

## **OPEN AGENDA**

Tourism Sault Ste. Marie Board Meeting

October 21, 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 September 16, 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**

**7. Tourism Development Fund**

**12:40 – 13:00**

- a. Soo Finnish Nordic Ski Club Ontario Cup #3
- b. City of SSM- Kayak Dock
- c. Canadian Police Curling Championships

**8. Resolutions**

**13:00 – 13:10**

- a. Soo Finnish Nordic Ski Club Ontario Cup #3
- b. City of SSM- Kayak Dock
- c. Canadian Police Curling Championships

**9. Next Meeting**

November 25, 2025

**10. Adjournment**

**13:15**



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

Tuesday, September 16, 2025

12:00

**OPEN**

### **Committee Members Present**

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

### **Staff Resources Present**

|     |            |     |                       |
|-----|------------|-----|-----------------------|
| NO  | B. Lamming | YES | T. Anderson           |
| YES | A. Kenopic | YES | T. Lucarelli (Scribe) |

### **Guests**

None

**1. Meeting Called to Order** **12:09**

**2. Roll Call**

**3. Approval of Meeting Minutes from August 19, 2025**

Moved by: N. Brash

Second by: K. Wyer

All in favour, Carried.

**4. Declaration of Pecuniary Interests**

- Nil

**5. Tourism Overview and Update** **12:09-12:18**

- Soo Finnish Ski Club will host the Ontario Cup in January 2026, with over 400 athletes expected
- Bid submission for the National Mountain Bike event is due October 1, 2025
- Ontario Baseball Championships occurred on September 12–14, 2025
- Agawa Canyon Tour Train ticket sales are under compared to last year for individual sales; however the group bookings have increased compared to last year
- Searchmont Fall Colour Tour has launched; staff is awaiting details for seating and activation
- Ministry of Sport has confirmed that the Ontario Winter Games has not made a decision
- Bushplane Days will take place September 20–21, 2025

**6. Financial Update** **12:18-12:20**

- R. Walker presented a financial update

**7. New Business** **12:20-12:40**

**a. City Sault Ste. Marie Agreement – Waterfront Design**

- The City has established an agreement to pre-advance funds to Tourism Sault Ste. Marie to facilitate contracts for phase one.
- Northern Ontario Heritage Fund Corporation recommends the funding applications go through Tourism Sault Ste. Marie to align with the tourism economic development principles of the project.

**b. Mischief and Crime/Community Safety and Well Being**

- Rising crime and theft are impacting tourists and visitors in Sault Ste. Marie.
- Every five years, the city develops a legislated “Community Safety and Wellbeing Plan” to address addiction, homelessness, and mental health.
- A community survey will gather input on perceived high-risk areas.
- A consulting firm is supporting the development of the plan, focusing on youth engagement and long-term solutions.
- City police are meeting with hoteliers to address these concerns.
- The Tourism Sault Ste. Marie Board will revisit and further discuss the matters raised at that meeting during a future or separate session.

**8. Tourism Development Fund (TDF)**

**a) Annual Events**

**12:40-13:05**

- City staff oversee approximately 25 to 30 TDF applications annually.
- Staff are seeking board recommendations on streamlining the process for multi-year events.
- Applications should align with the strategic plan and supports marketing exposure.

**9. Resolutions**

**13:05-13:06**

**a. City Sault Ste. Marie Agreement – Waterfront Design**

Be it resolved that the Tourism Sault Ste. Marie Board of Directors authorize the Chair of the Board to enter into a contractual agreement with the City of Sault Ste. Marie for the sum of \$802,100.00 to execute the detailed design of Phase One and Civic Centre Waterfront plan.

Moved by: K. Wyer

Seconded by: R. Walker

All in favour, Carried.

**10. Next Meeting**

Tuesday, October 21, 2025

**9. Adjournment**

**13:06**

Moved by: N. Brash

Seconded by: L. Foster

All in favour, Carried.

The Corporation of the  
City of Sault Ste. Marie



## Declaration of Interest – Municipal Conflict of Interest Act

Meeting Date:

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

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

for the following reason:

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

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Name

*Municipal Conflict of Interest Act*

### **Indirect pecuniary interest**

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

(a) the member or his or her nominee,

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

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

(iii) is a member of a body,

that has a pecuniary interest in the matter; or

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

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

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



## **MARKETING & PROMOTION**

### **Active Marketing Campaigns during September**

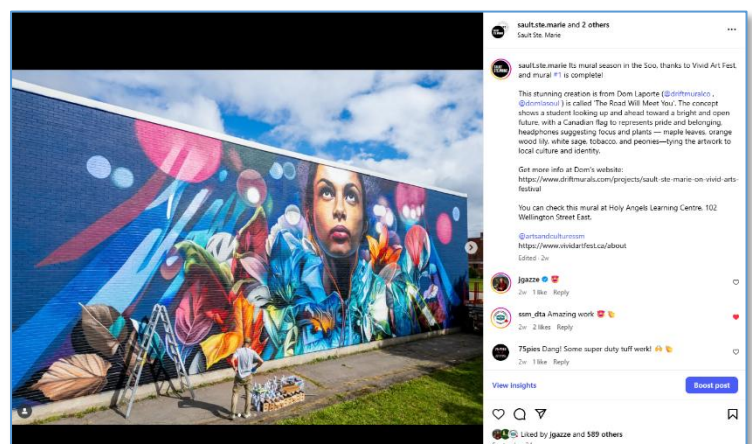
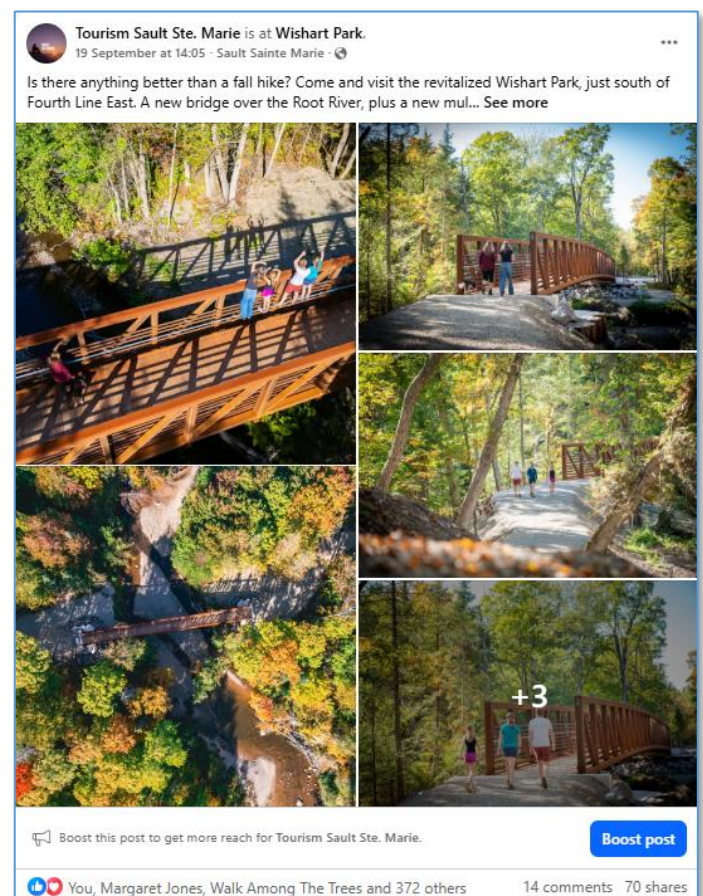
- Cavera digital marketing – pay per click, google search, paid social media ads for ‘Jan – September’, Train ads, Event marketing and SEO marketing.
- Laird Signs billboards x 4 between Sudbury and SSM + one north of SSM.
- Toronto Life summer feature:
  - [A bounty of outdoor splendour awaits in Sault Ste. Marie - Toronto Life](#)
- Canada Travel Magazine – a one page feature for the train, boat, Hiawatha and Lake Superior coast
- MyNorth Vacation Guide – a two page feature about reasons to visit SSM
- Influencer visit Travelwithsarvi for train and general City attractions

### **Website (September)**

- 72k users, (77k users in August)
- 132k page views (138k in August)
  - Agawa Train 45k (51k in August)
  - Home Page 16k (13k in August)
  - Summer in the Soo 13k (11k in August)
  - Fall Rendezvous 11k
  - Activities & Attractions 3.4k (5.3k in August)
- Canada 57k (73%), US 14k (25%)
- Within Canada: Ontario 51k (89%), Quebec 5.9k (10%)
- By City: (GTA around 37%) Toronto 16.9k (30%), SSM 3.3k (6%)
- Within US: Michigan 10k (52%), Wisconsin 722 (5%), Ohio 578 (4%)

### **Primary drivers**

- **Paid Media:** 56k (55k in August)
- **Organic Search:** 8.4k (9.6k in August)
- **Referrals:** 3.8k (4.9k in August)
  - Agawa Train 912 (708 in August)
  - Village Media 315 (315k in August)
  - Saultstemarie 291 (280 in August)
  - Northernontariotravel 278 (256 in August)
  - Destination Ontario 204 (119 in August)
  - Chatgtp 41 (52 in August)
  - (including for future reference)*
- **Offsite clicks:** 38.5k (41.3k in August)
  - AgawaTrain 21.6k (20.7k in August)
  - SooLockTours 1.3k (2.1k in August)
  - Machine Shop 507 (261 in August)
  - Big Ben Bus 451 (644 in August)
  - Pancake Bay 411 (411 in August)
  - Bushplane 247 (190 in August)







**Instagram (September, 2025)**

- 24.5k page followers (867 new followers in September)
- 42.3k accounted reached (43.4k in August)

**Facebook (September, 2025)**

- 35.3k followers (248 new followers in September)
- 608k accounts reached (800k in August)

**Newsletter (September, 2025)**

- Sent Aug 1, 2025 at 11:00am EDT
- 210 sends, 87 (45%) opens, 14 (7%) clicks, 15 (7%) bounces, 1 (1%) unsubscribe

**GROUP TOURS**

- Group Tour coordinator participated in tours with motorcoach companies and cruise lines to capture photo assets and experience first-hand the various itineraries
- Hosted a new tour group operator for a familiarization tour

**MEETINGS AND CONVENTIONS**

- Sault Ste. Marie was awarded the bid to host the Economic Development Council of Ontario Regional Seminar for June 2026
- Staff submitted a bid proposal for annual general meeting and convention for April 2027

**SPORTS TOURISM**

- Staff submitted a bid proposal for the 2026 National Championship and have begun work on a bid proposal for a 2027 National Championship
- RFP submissions were completed on behalf of the International Brotherhood of Electrical Workers and the Soo Finnish Nordic Ski Club

**EVENTS**

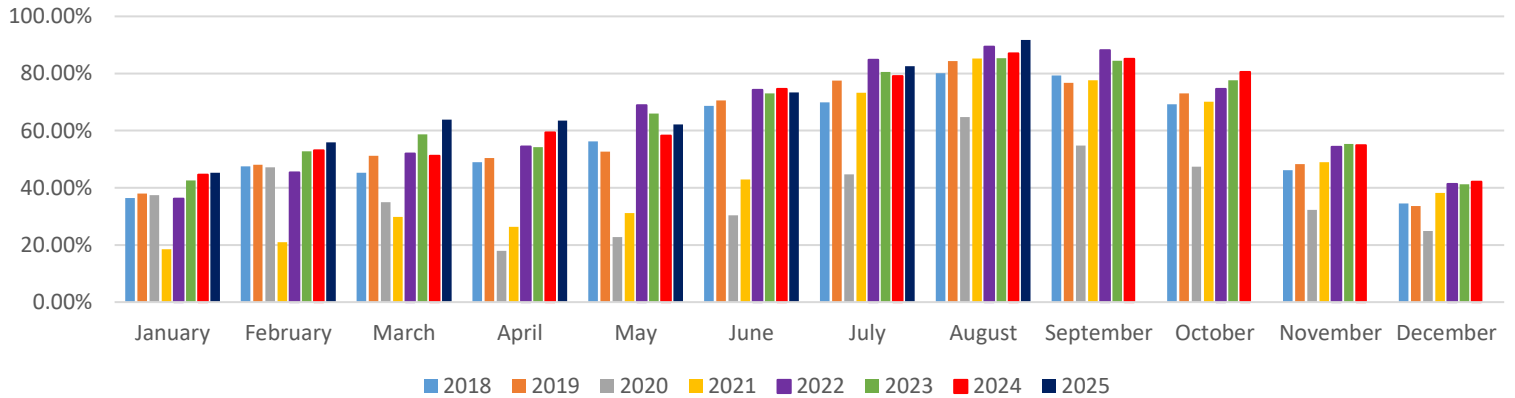
- Staff attended the Service Fair at Sault College
- Supporting Queen Street Cruise with building the budget and securing talent for 2026
- Support for Bon Soo with community events, and grant writing

**TOURISM DEVELOPMENT FUND APPLICATIONS**

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



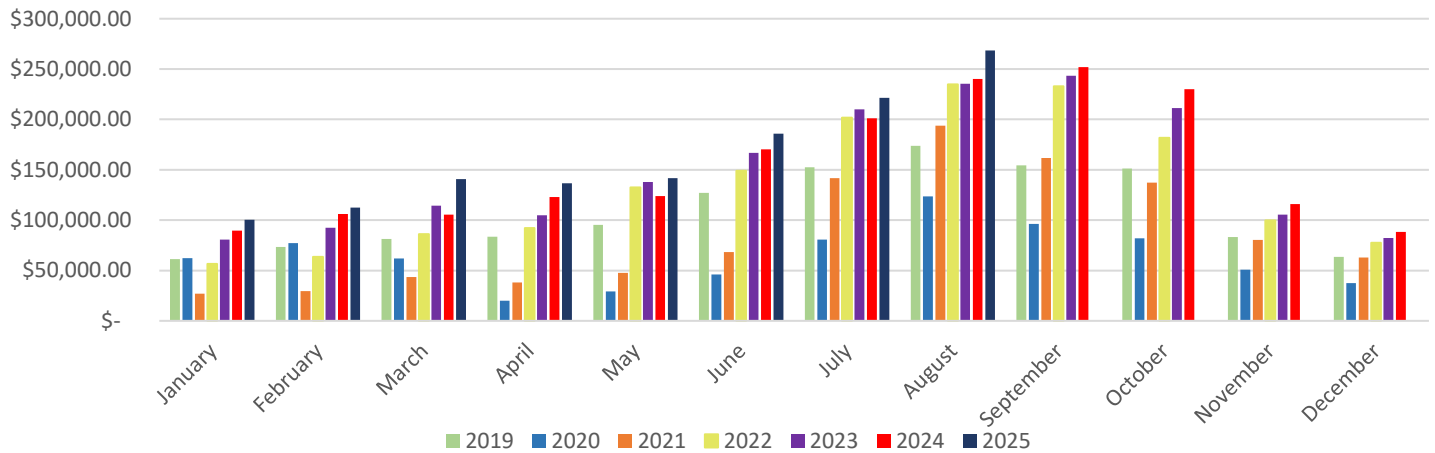
## Occupancy Report Percentage



| 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      | 82.6% |       |       |       |       |       |       |
| August    | 91.8% |       |       |       |       |       |       |
| 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      | \$100,423.75          |
| February     | \$112,308.49          |
| March        | \$140,876.75          |
| April        | \$136,726.45          |
| May          | \$141,605.97          |
| June         | \$185,918.00          |
| July         | \$221,311.60          |
| August       | \$268,451.85          |
| September    |                       |
| October      |                       |
| November     |                       |
| December     |                       |
| <b>Total</b> | <b>\$1,307,622.86</b> |





## Income Statement @ September 2025

|                                       | Jan 25             | Feb 25           | Mar 25            | Apr 25             | May 25            | Jun 25            | Jul 25             | Aug 25            | Sep 25            | TOTAL               |
|---------------------------------------|--------------------|------------------|-------------------|--------------------|-------------------|-------------------|--------------------|-------------------|-------------------|---------------------|
| <b>Ordinary Income/Expense</b>        |                    |                  |                   |                    |                   |                   |                    |                   |                   |                     |
| <b>Income</b>                         |                    |                  |                   |                    |                   |                   |                    |                   |                   |                     |
| 5205 · Ont Specific Grant Other       | 12,000.00          | 0.00             | 0.00              | 11,250.00          | 397,154.56        | 0.00              | 0.00               | 172,530.13        | 6,250.00          | 599,184.69          |
| 5206 · Infrastructure Canada Grant    | 0.00               | 0.00             | 286,880.76        | 0.00               | 0.00              | 0.00              | 0.00               | 0.00              | 103,119.24        | 390,000.00          |
| 5405 · Mat Revenue                    | 0.00               | 0.00             | 208,874.25        | 0.00               | 0.00              | 208,874.25        | 0.00               | 0.00              | 208,874.25        | 626,622.75          |
| 5847 · Interest Income                | 2,480.88           | 1,970.11         | 1,178.65          | 1,440.92           | 1,875.70          | 1,874.65          | 2,902.97           | 2,178.85          | 1,631.75          | 17,534.48           |
| 5852 · Misc. Income                   | 0.00               | 0.00             | 0.00              | 66,727.58          | 88,341.16         | 0.00              | 0.00               | 2,000.00          | 70,393.64         | 227,462.38          |
| 5861 · Advertising Revenue            | 0.00               | 33,750.00        | 0.00              | 110.80             | 0.00              | 0.00              | 0.00               | 0.00              | 0.00              | 33,860.80           |
| 5862 · Merchandise Revenue            | 0.00               | 127.44           | 1,571.86          | 0.00               | 0.00              | 557.40            | 305.30             | 0.00              | 0.00              | 2,562.00            |
| 5863 · Ontario Cup Mountain Bike Race | 0.00               | 0.00             | 0.00              | 900.00             | 1,460.00          | 4,445.00          | 5,561.74           | 0.00              | 0.00              | 12,366.74           |
| <b>Total Income</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>176,708.98</b> | <b>390,268.88</b> | <b>1,909,593.84</b> |
| <b>Gross Profit</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>176,708.98</b> | <b>390,268.88</b> | <b>1,909,593.84</b> |
| <b>Expense</b>                        |                    |                  |                   |                    |                   |                   |                    |                   |                   |                     |
| 6111 · Office Expenses                | 158.91             | 15.54            | 158.91            | 158.91             | 158.91            | 158.91            | 158.91             | 158.91            | 158.91            | 1,286.82            |
| 6170 · Memberships&Subscriptions      | 19,840.65          | 493.71           | 5,000.00          | 32.20              | 0.00              | 0.00              | 0.00               | 492.20            | 0.00              | 25,858.76           |
| 6182 · Travel                         | 2,233.87           | 5,102.88         | 1,004.08          | 12.88              | 1,831.56          | 523.66            | 0.00               | 1,153.90          | 2,528.42          | 14,391.25           |
| 6184 · Trade Shows/Conferences        | -630.82            | 0.00             | 0.00              | 5,000.00           | 3,500.00          | 1,138.14          | 536.33             | 2,545.28          | 0.00              | 12,088.93           |
| 6185 · Meal Allowances                | 330.60             | 1,092.00         | 367.00            | 0.00               | 734.00            | 0.00              | 0.00               | 328.00            | 0.00              | 2,851.60            |
| 6462 · Insurance                      | 0.00               | 0.00             | 1,829.52          | 1,378.08           | 0.00              | 0.00              | 0.00               | 0.00              | 0.00              | 3,207.60            |
| 6470 · Postal Service                 | 5.20               | 8.32             | 93.37             | 30.77              | 168.24            | 358.92            | 0.00               | 97.95             | 0.00              | 762.77              |
| 6475 · Bookkeeping expense            | 883.49             | 1,073.07         | 1,039.40          | 1,039.40           | 1,039.40          | 1,039.40          | 1,039.40           | 1,039.40          | 1,039.40          | 9,232.36            |
| 6504 · Consulting Fees                | 0.00               | 1,829.34         | 0.00              | 0.00               | 0.00              | 0.00              | 0.00               | 0.00              | 0.00              | 1,829.34            |
| 6540 · Advertising                    | 14,762.61          | 9,715.70         | 14,956.70         | 120,340.29         | 47,903.60         | 39,416.57         | 22,020.65          | 33,378.40         | 16,997.71         | 319,492.23          |
| 6544 · Promotions                     | 1,427.27           | 1,509.12         | 37,553.52         | 0.00               | 9,260.00          | 1,913.30          | 1,238.96           | 782.50            | 551.90            | 54,236.57           |
| 6545 · Meetings                       | 105.17             | 114.33           | 127.84            | 118.33             | 126.42            | 113.85            | 0.00               | 246.85            | 0.00              | 952.79              |
| 6632 · General Development            | 72,255.38          | 7,756.53         | 44,761.25         | 385,805.68         | 9,375.78          | 36,437.95         | 331,482.86         | 185,582.55        | 144,884.94        | 1,218,342.92        |
| 6633 · Tours                          | 0.00               | 0.00             | 0.00              | 0.00               | 4,952.78          | 311.82            | 292.68             | 4,345.18          | 7,576.96          | 17,479.42           |
| 6634 · Events                         | 4,115.95           | 13,479.10        | 1,564.62          | 380.39             | 2,133.31          | 360.82            | 243.72             | 0.00              | 14,596.20         | 36,874.11           |
| 6710 · Interest Penalty AR General    | 0.00               | 4.69             | 0.00              | 0.00               | 0.00              | 0.00              | 0.00               | 0.00              | 0.00              | 4.69                |
| 6720 · Bank Charges                   | 112.98             | 97.20            | 69.52             | 222.11             | 100.00            | 0.00              | 32.47              | 0.00              | 12.41             | 646.69              |
| <b>Total Expense</b>                  | <b>115,601.26</b>  | <b>42,291.53</b> | <b>108,525.73</b> | <b>514,519.04</b>  | <b>81,284.00</b>  | <b>81,773.34</b>  | <b>357,045.98</b>  | <b>230,151.12</b> | <b>188,346.85</b> | <b>1,719,538.85</b> |
| <b>Net Ordinary Income</b>            | <b>-101,120.38</b> | <b>-6,443.98</b> | <b>389,979.79</b> | <b>-434,089.74</b> | <b>407,547.42</b> | <b>133,977.96</b> | <b>-348,275.97</b> | <b>-53,442.14</b> | <b>201,922.03</b> | <b>190,054.99</b>   |



## Income Statement @ September 2025

|                               | Jan 25      | Feb 25    | Mar 25     | Apr 25      | May 25     | Jun 25     | Jul 25      | Aug 25     | Sep 25     | TOTAL      |
|-------------------------------|-------------|-----------|------------|-------------|------------|------------|-------------|------------|------------|------------|
| Other Income/Expense          |             |           |            |             |            |            |             |            |            |            |
| Other Expense                 |             |           |            |             |            |            |             |            |            |            |
| 77000 - Exchange Gain or Loss | 0.00        | -132.00   | 629.61     | 23.54       | 0.00       | -253.14    | 0.00        | 0.00       | 0.00       | 268.01     |
| Total Other Expense           | 0.00        | -132.00   | 629.61     | 23.54       | 0.00       | -253.14    | 0.00        | 0.00       | 0.00       | 268.01     |
| Net Other Income              | 0.00        | 132.00    | -629.61    | -23.54      | 0.00       | 253.14     | 0.00        | 0.00       | 0.00       | -268.01    |
| Net Income                    | -101,120.38 | -6,311.98 | 389,350.18 | -434,113.28 | 407,547.42 | 134,231.10 | -348,275.97 | -53,442.14 | 201,922.03 | 189,786.98 |

## TOURISM DEVELOPMENT FUND APPLICATION SUMMARY

|                          |                                                 |
|--------------------------|-------------------------------------------------|
| <b>Name of the Event</b> | XCSO Ontario Cup #3                             |
| <b>Event Date</b>        | Jan 16 - 18, 2026                               |
| <b>Venue</b>             | Hiawatha Highlands                              |
| <b>Submitted by:</b>     | Soo Finnish Nordic Ski Club - Amy Wheeler Reich |
| <b>Reviewed by:</b>      | Jeff McClelland                                 |
| <b>Ask:</b>              | \$20,000                                        |
| <b>Recommendation:</b>   | \$20,000                                        |

### Overview of the Event

#### Ontario Cup Cross Country Ski Race – January 16–18, 2026

Sault Ste. Marie has been selected through a competitive bid process to host one of four prestigious Ontario Cup (O Cup) races for the 2025–26 provincial series. This event will welcome up to 350 able-bodied and para-nordic athletes from U8 to Masters categories, representing 28 ski clubs across Ontario. Over three days, athletes will participate in individual start races, a team sprint, and a Free Technique race on the Crystal System. The event also includes a community-focused Fun Zone with ski jumps, hot chocolate, and marshmallow roasting, promoting inclusive participation and engagement.

### Previous TDF Application Summary

| YEAR | AMOUNT Approved | Summary                     |
|------|-----------------|-----------------------------|
| 2022 | \$7500          | Ontario Youth Championships |
| 2024 | \$5000          | Ontario Youth Championships |

### Attendance Projections

|          |         |
|----------|---------|
|          | Overall |
| Local    | 192     |
| Regional |         |
| Ontario  | 365     |
| Canada   |         |
| USA      | 14      |

### Economic Impact

\$175 per person/ per day

$379 * 3 * 175 = \$198,975$

### Budget Summary

**Revenue:** \$44,917.50 (registration/race fees)

**Expenses:** \$58,003.50 (Admin: \$12,654.50, Facility: \$31,679, Misc: \$3,220, Volunteers Food/Supplies: \$5,550, Volunteer Training: \$1,450, Athletes Food: \$900, Awards: \$600, Fun Zone: \$300)

**Profit/(Loss):** (\$13,086)

## Scoring Matrix

The XCSO Ontario Cup #3 scores **89.5** on the evaluation matrix, placing it in the recommended range of **\$15,000 - \$20,000**

## Staff Analysis

The Soo Finnish Nordic Ski Club has been selected through a competitive bid process to host Ontario Cup #3, part of the province-wide XCSO Ontario Cup series. This event is one of only four O Cup races held across Ontario during the 2025–26 season and is expected to attract over 350 athletes from 28 clubs, including both able-bodied and para-nordic participants ranging from U8 to Masters. An O Cup XCSO event has not been hosted in Sault Ste. Marie since 2011.

The event is heavily marketed by Cross Country Ski Ontario (XCSO) and is well-known across the provincial ski community. Attendance levels are not a concern, as participation is essential for athletes aiming to qualify for Team Ontario, ensuring strong representation from clubs across the province.

Scheduled for January 16–18, the event strategically fills a low tourism period in Sault Ste. Marie, bringing significant economic impact through overnight stays and local spending. The club has demonstrated financial need, projecting a budget shortfall of \$13,086. The requested funding will be used to rent construction trailers and generators to serve as professional waxing stations—critical infrastructure for athlete preparation.

These trailers offer a safer and more professional environment compared to tents, which pose risks such as poor ventilation and potential collapse under snow load. Providing high-quality waxing facilities supports athlete safety and performance and enhances the overall professionalism of the event.

The event scored 89.5 on the TDF scoring matrix, placing it in the \$15,000–\$20,000 grant range. Staff recommends a grant of \$20,000 to support infrastructure rentals that will help position Sault Ste. Marie as a premier destination for future hosting opportunities including additional Ontario Cup races and potentially Nordiq Canada national-level events.

## Draft Resolution

Be it resolved that the Tourism Sault Ste. Marie Board of Directors recommend a contribution of \$20,000 through the Tourism Development Fund- Conferences and Special Events Stream to support the XCSO Ontario Cup #3 to be hosted January 16–18, 2026, and that a report be submitted to City Council for consideration and approval.

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

|                    |                     |
|--------------------|---------------------|
| Event Name:        | XCSO Ontario Cup #3 |
| Event Date:        | Jan 16 - 18, 2026   |
| Contact Person:    | Amy Wheeler Reich   |
| Internal Review    | Jeff McClelland     |
| Board Review Date: | 21-Oct-25           |

|                                                                                              |           |
|----------------------------------------------------------------------------------------------|-----------|
| <b>OUT OF TOWN PARTICIPANTS</b> (Total of all visitors attending SPECIFICALLY for the event) |           |
| Number of <i>Participants</i>                                                                | 275       |
| Number of <i>Spectators</i>                                                                  | 104       |
| Total                                                                                        | 379       |
| Score up to 10 points                                                                        | Total 3.5 |

|                                          |          |
|------------------------------------------|----------|
| <b>VISITOR DAYS</b>                      |          |
| Number of Out of Town <i>Visitors</i>    | 379      |
| Number of <i>Nights</i> they are Staying | 3        |
| Total Visitor Days (multiply together)   | 1137     |
| Score between 0-25 points                | Total 11 |

|                                                                    |   |
|--------------------------------------------------------------------|---|
| <b>LOCAL ATTENDANCE</b> (includes all spectators and participants) |   |
| Score between 1-10 points                                          | 2 |

|                     |    |
|---------------------|----|
| <b>EVENT BUDGET</b> |    |
| Up to 10 points     | 10 |

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

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

|                                      |   |
|--------------------------------------|---|
| <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                                          | 10 |

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

|                                                                                      |               |             |
|--------------------------------------------------------------------------------------|---------------|-------------|
| <b>ALIGNMENT WITH TSSM STRATEGIC PLAN (score all that apply)</b>                     | <b>Points</b> | <b>69.5</b> |
| 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                                   |               |             |
| 10 points- Event is homegrown and occurs annually                                    |               |             |
| 10 points- Event was secured through a competitive bid process                       |               | 10          |
|                                                                                      |               | 20          |
| <b>TOTAL POINTS</b>                                                                  |               | <b>89.5</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% |
| 1 Point for Every 100 Visitor Days to a Maximum of 25 Points                                                                                                                                                                                                                                                                         | 25.00% |
| 2 Point- 100-250 people<br>4 Points- 250- 500 people<br>6 Points- 500- 750 people                                                                                                                                                                                                                                                    | 10.00% |
| 8 Points- 750-1000 people<br>10 Points- 1000 people +                                                                                                                                                                                                                                                                                |        |
| Score between 1-10 considering these factors:<br>1. Other sources of confirmed revenue<br>2. Balance between Revenue and Expenses<br>3. Financial Need                                                                                                                                                                               | 10.00% |
| 4. Funding Ask vs. Overall Budget<br>5. Cost Overrun Plan<br>6. Comprehensiveness of proposed budget                                                                                                                                                                                                                                 |        |
| 7. Financial Sustainability                                                                                                                                                                                                                                                                                                          |        |
| Score between 1-10 considering the these factors:<br>1. Timeline (application submitted 90+ days in advance)<br>2. Event Plan (thoroughness)                                                                                                                                                                                         | 10.00% |
| 3. Capacity<br>4. Data Tracking                                                                                                                                                                                                                                                                                                      |        |
| 5. Growth plan                                                                                                                                                                                                                                                                                                                       |        |
| 8 Points- February and March<br>5 Points- April<br>4 Points- May- June                                                                                                                                                                                                                                                               | 15.00% |
| 2 Points- July to October 15<br>10 Points- October 15- November<br>15 Points- December and January                                                                                                                                                                                                                                   |        |
| 5- Event involves multiple partners (8+) in the recreation, hospitality, travel or entertainment business<br>3- Event involves some partners (5+) in the recreation,hospitality, travel or entertainment business<br>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<br>8- Very Good plan to reach out of town markets<br>6- Good plan to reach out of town markets                                                                                                                                                                                 | 10.00% |
| 5- Average plan, largely focused on locals<br>3- Below Average, does not demonstrate attempt to reach out of town travellers<br>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<br>3- Project has a plan to track visitation but does not capture all details<br>0- Project does not, or is not, capable of tracking out of town visitors                                                      | 5.00%  |



## **Tourism Development Fund – Product Development Application**

Project Title: Replacement of Bellevue Park Accessible Kayak Dock

Applicant: City of Sault Ste. Marie – Tourism Division

### **Project Summary**

The City of Sault Ste. Marie, Tourism Division, is seeking support through the Tourism Development Fund to replace the accessible kayak dock that was recently stolen from the Bellevue Park Marina. The dock was part of a larger waterfront activation initiative that began in 2021, when the City purchased two kayak dock systems: one installed at Bellevue Park Marina and one at Roberta Bondar Marina, using the City's share of the Municipal Accommodation Tax (MAT).

Since their installation, both docks have been extremely well used and well received by residents and visitors alike. The addition of these docks has made it easier and safer for people of all ages and abilities to access the water, helping to promote active living, outdoor recreation, and a deeper connection to our waterfront.

The Bellevue Park location provided an ideal launch point for families, beginners, and those seeking a quieter paddling experience along the St. Marys River.



### **Rationale**

Replacing the stolen kayak dock is essential to maintaining momentum in waterfront activation efforts and ensuring continued public access to inclusive, low-impact water recreation opportunities. The growth in popularity of kayaking and paddle sports has been evident in recent years, with increased participation both locally and among visitors seeking outdoor, nature-based experiences. These docks directly support that demand and align with priorities to enhance waterfront access, encourage tourism activity.

In addition to community use, the kayak docks also play an important role in supporting local tourism operators such as Thrive Tours, who use these access points to deliver guided paddling experiences for residents, visitors, and cruise ship passengers. These experiences contribute to the city's visitor economy by showcasing the natural beauty and cultural significance of the St. Marys River.

The replacement dock will include a secure lock system and enhanced anchoring to prevent theft or displacement.

### **Expected Outcomes**

- *Sustained Waterfront Activation:* The Bellevue Park area will continue to be used as an accessible launch point for recreational paddling.
- *Support for Local Tourism Operators:* Ongoing use by businesses such as Thrive Tours to deliver guided paddling experiences for visitors, including cruise passengers.
- *Support for Outdoor Tourism Growth:* Improved amenities for visitors participating in water-based experiences.
- *Accessibility and Inclusion:* Ongoing access to barrier-free recreational opportunities on the St. Marys River.
- *Community and Visitor Satisfaction:* Preservation of an amenity that enhances Sault Ste. Marie's reputation as a waterfront community.

### **Project Cost**



The replacement cost for the missing dock is \$30,000

### **Next Steps**

Through the city of SSM procurement process, the replacement dock would be ordered and installed in the spring of 2026.



## Gateway EZ Docks

150 Osprey Miikan | North Bay, Ontario P1B 8G5  
4165657739 | gatewayezdocks@gmail.com | gatewayezdocks.ca

### RECIPIENT:

#### CITY OF SAULT STE. MARIE

99 Foster Drive  
Sault Ste. Marie, Ontario P6A 5X6

### Quote #171

Sent on Oct 10, 2025

**Total \$25,061.39**

| Product/Service | Description                                        | Qty. | Unit Price | Total      |
|-----------------|----------------------------------------------------|------|------------|------------|
| EZ-206030PW     | EZ PORT MAX ENTRY - BEIGE                          | 2    | \$3,168.00 | \$6,336.00 |
| EZ-500900L      | EZ LAUNCH SINGLE ENTRY LEFT (NO PORTS)             | 1    | \$5,177.95 | \$5,177.95 |
| EZ-500900R      | EZ LAUNCH SINGLE ENTRY RIGHT (NO PORTS)            | 1    | \$5,177.95 | \$5,177.95 |
| EZ-100755       | HINGE KIT EZ DOCK-TO-PORT MAX (PAIR)               | 1    | \$771.52   | \$771.52   |
| EZ-100740       | DEADWEIGHT BRACKET KIT SMALL FOR 3/8" CHAIN (PAIR) | 1    | \$299.00   | \$299.00   |
| Labour/delivery |                                                    | 36   | \$55.00    | \$1,980.00 |
| S50890          | Sign for ADA system                                | 1    | \$258.80   | \$258.80   |
| 50891           | Sign Holder/Bracket                                | 1    | \$2,177.00 | \$2,177.00 |

#### Subtotal

\$22,178.22

#### HST (13.0%)

\$2,883.17

#### Total

**\$25,061.39**

This quote is valid for the next 30 days, after which values may be subject to change.



**Sault Ste. Marie** is about building a place where people want to **visit, live** and do **business**. Tourism is one of the most valuable tools to build the community we want. Tourism Sault Ste. Marie has positioned Festivals and Events as primary destination drivers and is focused on opportunities to enhance the visitor experience and community pride. The Tourism Development Fund supports new and existing events with the effort to attract new visitors and inspire our current visitors to stay longer in our community.

### Overview

The Sault Ste. Marie Tourism Development Fund was established to support and ultimately, grow the city's tourism sector. This fund has two components:

- Festivals and Special Events; and
- Attractions and Product Development.

This application guide is for the **Festivals and Special Events Stream**, which provides support to new or existing events, including festivals, conferences and sports tournaments, which have the ability to attract a significant number of visitors to Sault Ste. Marie.

Applications will be assessed based on the following criteria

- Increase in overnight stays and visitor spending in Sault Ste. Marie.
- Overall economic impact of the event, product or initiative.
- Enhancement of the Sault's tourism product offerings.
- Support of the city's reputation and position as a first-rate visitor destination.
- Positive international, national or regional exposure for Sault Ste. Marie.
- Impact on the creation and retention of direct and/or indirect jobs.
- Fulfillment of a gap in the tourism visitor experience landscape.
- Enhancement of the current visitor experience offerings.
- A financially sustainable business model.

Priority will be given to applications that have the capacity to attract out-of-town visitors to Sault Ste. Marie and generate overnight stays at accommodation properties that collect the Municipal Accommodation Tax.

The Tourism Development Fund is a discretionary program with limited funding allocated each year. In some cases, a festival or event may meet all program criteria, but may not be approved for funding as other applications may more effectively meet the criteria. In all cases, events are encouraged to show a balanced budget or profit and demonstrate a plan to be self-sustainable.

Applicants may apply once per fiscal year, up to a maximum of \$20,000. In special circumstances where the event or initiative may have a significant impact on tourism visitation to Sault Ste. Marie, consideration may be given to projects requiring higher levels of funding.

Repeat applications (events that have received funding previously through the Tourism Development Fund) must demonstrate a clear plan for growth and financial sustainability to be eligible for multiyear support. Applicants must have previously complied with the requirements of the funding agreement. As funding is discretionary, not all repeat applications will be recommended for approval.



Applications are to be submitted a minimum of **90 days** in advance of the event date. For significant events, a minimum of **120 days** is required. This will allow lead-time for evaluation of potential funding and if approved, ensure the logistics and marketing required to attract out-of-town visitors. Late applications may not be recommended for approval.

### **Eligibility Requirements**

The event must be hosted within the immediate Sault Ste. Marie area. Priority will be given to applications that clearly demonstrate the following:

- Overnight stays at an accommodation property that collects the Municipal Accommodation Tax.
- Opportunity and a plan for growth year over year (festivals or special events).
- A significant financial benefit to the community.
- A strong economic and tourism impact.
- Demonstrate a fiscally responsible budget and long term sustainability
- Show innovative strategies that improve the overall event experience.
- Generate positive media exposure

For-profit events will be assessed on a case-by-case basis, and grant monies, if provided, will be conditionally repayable. All funding will be for future projects only. Retroactive funding will not be considered.

### **Eligible Expenses**

Funds granted must be used for the specific purposes outlined in the application.

#### **Eligible project costs include:**

- New or enhanced programming.
- Marketing and advertising costs.
- General operating costs associated with the event.
- Hosting Fees to event rights holders.
- Conference or event organization costs including speaker fees.
- Rental fees related to event, including, venue, audiovisual, security, medical, transportation.

#### **Ineligible expenses include:**

- Competition prizes.
- Prize money.
- Any monies paid to event participants (with special exception for influencers).
- Interest or reduction in loans.
- Expenses related to alcohol and or cannabis.

### **Reporting Requirements**

Successful applicants will be required to:

- Sign a funding agreement outlining the terms and conditions for receiving funds.
- Report back within 60 days following the project completion on the use of the funds, outcomes achieved and key deliverables.
- Acknowledge the support of the Sault Ste. Marie Tourism Development Fund in advertising and media efforts.



## Sault Ste. Marie Tourism Development Fund - Festivals and Special Events Stream

### Application Process

- One application per project.
- Maximum of two applications per organization per intake.
- Applicants must complete the application form and attach all required supporting documentation (budget, supporting documents).
- The applicant must apply a minimum of 90 days out from the date of the event and 120 days out for significant events. Late submissions may not be approved.
- Applicants may be asked to make a presentation to the Tourism Sault Ste. Marie Board of Directors and/or City Council.
- Applicants will be informed electronically as to whether or not they have a successful application.

### Payment Process

All eligible expenses must be paid upfront. Approved funding will be reimbursed to the applicant once the following documentation is submitted:

- Fully executed Tourism Development Fund Agreement
- Final Report
- Proof of Payment: Proof of payment includes independent evidence the payment was made. This includes copies of cancelled cheques, bank or credit card statements. The Corporation of the City of Sault Ste. Marie reserves the right to approve proof of payments.

### Supporting Materials

Supporting material can help explain or support the application. Attach only materials that relate to the activities proposed or have been requested within the application.

### Confidentiality of Information

Information provided in the application, or as support material, will be made available to City of Sault Ste. Marie and Tourism Sault Ste. Marie Board members. Personal information contained herein shall be dealt with on a confidential basis pursuant to the Municipal Freedom of Information and Protection of Privacy Act.

Please be advised that this application information may be shared with other City of Sault Ste. Marie staff as it relates to other funding programs. Applicant organizations and applications will be reviewed to ensure organizations are in good standing and not in arrears in any way with the City of Sault Ste. Marie.

### Definitions

For the purposes of the Sault Ste. Marie Tourism Development Fund, the following terms are defined as:

**Tourist:** An individual, including an Ontario resident, who travels 40 kilometers or more or crosses the Ontario border to partake in a tourist activity. This is in line with the definition used by the provincial government.

**Visitor Days:** The number of days a tourist spends in a location. For example, if a local event attracted 100 tourists for three days, it generated a total of 300 visitor days.

**Non-Profit Event:** Events hosted or facilitated by a legally established non-profit organization or by a group of people who are sponsoring the event for general community benefit without the intent of generating a profit. All proceeds from the event must be used for non-profit purposes, and no proceeds are permitted to be given to event organizers or participants.





**For-Profit Event:** Events held for the specific purpose of generating a profit for the organizers or participants.

**Significant Event:** An event deemed as having a major economic, social or promotional benefit for the community (~2500 room nights / significant visitor spending)

**How to Apply**

Completed applications, along with supporting documentation, must be mailed, emailed or delivered in-person to:

**Travis Anderson**

Director of Tourism & Community Development  
Community Development and Enterprise Services  
t.anderson@cityssm.on.ca  
705-989-7915

City of Sault Ste. Marie  
Civic Centre - 99 Foster Drive  
Sault Ste. Marie, ON P6A 5X6



**SAULT  
STE. MARIE**

**Tourism Development Fund**  
**Application Form**  
Festivals and Special Events Stream

**Section 1: Organization Information**

Name of Event: \_\_\_\_\_

Date (s) of Event: \_\_\_\_\_

Location of Event: \_\_\_\_\_

Legal Name of Applicant: \_\_\_\_\_

HST Registration # \_\_\_\_\_

Event Website URL: \_\_\_\_\_

Social Media Accounts:

Facebook: \_\_\_\_\_

Instagram: \_\_\_\_\_

Other: \_\_\_\_\_

Name of Person Completing Application: \_\_\_\_\_

Contact Phone: \_\_\_\_\_

Contact E-mail: \_\_\_\_\_

Name of Person with Binding Authority for the Organization: \_\_\_\_\_

Contact Email: \_\_\_\_\_

**Section 2: Amount Requested**

State the amount of the grant requested: \_\_\_\_\_

Have you previously received funding through the Tourism Development Fund for this event?

NO

YES - If yes, please provide a synopsis of the event date (s), funding amount (s) received and how the funds were used.



Consideration may be given to projects requiring higher levels of funding. Are you applying for special circumstances where your application may have a significant impact on tourism visitation to Sault Ste. Marie?

NO

YES - If yes, please provide your rationale for additional funds (250 words or less).

### **Section 3: Description of the Event**

#### Part 1

Please provide a clear and precise 250-300 word summary of the festival or event.

#### Part 2

Describe the event in detail identifying your objectives, participating partners, venues required and long term vision (if applicable). For events that have previously received funding through the TDF, explain how the event is progressing towards long-term financial sustainability.

#### Part 3

Is the event (please refer to the application guidelines for definitions)

Not for Profit

For Profit

If the event has a profit surplus, what will the remaining funds be used for?



## Section 4: Event Attendance

### Part 1

Use the chart below to break down anticipated participant and visitation. Add the totals in the columns and rows below using the definitions as a guideline.

### Definitions

Local: Residents of Sault Ste. Marie

Regional: People who live outside of Sault Ste. Marie city limits but within 40km radius (not including Michigan)

Ontario: Visitors from Ontario that live more than 40km from Sault Ste. Marie

Canada: Canadian visitors from Provinces outside of Ontario

USA: Visitors that reside in any State within the USA

International: Visitors from outside either Canada or the USA

| Attendees      | Local | Regional | Ontario | Canada | USA | International | Total |
|----------------|-------|----------|---------|--------|-----|---------------|-------|
| Participants   |       |          |         |        |     |               |       |
| Spectators     |       |          |         |        |     |               |       |
| Volunteer      |       |          |         |        |     |               |       |
| Sponsors, VIPs |       |          |         |        |     |               |       |
| Media          |       |          |         |        |     |               |       |
| <b>Totals</b>  |       |          |         |        |     |               |       |

### Part 2

Please describe how you calculated the estimated attendance above?

### Part 3

Describe how you plan to track out of town visitation.

How will the event keep track of the number of visitors that come **specifically** because of this event?

### Part 4

Where will visitors stay while attending the event?

Identify if you have selected a host hotel. Tourism staff are available to assist in sourcing room rates and room blocks for the event. Please identify if you require assistance.

### Section 5: Economic Impact

Please provide the estimated economic impact of the event using the formula below:

Total Number of Out Of Town Visitors x Number of Days in Sault Ste. Marie x \$150

For example, your event has 375 out of town guests staying for 5 days (375 x 5 x \$150= \$281,250)

Number of People \_\_\_\_\_

Number of Days \_\_\_\_

X \$175 \_\_\_\_\_

Total Estimated Economic Impact: \_\_\_\_\_

### Section 6: Media Coverage

Identify if the event is expected to receive coverage in the media sources listed by placing a check ☒ in the chart below. Please check applicable media sources that may provide media coverage of your event.

| Media Source        | Local | Regional | Provincial | National | International |
|---------------------|-------|----------|------------|----------|---------------|
| Television          |       |          |            |          |               |
| Digital Media       |       |          |            |          |               |
| Social Media        |       |          |            |          |               |
| Newspapers          |       |          |            |          |               |
| Magazine            |       |          |            |          |               |
| Radio               |       |          |            |          |               |
| Other (Please List) |       |          |            |          |               |

### Section 7: Marketing

In this context, marketing is different from media coverage. Marketing includes paid and unpaid advertising designed to promote your event and attract visitation/participation. Please identify your target audience, the dedicated marketing budget and how you plan to promote the event to potential tourists.

#### Part 1

Dedicated marketing budget: \$\_\_\_\_\_

Who is the target market for this event?

(For example: Where are they from? Is there an age range you are targeting, special interests or hobbies? )

#### Part 2

Provide a description of the marketing activities dedicated to reach this audience (marketing plan). Identify who is responsible for leading these efforts.



## **Section 7: Sustainability of the Event**

Please describe the timeline of the event, stating previous and future dates if applicable.

Clearly identify how the event came to be and what plans are in place to grow and keep the event viable year over year. For one-time events, please identify and explain how Sault Ste. Marie was selected as the host location for the event.

## **Section 8: Event Budget**

### Part 1

In a separate attachment, provide a detailed budget for the event. Be sure to include all sources of revenue and expenses.

### Part 2

Please explain why you require funding through the Tourism Development Fund and how grant funds will be used to assist your event.

### Part 3

Have you applied for any other sources of funding? If so, please list the funding agent, program and status of your application. Note that any funds received through the Tourism Development Fund shall not be used to cover any expense that has or will be funded by a third party, ministry, agency or other organization.





**Section 10: Organizing Committee**

Please list the key people on the event organizing committee.

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_
- 4. \_\_\_\_\_
- 5. \_\_\_\_\_

**Authorization**

As an authorized representative of \_\_\_\_\_

I, \_\_\_\_\_ attest that all information contained in this application is accurate to the best of my knowledge.

\_\_\_\_\_  
**Signature**

\_\_\_\_\_  
**Date**

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

|                    |                                           |
|--------------------|-------------------------------------------|
| Event Name:        | 2026 Canadian Police Curling Championship |
| Event Date:        | April 11-18, 2026                         |
| Contact Person:    | Stanley Charles Robert                    |
| Internal Review    | Jeff McClelland                           |
| Board Review Date: | 21-Oct-25                                 |

|                                                                                              |         |
|----------------------------------------------------------------------------------------------|---------|
| <b>OUT OF TOWN PARTICIPANTS</b> (Total of all visitors attending SPECIFICALLY for the event) |         |
| Number of <i>Participants</i>                                                                | 70      |
| Number of <i>Spectators</i>                                                                  | 60      |
| Total                                                                                        | 130     |
| Score up to 10 points                                                                        | Total 1 |

|                                          |          |
|------------------------------------------|----------|
| <b>VISITOR DAYS</b>                      |          |
| Number of Out of Town <i>Visitors</i>    | 130      |
| Number of <i>Nights</i> they are Staying | 9        |
| Total Visitor Days (multiply together)   | 1170     |
| Score between 0-25 points                | Total 11 |

|                                                                    |     |
|--------------------------------------------------------------------|-----|
| <b>LOCAL ATTENDANCE</b> (includes all spectators and participants) |     |
| Score between 1-10 points                                          | 152 |
|                                                                    | 2   |

|                     |   |
|---------------------|---|
| <b>EVENT BUDGET</b> |   |
| Up to 10 points     | 8 |

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

|                                     |   |
|-------------------------------------|---|
| <b>SEASON (Peak, Shoulder, Low)</b> |   |
| Score between 2-15 points           | 5 |

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

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

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

|                                                                                      |               |           |
|--------------------------------------------------------------------------------------|---------------|-----------|
| <b>ALIGNMENT WITH TSSM STRATEGIC PLAN (score all that apply)</b>                     | <b>Points</b> | <b>57</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                       |               | 10        |
|                                                                                      |               | 12        |
| <b>TOTAL POINTS</b>                                                                  |               | <b>69</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% |
|----------------------------------------------------------------------|--------|

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

|                           |                           |        |
|---------------------------|---------------------------|--------|
| 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                                              |  |       |