

OPEN AGENDA

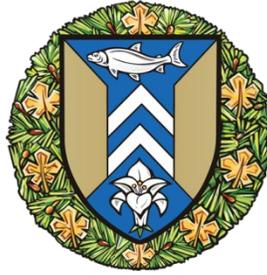
Tourism Sault Ste. Marie Board Meeting

February 24, 2026 at 12:00

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

- 1. Roll Call**
- 2. Approval of Minutes**
Approval of minutes from January 20, 2025
- 3. Declaration of Pecuniary Interests**
- 4. Tourism Overview & Update** **12:05 – 12:10**
- 5. Financial Update** **12:10 – 12:20**
- 6. Tourism Development Fund Applications** **12:20 – 12:30**
 - a. 2026 Regional Convention of Jehovah's Witnesses
- 7. New Business** **12:30 – 12:40**
- 8. Resolutions** **12:40 – 12:45**
 - a. 2026 Regional Convention of Jehovah's Witnesses
- 9. Next Meeting**
March 24, 2026
- 10. Adjournment** **13:00**

The Corporation of the
City of Sault Ste. Marie



Declaration of Interest – Municipal Conflict of Interest Act

Meeting Date:

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

Item Title: _____

for the following reason:

Signature

Name

Municipal Conflict of Interest Act

Indirect pecuniary interest

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

(a) the member or his or her nominee,

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

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

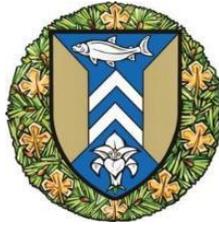
(iii) is a member of a body,

that has a pecuniary interest in the matter; or

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

Interest of certain persons deemed that of member

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



Tourism Sault Ste. Marie Board Minutes

Tuesday, January 20, 2026

12:00

OPEN

Committee Members Present

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

Staff Resources Present

NO	B. Lamming	YES	T. Anderson
YES	A. Kenopic	YES	T. Lucarelli (Scribe)
YES	J. McClelland	YES	R. Jones

Guests

Isaac Barbeau – Killarney Air Services Inc.

- 1. Meeting Called to Order** **12:06**
- 2. Roll Call**
- 3. Approval of Meeting Minutes from November 25, 2025**
Moved by: T. White
Second by: R. Walker
All in favour, Carried.
- 4. Declaration of Pecuniary Interests**
 - R. Walker – Killarney Air Services Inc.
- 5. Tourism Development Fund (TDF)** **12:10**
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.

 - Killarney Air Services Inc.
- Return to Open** **12:46**
- 6. Tourism Overview and Update** **12:46-12:48**
 - Ontario Cup Cross Country Ski (O-Cup) took place on January 17-18, 2026 at Hiawatha Highlands.

- Municipal Accommodation Tax (MAT) is currently around \$1.95 million with a 2% of approximately \$300,000 that will be allocated to the waterfront development.
- Bon Soo Winter Carnival, Fat Bike Race and Gathering at the Rapids Powwow are events in the City in February

a. Winter Marketing Plan **12:48-12:56**

- Presentation by R. Jones

7. Financial Update **12:56-12:57**

a. 2024 Audit Update

- Staff is looking to approve and finalize the statements by next month.

R. Jones left **12:57**

8. Tourism Development Fund (TDF) Continued

b. Sault Major Hockey **12:57-13:01**

- The Tournament of Champions events are awarded through a competitive bid process.
- An annual championship series for NOHA-affiliated teams. Winners from each division earn the honor of representing Northern Ontario at the Provincial Championships.
- 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.
- Staff is recommending a contribution of \$15,000 through the Tourism Development Fund-Conferences and Special Events Stream to offset the cost of ice rental fees.

c. Saut Female Hockey **13:01-13:07**

- The North of Hwy 17 Tournament (February 20–22) showcases Sault Female Hockey Association’s House League Program, while the Deb Sims Memorial (February 27–March 1) supports the association’s Rep Program.
- Each three-day event features five 4-6 team divisions.
- Staff is recommending a contribution of \$10,000 through the Tourism Development Fund-Conferences and Special Events Stream to support the Sault Female Hockey Association’s North of Hwy 17 Tournament and Deb Sims Memorial.

d. Ice Fest 2026 **13:07-13:11**

- 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.
- Two fully guided ice climbing clinics will be offered on Saturday as well as a free “Try Ice Climbing” sessions for beginners at Searchmont.
- Staff is recommending a contribution of \$2,000 through the Tourism Development Fund-Conferences and Special Events Stream to support the support Ice Fest SSM 2026.

9. New Business

a. Board Meeting Schedule **13:11-13:11**

- Board continues to meet once a month, usually the 3rd Tuesday unless following a long weekend.

b. 2026 Budget **13:11-13:24**

- T. Anderson presented proposed annual TSSM budget
- Budget based on the city’s finance department projections of MAT transfer.

10. Resolutions

13:24-13:32

a. Tourism Development Fund – Killarney Air Services Inc.

Be it resolved that the Tourism Sault Ste. Marie Board of Directors recommend a contribution of \$50,000 through the Tourism Development Fund- Product Development and Attractions Stream to support Killarney Air Services Inc. and that a report be submitted to City Council for consideration and approval.

Moved by: K. Walker

Seconded by: T. White

All in favour. Motion Carried.

a. Tourism Development Fund – Sault Major Hockey

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 (TOC) to be hosted in November 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.

Moved by: L. Foster

Seconded by: R. Walker

All in favour. Motion carried.

b. Tourism Development Fund – Sault Female Hockey

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 (February 20–22) and Deb Sims Memorial (February 27–March 1), and that a report be submitted to City Council for consideration and approval.

Moved by: L. Foster

Seconded by: K. Walker

All in favour. Motion Carried.

c. Tourism Development Fund – Ice Fest

Be it resolved that the Tourism Sault Ste. Marie Board of Directors recommend a contribution of \$2,000 through the Tourism Development Fund- Conferences and Special Events Stream to support 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.

Moved by: R. Walker

Seconded by: K. Walker

All in favour. Motion Carried.

d. Budget

Be it resolved that the Board of Tourism Sault Ste. Marie approves the 2026 Tourism budget as presented and that the budget be presented to City Council for approval.

Moved by: R. Walker

Seconded by: L. Foster

All in favour. Motion Carried.

11. Next Meeting

Tuesday, February 24, 2026

- Request for staff to summarize TDF allocations for 2025.

12. Adjournment

Moved by: L. Foster

Seconded by: R. Walker

All in favour, Carried.

13:32



MARKETING & PROMOTION

Active Marketing Campaigns during January

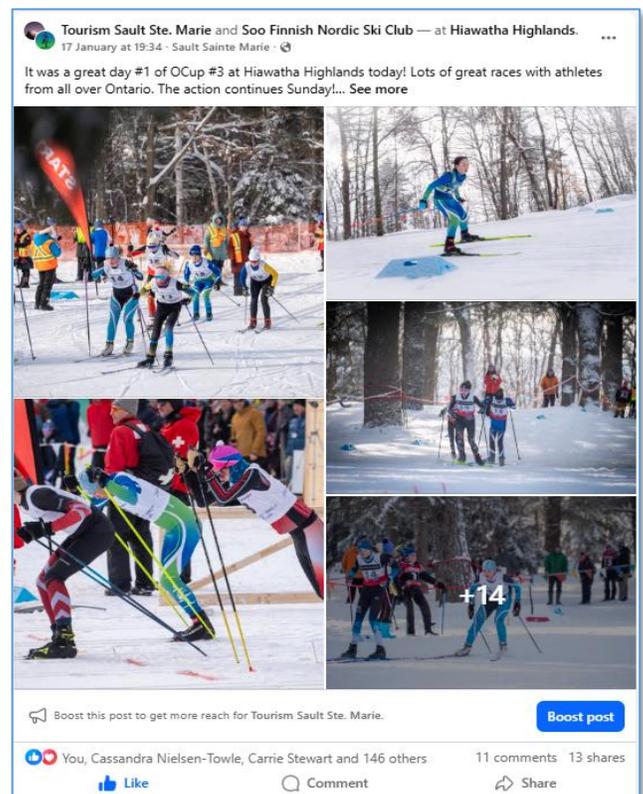
- Village Media Winter Marketing spotlight article with digital ads.
- Best Nordic Ski Escapes Magazine (Hiawatha and Stokely)
- Cross Country Skier Magazine Resort Guide.
- MyNorth Winter Vacation Guide
- Cavera digital marketing – pay per click, google search, paid social media ads for ‘Dec – Jan’ and SEO marketing.
- Laird Signs billboards x 4 between Sudbury and SSM + one north of SSM.

Website (January)

- 45k users, (31k users in December)
- 63k page views (44k in December)
 - Ski – 22.5k (23k in December)
 - Choose Your Adventure Challenge – 6k
 - Bon Soo Winter Carnival Blog – 5.5k
 - Home Page – 2.7k (2.4k in December)
 - Experience Winter – 3.3k
 - Agawa Train – 2.5k (2k in December)
 - Biking – 2.5k
 - Activities and Attractions – 2k (1.2k in December)
 - Events – 1.4k (1.3k in December)
- Canada 33k (73%), US 10k (22%)
- Within Canada: Ontario 30k (91%), Quebec 2k (7%)
- By City: (GTA around 42%) Toronto 9.6k (29%), SSM 2.4k (7%)
- Within US: Michigan 5.6k (56%), Wisconsin 648 (6%)

Primary Drivers

- Paid Media: 35k (25.1k in December)
- Organic Search: 5.4k (3.9k in December)
- Referrals: 4.4k (2.5k in December)
 - Villagemedia – 1.5k (735 in December)
 - Searchmont – 383 (368 in December)
 - Bonsoo – 207 (107 in December)
 - Destination Ontario – 106 (125 in December)
 - Agawatrain – 114
 - Saultstемarie – 95
 - Welcometossm – 86 (67 in December)
 - Northernontariotravel – 78 (69 in December)
 - Chatgtp – 26 (38 in December)
- Offsite clicks: 6.1k (4.8k in December)
 - Agawa Train – 576 (474 in December)
 - Saultlocktours – 169
 - Searchmont – 139 (203 in December)
 - Canaldistrict – 130
 - Hiawatha Highlands – 128 (145 in December)
 - Frozentoe - 93
 - Stokely Creek Lodge – 93 (106 in December)
 - BonSoo – 86
 - WatertowerlInn – 83





- Saulttrailblazers – 73 (73 in December)
- SaultLockTours – 63 (63 in December)

Instagram (January 2025)

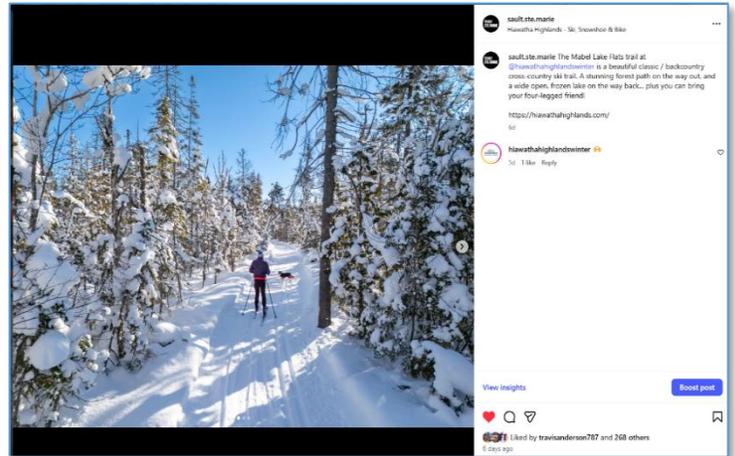
- 25k page followers (21 new followers in January)
- 195k accounted reached (46.5k in December)

Facebook (January 2025)

- 35.5k followers (117 new followers in January)
- 1.3m accounts reached (880k in December)

Newsletter (January 2025)

- Continue to send monthly newsletter
 - Sent January 7, 2026 at 2:00pm EST
 - Resent January 11, 2026 at 9:29am EST
 - 228 sends
 - 94 (45%) opens
 - 7 (3%) clicks
 - 18 (8%) bounces
 - 0 (0%) unsubscribes



GROUP TOURS

- Attended the American Bus Association Marketplace, January 9th – 12th 2026 with twenty-one appointments with group tour operators, including nine new operators.
- Staff created a “Sault Ste. Marie Highlights” one-pager that was given out to group tour operators that did not have scheduled appointments.

MEETINGS AND CONVENTIONS

- Staff have started organizing the opening night event for the Destination Northern Ontario Summit to be hosted November 3-5, 2026.
- Met with organizers for the Ontario Association of Physical Plant Administrators (OAPPA) Conference that represents facilities and operations leaders from post-secondary institutions across Ontario. Hosted by Algoma University on May 26-28, 2026.

SPORTS TOURISM

- Conducted a site visit for a National bid that was submitted
- Conducting research into new provincial and national event-bidding opportunities.

EVENTS

- Liaison for Bon Soo and assisting with Canadian XMC Mountain Bike, Gathering at the Rapids, Queen Street Cruise, Ice Fest, 8 Epic Hours of Superior Singletrack
- Staff is preparing to attend Outdoor Adventure Show February 19-21, 2026

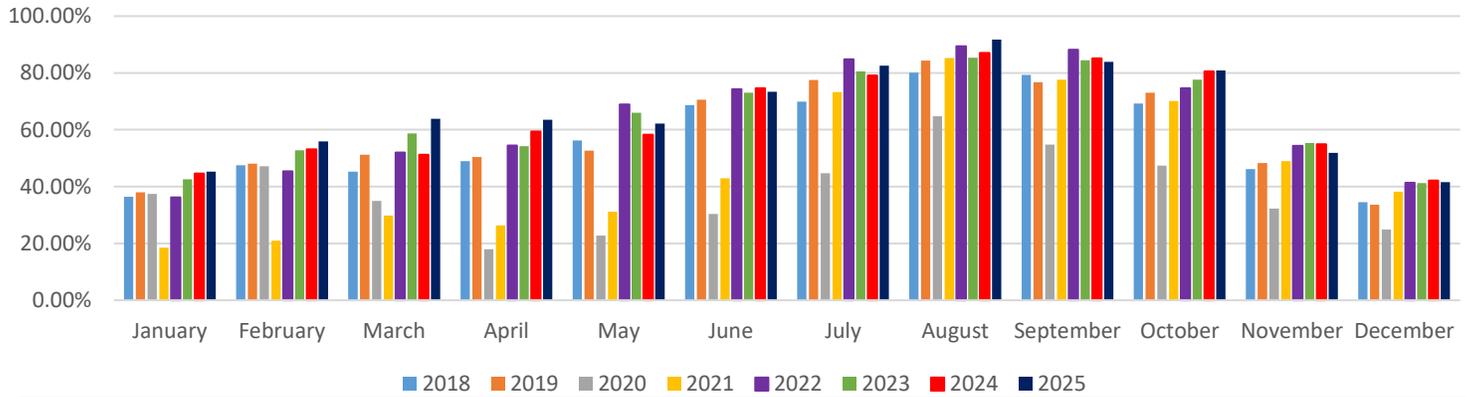
TOURISM DEVELOPMENT FUND APPLICATIONS

No Tourism Development Fund applications were presented at the January 2026 Board meeting.

1. Killarney Air Services Inc. - \$50,000
2. Sault Major Hockey - \$15,000
3. Sault Female Hockey - \$10,000
4. Ice Fest - \$2,000



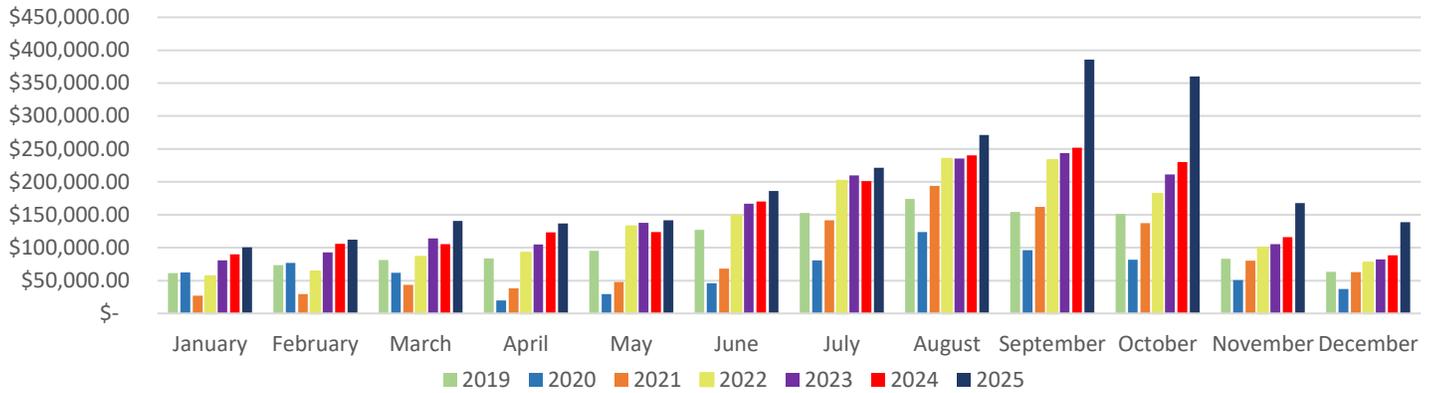
Occupancy Report Percentage



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	41.6%						



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	\$167,821.50					
December	\$138,765.18					
Total	\$2,396,110.10					

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



Income Statement @ January 2026

	<u>Jan 26</u>	<u>TOTAL</u>
Ordinary Income/Expense		
Income		
5205 · Ont Specific Grant Other	0.00	0.00
5206 · Infrastructure Canada Grant	0.00	0.00
5210- City SSM Waterfront Detailed	80,000.00	80,000.00
5405 · Mat Revenue	236,506.27	236,506.27
5847 · Interest Income	356.36	356.36
5852 · Misc. Income	0.00	0.00
5861 · Advertising Revenue	0.00	0.00
5862 · Merchandise Revenue	176.65	176.65
5863 · Ontario Cup Mountain Bike Race	0.00	0.00
Total Income	317,039.28	317,039.28
Gross Profit	317,039.28	317,039.28
Expense		
6111 · Office Expenses	321.74	321.74
6170 · Memberships&Subscriptions	2,764.80	2,764.80
6182 · Travel	443.00	443.00
6184 · Trade Shows/Conferences	1,507.13	1,507.13
6185 · Meal Allowances	0.00	0.00
6462 · Insurance	0.00	0.00
6470 · Postal Service	13.11	13.11
6475 · Bookkeeping expense	0.00	0.00
6504 · Consulting Fees	0.00	0.00
6540 · Advertising	4,677.30	4,677.30
6544 · Promotions	311.80	311.80
6545 · Meetings	115.41	115.41
6632 · General Development	0.00	0.00
6633 · Tours	9,319.70	9,319.70
6634 · Events	189.29	189.29
6710 · Interest Penalty AR General	0.00	0.00
6720 · Bank Charges	88.74	88.74
99999 · Suspense	244.58	244.58
Total Expense	19,996.60	19,996.60
Net Ordinary Income	297,042.68	297,042.68
Other Income/Expense		
Other Expense		
77000 · Exchange Gain or Loss	0.00	0.00
Total Other Expense	0.00	0.00
Net Other Income	0.00	0.00
Net Income	297,042.68	297,042.68

TOURISM DEVELOPMENT FUND APPLICATION SUMMARY

Name of the Event	2026 Regional Convention of Jehovah's Witnesses
Event Date	July 3-5, 2026
Venue	GFL Memorial Gardens
Submitted by:	Nicolas Dugas
Reviewed by:	Tara Lucarelli
Ask:	\$12,100
Recommendation:	\$12,100

Overview of the Event

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

Sault Ste. Marie has been selected as the Northern Ontario host community for the Watch Tower Convention following a site selection review. This selection reflects the strong collaboration and commitment demonstrated through the City's Tourism Development Fund (TDF), support from community partners, participation of local hotels and attractions, and the staff expertise and venue amenities at GFL Memorial Gardens.

Has this event received TDF Funding previously?

YEAR	AMOUNT Approved	Summary
2023	\$12,000 Venue rental at the GFL Memorial Gardens.	253 locals, 354 from the Region, 2193 from across Ontario for a total of 2,800 people participating.
2024	\$12,000 Venue rental at the GFL Memorial Gardens.	175 locals, 250 from the Region, 1629 from across Ontario for a total of 2,054 people participating.
2025	\$12,000 Venue rental at the GFL Memorial Gardens.	175 locals, 250 from the Region, 1576 from across Ontario for a total of 2,001 people participating.

Visitor Projections

Regional	250
Ontario	1900
Canada	0
USA	0

Economic Impact

2,150 out of town visitors x 3 days = 6450 Visitor Days x \$175= \$1,128,750

Budget Summary

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

Scoring Matrix

The Regional Convention of Jehovah’s Witnesses scores a 77 on the evaluation matrix and falls in the low end of recommended range of \$10,000 - \$20,000.

76-85 \$10,000 - \$15,000

Staff Analysis

Sault Ste. Marie has successfully hosted the Regional Convention of Jehovah’s Witnesses in the past years.

The Convention provides a high number of room nights and over a million in visitor spending. The members of the organization pride themselves on being valued guests and feedback has been positive from hotel and venue sites during previous conventions.

Staff recommendation is \$12,100 for the 2026 Convention, to be used to offset the cost of the GFL Memorial Gardens rental.

Draft Resolution

Be it resolved that the Tourism Sault Ste. Marie Board of Directors recommend a contribution of \$12,100 through the Tourism Development Fund- Conferences and Special Events Stream to support the Christian Congregation of Jehovah’s Witnesses 2026 Conventions and that a report be submitted to City Council for consideration and approval.

TOURISM DEVELOPMENT FUND ASSESSMENT- SPORTS AND SPECIAL EVENTS STREAM

Event Name:	2026 Regional Convention of Jehovah's Witnesses
Event Date:	July 3-5, 2026
Contact Person:	Nicolas Dugas
Internal Review:	Tara Lucarelli
Board Review Date:	24-02-2026

OUT OF TOWN PARTICIPANTS (Total of all visitors attending SPECIFICALLY for the event)	
Number of <i>Participants</i>	250
Number of <i>Spectators</i>	1900
Total	2150
Score up to 10 points	Total 10

VISITOR DAYS	
Number of Out of Town <i>Visitors</i>	2150
Number of <i>Nights</i> they are Staying	3
Total Visitor Days (multiply together)	6450
Score between 0-25 points	Total 25

LOCAL ATTENDANCE (includes all spectators and participants)	
Score between 1-10 points	125
	2

EVENT BUDGET	
Up to 10 points	10

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

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

PARTNERSHIP AND COLLABORATION	
Score between 1-5 points	3

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

MEASUREMENT AND EVALUATION	
Score between 1-5 points	5

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

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

Evaluation Criteria

1 Point for Every 100 out of town Visitors to a Maximum of 10 points	10.00%
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1 Point for Every 100 Visitor Days to a Maximum of 25 Points	25.00%
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2 Point- 100-250 people 4 Points- 250- 500 people 6 Points- 500- 750 people	8 Points- 750-1000 people 10 Points- 1000 people +	10.00%
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Score between 1-10 considering these factors:	10.00%
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

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

8 Points- February and March 5 Points- April 4 Points- May- June	2 Points- July to October 15 10 Points- October 15- November 15 Points- December and January	15.00%
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5- Event involves multiple partners (8+) in the recreation, hospitality, travel or entertainment business 3- Event involves some partners (5+) in the recreation, hospitality, travel or entertainment business 0- Event involves very few <5 or collaboration in the recreation, hospitality, travel or entertainment business	5.00%
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10-Excellent- clear plan to reach out of town markets 8- Very Good plan to reach out of town markets 6- Good plan to reach out of town markets	5- Average plan, largely focused on locals 3- Below Average, does not demonstrate attempt to reach out of town travellers 0- No plan provided	10.00%
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5- Project provides a clear plan on how event will be measured for success including tracking of out of town visitors 3- Project has a plan to track visitation but does not capture all details 0- Project does not, or is not, capable of tracking out of town visitors	5.00%
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Total points from above:	77
Total points from below:	0
Total:	77
Recommendation Range:	\$10,000 - \$15,000
Recommended:	\$12,100