Summary

Revenue: \$17,500

Private Sector sponsorship, earned revenue (excludes TDF grant money)

Expenses: \$37,400

Includes: event equipment, security, first aid, insurance, purchase of colors, tickets printing, performers, print, digital, social media, radio, tv marketing.

Scoring Matrix

The Festival of Colour scores 71 on the evaluation matrix putting it in a recommended range of \$10,000 - \$15,000.

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

The Festival of Colour is an event that aligns with improvements/activation of downtown. Though research and consultation staff can attest to the fact that a similar event run by festival organizers in Thunder Bay is both organized professionally and growing in attendance numbers year over year. With that, the estimated attendance from out-of-town visitors was noted to be inflated.

There are multiple Holi events held in Sault Ste. Marie including events at post-secondary institutions as well as a smaller event hosted in 2022 and 2023 by event organizers.

With a strategy to amalgamate all Holi events in Sault Ste. Marie as well as draw attendees the application appears to be optimistic but untested. With the significant rise of our Indian population staff and desire to host more culturally significant events, staff recommend that the Tourism Sault Ste. Marie Board of Directors consider a funding recommendation up to a maximum of \$5,000 to support the event to assist specifically with their dedicated marketing budget.

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 2024 Festival of Colours and that a report be submitted to City Council for consideration and approval.

TOURISM DEVELOPMENT FUND ASSESSMENT- SPORTS AND SPECIAL EVENTS STREAM

Event Name:	Festival of Colours
Event Date:	October 18-19, 2024
Contact Person:	Dr. Prashant Jani
Internal Review	16-Jun-24
Board Review Date:	20-Aug-24

OUT OF TOWN PARTICIPANTS (Total of all visitors attending SPECIFICALLY for the event)	
Number of Participants	40
Number of Spectators	562
Total	602
Score up to 10 points	Total 6

VISITOR DAYS	
Number of Out of Town Visitors	612
Number of Nights they are Staying	2
Total Visitor Days (multiply together)	1,224
Score between 0-25 points	Total 12

LOCAL ATTENDANCE (includes all spectators and participants)	
Score between 1-10 points	1396
	10

EVENT BUDGET	
Up to 10 points	3

READINESS/CAPACITY/ TIMELINE	
Score between 1- 10 points	8

SEASON (Peak, Shoulder, Low)	
Score between 2-15 points	10

PARTNERSHIP AND COLLABORATION	
Score between 1-5 points	3

MARKETING AND PROMOTION STRATEGY (for festivals and events)	
RECRUITMENT/ REGISTRATION STRATEGY (for conferences)	
Score between 1-10 points	6

MEASUREMENT AND EVALUATION	
Score between 1-5 points	3

ALIGNMENT WITH TSSM STRATEGIC PLAN (score all that apply)		Points
5 points- Event aligns with improvements/ activation of downtown/waterfront strategy		5
5 points- Event aligns with adventure/ outdoor recreation strategy		0
3 points- Event attracts international visitors (Including USA)		3
2 points- Event generates earned media exposure outside of Sault Ste. Marie		2
5 points- Event is annual and demonstrating growth		0
10 points- Event is homegrown and occurs annually		0
10 points- Event was secured through a competitive bid process		0
TOTAL POINTS		71

Points	Recommendation Range
85+	\$15,000 - \$20,000
76-85	\$10,000 - \$15,000
66-75	\$5,000 - \$10,000
56-65	\$2500- \$5000
36-55	\$ 1000-\$2500
<35	\$0

Evaluation Criteria

1 Point for Every 100 out of town Visitors to a Maximum of 10 points	10.00%
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1 Point for Every 100 Visitor Days to a Maximum of 25 Points	25.00%
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2 Point- 100-250 people 4 Points- 250- 500 people 6 Points- 500- 750 people	8 Points- 750-1000 people 10 Points- 1000 people +	10.00%
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Score between 1-10 considering these factors: 1. Other sources of confirmed revenue 2. Balance between Revenue and Expenses 3. Financial Need	4. Funding Ask vs. Overall Budget 5. Cost Overrun Plan 6. Comprehensiveness of proposed budget	7. Financial Sustainability	10.00%
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Score between 1-10 considering the these factors: 1. Timeline (application submitted 90+ days in advance) 2. Event Plan (thoroughness)	3. Capacity 4. Data Tracking	5. Growth plan	10.00%
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8 Points- February and March 5 Points- April 4 Points- May- June	2 Points- July to October 15 10 Points- October 15- November 15 Points- December and January	15.00%
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5- Event involves multiple partners (8+) in the recreation, hospitality, travel or entertainment business 3- Event involves some partners (5+) in the recreation,hospitality, travel or entertainment business 0- Event involves very few <5 or collaboration in the recreation, hospitality, travel or entertainment business	5.00%
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10-Excellent- clear plan to reach out of town markets 8- Very Good plan to reach out of town markets 6- Good plan to reach out of town markets	5- Average plan, largely focused on locals 3- Below Average, does not demonstrate attempt to reach out of town travellers 0- No plan provided	10.00%
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5- Project provides a clear plan on how event will be measured for success including tracking of out of town visitors 3- Project has a plan to track visitation but does not capture all details 0- Project does not, or is not, capable of tracking out of town visitors	5.00%
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TOURISM DEVELOPMENT FUND APPLICATION SUMMARY

Name of the Event	Henderson Metal Fall Classic
Event Date	Oct 17-20,2024
Venue	YNCU Soo Curlers Club
Submitted by:	Tom McLean
Reviewed by:	Josh Ingram
Ask:	\$7,612.39
Recommendation:	\$7,612.39

Overview of the Event

The inaugural Soo Curlers Fall Classic, now renamed the Henderson Metal Fall Classic, was held October 26-29, 2023. The concept was first discussed in conversation between Ryan Harnden, an elite curler on the men's World Curling Tour and former Brier and Olympic Champion, and Al Harnden, Vice-President of the Soo Curlers Association and longtime competitor on the world tour and at the national level.

The Henderson Metal Fall Classic is a premiere curling tournament on the World Curling Tour which will take place from October 17-20, 2024. The tournament features 28 of the top men's curling teams from around the world, including Canada, USA, Italy, Switzerland, Czechia, Norway, Korea and Japan. Teams will compete on world-class ice over four days in a triple knockout style tournament.

In 2023 the Soo Curlers were approved for funding through the TDF to assist with technical upgrades to the curling club. These upgrades allowed for quality live streaming and made the club one of 8 in Canada <20 worldwide to be able to feature this technology.

Event organizers have been able to secure an over \$100,000 purse prize, making this event the largest purse awarded outside the Grand Slam of Curling as a significant draw for world-class curlers.

The Henderson Metal Fall Classic is a world caliber event that strengthens and positions Sault Ste. Marie as a first-class destination for hosting reputable events.

Previous TDF Applications

YEAR	AMOUNT Approved	Summary
2023	\$53,000 \$50,500 claimed	Funding was approved to purchase and install 24 high-definition cameras and associated livestreaming infrastructure.

Attendance Projections

Local	432
Regional	95
Ontario	89
Canada	37
USA	40

Economic Impact

206 visitors x 5 days x \$150 = \$154,500

Budget Summary

Revenue: \$158,282

Private corporate sponsorship, team entry, other granting sources

Expenses: \$157,443

Includes: PA system upgrades, prize money, marketing, etc.

NOTE: Tourism Development Fund dollars are NOT requested to support prize funds

Scoring Matrix

The Henderson Metal Fall Classic scores 86 on the evaluation matrix putting it in a recommended range of \$15,000 - \$20,000.

85+

\$15,000 - \$20,000

Staff Analysis

The Soo Curlers Association has an extremely reputable hosting legacy in the curling community. Building on the strong reputation of the teammates of former Olympic Gold Medalists Team Jacobs and the Harden Family there is great potential to leverage strong relationships and connections to build a home-grown event that is high profile in the curling community.

The first annual fall classic was a measurable success. The live stream broadcasts were viewed by ten's of thousands of people worldwide, which gives our community and corporate partners unprecedented exposure allowing us to promote our community to prospective visitors from around the world. It is because of that funding that the club has been able to grow this event. Additionally, the club has been awarded several other high profile curling events in the coming years, including the 2025 Canadian Masters Curling Championships.

This event has a dedicated marketing budget and has outsourced marketing efforts to an experienced 3rd party with a specific focus on attracting out of town visitation. Accommodation + ticket packages are be promoted as an early incentive to attract out of town visitors.

Funding is requested to assist in expenses in upgrading the facilities PA (public address) system and the event event and to purchase carpeting to cover the wood flooring on the on-ice spectator area and fanzone. An NOHFC application has been submitted alongside an investment from the club to cover the remaining costs. This purchase is a one time investment and will reduce operating costs going forward as the club is currently renting the equipment.

Staff recommends that the Tourism SSM Board consider the full amount of the request \$7612.39 to help support the Curling Classic event and the investment in upgraded PA requirements.

Draft Resolution

Be it resolved that the Tourism Sault Ste. Marie Board of Directors recommend a contribution of \$7,612.39 through the Tourism Development Fund- Conferences and Special Events Stream to support the 2024 Henderson Metal Fall Classic and that a report be submitted to City Council for consideration and approval.

TOURISM DEVELOPMENT FUND ASSESSMENT- SPORTS AND SPECIAL EVENTS STREAM

Event Name:	Henderson Metal Fall Classic
Event Date:	Oct 17-20, 2024
Contact Person:	Tom McClean
Internal Review	8-Jul-24
Board Review Date:	20-Aug-24

OUT OF TOWN PARTICIPANTS (Total of all visitors attending SPECIFICALLY for the event)	
Number of Participants	122
Number of Spectators	75
Total	197
Score up to 10 points	Total 2

VISITOR DAYS	
Number of Out of Town Visitors	206
Number of Nights they are Staying	5
Total Visitor Days (multiply together)	1030
Score between 0-25 points	Total 10

LOCAL ATTENDANCE (includes all spectators and participants)	
Score between 1-10 points	527
	6

EVENT BUDGET	
Up to 10 points	9

READINESS/CAPACITY/ TIMELINE	
Score between 1- 10 points	9

SEASON (Peak, Shoulder, Low)	
Score between 2-15 points	10

PARTNERSHIP AND COLLABORATION	
Score between 1-5 points	5

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

MEASUREMENT AND EVALUATION	
Score between 1-5 points	5

ALIGNMENT WITH TSSM STRATEGIC PLAN (score all that apply)		Points
5 points- Event aligns with improvements/ activation of downtown/waterfront strategy		5
5 points- Event aligns with adventure/ outdoor recreation strategy		5
3 points- Event attracts international visitors (Including USA)		3
2 points- Event generates earned media exposure outside of Sault Ste. Marie		2
5 points- Event is annual and demonstrating growth		5
10 points- Event is homegrown and occurs annually		10
10 points- Event was secured through a competitive bid process		10
TOTAL POINTS		86

Points	Recommendation Range
85+	\$15,000 - \$20,000
76-85	\$10,000 - \$15,000
66-75	\$5,000 - \$10,000
56-65	\$2500- \$5000
36-55	\$ 1000-\$2500
<35	\$0

Evaluation Criteria

1 Point for Every 100 out of town Visitors to a Maximum of 10 points	10.00%
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1 Point for Every 100 Visitor Days to a Maximum of 25 Points	25.00%
--	--------

2 Point- 100-250 people 4 Points- 250- 500 people 6 Points- 500- 750 people	8 Points- 750-1000 people 10 Points- 1000 people +	10.00%
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Score between 1-10 considering these factors: 1. Other sources of confirmed revenue 2. Balance between Revenue and Expenses 3. Financial Need	4. Funding Ask vs. Overall Budget 5. Cost Overrun Plan 6. Comprehensiveness of proposed budget	7. Financial Sustainability	10.00%
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Score between 1-10 considering the these factors: 1. Timeline (application submitted 90+ days in advance) 2. Event Plan (thoroughness)	3. Capacity 4. Data Tracking	5. Growth plan	10.00%
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8 Points- February and March 5 Points- April 4 Points- May- June	2 Points- July to October 15 10 Points- October 15- November 15 Points- December and January	15.00%
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5- Event involves multiple partners (8+) in the recreation, hospitality, travel or entertainment business 3- Event involves some partners (5+) in the recreation,hospitality, travel or entertainment business 0- Event involves very few <5 or collaboration in the recreation, hospitality, travel or entertainment business	5.00%
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10-Excellent- clear plan to reach out of town markets 8- Very Good plan to reach out of town markets 6- Good plan to reach out of town markets	5- Average plan, largely focused on locals 3- Below Average, does not demonstrate attempt to reach out of town travellers 0- No plan provided	10.00%
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5- Project provides a clear plan on how event will be measured for success including tracking of out of town visitors 3- Project has a plan to track visitation but does not capture all details 0- Project does not, or is not, capable of tracking out of town visitors	5.00%
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Indigenous Medicine and Three Sisters Garden

Sault Ste. Marie Tourism Development Fund Application

Presented by:

Walk Among the Trees

August 20, 2024



About Us

**Mario Gionet and
Cheyene Nanie**

Biindigen Walk Among the Trees- Background

Walk Among the Trees is an Anishinaabe owned and led nature tour operator that provides traditional land-based teachings for all ages and abilities in Baawaating (Sault Ste Marie) and Algoma.

Grassroots Indigenous Tourism is the highest growing tourism sector based on visitor demand within Ontario and across Canada, (by Destination Canada 2024 update).

The travel and tourism sector plays a vital platform and partner for Indigenous story telling, education and experience sharing to our visitors



The Project: Indigenous Medicine and Three Sisters Garden

This project is seeking support to build and create a Three Sisters Medicine Garden, at Kinsmen Park located within the traditional territory of the Anishinaabe people of Baawaating.

The Three Sisters Medicine Garden location will provide the Indigenous teachings in a natural setting, in both English and Anishinaabe languages, for authentic immersive visitor experience.



Kinsmen Park

In selecting a location for the Indigenous Medicine and Three Sisters Garden, several factors must be considered to ensure its success and accessibility to the community.



- ▶ Accessibility
- ▶ Sunlight
- ▶ Soil Quality
- ▶ Water Accessibility
- ▶ Community Engagement
- ▶ Cultural Significance
- ▶ Security & Safety
- ▶ Environmental Consideration

Objectives

By providing tours to visitors, guests and community members, our goal is to achieve the following objectives:

- ▶ Cultural Preservation and Celebration
- ▶ Educational Outreach
- ▶ Sustainable Agriculture
- ▶ Health and Wellness
- ▶ Community Engagement
- ▶ Intergenerational Knowledge Sharing
- ▶ Food Security and Sovereignty
- ▶ Cultural Competency and Respect





Visitor Goals

- ▶ First year of operation will include community and visitors.
- ▶ September 2024- Working with Indigenous Tourism Ontario (ITO) to be included in NTRC event
- ▶ Goal for 2024 is to host 320 out of town visitors to the garden site.
 - ▶ 50 through ITO partnership
 - ▶ 70 through Meetings and Conferences outreach
 - ▶ 40 through attraction partnerships
 - ▶ 30 via Cruise Ships

Project Budget



Soil and Soil Amendments: \$1816



Seeds/Plants: In Kind Donations



Garden Infrastructure: \$3840



Educational Materials: \$535



Maintenance Tools and Equipment: \$1440



Miscellaneous: \$100



Total Estimated Budget: \$7731

Request

Walk Among the Trees is requesting \$5000 from the Tourism Development Fund to support the creation and maintenance of an Indigenous Medicine and Three Sisters Garden at Kinsmen Park.





Partnerships

- Local hotels, motels, group tours, Agawa Canyon Tour Train, Miss Marie, local attractions, and museums to promote extending the visitor stay.
- Indigenous Tourism Ontario for Marketing support, Native Experiences Ontario website, and inclusion with TIAO, Destination Ontario and Destination Northern Ontario, Indigenous organizations.
- SKG, Dr. Andrew Judge, The Ideal Landscaper. (In-Kind Donations)



Measurable Results

Cultural Preservation

- Visitor Count, Feedback, Cultural Impact

Educational Outreach

- Participation, Knowledge Gains, Engagement

Sustainable Agriculture

- Soil Health, Practices, Visitor Learning

Seed Sharing Event

- Attendance, Seed Diversity, Community Links

Overall Success

- Satisfaction, Impact, Continuous Improvement

1

Planning:
Finalize design
and coordinate
with community.

2

Implementation:
Source materials,
begin planting.

3

Education:
Launch
workshops and
tours.

4

Engagement:
Promote events
and invite
participation.

5

Monitoring:
Track progress
and adjust as
needed.

6

Seed Event: Plan
and organize the
Seed Sharing
Event

Next Steps