



Tourism Development Fund Final Report Template Festivals and Events Stream



Final Report Form

This is a template for the City of Sault Ste. Marie's Tourism Development Fund- Festivals and Events Stream Final Report and should be used by all applicants submitting a report.

How to submit your Final Report

By Email: t.anderson@cityssm.on.ca (total file size must not exceed 10MB)

By Mail:
City of Sault Ste Marie- Tourism Division
99 Foster Drive, Sault Ste. Marie, Ontario P6A 5X6

Important Note

Applicants must provide final reports within **90 days** of the conclusion of the project/event using this template. Applicants must provide a separate final report for each grant received. Failure to provide a final report will result in the rejection of new applications.



**Tourism Development Fund Final Report Template
Festivals and Events Stream**



Visitor Day and Visitor Attraction

Using the chart below (same chart that was completed in the application process), please provide actual participant and visitor numbers for the event. Use the following definitions as guidelines.

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							
Totals							

Please explain how you collected your data to report on the total number of participants. Include an explanation of how you determined local participants vs. out of town visitors. For example, did you complete surveys, collect data on registration forms etc.?

Marketing

Did you have a dedicated marketing budget for the event?

Yes No

If yes, please explain how marketing funds were used to help promote your event.



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Media and Promotional Coverage

Did you event receive any media coverage outside of Sault Ste. Marie?

Yes No

If yes, please provide links below to media sites or samples in attachments.

Recognition

Was the City of Sault Ste. Marie publicly recognized as a supporter of this event?

Yes No

Please provide sample screenshots or photos in attachments.

Sponsorship

Did you meet your goals for sponsorship?

Yes No

Please explain:

Budget and Financial Report

In a separate document, please provide the event budget showing actual revenues and expenditures.

Use the same budget submitted in your application.

How were Tourism Development Funds used to support the event?

For festivals, events or tournaments that are annual. Did your event generate a profit?

Yes No

If yes, please explain how the remaining funds will be used.

If no, please explain how you plan to make the event financially sustainable.



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Future Events

Do you have plans to host this event again?
Yes No

If yes, please explain how you intend to grow and enhance the event.

Signature & Declaration

I hereby certify that the information included with this final report is complete, is true and correct to the best of my knowledge, and that I have been authorized to make this declaration and to submit this final report on behalf of the above-named organization.

Name (please print)	
Signature	
Date	
Legal Name (for issue of cheque)	
Mailing Address	