

OPEN AGENDA

Tourism Sault Ste. Marie Board Meeting

January 20, 2026 at 12:00

LIVE STREAM: www.youtube.com/c/SaultstematicCa

1. Roll Call

2. Approval of Minutes

Approval of minutes from November 25, 2025

3. Declaration of Pecuniary Interests

4. Tourism Overview & Update

12:05 – 12:15

- a. Winter Marketing Plan

5. Financial Update

12:15 – 12:25

- a. 2024 Audit Update
- b. Draft Financial Statements

6. Tourism Development Fund Applications

12:25 – 12:45

Move to 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.

- a. Killarney Airline Services

Return to Open

12:45 – 13:10

- b. Sault Major Hockey
- c. Sault Female Hockey
- d. Ice Fest

7. New Business

13:10 – 13:20

- a. Board Meeting Schedule 2026
- b. 2026 Budget

8. Resolutions

13:20 – 13:30

- a. Killarney Airline Services
- b. Sault Major Hockey
- c. Sault Female Hockey
- d. Ice Fest

9. Next Meeting

February 24, 2026

10. Adjournment

13:30



Tourism Sault Ste. Marie Board Minutes

Tuesday, November 25, 2025

12:00

OPEN

Committee Members Present

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

Staff Resources Present

YES	B. Lamming	YES	T. Anderson
NO	A. Kenopic	YES	T. Lucarelli (Scribe)
YES	J. McClelland	YES	S. Sears

Guests

Jeffrey DiCorpo – Sault Locks

1. Meeting Called to Order

12:03

2. Roll Call

3. Approval of Meeting Minutes from October 21, 2025

Moved by: L. Foster

Second by: T. White

All in favour, Carried.

4. Declaration of Pecuniary Interests

- Nil

5. Tourism Development Fund (TDF)

12:05

Move to 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.

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- a. Sport Event Bid #2025-001
- b. Conference Bid #2025-002
- c. Sault Pedal Pub

Return to Open

13:15

6. Tourism Overview and Update 13:15-13:17

- Searchmont Ski Resort was the first in mid-west to open for this 2025/2026 season
- Bon Soo Winter Carnival buttons are currently for sale
- The City was successful in securing Canadian Cross Country Marathon (XCM) Mountain Bike Championships for 2026 and 2027
- Municipal Accommodation Tax (MAT) is tracking at over the year-to-year comparison by \$183,000
- September marked the first month of the 2% increase for Waterfront Development
- Wishart Park playground equipment has been installed with rubber surfacing and formal opening in 2026

7. Financial Update 13:17-13:18

- R. Walker presented a financial update
- City finance has received Ontario receipts showing an adjustment on the MAT

8. New Business 13:18-13:18

- Nil

9. Tourism Development Fund (TDF) Continued

d. Gathering at the Rapids Pow Wow 13:18-13:23

- The 20th Annual Gathering at the Rapids Pow Wow, hosted by Algoma University, will celebrate two decades of Anishinaabe culture, education, and community.
- The event demonstrated strong and sustained growth since its inception in 2005. After outgrowing Algoma University's George Leech Centre, it moved to GFL Memorial Gardens.
- Staff is recommending a contribution of \$20,000 through the Tourism Development Fund-Conferences and Special Events Stream to support the 2026 Gathering at the Rapids Pow Wow.

e. Indigenous Skills Trade Summit 13:23-13:28

- The 2nd Annual Northern Ontario Skilled Trades & Technology Summit is presented by Skills Ontario and will take place on March 25, 2026 at the GFL Memorial Gardens.
- The 2025 event attracted more than 1,200 participants from across Northern Ontario showcasing First Nations, Métis, and Inuit excellence in skilled trades as a large-scale career fair featuring industry booths, live demonstrations, and skill challenges designed to engage youth.
- Staff is recommending a contribution of \$12,000 through the Tourism Development Fund-Conferences and Special Events Stream to support the Indigenous Skills Trade Summit with rentals and marketing.

B. Lamming left 13:25

f. Bon Soo Winter Carnival 13:28-13:35

- As a result of funding contributions from the Tourism Sault Ste. Marie Board, Bon Soo is in a more stable, stronger financial and organizational position, with renewed momentum.
- To support continued growth, Bon Soo is seeking assistance for targeted out-of-town marketing, merchandise, and enhanced volunteer appreciation, recognizing that volunteers remain the cornerstone of the event's success.
- Staff is recommending a contribution of \$10,000 through the Tourism Development Fund-Conferences and Special Events Stream to support the Bon Soo Winter Carnival.

g. Frozen Toe Fat Bike Race 13:35-13:40

- The 2nd annual race offers 10, 25, and 50-kilometre options. In 2026, the event will be hosted at the Root River Golf Club and is organized by Red Pine Tours.
- Participation is expected to grow with the event's inclusion in the Northern Michigan Fat Bike Series, which will raise its profile and attract additional riders from Michigan and Ontario.

- Staff is recommending a contribution of \$7,500 through the Tourism Development Fund- Conferences and Special Events Stream to support the Frozen Toe Fat Bike Race to assist with event growth and out-of-town visitor attraction.

h. Dave Kensit Swim Meet

13:40-13:42

- This short-course (25-metre) regional swim meet is held annually at the John Rhodes Community Centre pool and is sanctioned by Swimming Canada and Swim Ontario. It additionally serves as the age group short-course championship for the Northeastern Ontario Region (NEOR).
- The city sees over 250 athletes from across the NEOR region.
- Staff is recommending a contribution of \$3,500 through the Tourism Development Fund- Conferences and Special Events Stream to support the Dave Kensit Swim Meet.

Resolutions

13:42-13:51

a. Tourism Development Fund – Sports Event Bid #2025-001

Be it resolved that the Tourism Sault Ste. Marie Board of Directors recommend a contribution of \$50,000 through the Tourism Development Fund- Conferences and Special Events Stream to support the Sport Event Bid 2025-001, and that a report be submitted to City Council for consideration and approval.

Moved by: M. Porco

Seconded by: T. White

All in favour.

Motion carried.

b. Tourism Development Fund – Conference Bid #2025-002

Be it resolved that the Tourism Sault Ste. Marie Board of Directors recommend a contribution of \$15,000 through the Tourism Development Fund- Conferences and Special Events Stream to support Conference Bid 2025-002 and that a report be submitted to City Council for consideration and approval.

Moved by: N. Brash

Seconded by: M. Porco

Opposed by: K. Walker

Motion carried.

c. Tourism Development Fund – Sault Pedal Pub

Be it resolved that the Tourism Sault Ste. Marie Board of Directors recommend a contribution of \$50,000 through the Tourism Development Fund- Attraction and Product development stream to support the Sault Pedal Pub, and that a report be submitted to City Council for consideration and approval and are subject to entry into a three-year agreement with Tourism Sault Ste. Marie.

Moved by: R. Walker

Seconded by: K. Wyer

Opposed by: N. Brash, L. Foster, M. Porco

Motion Carried.

d. Tourism Development Fund – Gathering at the Rapids

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 2026 Gathering at the Rapids Pow Wow and that a report be submitted to City Council for consideration and approval.

Moved by: N. Brash

Seconded by: K. Walker

All in favour.

Motion carried.

e. Tourism Development Fund – Indigenous Skills Trade Summit

Be it resolved that the Tourism Sault Ste. Marie Board of Directors recommend a contribution of \$12,000 through the Tourism Development Fund- Conferences and Special Events Stream to support the Northern Ontario Skilled Trades & Technology Summit and that a report be submitted to City Council for consideration and approval.

Moved by: L. Foster

Seconded by: None

Opposed by: B. Barber, N. Brash, M. Porco, R. Walker, K. Walker, T. White, K. Wyer

Motion not carried.

f. Tourism Development Fund – Bon Soo Winter Carnival

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 brand presence and recognition to be hosted February 13 – 21, 2026 and that a report be submitted to City Council for consideration and approval.

Moved by: K. Walker

Seconded by: R. Walker

All in favour, Carried.

g. Tourism Development Fund – Frozen Toe Fat Bike Race

Be it resolved that the Tourism Sault Ste. Marie Board of Directors recommend a contribution of \$7,500 through the Tourism Development Fund- Conferences and Special Events Stream to support the 2026 Frozen Toe Fat Bike Race to be hosted February 7, 2026 and that a report be submitted to City Council for consideration and approval.

Moved by: N. Brash

Seconded by: K. Walker

All in favour, Carried.

h. Tourism Development Fund – Dave Kensit Swim Meet

Be it resolved that the Tourism Sault Ste. Marie Board of Directors recommend a contribution of \$3,500 through the Tourism Development Fund- Conferences and Special Events Stream to support the Dave Kensit Memorial Championship to be hosted February 6th to 8th, 2026 and that a report be submitted to City Council for consideration and approval.

Moved by: K. Walker

Seconded by: M. Porco

All in favour, Carried.

10. Next Meeting

Tuesday, December 16, 2025

10. Adjournment

Moved by: K. Walker

Seconded by: M. Porco

All in favour, Carried.

13:51

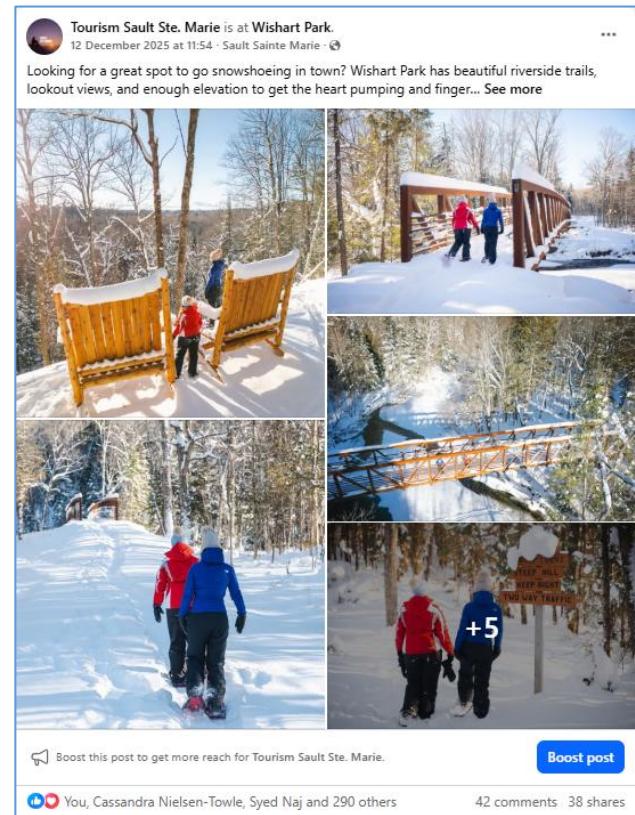
MARKETING & PROMOTION

Active Marketing Campaigns during December

- Best Nordic Ski Escapes Magazine (Hiawatha and Stokely)
- Cross Country Skier Magazine Resort Guide.
- My North Winter Vacation Guide
- Caveria digital marketing – pay per click, google search, paid social media ads for 'Jan December', Agawa Canyon Tour Train ads, Event marketing and SEO marketing.
- Laird Signs billboards x 4 between Sudbury and SSM + one north of SSM.

Website (December)

- 31k users, (19k users in November)
- 44k page views (31k in November)
 - Ski – 23k (11.1k in November)
 - Home Page – 2.4k (3.3k in November)
 - Experience Winter – 2.4k
 - Agawa Train – 2k (2.4k in November)
 - Events – 1.3k (1.5k in November)
 - Activities and Attractions – 1.2k (1.1k in November)
- Canada 22k (70%), US 7.9k (25%)
- Within Canada: Ontario 19k (86%), Quebec 1.6k (7%)
- By City: (GTA around 40%) Toronto 7.1k (32%), SSM 0.5k (8%)
- Within US: Michigan 4.21k (53%), Wisconsin 542 (7%), Ohio 352 (4%)



Primary drivers

Paid Media: 25.1k (13.4k in November)

Organic Search: 3.9k (4.2k in November)

Referrals: 2.5k (1.3k in November)

- Villagemedia – 735
- Searchmont – 368 (143 in November)
- Destination Ontario – 125 (187 in November)
- Bonsoo – 107 (114 in November)
- Northernontariotravel – 69 (231 in November)
- Welcometossm – 67 (104 in November)
- Chatgtp – 38 (48 in November) *(including for future reference)*

Offsite clicks: 4.8k (4.9k in November)

- Agawa Train – 474 (571 in November)
- Searchmont – 203 (123 in November)
- Hiawatha Highlands – 145 (54 in November)
- Stokely Creek Lodge – 106 (59 in November)
- Saulttrailblazers – 73
- SaultLockTours – 63 (87 in November)

Instagram (December, 2025)

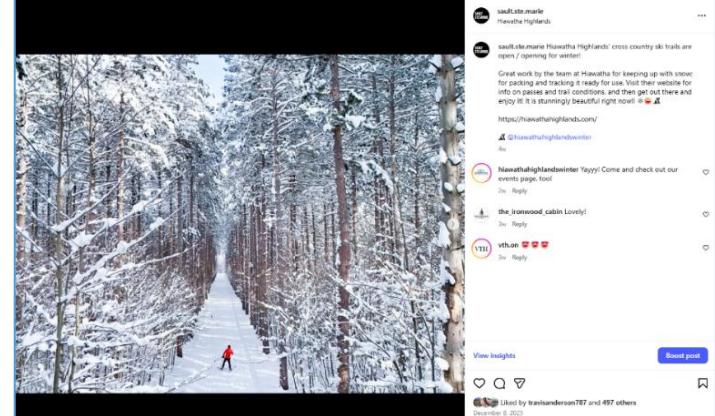
- 5k page followers (15 new followers in December)
- 46.5k accounted reached (55.6k in November)

Facebook (December 2025)

- 35.5k followers (177 new followers in December)
- 880k accounts reached (869k in November)

Newsletter (December 2025)

- Sent Dec 3, 2025 at 2:00pm EST
- Resent Dec 6, 2025 at 8:59am EST
- 239 sends / 96 (43%) opens / 5 (2%)
- clicks / 16 (7%) bounces / 5 (2%) unsubscribes



PARTNERSHIP

- Supporting Killarney Airline Services with Tourism Development Funding application
- Production of 2026 Visitor Guide

GROUP TOURS

- Updated shore excursion offerings and sent to Pearl Seas Cruise Line
- Early discussions with potential new walking tour company looking to begin operations in SSM that would help service cruise ships and group tours
- Ongoing follow up with Ontario Motor Coach Association appointments
- Preparations for American Bus Association marketplace

MEETINGS AND CONVENTIONS

- Supporting the Economic Development Council of Ontario Regional Seminar

SPORTS TOURISM

- Supporting Sault Major Hockey Association and Sault Female Hockey Association planning for 2026 tournaments
- Supporting Sault Cycling Club with application for funding for Northern Ontario Heritage Fund Corporation grant to help offset costs of National Championships
- Planning for site visit for host city selection for Sports Bid #2025-001

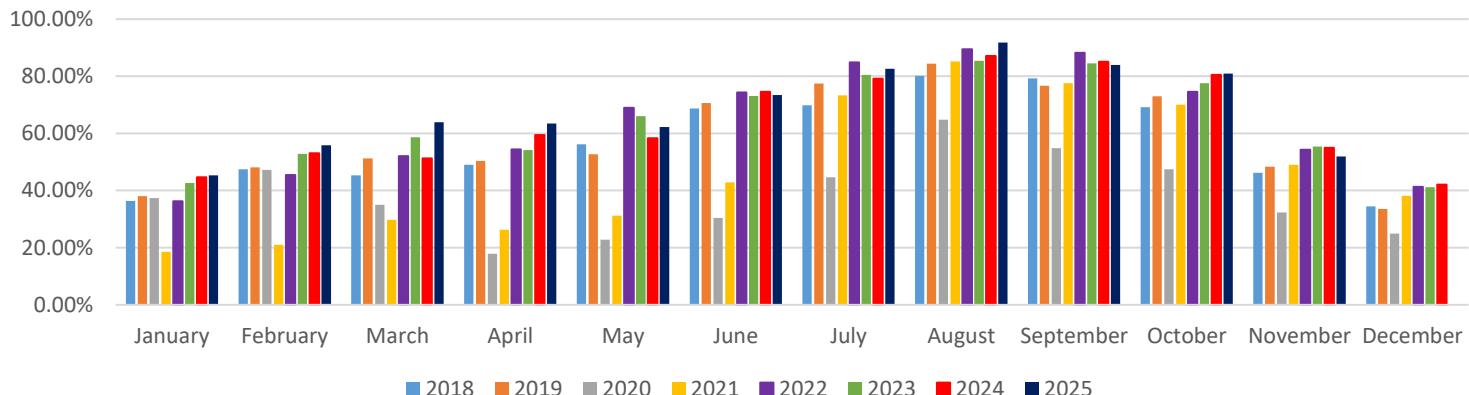
EVENTS

- Focus is on providing support for the Bon Soo Winter Carnival

TOURISM DEVELOPMENT FUND APPLICATIONS

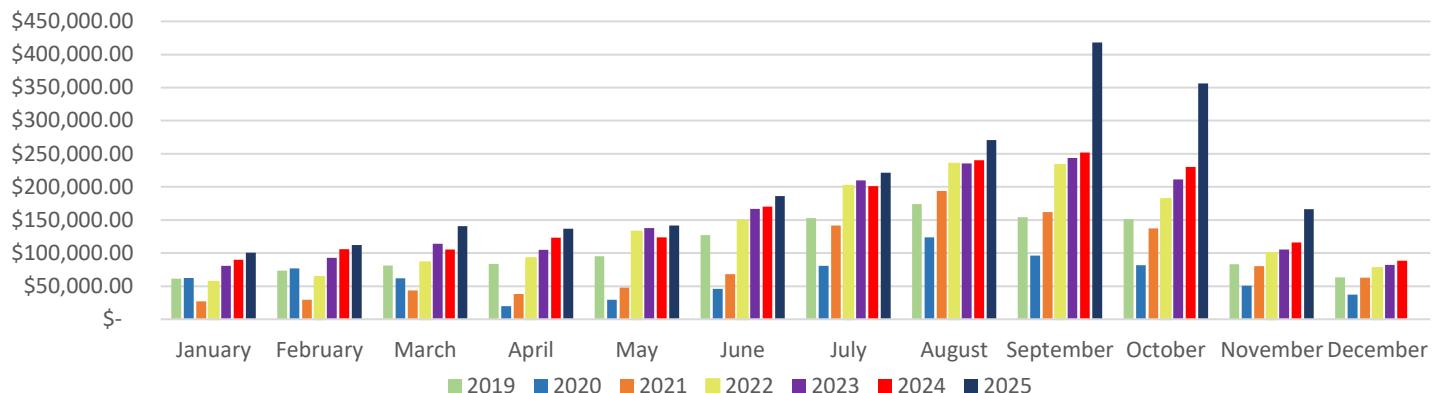
No Tourism Development Fund applications were presented at the December 2025 Board meeting (business meeting not held)

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	83.9%						
October	80.9%						
November	51.9%						
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
Total	\$1,300,786.15	\$769,191.54	\$1,031,541.41	\$1,607,889.35	\$1,785,365.26	\$1,845,656.96
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	\$221,447.28					
August	\$271,251.35					
September	\$385,879.44*					
October	\$359,919.41					
November	\$166,229.10					
December						
Total	\$2,084,401.46					

* \$384,875.33 (September collection with 2% increase was applied for waterfront development) + \$33,166.53 (Prior year adjustment)

**Tourism Sault Ste. Marie
Profit & Loss
January through December 2025**



Income Statement @ December 2025

	Jan 25	Feb 25	Mar 25	Apr 25	May 25	Jun 25	Jul 25	Aug 25	Sep 25	Oct 25	Nov 25	Dec 25	TOTAL
Ordinary Income/Expense													
Income													
5205 · Ont Specific Grant Other	12,000.00	0.00	0.00	11,250.00	0.00	0.00	0.00	172,530.13	6,250.00	37,841.87	0.00	12,500.00	252,372.00
5206 · Infrastructure Canada Grant	0.00	0.00	286,880.76	0.00	0.00	0.00	0.00	0.00	103,119.24	0.00	0.00	0.00	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	0.00	76,766.65	334,364.08	1,037,753.48
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	1,422.85	1,239.22	718.01	20,914.56
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	0.00	0.00	0.00	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	884.96	6,581.03	0.00	41,326.79
5862 · Merchandise Revenue	0.00	127.44	1,571.86	0.00	0.00	557.40	305.30	0.00	0.00	536.78	397.40	0.00	3,496.18
5863 · Ontario Cup Mountain Bike Race	0.00	0.00	0.00	900.00	398,614.56	4,445.00	5,561.74	0.00	0.00	0.00	6,851.03	0.00	416,372.33
Total Income	14,480.88	35,847.55	498,505.52	80,429.30	488,831.42	215,751.30	8,770.01	176,708.98	390,268.88	40,686.46	91,835.33	347,582.09	2,389,697.72
Gross Profit	14,480.88	35,847.55	498,505.52	80,429.30	488,831.42	215,751.30	8,770.01	176,708.98	390,268.88	40,686.46	91,835.33	347,582.09	2,389,697.72
Expense													
6111 · Office Expenses	158.91	15.54	158.91	158.91	158.91	158.91	158.91	158.91	158.91	753.39	405.70	424.91	2,870.82
6170 · Memberships&Subscriptions	19,840.65	493.71	5,000.00	32.20	0.00	0.00	0.00	492.20	0.00	0.00	410.56	1,016.44	27,285.76
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	1,057.22	2,415.41	1,871.47	19,735.35
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	1,018.82	5,275.00	3,478.03	21,860.78
6185 · Meal Allowances	330.60	1,092.00	367.00	0.00	734.00	0.00	0.00	328.00	0.00	0.00	0.00	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	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	49.40	0.00	160.43	972.60
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	1,039.40	1,060.19	0.00	11,331.95
6504 · Consulting Fees	0.00	1,829.34	0.00	0.00	0.00	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	28,270.65	33,378.40	16,997.71	33,324.89	2,650.00	53,785.59	415,502.71
6544 · Promotions	1,427.27	1,509.12	38,405.83	0.00	9,260.00	1,913.30	1,238.96	782.50	2,976.81	311.39	1,272.22	44.68	59,142.08
6545 · Meetings	105.17	114.33	127.84	118.33	126.42	113.85	0.00	246.85	0.00	137.09	116.22	0.00	1,206.10
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	163,339.76	385,817.97	88,175.00	5,914.97	1,716,705.68
6633 · Tours	0.00	0.00	0.00	0.00	4,952.78	311.82	299.54	4,373.86	2,402.33	4,493.94	577.26	0.00	17,411.53
6634 · Events	4,115.95	13,479.10	1,564.62	380.39	2,133.31	360.82	243.72	0.00	16,727.33	859.33	0.00	0.00	39,864.57
6710 · Interest Penalty AR General	0.00	4.69	0.00	0.00	0.00	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	3.46	104.78	48.40	803.33
99999 · Suspense	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Expense	115,601.26	42,291.53	109,378.04	514,519.04	81,284.00	81,773.34	363,302.84	230,179.80	206,183.08	428,866.30	102,462.34	66,744.92	2,342,586.49
Net Ordinary Income	-101,120.38	-6,443.98	389,127.48	-434,089.74	407,547.42	133,977.96	-354,532.83	-53,470.82	184,085.80	-388,179.84	-10,627.01	280,837.17	47,111.23
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	75.99	0.00	0.00	344.00
Total Other Expense	0.00	-132.00	629.61	23.54	0.00	-253.14	0.00	0.00	0.00	75.99	0.00	0.00	344.00
Net Other Income	0.00	132.00	-629.61	-23.54	0.00	253.14	0.00	0.00	0.00	-75.99	0.00	0.00	-344.00
Net Income	-101,120.38	-6,311.98	388,497.87	-434,113.28	407,547.42	134,231.10	-354,532.83	-53,470.82	184,085.80	-388,255.83	-10,627.01	280,837.17	46,767.23



2026 Meeting Schedule

January 20, 2026	Board Package distributed January 15
February 24, 2026	Board Package distributed February 19
March 24, 2026	Board Package distributed March 19
April 21, 2026	Board Package distributed April 16
May 19, 2026	Board Package distributed May 14
June 23, 2026	Board Package distributed June 18
July 21, 2026	Board Package distributed July 16
August 18, 2026	Board Package distributed August 13
September 22, 2026	Board Package distributed September 17
October 20, 2026	Board Package distributed October 15
November 17, 2026	Board Package distributed November 12
December 15, 2026	Board package distributed December 10

TOURISM DEVELOPMENT FUND APPLICATION SUMMARY

Name of the Event	Ice Fest 2026 www.icefestssm.ca
Event Date	Feb 27, Feb 28, Mar 1, 2026
Venue	Outspoken Brewing, Soo MRKT, Searchmont, Gros Cap
Submitted by:	Katie Write – Alpine Club of Canada, SSM
Reviewed by:	Stephanie Sears – Dec 12 2025
Ask:	\$5000
Recommendation:	\$2000

Overview of the Event

Ice Fest Sault Ste. Marie is a new three-day winter festival taking place February 27–March 1, 2026, supported by a full season of beginner ice climbing programming running from January through April. The Alpine Club of Canada (ACC) Toronto Section will support the festival by providing additional technical expertise.

The event celebrates the region's exceptional ice climbing resources at Gros Cap and Searchmont and is designed to attract ice climbers, outdoor enthusiasts, and winter travelers from across Canada and the United States.

Throughout the festival, the ACC Sault Ste. Marie Section will distribute an Ice Fest Guidebook and staff climbing sites with volunteers who will provide route information, safety support, and a welcoming on-site experience for participants. During the day, climbers explore the areas independently, while evenings are dedicated to social gatherings featuring speakers, entertainment, and local food and beverages.

Two fully guided ice climbing clinics will be offered on Saturday for participants who wish to register, at an additional cost of \$75 per person. Free "Try Ice Climbing" sessions for beginners will also be offered at Searchmont.

In addition to the festival weekend, clinics will run from January through April to build skills and grow the local ice climbing community.

Festival Schedule Highlights

- **Friday, February 27:** Snowpants Party at Outspoken Brewing, 7:00–10:00 pm. Pass pickup, ice bar, and fire pits.
- **Saturday, February 28:** Morning pass pickup (7:30–10:00 am). Independent climbing throughout the day, guided clinics at Searchmont, ACC Toronto programming at Gros Cap, free try-it sessions, and snowshoe tours. The evening concludes with the Après-Climb Party at Northern Tap Room from 6:00–11:00 pm, featuring speakers, food and drinks, a raffle, and a DJ.
- **Sunday, March 1:** Weather contingency day or independent climbing.

Previous TDF Applications

YEAR	AMOUNT Approved	Summary
n/a	n/a	n/a

Attendance Projections

Local	72
Regional	
Ontario	45
Canada	
USA	30

TOTAL: 157

Economic Impact

75 tourists x 3 days x \$150 = \$33,750

Budget Summary

Revenue: Estimated ~ \$7000

Ticket sales - \$5600 (weekend pass sold at \$50.00/ ~110 passes
ACC SSM Contribution - \$1386

Expenses: ~11,000

Marketing (\$1500), Onsite promotions (tablecloths, tent etc. \$2000), Rentals & venue fees (\$1500), Ice Climbing equipment (\$6000) + contingency

Scoring Matrix

The Ice Fest SSM scores 46 on the scoring matrix, placing it in the recommended range of \$1500- \$2500.

Staff Analysis

Ice Fest Sault Ste. Marie aligns strongly with Tourism Sault Ste. Marie's strategic priority to grow outdoor winter adventure tourism. The festival fills a gap in the winter event calendar, with no comparable ice climbing-focused events currently offered in the community, providing the event with a clear point of differentiation and competitive advantage.

The project is led by a committed and experienced organizing group, with strong support from the Alpine Club of Canada (ACC) Sault Ste. Marie Chapter, as well as collaboration with ACC Toronto and ACC Thunder Bay. Additional support has been confirmed from local businesses, demonstrating both community buy-in and regional collaboration.

As a first-year event, Ice Fest leverages Sault Ste. Marie's natural winter assets, particularly its ice climbing terrain, to create a unique and locally rooted experience. If successful, the festival could become a recurring, homegrown annual event. There is also a clear opportunity for growth, with the ability to attract increased participation and a broader visitor base in future years.

Tourism Sault Ste. Marie staff have met with the organizers and provided planning guidance and staff support to help launch the event and strengthen its organizational foundation.

Draft Resolution

Be it resolved that the Tourism Sault Ste. Marie Board of Directors recommend a contribution of \$2000 through the Tourism Development Fund- Conferences and Special Events Stream to support Ice Fest SSM 2026 to be hosted February 27-March 1, 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:	Ice Fest 2026
Event Date:	Feb 27 , Feb 28 , Mar 1, 2026
Contact Person:	Katie Wright
Internal Review	Stephanie Sears - Dec 12 2025
Board Review Date:	20-Jan-26

		Weight
OUT OF TOWN PARTICIPANTS (Total of all visitors attending SPECIFICALLY for the event)		10.00%
Number of <i>Participants</i>	70	
Number of <i>Spectators</i>	0	
Total	70	
Score up to 10 points	0	
VISITOR DAYS		25.00%
Number of Out of Town <i>Visitors</i>	70	
Number of <i>Nights</i> they are Staying	2	
Total Visitor Days (multiply together)	140	
Score between 0-25 points	1	
LOCAL ATTENDANCE (includes all spectators and participants)		10.00%
Score between 1-10 points	50	
	0	
EVENT BUDGET		10.00%
Up to 10 points	5	
READINESS/CAPACITY/ TIMELINE		10.00%
Score between 1- 10 points	5	
SEASON (Peak, Shoulder, Low)		15.00%
Score between 2-15 points	8	
PARTNERSHIP AND COLLABORATION		5.00%
Score between 1-5 points	3	
MARKETING AND PROMOTION STRATEGY (for festivals and events) RECRUITMENT/ REGISTRATION STRATEGY (for conferences)		10.00%
Score between 1-10 points	6	
MEASUREMENT AND EVALUATION		5.00%
Score between 1-5 points	3	
ALIGNMENT WITH TSSM STRATEGIC PLAN (score all that apply)		
5 points- Event aligns with improvements/ activation of downtown/waterfront strategy	0	
5 points- Event aligns with adventure/ outdoor recreation strategy	5	
3 points- Event attracts international visitors (Including USA)	3	
2 points- Event generates earned media exposure outside of Sault Ste. Marie	2	
5 points- Event is annual and demonstrating growth	5	
10 points- Event is homegrown and occurs annually	0	
10 points- Event was secured through a competitive bid process	0	
TOTAL POINTS	15	
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
8 Points- 750-1000 people
10 Points- 1000 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:
1. Timeline (application submitted 90+ days in advance)
2. Event Plan (thoroughness)
3. Capacity
4. Data Tracking
5. Growth plan

10.00%

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

15.00%

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 vistors

5.00%

Total points from above:	31
Total points from below:	15
Total:	46
Recommendation Range:	\$1000- \$2500
Recommended:	\$2,000

TOURISM DEVELOPMENT FUND APPLICATION SUMMARY

Name of the Event	North of Hwy 17 Tournament Deb Sims Memorial Tournament
Event Date	Feb 20-22, 2026 Feb 27 - Mar 1, 2026
Venue	Northern Community Centre
Submitted by:	Sydney Duggan - Sault Female Hockey Association
Reviewed by:	Jeff McClelland
Ask:	\$20,000
Recommendation:	\$10,000

Overview of the Event

The North of Hwy 17 Tournament (Feb 20-22) showcases SFHA's House League Program, while the Deb Sims Memorial (Feb 27-Mar 1) supports the association's Rep Program.

Each 3-day event features five 4-6 team divisions. Games will run on both ice pads at the NCC, maximizing ice time and creating an exciting, festival-style atmosphere. In addition to game play, both events include a skills competition designed to highlight player talent and sportsmanship.

A catered lunch on Saturday provides an opportunity for teams to gather, celebrate, and connect.

Individual achievements will be recognized throughout the weekend, with Player of the Game, Shutout, and Hat Trick awards for outstanding performances.

These events offer significant community impact, attracting hundreds of visitors and supporting local hotels, restaurants, and small businesses. The tournaments foster female athletic development and leadership, aligning with SFHA's mission to promote inclusive, high-quality hockey experiences for girls at all levels of play.

Previous TDF Application Summary

YEAR	AMOUNT Approved	Summary
Not applicable		

Attendance Projections

	Overall
Local	711
Regional	
Ontario	900
Canada	
USA	175

Economic Impact

$$1075 * 3 * 175 = \$564,375$$

Budget Summary

North of Highway 17 Tournament	Deb Sims Memorial Tournament
Revenue: \$28,100	Revenue: \$29,500
<ul style="list-style-type: none">• Registration Fees: \$23,100• Sponsorship: \$5,000	<ul style="list-style-type: none">• Registration Fees: \$24,500• Sponsorship: \$5,000
Expenses: \$30,321.23	Expenses: \$30,381.23
<ul style="list-style-type: none">• Ice Rentals: \$13,125.23• Officials/Timekeepers: \$5,600• OWHA Fees: \$200• Medals/Awards: \$7,125• Welcome Kits: \$500• Misc - catering/supplies/vendor permit: \$1,200• Printing: \$550• Meeting Room: \$1,276• Scheduling Fees: \$400• Credit Card/Bank Fees: \$345	<ul style="list-style-type: none">• Ice Rentals: \$13,125.23• Officials/Timekeepers: \$5,600• OWHA Fees: \$200• Medals/Awards: \$7,125• Welcome Kits: \$500• Misc - catering/supplies/vendor permit: \$1,200• Printing: \$550• Meeting Room: \$1,276• Scheduling Fees: \$400• Credit Card/Bank Fees: \$405
Profit (Loss): (\$2,221.23)	Profit (Loss): (\$881.23)

Note: Projected sponsorship level of \$5,000 per tournament may be difficult due to the tournaments taking place on back-to-back weekends.

Scoring Matrix

The combined scores for the Sault Female Hockey Association's two tournaments- the Deb Simms Memorial and the North of Highway 17 collectively score 88 on the evaluation matrix, placing it in the top range of \$15,000 - \$20,000.

Staff Analysis

The North of Hwy 17 and Deb Sims Memorial tournaments align strongly with Tourism SSM's Strategic Plan priorities:

- **Sports Tourism Development:** Both events attract teams and families from across Northern Ontario and the United States, driving overnight stays and positioning Sault Ste. Marie as a premier sports destination.
- **Economic Impact:** Consecutive weekends of tournaments generate significant spending at local hotels, restaurants, and businesses, delivering measurable tourism revenue.
- **Community Engagement & Inclusivity:** These tournaments promote female athletic development and leadership, supporting diversity and inclusion goals while strengthening community pride.
- **International Appeal:** Participation from U.S. teams brings cross-border visitors, aligning with the Strategic Plan's goal to attract international markets.
- **Strategic Timing:** Events occur during a traditionally low tourism period, helping sustain visitor activity in February. The North of Hwy 17 tournament coincides with the Bon Soo Winter Carnival, enhancing the visitor experience and promoting Bon Soo to out-of-town guests.

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 Sault Female Hockey Association's North of Hwy 17 Tournament (Feb 20-22) and Deb Sims Memorial (Feb 27-Mar 1), and that a report be submitted to City Council for consideration and approval.

TOURISM DEVELOPMENT FUND ASSESSMENT- SPORTS AND SPECIAL EVENTS STREAM

Event Name:	North of Hwy 17 Tournament Deb Sims Memorial Tournament
Event Date:	Feb 20-22, 2026 Feb 27 - Mar 1, 2026
Contact Person:	Sydney Duggan
Internal Review	Jeff McClelland - Sault Female Hockey Association
Board Review Date:	

OUT OF TOWN PARTICIPANTS (Total of all visitors attending SPECIFICALLY for the event)	
Number of <i>Participants</i>	430
Number of <i>Spectators</i>	645
Total	1075
Score up to 10 points	10

Evaluation Criteria	Weight
1 Point for Every 100 out of town Visitors to a Maximum of 10 points	10.00

VISITOR DAYS	
Number of Out of Town <i>Visitors</i>	1075
Number of <i>Nights</i> they are Staying	3
Total Visitor Days (multiply together)	3225
<i>Score between 0-25 points</i>	Total 25

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

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

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		

EVENT BUDGET

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

READYNESS/CAPACITY/ TIMELINE	Score between 1- 10 points	8
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Score between 1-10 considering the these factors:	10.00
1. Timeline (application submitted 90+ days in advance)	3. Capacity
2. Event Plan (thoroughness)	4. Data Tracking
5. Growth plan	

SEASON (Peak, Shoulder, Low)	
<i>Score between 2-15 points</i>	8

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	

PARTNERSHIP AND COLLABORATION	
Score between 1-5 points	5

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	

MARKETING AND PROMOTION STRATEGY (for festivals and events)
RECRUITMENT/ REGISTRATION STRATEGY (for conferences)

Score between 1-10 points

6

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	

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

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 visitors but does not capture all details
0- Project does not, or is not, capable of tracking out of town visitors

ALIGNMENT WITH TSSM STRATEGIC PLAN (score all that apply)	Points
5 points- Event aligns with improvements/ activation of downtown/waterfront strategy	75
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	
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	13
TOTAL POINTS	88

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

TOURISM DEVELOPMENT FUND APPLICATION SUMMARY

Name of the Event	U16 & U18 Showcase U10AA, U15AA, U13AAA & U15AAA Tournament of Champions
Event Date	Nov 14-16, 2025 (Showcase) Mar 20-22, 2026 (U15 AA) Mar 27-29, 2026 (U13 AAA & U15 AAA) Apr 10-12 (U10AA)
Venue	NCC, John Rhodes, Rankin, GFL Memorial Gardens, Soo PeeWee
Submitted by:	Lisa McCaig (Sault Major Hockey Association)
Reviewed by:	Jeff McClelland
Ask:	\$20,000
Recommendation:	\$15,000

Overview of the Event

During the 2025–2026 season, the Sault Major Hockey Association will host four major hockey tournaments. The Showcase Tournament is part of a league rotation, with northern communities taking turns hosting in their home locations. The Tournament of Champions events are awarded through a competitive bid process; Sault Major Hockey submitted a bid, and Sault Ste. Marie was selected as the host city. These tournaments are not guaranteed to be hosted annually.

This application seeks funding to support all tournaments hosted by the Sault Major Hockey Association during the 2025–2026 season.

U16 & U18 Showcase

- Dates: November 14–16, 2025
- Participants: 17 Teams (4 local & 13 out-of-town)

U10AA Tournament of Champions

- Dates: April 10-12, 2026
- Participants: 7 teams (1 local, 6 out-of-town)

U15 AA Tournament of Champions

- Dates: March 20-22, 2026
- Participants: 7 teams (1 local, 6 out-of-town)

U13 AAA & U15 AAA Tournament of Champions

- Dates: March 27-29, 2026
- Participants: 14 teams (7 per division, 2 local 12 out-of-town)

About the Northern Ontario Hockey Association's Tournament of Champions:

The Tournament of Champions is the annual championship series for NOHA-affiliated teams. Winners from each division earn the honor of representing Northern Ontario at the Provincial Championships. In addition to competitive play, each tournament includes formal Opening and Closing Ceremonies, celebrating the athletes and fostering community spirit.

Previous TDF Application Summary

YEAR	AMOUNT Approved	Summary
2024	\$12,000	Fund provided for ice/venue rentals and marketing for the U18AAA Central Regional Championships

Attendance Projections (all tournaments combined)		Economic Impact
	Overall	
Local	1031	
Regional		
Ontario	3700	
Canada		
USA		

Budget Summary

Revenue: \$32,825

- Revenue for Showcase will come from Ticket Sales, revenue for TOC's will come from NOHA funding

Expenses: \$52,855

- Ice rentals, Timekeepers/referees, Marketing

Scoring Matrix

The U16 & U18 Showcase | U10AA, U15AA, U13AAA and U15AAA TOC scores 87 on the evaluation matrix, placing it in the recommended range of \$15,000 - \$20,000

Staff Analysis

The Sault Major Hockey Association's U16 & U18 Showcase and the Tournament of Champions (U10AA, U15AA, U13AAA, U15AAA) occur during November, March, and April—shoulder season in Sault Ste. Marie. These multi-day events attract teams, families, and officials from across the region, generating significant economic impact through accommodations, dining, and retail spending. They also align with the city's tourism strategy to increase visitation off-peak seasons and grow sports tourism as a key driver of economic development.

Staff recommend a TDF grant of \$15,000 to offset cost of ice rental fees.

Draft Resolution

Be it resolved that the Tourism Sault Ste. Marie Board of Directors recommend a contribution of \$15,000 through the Tourism Development Fund- Conferences and Special Events Stream to support the U16 & U18 Showcase and U10AA, U15AA, U13AAA and U15AAA Tournament of Champions to be hosted in Nov 14-16, 2025 (Showcase), Mar 20-22, 2026 (U15 AA TOC), Mar 27-29, 2026 (U13 AAA & U15 AAA TOC), and April 10-12, 2026 (U10AA), and that a report be submitted to City Council for consideration and approval.

TOURISM DEVELOPMENT FUND ASSESSMENT- SPORTS AND SPECIAL EVENTS STREAM

Event Name:	U16 & U18 Showcase U10AA, U15AA, U13AAA & U15AAA Tournament of Champions	
Event Date:	Nov 14-16, 2025 (Showcase) Mar 20-22, 2026 (U15 AA) Mar 27-29, 2026 (U13 AAA & U15 AAA) Apr 10-12, 2026 (U10AA)	
Contact Person:	Lisa McCaig	
Internal Review	Jeff McClelland	
Board Review Date:	20-Jan-26	Evaluation Criteria

OUT OF TOWN PARTICIPANTS (Total of all visitors attending SPECIFICALLY for the event) <table border="1" data-bbox="489 316 732 372"> <tr><td>Number of <i>Participants</i></td><td>925</td></tr> <tr><td>Number of <i>Spectators</i></td><td>2775</td></tr> <tr><td>Total</td><td>3700</td></tr> </table> <p>Score up to 10 points</p>	Number of <i>Participants</i>	925	Number of <i>Spectators</i>	2775	Total	3700	1 Point for Every 100 out of town Visitors to a Maximum of 10 points	10.00%
Number of <i>Participants</i>	925							
Number of <i>Spectators</i>	2775							
Total	3700							
VISITOR DAYS <table border="1" data-bbox="489 434 732 489"> <tr><td>Number of Out of Town <i>Visitors</i></td><td>3700</td></tr> <tr><td>Number of <i>Nights</i> they are Staying</td><td>3</td></tr> <tr><td>Total Visitor Days (multiply together)</td><td>11,100</td></tr> </table> <p>Score between 0-25 points</p>	Number of Out of Town <i>Visitors</i>	3700	Number of <i>Nights</i> they are Staying	3	Total Visitor Days (multiply together)	11,100	1 Point for Every 100 Visitor Days to a Maximum of 25 Points	25.00%
Number of Out of Town <i>Visitors</i>	3700							
Number of <i>Nights</i> they are Staying	3							
Total Visitor Days (multiply together)	11,100							
LOCAL ATTENDANCE (includes all spectators and participants) <table border="1" data-bbox="489 474 732 530"> <tr><td>Score between 1-10 points</td><td>1031</td></tr> </table>	Score between 1-10 points	1031	2 Point- 100-250 people 4 Points- 250- 500 people 6 Points- 500- 750 people	10.00%				
Score between 1-10 points	1031							
EVENT BUDGET <p>Up to 10 points</p>	Score between 1-10 considering these factors: 1. Other sources of confirmed revenue 2. Balance between Revenue and Expenses 3. Financial Need	10.00%						
READINESS/CAPACITY/ TIMELINE <p>Score between 1- 10 points</p>	Score between 1-10 considering the these factors: 1. Timeline (application submitted 90+ days in advance) 2. Event Plan (thoroughness) 3. Capacity 4. Growth plan 5. Data Tracking	10.00%						
SEASON (Peak, Shoulder, Low) <p>Score between 2-15 points</p>	8 Points- February and March 5 Points- April 4 Points- May- June	15.00%						
PARTNERSHIP AND COLLABORATION <p>Score between 1-5 points</p>	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%						
MARKETING AND PROMOTION STRATEGY (for festivals and events) RECRUITMENT/ REGISTRATION STRATEGY (for conferences) <p>Score between 1-10 points</p>	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	10.00%						
MEASUREMENT AND EVALUATION <p>Score between 1-5 points</p>	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%						

ALIGNMENT WITH TSSM STRATEGIC PLAN (score all that apply)	Points	85
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		
TOTAL POINTS		85

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