

**OPEN AGENDA**  
Tourism Sault Ste. Marie Board Meeting  
August 19, 2025 at 12:00 noon  
LIVE STREAM: [www.youtube.com/c/SaultstemarieCa](http://www.youtube.com/c/SaultstemarieCa)

**1. Roll Call**

**2. Approval of Minutes**

Approval of minutes from July 3, 2025

**3. Declaration of Pecuniary Interests**

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

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

**6. New Business** **12:30 – 12:40**

**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.

**7. Tourism Development Fund** **12:40 – 13:10**

- a. Searchmont Fall Tours Presentation
- b. Conference Bid #2025-001

**Return to Open** **13:10 – 13:40**

- c. Disc Golf- Northern Ontario Championships
- d. Fall Classic Curling
- e. Sault Surge Northeastern Ontario Regional Swim Meet

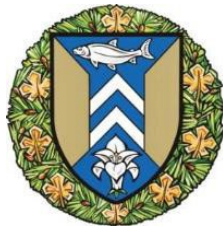
**8. Resolutions** **13:40 – 13:50**

- a. Searchmont Fall Tours
- b. Conference Bid #2025-001
- c. Disc Golf- Northern Ontario Championships
- d. Fall Classic Curling
- e. Sault Surge Northeastern Ontario Regional Swim Meet

**9. Next Meeting**

September 16, 2025

**10. Adjournment** **14:00**



## **Tourism Sault Ste. Marie Board Minutes**

Thursday, July 3, 2025

12:00

**OPEN**

### **Committee Members Present**

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

### **Staff Resources Present**

NO	B. Lamming	YES	T. Anderson
YES	A. Kenopic		

### **Guests**

#### **1. Meeting Called to Order**

**12:03**

#### **2. Roll Call**

#### **3. Approval of Meeting Minutes from June 17, 2025**

Moved by: L. Foster

Second by: N. Brash

All in favour, Carried.

#### **4. Declaration of Pecuniary Interests**

- Lawrence Foster agenda item 6d- Algoma Trail Network Contract

#### **5. Tourism Overview and Update**

- Deferred to August meeting

#### **6. Financial Update**

- Deferred to August meeting

#### **7. New Business**

**12:05- 12:12**

##### **a) Waterfront Design Plan- Contract**

- T. Anderson presented Waterfront Design plan next steps
- City staff have been directed to pursue detailed design costing and advance the pursuit of funding for the Waterfront Development project
- Funding applications are planned to flow through Tourism Sault Ste. Marie
- This next phase is to seek detailed design work and a cost estimate with O2
- The scope of this phase includes Clergue park playground, beach and the area outside City Hall
- Cost for this phase is \$706 225.00 +HST
- The funds will be requested from the City share of MAT funds and a portion from the Engineering Department pending Council approval

- b) Wishart Park Bridge Access Trail** **12:13 – 12:16**
- Steel Speed has transferred material to the south side of the river during bridge installation
  - PreCambrian Natural Trail Surface Inc. will continue construction from the north side of the bridge to 4<sup>th</sup> Line
  - Cost for the trail work is \$192,750 + HST
  - Funding for this is from existing NOHFC funds, City SSM Tourism share and TSSM
  - Expected completion date mid-late summer 2025

- c) Wishart Park Playground Equipment** **12:17- 12:20**
- NOHFC funding included the purchase of playground equipment
  - Selected Earthscapes, a Canadian natural playground manufacturer
  - Equipment will be installed late summer early September
  - Cost of equipment is \$174,628.21 +HST

- d) Algoma Trail Network- Contract** **12:20 – 12:29**
- Lawrence Foster declared pecuniary interest
  - This is a continuation and final portion of TSSM funding for ATN network – Farmer Lake Loop
  - Full loop will be close to 20km of remote backcountry trails
  - Holocene is currently working on this section of trail
  - Cost to continue construction is \$140,000 +HST
  - This will be the last construction contract for TSSM for the foreseeable future

**a) Resolutions** **12:30 – 12:35**

**a. Waterfront Design Plan- Contract**

Be it resolved that the Board of Tourism Sault Ste. Marie agrees to enter into a contractual agreement with O2 Design for the detailed design of Phase 1 of the Waterfront Development Plan, for the sum not to exceed \$706,225.00+HST. Further, be it resolved that the resolution is conditional on the equivalent transfer of funds from the City of Sault Ste. Marie.

Moved by: Richard W.

Second by: Geoff L.

All in favour, Carried.

**b. Wishart Park Bridge Access Trail**

Be it resolved that the Board of Tourism Sault Ste. Marie authorizes the Chair of the Board to enter into a contractual agreement with Precambrian Natural Surface Trails Inc. for the sum not to exceed \$192,750.00 +HST for the purpose of trail construction for the Wishart Bridge Project.

Moved by: Lawrence F.

Second by: Nick B.

All in favour, Carried.

**c. Wishart Park Playground Equipment**

Be it resolved that the Board of Tourism Sault Ste. Marie authorizes the chair of the Board to enter into a contractual agreement with Earthscape for the purchase of playground equipment to be located at Wishart Park for the sum not to exceed \$174,628.21+HST.

Moved by: Lawrence F.

Second by: Geoff L.

All in favour, Carried.

**d. Algoma Trail Network- Contract**

Be it resolved that Tourism Sault Ste. Marie agrees to enter into a contractual agreement with Holocene Trail Co. for the sum not to exceed \$140,000.00 + HST for the purpose of trail construction for the Algoma Trail Network.

Moved by: Geoff L.

Second by: Nick B.

All in favour, Carried.

a) **Next Meeting**  
August 19, 2025

b) **Adjournment**  
Moved by: Lawrence F.  
Seconded by: Geoff L.  
All in favour, Carried.

**12:36**



## Declaration of Interest – Municipal Conflict of Interest Act

Meeting Date: \_\_\_\_\_

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

Item Title: \_\_\_\_\_

for the following reason:

\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Name

### *Municipal* Conflict of Interest Act

#### **Indirect pecuniary interest**

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

(a) the member or his or her nominee,

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

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

(iii) is a member of a body,

that has a pecuniary interest in the matter; or

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

#### **Interest of certain persons deemed that of member**

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



## **MARKETING & PROMOTION**

### **Active Marketing Campaigns during June**

- Cavera digital marketing – pay per click, google search, paid social media ads for ‘Jan – June’, Train ads, Event marketing and SEO marketing
- Laird Signs billboards x 4 between Sudbury and SSM + one north of SSM.
- Village Media summer spotlight
  - <https://www.torontotoday.ca/spotlight/ontarios-best-kept-summer-secret-why-more-people-are-escaping-here-in-2025-10710369>
- Canada Travel Magazine – a one page feature for the train, boat, Hiawatha and Lake Superior coast
- Blue Mountain Magazine – a one page feature for the trails, Hiawatha, micro-breweries and Lake Superior Coast
- MyNorth Vacation Guide – a two page feature about reasons to visit SSM
- ‘Canada Calling’ print flyer marketing in Mackinaw City / St. Ignace.
- Destination Ontario & Destination Northern Ontario Summer US campaign

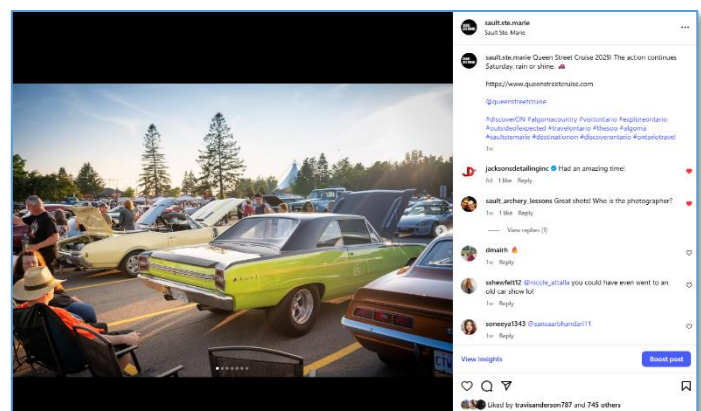
### **Website (June)**

- 89k users, (68k users in May)
- 136k page views (108k in May)
  - Home Page 58k (27k in May)
  - Agawa Train 22.5k (24k in May)
  - Summer in the Soo 7.8k (8.4k in May)
  - Activities & Attractions 3.9k
- Canada 33k (37%), US 54k (61%)
- Within Canada: Ontario 30k (91%), Quebec 2.4k (7%)
- By City: (GTA around 30%) Toronto 7.8k (24%), SSM 2.5k (8%)
- Within US: Michigan 42k (78%), Ohio 2.1k (4%)

### **Primary drivers**

- **Paid Media:** 55.3k (55.6k in May)
  - **Organic Search:** 12k (9.6k in May)
  - **Referrals:** 5.9k (3.1k in May)
    - Agawa Train 304 (289 in May)
    - Queenstreetcruise 304
    - Saultstemarie 298 (217 in May)
    - Northernontariotravel 294 (216 in May)
    - WelcometoSSM 137 (211 in May)
    - Destination Ontario 114 (158 in May)
    - Chatgtp 45 (24 in May)
- (including for future reference)*

- **Offsite clicks:** 25.8k (20.8k in May)
  - AgawaTrain 10.4k (8.6 in May)
  - SooLockTours 2.2k (1.6k in May)
  - Poutinefeast 306
  - Entomica 275 (271 in May)
  - Machine Shop 173 (192 in May)







**Instagram (June 2025)**

- 22,865 page followers (217 new followers in June)
- 73k accounted reached (87k in May)

**Facebook (June 2025)**

- 34.7k followers (301 new followers in June)
- 1.1m accounts reached (993k in May)

**PARTNERSHIPS**

- Staff met with the Sault Ste. Marie Michigan Visitors Bureau on Engineers Day in Sault, Michigan to discuss tourism opportunities

**GROUP TOURS**

- Staff successfully completed the Product Development and Guest Experience program provided by Aquila; Center for Cruise Excellence, in collaboration with Algoma Country
- Staff met with Operations Manager of Pearl Seas Cruise Lines to provide updates on additional shore excursions available in Sault Ste. Marie

**MEETINGS AND CONVENTIONS**

- Staff met with 17 North Music City to discuss a potential event for Sault Ste. Marie
- Staff sent out email correspondence to meeting planners across Ontario with information on bidding and hosting services

**SPORTS TOURISM**

- Staff assisted with planning and Tourism Development Fund (TDF) applications for five associations
- Staff is developing a comprehensive guide for regional, provincial, and national events, including: Key dates: RFP release, Expression of Interest deadlines, and Bid Submission deadlines, Core hosting requirements and evaluation criteria

**EVENTS**

- Staff assisted and attended Hope Air Day on June 6, 2025, an event that highlights the critical work of Hope Air and its partners for patients in rural or underserved areas
- Staff assisted with logistics and planning for Queen Street Cruise, Community Strong Race Weekend, Skeeter Slam OCup #4

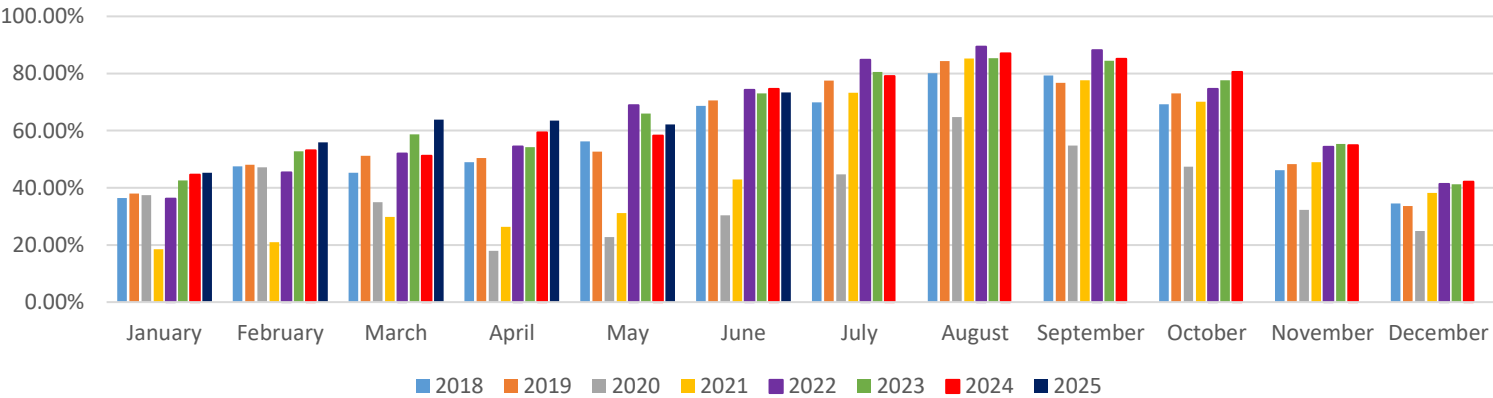
**TOURISM DEVELOPMENT FUND APPLICATIONS**

Two (2) Tourism Development applications were approved for recommendation at the June Tourism Sault Ste. Marie Board meeting.

1. 8 Hours of Epic Singletrack - \$5,000
2. Sault Ste. Marie Pride Cruise and Drag Show - \$1,500



**Occupancy Report Percentage**

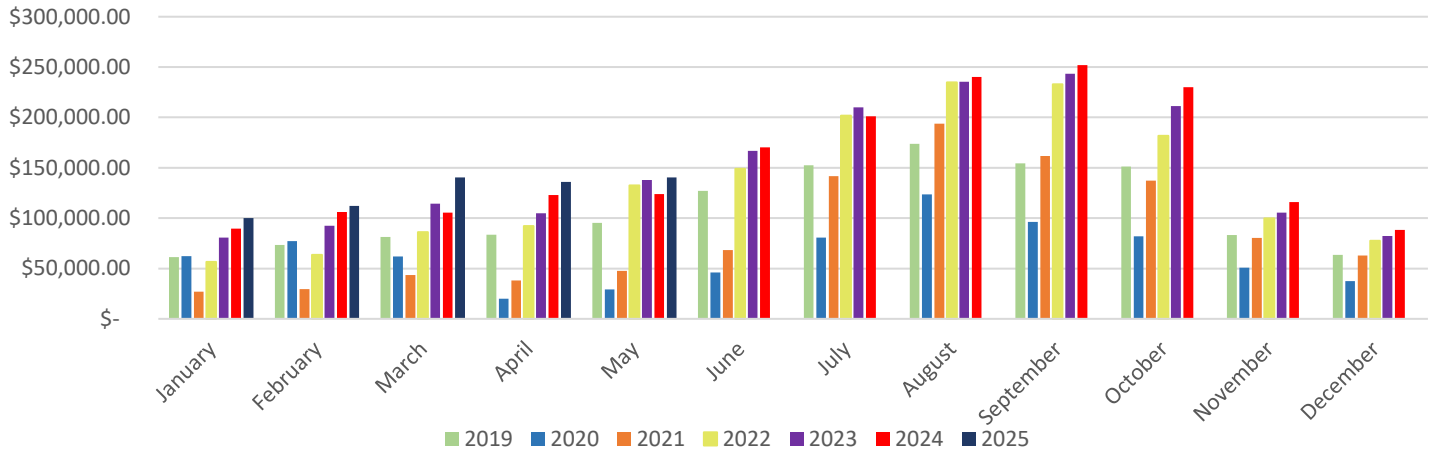


Year	2018	2019	2020	2021	2022	2023	2024
January	36.4%	38.0%	37.4%	18.5%	36.2%	42.6%	44.6%
February	47.5%	48.1%	47.2%	21.0%	45.4%	52.8%	53.1%
March	45.3%	51.2%	35.0%	29.8%	52.0%	58.7%	51.2%
April	49.0%	50.4%	17.9%	26.3%	54.4%	54.2%	59.4%
May	56.2%	52.7%	22.8%	31.2%	68.9%	66.0%	58.3%
June	68.7%	70.6%	30.4%	42.9%	74.3%	73.1%	74.6%
July	69.9%	77.5%	44.7%	73.3%	84.8%	80.5%	79.1%
August	80.1%	84.4%	64.8%	85.2%	89.4%	85.4%	87.1%
September	79.3%	76.7%	54.8%	77.6%	88.2%	84.5%	85.1%
October	69.2%	73.0%	47.4%	70.1%	74.6%	77.6%	80.5%
November	46.2%	48.3%	32.3%	49.0%	54.3%	55.4%	54.9%
December	34.5%	33.6%	24.9%	38.2%	41.3%	41.2%	42.1%
Year	2025						
January	45.3%						
February	55.9%						
March	63.6%						
April	63.5%						
May	62.2%						
June	73.4%						
July							
August							
September							
October							
November							
December							





## Municipal Accommodation Tax Collection



Year	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	\$123,901.89
June	\$127,202.00	\$ 46,100.00	\$68,191.40	\$148,947.49	\$166,686.98	\$170,317.97
July	\$152,541.57	\$ 80,779.28	\$141,698.08	\$201,761.44	\$209,842.90	\$201,082.17
August	\$173,804.29	\$123,601.95	\$193,741.49	\$234,917.71	\$235,394.73	\$240,030.59
September	\$154,367.41	\$ 96,304.68	\$161,796.26	\$232,840.92	\$243,431.26	\$251,857.75
October	\$151,211.55	\$ 81,808.25	\$137,386.81	\$181,749.16	\$211,223.28	\$229,975.04
November	\$83,086.94	\$ 50,936.13	\$80,212.95	\$99,833.60	\$105,359.99	\$116,090.14
December	\$63,379.61	\$ 37,395.67	\$63,006.74	\$77,354.50	\$82,192.25	\$88,211.20
<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>\$1,845,656.96</b>
Year	2025					
January	\$100,143.30					
February	\$111,981.07					
March	\$140,283.79					
April	\$136,065.19					
May	\$140,352.84					
June						
July						
August						
September						
October						
November						
December						
<b>Total</b>	<b>\$628,829.19</b>					

## MARKETING & PROMOTION

## Active Marketing Campaigns during July

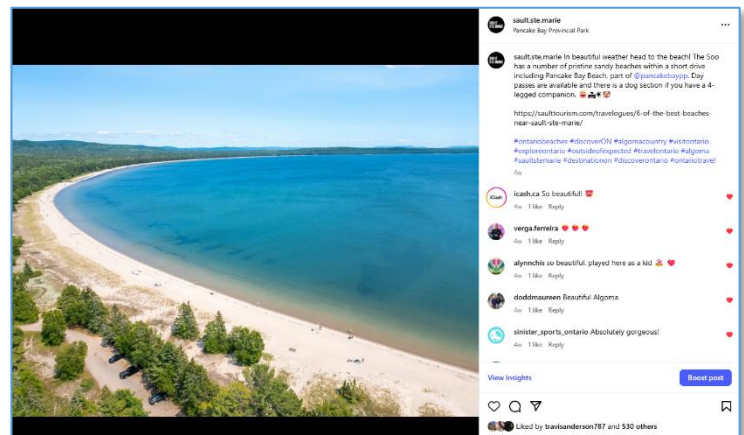
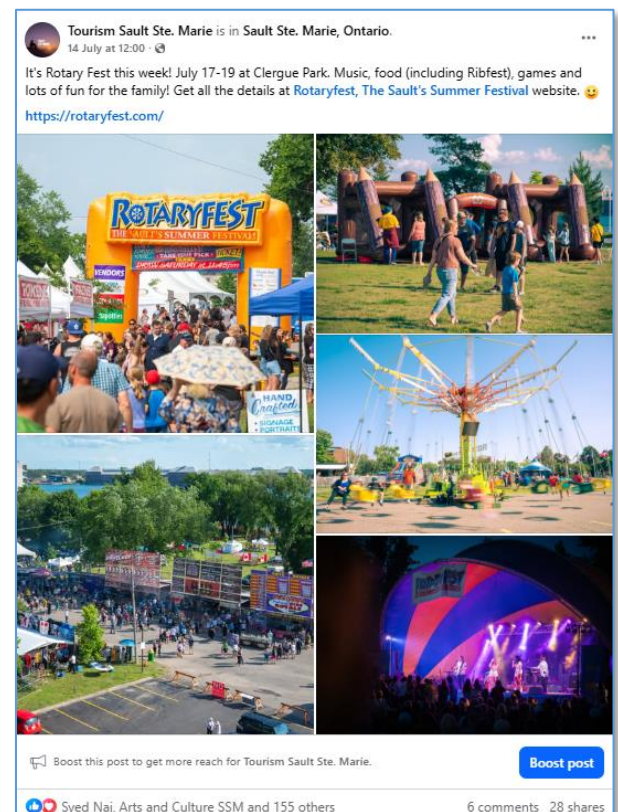
- Cavera digital marketing – pay per click, google search, paid social media ads for ‘Jan – July’, Train ads, Event marketing and SEO marketing.
- Laird Signs billboards x 4 between Sudbury and SSM + one north of SSM.
- Toronto Life summer feature: [A bounty of outdoor splendour awaits in Sault Ste. Marie - Toronto Life](#)
- Canada Travel Magazine – a one page feature for the train, Miss Marie, Hiawatha and Lake Superior coast
- Blue Mountain Magazine – a one page feature for the trails, Hiawatha, micro-breweries and Lake Superior Coast
- MyNorth Vacation Guide – a two page feature about reasons to visit SSM
- ‘Canada Calling’ print flyer marketing in Mackinaw City / St. Ignace

### Website (July)

- 87k users, (89k users in June)
- 148k page views (136k in June)
  - Agawa Train 32k (22.5k in June)
  - Home Page 31k (58k in June)
  - Summer in the Soo 16k (7.8k in June)
  - Sandy Beach 11k
  - 12 Best Hikes 7.6k
  - Activities & Attractions 5.6k (3.9 in June)
- Canada 60k (69%), US 26k (30%)
- Within Canada: Ontario 54k (90%), Quebec 6k (5%),
- By City: (GTA around 32%) Toronto 15.4k (27%),  
SSM 3.4k (6%)
- Within US: Michigan 17k (65%), Wisconsin 1.2k (4.6%),  
Ohio 1.2k (5%)

## Primary drivers

- **Paid Media:** 62k (55.3k in June)
- **Organic Search:** 10.3k (12k in June)
- **Referrals:** 5.3k (5.9k in June)
  - Village Media 1.9k (1.9k in June)
  - Agawa Train 485 (304 in June)
  - Northernontariotrail 258 (294 in June)
  - Saultstemarie 218 (298 in June)
  - Destination Ontario 122 (114 in June)
  - Chatgtp 45 (45 in June)  
*(including for future reference)*
- **Offsite clicks:** 35.3k (25.8k in June)
  - AgawaTrain 13k (10.4k in June)
  - SooLockTours 2.5k (2.2k in June)
  - Big Ben Bus 767
  - Pancake Bay 549
  - Bushplane 466
  - Machine Shop 244 (173 in June)





- Entomica 213 (275 in June)

#### **Instagram (July, 2025)**

- 23,055 page followers (135 new followers in July)
- 30k accounted reached (73k in June)

#### **Facebook (July, 2025)**

- 34.9k followers (156 new followers in July)
- 966k accounts reached (1.1m in June)

#### **PARTNERSHIPS**

- A visitor information display area is now in the Agawa Canyon Train Tour Station. Tourists can access the Sault Tourism website via iPad and/or scan a QR code to download the Visitor Guide for quick access to attractions and things to do.

#### **GROUP TOURS**

- Cruise line shore excursions have seen approximately 600 visitors to Sault Ste. Marie from Pearl Seas
- There are presently 8,755 visitors set to visit Sault Ste. Marie through group tour bookings between May 2025 and October 2025
- Staff Member working with eight group tour operators who have trips booked for 2025 or are looking for add Sault Ste. Marie as a destination in 2026. Five of the tour companies are new to Sault Ste. Marie, three companies are returning and looking for new tourism products and fresh itinerary inspirations

#### **MEETINGS AND CONVENTIONS**

- Staff met with a local non-for-profit to discuss a potential event for Sault Ste. Marie in 2027
- Staff conducted a site tour for additional locals for the International Maple Syrup Conference in 2026

#### **SPORTS TOURISM**

- Staff is preparing a bid to host a National Championship event for 2026
- Staff continue to meet with local corporate associations to identify sports hosting leads

#### **EVENTS**

- Staff assisted and attended the Salty Marie Trails Fest, offering tourist information and Salty Marie Give-Away
- Staff is currently assisting with logistics and planning for the Pride Cruise and Gathering at the Rapids PowWow
- Support for the Bon Soo Winter Carnival will begin following the development of a partnership agreement with the festival, outlining how Tourism staff are able to assist with the festival.

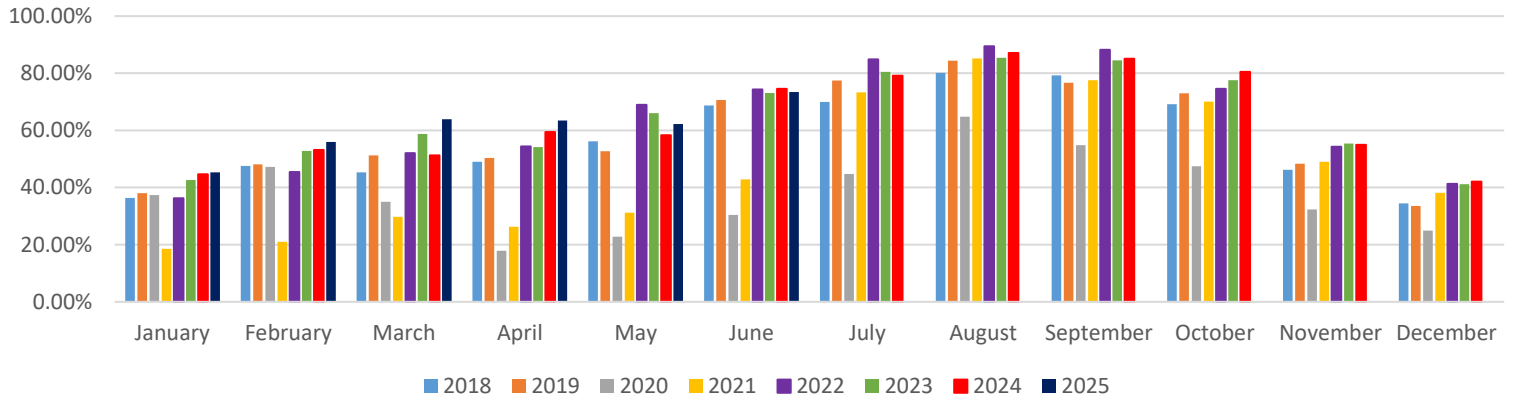
#### **TOURISM DEVELOPMENT FUND APPLICATIONS**

Zero (0) Tourism Development applications were approved for recommendation at the July Tourism Sault Ste. Marie Board meeting.





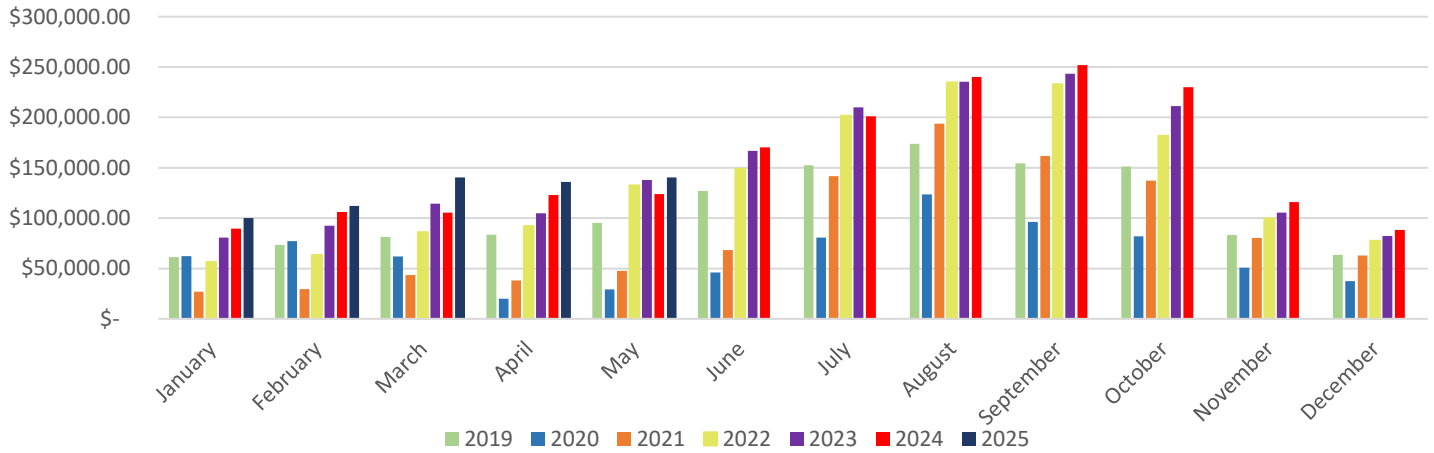
## Occupancy Report Percentage



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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%	79.1%
August	80.1%	84.4%	64.8%	85.2%	89.4%	85.4%	87.1%
September	79.3%	76.7%	54.8%	77.6%	88.2%	84.5%	85.1%
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## Municipal Accommodation Tax Collection



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January	\$ 61,402.77	\$ 64,208.56	\$26,828.55	\$56,396.18	\$80,655.72	\$89,650.05
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December	\$63,379.61	\$ 37,395.67	\$63,006.74	\$77,354.50	\$82,192.25	\$88,211.20
<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>\$1,845,656.96</b>
Year	2025					
January	\$100,252.21					
February	\$112,087.59					
March	\$140,690.29					
April	\$136,355.01					
May	\$141,010.52					
June	\$183,941.17					
July						
August						
September						
October						
November						
December						
<b>Total</b>	<b>\$814,336.79</b>					



# Income Statement @ June 2025

Revenue:	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Total	Notes
5205 Ont Spec Grant Other	12,000.00			11,250.00	397,154.56		420,404.56	TC Trail Bursary
5206 Infrastructure Canada Grant			286,880.76				286,880.76	
5405 MAT Revenue			208,874.25			208,874.25	417,748.50	
5861 Advertising Revenue		33,750.00		110.80			33,860.80	
5847 Interest Revenue	2,480.88	1,970.11	1,178.65	1,440.92	1,875.70	1,874.65	10,820.91	
5852 Misc Income				66,727.58	88,341.16		155,068.74	City Contribution
5862 Merchandise Revenue		127.44	1,571.86			557.40	2,256.70	
5863 Ontario Cup Mountain Race				900.00	1,460.00	4,445.00	6,805.00	
			-				-	
<b>Total</b>	<b>14,480.88</b>	<b>35,847.55</b>	<b>498,505.52</b>	<b>80,429.30</b>	<b>488,831.42</b>	<b>215,751.30</b>	<b>1,333,845.97</b>	
<b>Expenses:</b>			-					
6111 Office Expense	158.91		252.28	189.68	327.15	158.91	1,086.93	
6170 Memberships and Subscriptions	19,840.65	509.25	5,000.00	32.20	879.76		26,261.86	
6182 Travel	2,233.87	6,014.88	1,371.08	12.88	1,685.80	523.66	11,842.17	
6184 Trade Shows/Conferences	(630.82)			5,000.00	500.00		4,869.18	
6185 Meal Allowances	243.60						243.60	
6186 Incidentals	87.00	120.00					207.00	
6462 Insurance		60.00	1,829.52	1,378.08			3,267.60	
6470 Postal Service	5.20	8.32					13.52	
6475 Bookkeeping Expenses	883.49	1,073.07	1,039.40	1,000.00	1,039.40	1,039.40	6,074.76	
6504 Consulting Fees		1,829.34					1,829.34	
6540 Advertising	14,762.61	9,715.70	14,956.70	106,370.75	45,364.20	36,683.84	227,853.80	
6544 Promotions	1,427.27	1,623.45	37,553.52	118.33	9,356.52	690.16	50,769.25	
6545 Meetings	105.17		127.84			113.85	346.86	
6632 General Development	71,747.26	7,756.53	5,521.82	385,805.68	6,257.58	36,437.95	513,526.82	
6633 Tours						311.82	311.82	
6634 Events	4,457.83	13,479.10	1,564.62	380.39	7,086.10	276.37	27,244.41	
6710 Interest & Penalty AR General		4.69					4.69	
6720 Bank Charges	112.98	97.20	69.52	222.11	100.00		601.81	
<b>Total Expenses</b>	<b>115,435.02</b>	<b>42,291.53</b>	<b>69,286.30</b>	<b>500,510.10</b>	<b>72,596.51</b>	<b>76,235.96</b>	<b>876,355.42</b>	
<b>Other Expense</b>			-				-	
7700 Exchange Gain or Loss	-	132.00	(629.61)	(23.54)	-	253.14	(268.01)	
<b>Net Income</b>	<b>(100,954.14)</b>	<b>(6,311.98)</b>	<b>428,589.61</b>	<b>(420,104.34)</b>	<b>416,234.91</b>	<b>139,768.48</b>	<b>457,222.54</b>	





# Income Statement @ July 2025

Revenue:	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Total
5205 Ont Spec Grant Other	12,000.00			11,250.00	397,154.56			420,404.56
5206 Infrastruture Canada Grant			286,880.76					286,880.76
5405 MAT Revenue			208,874.25			208,874.25		417,748.50
5861 Advertising Revenue		33,750.00		110.80				33,860.80
5847 Interest Revenue	2,480.88	1,970.11	1,178.65	1,440.92	1,875.70	1,874.65	2,902.97	13,723.88
5852 Misc Income				66,727.58	88,341.16			155,068.74
5862 Merchandise Revenue		127.44	1,571.86			557.40	305.30	2,562.00
5863 Ontario Cup Mountain Race				900.00	1,460.00	4,445.00	5,561.74	12,366.74
			-					-
<b>Total</b>	<b>14,480.88</b>	<b>35,847.55</b>	<b>498,505.52</b>	<b>80,429.30</b>	<b>488,831.42</b>	<b>215,751.30</b>	<b>8,770.01</b>	<b>1,342,615.98</b>
Expenses:			-					
6111 Office Expense	158.91	15.54	158.91	158.91	158.91	158.91	158.91	969.00
6170 Memberships and Subscriptions	19,840.65	493.71	5,000.00	32.20				25,366.56
6182 Travel	2,233.87	5,102.88	1,004.08	12.88	1,831.56	523.66		10,708.93
6184 Trade Shows/Conferences	(630.82)			5,000.00	500.00	1,138.14	536.33	6,543.65
6185 Meal Allowances	330.60	1,092.00	367.00		734.00			2,523.60
6462 Insurance			1,829.52	1,378.08				3,207.60
6470 Postal Service	5.20	8.32	93.37	30.77	168.24	358.92		664.82
6475 Bookkeeping Expenses	883.49	1,073.07	1,039.40	1,039.40	1,039.40	1,039.40	1,039.40	7,153.56
6504 Consulting Fees		1,829.34						1,829.34
6540 Advertising	14,762.61	9,715.70	14,956.70	120,340.29	45,403.60	39,416.57	22,020.65	266,616.12
6544 Promotions	1,427.27	1,509.12	37,553.52		9,260.00	1,913.30	1,238.96	52,902.17
6545 Meetings	105.17	114.33	127.84	118.33	126.42	113.85		705.94
6632 General Development	71,747.26	7,756.53	44,761.25	385,805.68	9,375.78	36,437.95	328,208.75	884,093.20
6633 Tours					4,952.78	311.82		5,264.60
6634 Events	4,457.83	13,479.10	1,564.62	380.39	2,133.31	360.82	243.72	22,619.79
6710 Interest & Penalty AR General		4.69						4.69
6720 Bank Charges	112.98	97.20	69.52	222.11	100.00		32.47	634.28
<b>Total Expenses</b>	<b>115,435.02</b>	<b>42,291.53</b>	<b>108,525.73</b>	<b>514,519.04</b>	<b>75,784.00</b>	<b>81,773.34</b>	<b>353,479.19</b>	<b>1,291,807.85</b>
Other Expense			-					-
7700 Exchange Gain or Loss	-	132.00	(629.61)	(23.54)	-	253.14		(268.01)
<b>Net Income</b>	<b>(100,954.14)</b>	<b>(6,311.98)</b>	<b>389,350.18</b>	<b>(434,113.28)</b>	<b>413,047.42</b>	<b>134,231.10</b>	<b>(344,709.18)</b>	<b>50,540.12</b>

## TOURISM DEVELOPMENT FUND APPLICATION SUMMARY

<b>Name of the Event</b>	Northern Ontario Disc Golf Championships (NOC)
<b>Event Date</b>	September 27 & 28, 2025
<b>Venue</b>	Root River Golf Club & St. Joseph Island Disc Golf Club
<b>Submitted by:</b>	Cori Murdock
<b>Reviewed by:</b>	Jeff McClelland
<b>Ask:</b>	\$5,000
<b>Recommendation:</b>	\$4,000

### Overview of the Event

The Northern Ontario Disc Golf Championship is a sanctioned Pro/Am B-Tier tournament under the Professional Disc Golf Association (PDGA) and the Ontario Disc Sports Association. It serves as a qualifier for the Ontario Provincial Championships and features both professional and amateur divisions across multiple age categories, including Open, 40+, 50+, 60+, and 70+.

The tournament can accommodate up to 130 players, with current registration nearing 80 participants. This is the first time a tournament of this size will be hosted in our area.

Competition will take place across two venues:

- St. Joseph Island Disc Golf Club
- A temporary championship-level course set up at Root River Golf Club

The Days Inn has been designated as the host hotel for the event, and a Players Party will be held at Soo Blaster, offering participants a chance to connect and celebrate.

### Previous TDF Applications

YEAR	AMOUNT Approved	Summary
n/a		

### Attendance Projections

Local	72
Regional	47
Ontario	111
Canada	-
USA	-

### Economic Impact

111 out of town visitors x 3 days x \$175pp/pd = \$58,275

## **Budget Summary**

Expenses- \$14,550 including \$4,000 venue rentals (Root River), \$3,000 in prizes, marketing, tournament materials (score cards, rented basket holes).

Revenue- \$11,620 including \$6,720 from registration fees, \$3,500 from sponsorship, \$750 cash added, and \$650 ODSA/PDGA support

## **Scoring Matrix**

Northern Ontario Disc Golf Championships (NOC) scores 57 on the evaluation matrix placing it in the recommended range of \$2500-\$5000.

## **Staff Analysis**

Sault Ste. Marie has successfully secured the right to host the Northern Ontario Disc Golf Championship through a competitive bid process.

Hosting this event offers a valuable opportunity to position Sault Ste. Marie as a premier destination for competitive disc golf. A successful event could not only lead to future bids for this championship but also attract larger-scale disc golf tournaments to the region.

As the city currently lacks a championship-caliber disc golf course, the Root River course will be temporarily upgraded to meet tournament standards. However, the cost to close and reserve Root River Golf Club for the event weekend is significant—\$4,000.

To ensure the financial viability of the event, staff recommend a Tourism Development Fund grant of \$4,000 to offset the Root River rental cost.

## **Draft Resolution**

Be it resolved that the Tourism Sault Ste. Marie Board of Directors recommends a contribution of \$4,000 through the Tourism Development Fund- Conferences and Special Events Stream to support the Northern Ontario Disc Golf Championship to be hosted September 27-28, 2025 and that a report be submitted to City Council for consideration and approval.

## TOURISM DEVELOPMENT FUND ASSESSMENT- SPORTS AND SPECIAL EVENTS STREAM

Event Name:	Northern Ontario Disc Golf Championships (NOC)
Event Date:	September 27 & 28, 2025
Contact Person:	Cori Murdock
Internal Review	Jeff McClelland
Board Review Date:	19-Aug-25

**OUT OF TOWN PARTICIPANTS** (Total of all visitors attending SPECIFICALLY for the event)

Number of <b>Participants</b>	65
Number of <b>Spectators</b>	45
Total	110
Score up to 10 points	Total <b>1</b>

**VISITOR DAYS**

Number of Out of Town <b>Visitors</b>	110
Number of <b>Nights</b> they are Staying	3
Total Visitor Days (multiply together)	330
Score between 0-25 points	Total <b>3</b>

**LOCAL ATTENDANCE** (includes all spectators and participants)

Score between 1-10 points	119	<b>2</b>
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**EVENT BUDGET**

Up to 10 points

**8****READINESS/CAPACITY/ TIMELINE**

Score between 1- 10 points

**8****SEASON (Peak, Shoulder, Low)**

Score between 2-15 points

**2****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

**8****MEASUREMENT AND EVALUATION**

Score between 1-5 points

**5****Total 40****ALIGNMENT WITH TSSM STRATEGIC PLAN (score all that apply)**

Points

- 5 points- Event aligns with improvements/ activation of downtown/waterfront strategy  
 5 points- Event aligns with adventure/ outdoor recreation strategy  
 3 points- Event attracts international visitors (Including USA)  
 2 points- Event generates earned media exposure outside of Sault Ste. Marie  
 5 points- Event is annual and demonstrating growth  
 10 points- Event is homegrown and occurs annually  
 10 points- Event was secured through a competitive bid process

**10****TOTAL POINTS****17**

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

**Weight**

10.00%

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

10.00%

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%

Score between 1-10 considering the these factors:

- Timeline (application submitted 90+ days in advance)  
 Event Plan (thoroughness)  
 Capacity  
 Data Tracking  
 Growth plan (if applicable)

10.00%

8 Points- February and March  
 5 Points- April  
 4 Points- May- June

15.00%

2 Points- July to October 15  
 10 Points- October 15- November  
 15 Points- December and January

- 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%

- 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%

- 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%

<b>Total Top Section</b>	<b>40</b>
<b>Total Bottom Section</b>	<b>17</b>
<b>Recommendation Range</b>	<b>1000 - 2500</b>
<b>Recommendation</b>	<b>\$4,000</b>

**Total Score: 57**

## TOURISM DEVELOPMENT FUND APPLICATION SUMMARY

<b>Name of the Event</b>	Northeastern Ontario Region (NEOR) Swim Meet
<b>Event Date</b>	Oct 25-26, 2025
<b>Venue</b>	John Rhodes Community Centre
<b>Submitted by:</b>	Helen Mackay
<b>Reviewed by:</b>	Jeff McClelland
<b>Ask:</b>	\$7,270
<b>Recommendation:</b>	\$2,000

### Overview of the Event

The Northeastern Ontario Region (NEOR) Swim Meet, scheduled for October 25–26, 2025, at the John Rhodes Community Centre in Sault Ste. Marie is a Swim Ontario-sanctioned regional competition. Up to 225 youth athletes from across Northeastern Ontario will participate in the two-day event. Out-of-town visitors would arrive on Friday and stay for 2 nights. The event is designed to foster high-level athletic development and help swimmers achieve Swim Ontario qualifying times. The NEOR Swim meet in the Sault is the first of three NEOR regional meets.

### Previous TDF Application Summary

<b>YEAR</b>	<b>AMOUNT Approved</b>	<b>Summary</b>
2023	\$2,000	NEOR Swim Meet: venue rental, Swim ON fees, marketing & promotion
2024	\$2,375	April Invitational Swim Meet: venue rental, Swim ON fees, marketing & promotion
2025	\$8,000	Myrtha Backstroke System

### Attendance Projections

	Overall
Local	416
Regional	
Ontario	470
Canada	
USA	

### Economic Impact

\$175 per person/ per day

$470 * 2 * 175 = \$164,500$

## Budget Summary

### Revenue: \$27,200

- Registration Fees: \$25,000
- Bake Sale: \$2,200

### Expenses: \$10,270

- Venue rental: \$1,750
- Food: \$1,250
- Awards: \$3,000
- Swim ON Fees: \$2,000
- Payroll: \$720
- Advertising: \$1,500
- Office & Supplies: \$50

### Profit (Loss): \$16,930

## Scoring Matrix

The Northeastern Ontario Region (NEOR) Swim Meet scores 54 on the evaluation matrix placing it in the recommended range of \$1,000 - \$2,500.

## Staff Analysis

Hosting the Northeastern Ontario Region (NEOR) Swim Meet in Sault Ste. Marie offers significant community and economic benefits. It provides local athletes with access to high-level competition and the opportunity to achieve Swim Ontario qualifying times without the burden of travel costs. The event is expected to generate over 900 visitor nights, supporting local hotels, restaurants, and retailers, while positioning Sault Ste. Marie as a premier destination for swimming events in Northern Ontario. Successful execution of this meet strengthens the city's bid to host future competitions, including the Northeastern Ontario Region Championships (Dave Kensit Swim Meet).

Staff recommend a TDF contribution of \$2,000 towards the John Rhodes venue rental, Swim ON fees, and advertising.

### Draft Resolution

Be it resolved that the Tourism Sault Ste. Marie Board of Directors recommend a contribution of \$2,000 through the Tourism Development Fund- Conferences and Special Events Stream to support the 2025 Northeastern Ontario Region (NEOR) Swim Meet to be hosted Oct 25-26, 2025 and that a report be submitted to City Council for consideration and approval.



**TOURISM DEVELOPMENT FUND ASSESSMENT- SPORTS AND SPECIAL EVENTS STREAM**

Event Name:	Northeastern Ontario Region Swim Meet
Event Date:	Oct 25-26, 2025
Contact Person:	Helen Mackay
Internal Review	Jeff McClelland
Board Review Date:	19-Aug-25

<b>OUT OF TOWN PARTICIPANTS</b> (Total of all visitors attending SPECIFICALLY for the event)	
Number of <b>Participants</b>	150 + 20 volunteers
Number of <b>Spectators</b>	300
Total	470
Score up to 10 points	Total 4

<b>VISITOR DAYS</b>	
Number of Out of Town <b>Visitors</b>	470
Number of <b>Nights</b> they are Staying	2
Total Visitor Days (multiply together)	940
Score between 0-25 points	Total 9

<b>LOCAL ATTENDANCE</b> (includes all spectators and participants)	
Score between 1-10 points	416
	4

<b>EVENT BUDGET</b>	
Up to 10 points	7

<b>READINESS/CAPACITY/ TIMELINE</b>	
Score between 1- 10 points	8

<b>SEASON (Peak, Shoulder, Low)</b>	
Score between 2-15 points	10

<b>PARTNERSHIP AND COLLABORATION</b>	
Score between 1-5 points	0

<b>MARKETING AND PROMOTION STRATEGY</b> (for festivals and events)	
<b>RECRUITMENT/ REGISTRATION STRATEGY</b> (for conferences)	
Score between 1-10 points	7

<b>MEASUREMENT AND EVALUATION</b>	
Score between 1-5 points	3

<b>ALIGNMENT WITH TSSM STRATEGIC PLAN (score all that apply)</b>	<b>Points</b>	<b>52</b>
5 points- Event aligns with improvements/ activation of downtown/waterfront strategy		
5 points- Event aligns with adventure/ outdoor recreation strategy		
3 points- Event attracts international visitors (Including USA)		
2 points- Event generates earned media exposure outside of Sault Ste. Marie		2
5 points- Event is annual and demonstrating growth		
10 points- Event is homegrown and occurs annually		
10 points- Event was secured through a competitive bid process		2
<b>TOTAL POINTS</b>		<b>54</b>

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	8 Points- 750-1000 people	10.00%
4 Points- 250- 500 people	10 Points- 1000 people +	
6 Points- 500- 750 people		

Score between 1-10 considering these factors:		10.00%
1. Other sources of confirmed revenue	4. Funding Ask vs. Overall Budget	7. Financial Sustainability
2. Balance between Revenue and Expenses	5. Cost Overrun Plan	
3. Financial Need	6. Comprehensiveness of proposed budget	

Score between 1-10 considering the these factors:		10.00%
1. Timeline (application submitted 90+ days in advance)	3. Capacity	5. Growth plan
2. Event Plan (thoroughness)	4. Data Tracking	

8 Points- February and March	2 Points- July to October 15	15.00%
5 Points- April	10 Points- October 15- November	
4 Points- May- June	15 Points- December and January	

5- Event involves multiple partners (8+) in the recreation, hospitality, travel or entertainment business		5.00%
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		

10-Excellent- clear plan to reach out of town markets	5- Average plan, largely focused on locals	10.00%
8- Very Good plan to reach out of town markets	3- Below Average, does not demonstrate attempt to reach out of town travellers	
6- Good plan to reach out of town markets	0- No plan provided	

5- Project provides a clear plan on how event will be measured for success including tracking of out of town visitors		5.00%
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		

## TOURISM DEVELOPMENT FUND APPLICATION SUMMARY

<b>Name of the Event</b>	Henderson Metal Fall Classic
<b>Event Date</b>	Oct 23-26, 2025
<b>Venue</b>	YNCU Curling Centre
<b>Submitted by:</b>	Al Harnden
<b>Reviewed by:</b>	Jeff McClelland
<b>Ask:</b>	\$17,050
<b>Recommendation:</b>	\$10,000

### Overview of the Event

The Henderson Metal Fall Classic is a world-class home-grown international curling event hosted in Sault Ste. Marie. Established in 2023 through the vision of Olympic champion Ryan Harnden and Al Harnden of the Soo Curlers Association, the event has rapidly grown in stature and reputation.

The 3<sup>rd</sup> annual Henderson Metal Fall Classic will take place from October 23–26, 2025, welcoming 24 top-tier men’s curling teams from across the world—including Canada, USA, Italy, Switzerland, Sweden, Scotland, Korea, and Japan. Over four days, teams will battle it out on world-class ice in a triple knockout format, promising high-stakes action and elite-level competition.

Thanks to funding from the Tourism Development Fund (TDF) in 2023, the YNCU Curling Centre underwent significant technical upgrades, including enhanced live-streaming capabilities. These improvements positioned the club among an elite group—one of only eight in Canada and fewer than 20 worldwide—able to deliver professional-quality broadcasts. The 2024 event drew impressive online engagement, with over 428,000 views across YouTube and Facebook.

With an anticipated prize purse of \$100,000, the 2025 Classic stands as the largest non-Grand Slam curling payout, making it a major draw for the sport’s top talent.

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

### Previous TDF Application Summary

<b>YEAR</b>	<b>AMOUNT Approved</b>	<b>Summary</b>
2024	\$7,612.39	Funding was approved to upgrade the PA System and to purchase turf carpeting for spectator area.
2023	\$53,000	Funding was approved to purchase and install 24 high-definition cameras and associated livestreaming infrastructure.

## Attendance Projections

	Overall
Local	888
Regional	202
Ontario	136
Canada	66
USA	13
International	37

## Economic Impact

\$175 per person/ per day

$252 * 4 * \$175 = \$176,400$

## Budget Summary

Revenue: \$165,000 (corporate partnerships, team fees, ticket sales)

Expenses: \$143,050

## Scoring Matrix

The Henderson Metal Fall Classic scores 78 on the evaluation matrix placing it in the recommended range of \$10,000 - \$15,000

## Staff Analysis

The Henderson Metal Fall Classic aligns with the TSSM Strategic Plan:

- Attracts international visitors (Including USA)
- Generates earned media exposure outside of Sault Ste. Marie
- Homegrown and occurs annually

The Henderson Metal Fall Classic draws out-of-town spectators from across the world to Sault Ste. Marie for up to four nights. The event also garners substantial digital exposure through its live-streamed matches, further promoting the city on a global scale. Over 425,000 views were reported from the 2024 event.

Staff recommend a TDF grant of \$10,000 to support the 2025 Henderson Metal Fall Classic. The funding will contribute to the event's marketing budget (\$15,000 marketing budget) and support the production of the live stream. This funding will help ensure the event maintains its world-class standard and continues to grow its international footprint.

### 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 2025 Henderson Metal Fall Classic to be hosted Oct 23-26, 2025, 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 23-26, 2025
Contact Person:	Al Harnden
Internal Review	Jeff McClelland
Board Review Date:	19-Aug-25

<b>OUT OF TOWN PARTICIPANTS</b> (Total of all visitors attending SPECIFICALLY for the event)	
Number of <i>Participants</i>	88
Number of <i>Spectators</i>	162
Total	250
Score up to 10 points	Total 2

<b>VISITOR DAYS</b>	
Number of Out of Town <i>Visitors</i>	250
Number of <i>Nights</i> they are Staying	4
Total Visitor Days (multiply together)	1000
Score between 0-25 points	Total 10

<b>LOCAL ATTENDANCE</b> (includes all spectators and participants)	
Score between 1-10 points	1000
	10

<b>EVENT BUDGET</b>	
Up to 10 points	9

<b>READINESS/CAPACITY/ TIMELINE</b>	
Score between 1- 10 points	9

<b>SEASON (Peak, Shoulder, Low)</b>	
Score between 2-15 points	10

<b>PARTNERSHIP AND COLLABORATION</b>	
Score between 1-5 points	3

<b>MARKETING AND PROMOTION STRATEGY</b> (for festivals and events)	
<b>RECRUITMENT/ REGISTRATION STRATEGY</b> (for conferences)	
Score between 1-10 points	5

<b>MEASUREMENT AND EVALUATION</b>	
Score between 1-5 points	5

<b>ALIGNMENT WITH TSSM STRATEGIC PLAN (score all that apply)</b>	
5 points- Event aligns with improvements/ activation of downtown/waterfront strategy	63
5 points- Event aligns with adventure/ outdoor recreation strategy	
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	
10 points- Event is homegrown and occurs annually	10
10 points- Event was secured through a competitive bid process	15
<b>TOTAL POINTS</b>	<b>78</b>

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	8 Points- 750-1000 people	10.00%
4 Points- 250- 500 people	10 Points- 1000 people +	
6 Points- 500- 750 people		

Score between 1-10 considering these factors:		10.00%
1. Other sources of confirmed revenue	4. Funding Ask vs. Overall Budget	7. Financial Sustainability
2. Balance between Revenue and Expenses	5. Cost Overrun Plan	
3. Financial Need	6. Comprehensiveness of proposed budget	

Score between 1-10 considering the these factors:		10.00%
1. Timeline (application submitted 90+ days in advance)	3. Capacity	5. Growth plan
2. Event Plan (thoroughness)	4. Data Tracking	

8 Points- February and March	2 Points- July to October 15	15.00%
5 Points- April	10 Points- October 15- November	
4 Points- May- June	15 Points- December and January	

5- Event involves multiple partners (8+) in the recreation, hospitality, travel or entertainment business		5.00%
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		

10-Excellent- clear plan to reach out of town markets	5- Average plan, largely focused on locals	10.00%
8- Very Good plan to reach out of town markets	3- Below Average, does not demonstrate attempt to reach out of town travellers	
6- Good plan to reach out of town markets	0- No plan provided	

5- Project provides a clear plan on how event will be measured for success including tracking of out of town visitors		5.00%
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		