

OPEN AGENDA

Tourism Sault Ste. Marie Board Meeting

April 27, 2026 at 12:00

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

1. **Roll Call**
2. **Introduction of New Board Member- Cindy Beauchamp**
3. **Approval of Minutes**
Approval of minutes from February 24, 2026
Approval of minutes from March 24, 2025
4. **Declaration of Pecuniary Interests**
5. **Tourism Overview & Update** **12:05 – 12:15**
6. **Financial Update** **12:15 – 12:25**
7. **Tourism Development Fund Applications** **12:25 – 13:10**
 - a. Warhammer Battle at the Bridge 3
 - b. SSM Kennel Club Dog Show
 - c. Canadian Cross Country Marathon Mountain Bike Championships
 - d. 38th Annual IBEW CCO OPC Baseball Tournament
8. **New Business** **13:10 – 13:20**
9. **Resolutions** **13:20 – 13:30**
 - a. Warhammer Battle at the Bridge 3
 - b. SSM Kennel Club Dog Show
 - c. Canadian Cross Country Marathon Mountain Bike Championships
 - d. 38th Annual IBEW CCO OPC Baseball Tournament
10. **Next Meeting**
May 26, 2026
11. **Adjournment** **13:30**



Tourism Sault Ste. Marie Board Minutes

Tuesday, March 24, 2026

12:00

OPEN

Committee Members Present

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

Staff Resources Present

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

Guests

Jason Thomson-Sault Surge Swim

1. **Meeting Called to Order** **12:05**
2. **Roll Call**
3. **Approval of Meeting Minutes from February 24, 2026**
Deferred to the next meeting.
4. **Declaration of Pecuniary Interests**
K. Walker – Community Strong Race Weekend
5. **Tourism Development Fund (TDF)** **12:08-12:15**
 - a. **Sault Surge – Touch Pad Replacement**
 - Sault Surge Aquatic Team (SSAT) is a competitive swim training organization for youth of all ages in Sault Ste. Marie, Ontario that hosts up to three regional swim meets annually.
 - Current touchpads are over 20 years old, not reliable with on-going issues and fixed with duct tape.
 - Total projected cost is \$35,505.73 to purchase nine new competition-grade timing touch pads and accessories.
 - SSAT has fundraised \$20,000.00 and are seeking \$15,505.73 from the TDF – Project Development Steam to cover the remaining cost of the Competition Timing Touch Pads & Accessories.
6. **Tourism Overview and Update** **12:15-12:26**
 - City staff attended the Sport Congress in Mississauga and met with national and provincial sport's governing bodies.
 - Rendezvous Canada will occur in May with currently ninety appointments set to meet with independent and group to operators
 - Following Rendezvous Canada, Sault Ste. Marie will be hosting a familiarization tour for eight international operators in partnership with Destination Northern Ontario and Destination Ontario.
 - Agawa Canyon Tour Train tickets are slated to be on sale by next week. Group numbers are trending as per last year.

- Staff is working with the City's IT department to redevelop the TDF form on City's website.
- National tourism week is the 3rd week of April.
- City Council has appointed a new tourism board member that will be introduced at the next TSSM board meeting.
- TSSM will host a "Take 5" event to show case sports, meetings and conventions in September.
- Councilor Caputo has put forth a resolution requesting the City's operational budget portion of Municipal Accommodation Tax to be allocated to Downtown Plaza. Staff is writing a report on how best to suppose the downtown core through tourism and events.
- Through the Rural and Northern Immigration Pilot, representatives from Immigration Canada will be arriving in May. An open forum will be scheduled to help push support and awareness on issues arising with service supervisors and the hospitality sector. Dates will be shared.
- Sault Ste. Marie was not successful in winning the bid to host the National Aboriginal Hockey Championship (NAHC). After a two-day site visit the NAHC committee had concerns with the transportation plan for equipment from the Toronto hub to Sault Ste. Marie. The city is encouraged to re-bid in the future.

7. Financial Update

12:26-12:33

- a. 2024 Draft Financial Statements
 - Presented by R. Walker

8. Tourism Development Fund (TDF) Continued

b. Queen Street Cruise

12:33-12:52

- Spanning 10 years, the annual car dates are set for June 19 and 20th, 2026. The event has shown significant growth in both participation and community and in 2025 saw over 350 registrations.
- The 2026 Cruise will also serve as a milestone for the community as organizers and participants gather to honour the legacy and passing of the event's co-founder, Gary Trembinski Sr. in 2025.
- Cristy Lee, known for co-hosting *All Girls Garage*, *Garage Squad*, and coverage of the Barrett-Jackson Collector Car Auction, has a significant reach within the car enthusiast community. Through collaborative marketing efforts, she will help promote both the Queen Street Cruise and Sault Ste. Marie.
- Staff recommendation is \$10,000 to support the cost of Christy Lee's appearance at the event to increase out-of-town interest in 2027.

c. Community Strong Race Weekend

12:52-12:59

- Celebrating its 5th year, this event started as a fundraiser for the Algoma Family Services (AFS) foundation and is now known as the flattest, fastest, and most affordable race option in Ontario to qualify for Boston Marathon.
- On June 20th and 21st, 2026 a variety of races, including a marathon, half-marathon, 10km, 5km colour run, and kids' fun run will start and end at the Northern Superior/ Bushplane corner.
- Staff recommendation is \$5,000 to help offset the costs of marketing to continue boosting out-of-town participation and leveraging the notoriety of being a Boston Marathon Qualifier.

d. Crank The Sheild

12:59-13:03

- A bi-annual, three-day mountain bike stage race held on August 21 to 23, 2026 covering more than 140 kilometers. The race begins at Stokely Creek Lodge and travels through the Hiawatha Highlands Trail System and surrounding Algoma backcountry.
- Expecting over 100 participants, approximately 80% from outside the region, including U.S. visitors.
- Staff recommendation is \$5,000 to support Crank the Sheild.

9. New Business

- Nil

10. Resolutions

13:03-13:08

a. Draft Financials 2024

Be it resolved that the Tourism Sault Ste. Marie Board of Directors approved the 2024 draft financial statements as presented.

Moved by: K. Walker

Second by: M. Porco

All in favour. Motion Carried.

b. Tourism Development Fund - Sault Surge-Touch Pad Replacement

Be it resolved that the Tourism Sault Ste. Marie Board of Directors recommend a contribution of \$15,505.73 through the Tourism Development Fund- Attractions and Product Development Stream to support the Sault Surge Aquatic Team (SSAT) for the purchase of new competition timing touch pads and accessories and that a report be submitted to City Council for consideration and approval.

Moved by: L. Foster

Second by: M. Porco

All in favour. Motion Carried.

c. Tourism Development Fund – Queen Street Cruise

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 Queen Street Cruise to be hosted June 19 and 20, 2026 and that a report be submitted to City Council for consideration and approval.

Moved by: G. Lacher

Second by: M. Porco

All in favour. Motion Carried.

d. Tourism Development Fund – Community Strong Race Weekend

Be it resolved that the Tourism Sault Ste. Marie Board of Directors recommend a contribution of \$5,000 through the Tourism Development Fund- Conferences and Special Events Stream to support the Community Strong Race Weekend June 20 and 21, 2026 and that a report be submitted to City Council for consideration and approval.

Moved by: L. Foster

Second by: G. Lacher

All in favour. Motion Carried.

e. Tourism Development Fund – Crank The Sheild

Be it resolved that the Tourism Sault Ste. Marie Board of Directors recommend a contribution of \$5,000 through the Tourism Development Fund- Conferences and Special Events Stream to support Crank the Sheild to be hosted August 21 to 23, 2026 and that a report be submitted to City Council for consideration and approval.

Moved by: L. Foster

Second by: K. Walker

All in favour. Motion Carried.

f. Next Meeting

TBA

g. Adjournment

13:10

Moved by: L. Foster

Second by: K. Walker

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 March

- Best Nordic Ski Escapes Magazine (Hiawatha and Stokely)
- Cross Country Skier Magazine Resort Guide.
- NyNorth Winter Vacation Guide
- Cavera digital marketing – pay per click, google search, paid social media ads and SEO marketing.
- Laird Signs billboards x 4 between Sudbury and SSM + one north of SSM.

Website (March)

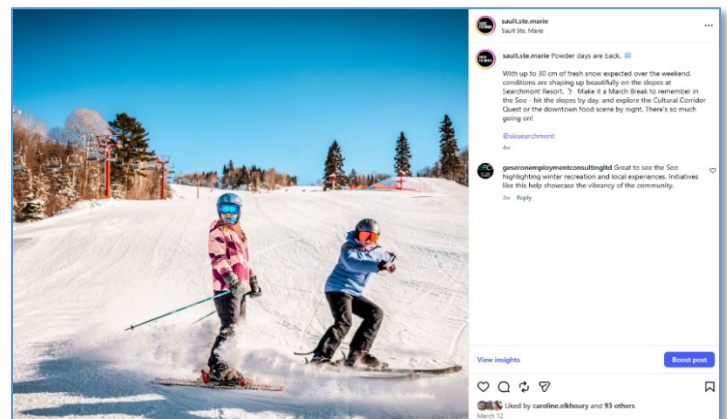
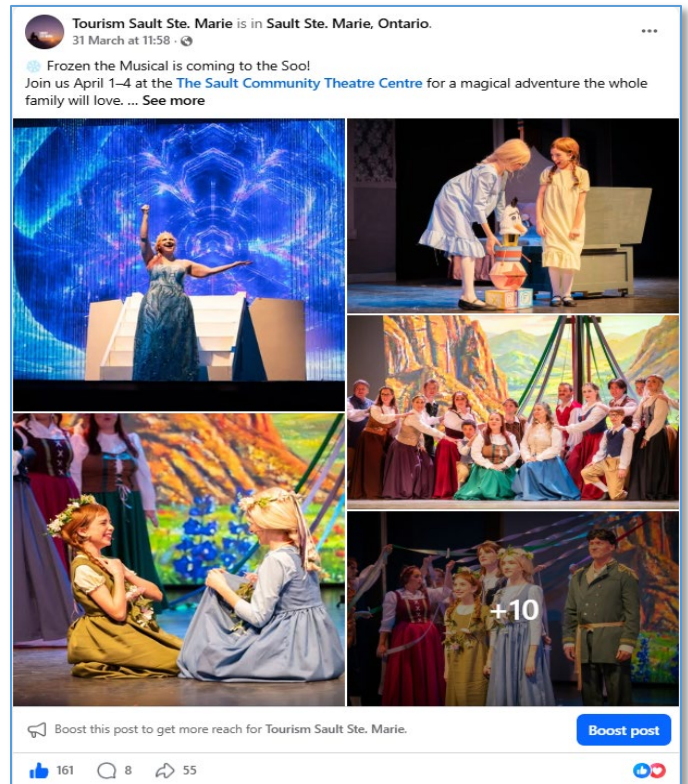
- 19k users, (34k users in February)
- 36k page views (50k in February)
 - Ski – 6.6k (22.5k in February)
 - Home Page – 3.6k (3.7k in February)
 - Agawa Train – 3.1k (2.3k in February)
 - March Break Plans? 2.7k
 - Activities and Attractions – 1.9k (1.7k in February)
 - Summer in the Soo 1.9k
 - Events – 1.3k (1.5k in February)
- Canada 13k (68%), US 5k (26%)
- Within Canada: Ontario 10.7k (82%), Quebec 1.6k (12%)
- By City: (GTA around 45%) Toronto 2.7k (20%), SSM 1.2k (7%)
- Within US: Michigan 1.3k (26%), Wisconsin 331 (6%)

Primary drivers

- Paid Media: 10.6k (27.5k in February)
- Organic Search: 5.9k (5.2k in February)
- Referrals: 1.9k (3.2k in February)
 - Searchmont – 242 (314 in February)
 - Northernontariotravel – 221 (170 in February)
 - Agawatrain – 187 (112 in February)
 - Saultstemarie – 123 (93 in February)
 - Destination Ontario – 94 (118 in February)
 - Welcometossm – 93 (49 in February)
 - Bonsoo – 82 (804 in February)
 - Chatgtp – 42 (47 in February)
- Offsite clicks: 6.9k (5.5k in February)
 - Agawa Train – 1.2k (592 in February)
 - Saultlocktours – 247 (123 in February)
 - Canaldistrict – 137
 - Searchmont – 103 (168 in February)
 - Delta Hotel – 95 (71 in February)

Instagram (March, 2026)

- 25,344k page followers (42 new followers in March)
- 100k accounted reached (143k in February)





Facebook (March, 2025)

- 35.593k followers (73new followers in March)
- 607km accounts reached (1m in February)

GROUP TOURS

- Attended a partner meeting on the Lake Superior Circle Tour (LSCT) to review visitor statistics and explore strategies to enhance and market the route
- Working with Destination Ontario (DO) and Destination Northern Ontario (DNO) to organize two familiarization tours with international tour operators and cruise representatives

MEETINGS AND CONVENTIONS

- Working with a local committee to submit an expression of interest for a national conference.
- Registration for the Economic Development Corporation of Ontario Northern Seminar is now open. Staff is assisting with coordinating local transportation and venues.

SPORTS TOURISM

- Attended Sport Event Congress and met with provincial and national sporting associations
- Supporting SCC in planning for the XCM National's (funding applications, logistics)

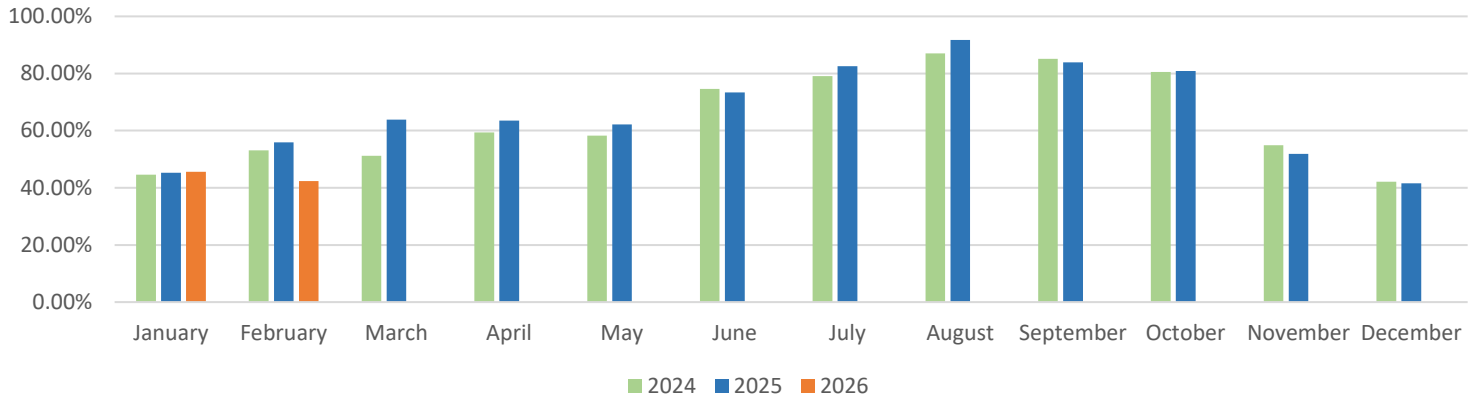
TOURISM DEVELOPMENT FUND APPLICATIONS

Four Tourism Development Fund applications were presented at the February 2026 Board meeting.

- a. Sault Surge-Touch Pad Replacement - \$15,505.73
- b. Queen Street Cruise - \$10,000
- c. Community Strong Race Weekend - \$5,000
- d. Crank the Sheild - \$5,000



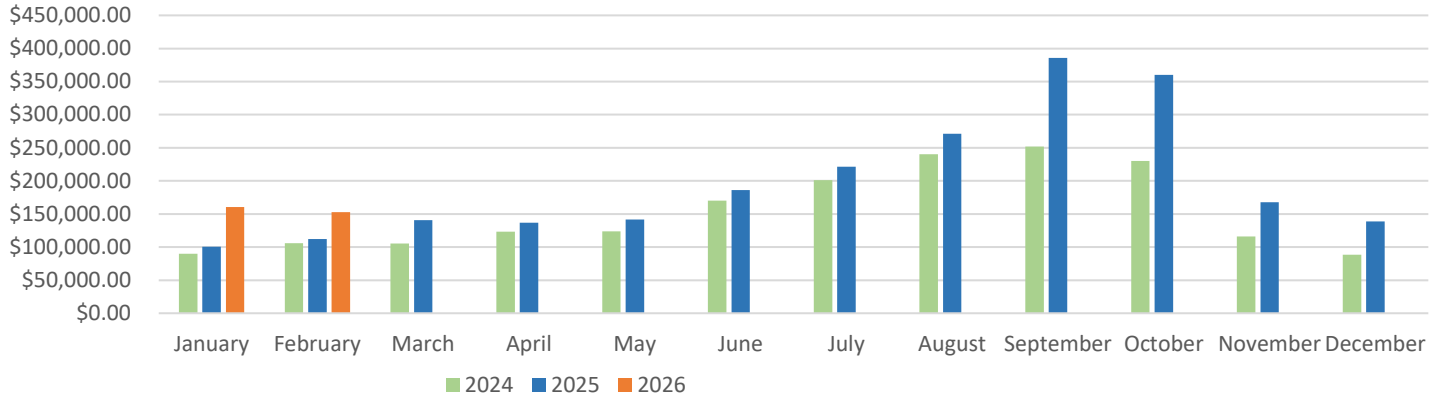
Occupancy Report Percentage



Year	2024	2025	2026			
January	44.6%	45.3%	45.6%			
February	53.1%	55.9%	48.4%			
March	51.2%	63.6%				
April	59.4%	63.5%				
May	58.3%	62.2%				
June	74.6%	73.4%				
July	79.1%	82.6%				
August	87.1%	91.8%				
September	85.1%	83.9%				
October	80.5%	80.9%				
November	54.9%	51.9%				
December	42.1%	41.6%				



Municipal Accommodation Tax Collection



Year	2024	2025	2026			
January	\$89,650.05	\$100,423.75	\$160,462.57			
February	\$105,967.89	\$112,308.49	\$152,571.63			
March	\$105,505.22	\$140,876.75				
April	\$123,067.05	\$136,726.45				
May	\$123,901.89	\$141,605.97				
June	\$170,317.97	\$185,918.00				
July	\$201,082.17	\$221,447.28				
August	\$240,030.59	\$271,251.35				
September	\$251,857.75	\$385,879.44*				
October	\$229,975.04	\$359,919.41				
November	\$116,090.14	\$167,821.50				
December	\$88,211.20	\$138,765.18				
Total	\$1,845,656.96	\$2,396,110.10	\$313,034.20			

* \$384,875.33 (September 2025 started collection with 2% increase was applied for waterfront development)



Income Statement March 2026

	Feb 26	Mar 26
Ordinary Income/Expense		
Income		
5205 · Ont Specific Grant Other	69,214.90	0.00
5206 · Infrastructure Canada Grant	0.00	0.00
5210- City SSM Waterfront Detailed	0.00	0.00
5405 · Mat Revenue	0.00	0.00
5847 · Interest Income	1,543.01	0.00
5852 · Misc. Income	0.00	0.00
5861 · Advertising Revenue	1,550.00	49,950.00
5862 · Merchandise Revenue	0.00	36.93
5863 · Ontario Cup Mountain Bike Race	0.00	0.00
Total Income	72,307.91	49,986.93
Gross Profit	72,307.91	49,986.93
Expense		
6111 · Office Expenses	531.98	9.97
6170 · Memberships&Subscriptions	493.72	0.00
6182 · Travel	5,426.41	2,931.09
6184 · Trade Shows/Conferences	1,220.58	500.00
6185 · Meal Allowances	0.00	748.00
6462 · Insurance	0.00	1,847.88
6186-Incidentals		60.00
6470 · Postal Service	113.12	56.25
6475 · Bookkeeping expense	0.00	0.00
6504 · Consulting Fees	0.00	0.00
6540 · Advertising	31,569.77	1,039.40
6544 · Promotions	3,594.06	0.00
6545 · Meetings	158.64	111.20
6632 · General Development	17,721.77	19,350.63
6633 · Tours	10,069.99	(5,000.00)
6634 · Events	30.51	0.00
6710 · Interest Penalty AR General	0.00	0.00
6720 · Bank Charges	124.20	0.00
99999 · Suspense	(229.38)	0.00
Total Expense	70,825.37	21,654.42
Net Ordinary Income	1,482.54	28,332.51
Other Income/Expense		
Other Expense		
77000 · Exchange Gain or Loss		180.91
Total Other Expense		180.91
Net Other Income		(180.91)
Net Income	1,482.54	28,151.60

TOURISM DEVELOPMENT FUND APPLICATION SUMMARY

Name of the Event	2026 Canadian Cross Country Marathon (XCM) Mountain Bike Championships & 2026 Ontario Cup
Event Date	September 5/6, 2026
Venue	Hiawatha Highlands
Submitted by:	Cindy Pruce – Sault Cycling Club
Reviewed by:	Jeff McClelland
Ask:	\$20,000
Recommendation:	\$20,000

Overview of the Event

The 2026 Canadian Cross Country Marathon (XCM) Mountain Bike Championship will be hosted at Hiawatha Highlands in Sault Ste. Marie alongside an Ontario Cycling Association MTB Ontario Cup (OCup) event, creating a premier multi-day mountain biking event.

The OCup is one of Ontario's leading provincially sanctioned race series, and this marks the third consecutive year it will be hosted on the newly developed Hiawatha Highlands trail network. Building on the success of the 2024 and 2025 events, hosting both the OCup and a national XCM Championship highlights the significant investment in local trail infrastructure and positions Sault Ste. Marie as a growing mountain biking destination.

The event will attract elite and amateur riders from across Ontario and Canada, bringing participants, support teams, and spectators to the region. It will showcase the quality of local trails while supporting youth development, grassroots cycling, and community engagement.

The event weekend will include OCup short track and pump track races on Saturday, followed by the XCM Championship (~90 km) and OCup cross-country races on Sunday. Key partners include the Sault Cycling Club, Ontario Cycling Association, Cycling Canada, local businesses, and First Nations partners.

By hosting both events annually, Sault Ste. Marie can establish itself as a premier mountain biking destination. The OCup provides a consistent provincial platform, while the XCM Championship brings national exposure. Together, they create a sustainable model that drives tourism, supports trail development, and builds long-term recognition for the region.

Previous TDF Applications

YEAR	AMOUNT Approved	Summary
2024	\$10,000	Support for Skeeter Slam/OCup
2025	\$10,000	Support for Skeeter Slam/OCup
2025	\$24,000	Purchase of winter fatbike groomer

Attendance Projections

Local	328
Regional	40
Ontario	755
Canada	177
USA	

Economic Impact

$$932 * 2 * 175 = \$326,200$$

Budget Summary

Revenue: \$40,000 (registration fees & sponsorship)

Expenses: \$63,200 (marketing/promotion, awards and prizing, signage, volunteers, rentals, Commissaire travel and accommodations, race kits, social events)

Scoring Matrix

The 2026 Canadian Cross Country Marathon (XCM) Mountain Bike Championships & 2026 Ontario Cup scores 90.5 on the evaluation matrix, placing it in the recommended range of \$15,000 - \$20,000

Staff Analysis

Hosting the 2026 Canadian Cross Country Marathon (XCM) Mountain Bike Championship at Hiawatha Highlands represents a major milestone for Sault Ste. Marie, showcasing the city's newly developed trail network on a national stage. Paired with an Ontario Cycling Association MTB Ontario Cup (OCup) race, the event will create a premier multi-day mountain biking festival that provides a sustainable model to drive tourism through annual provincial and national event hosting.

Hosting Benefits:

- Positions Sault Ste. Marie as an emerging mountain biking destination
- Attracts elite and amateur riders, teams, and spectators from across Ontario and Canada
- Creates significant economic impact through overnight stays by riders, teams, officials, and spectators
- Builds long-term economic benefits through repeat visitation and destination branding

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 2026 Canadian Cross Country Marathon (XCM) Mountain Bike Championships & 2026 Ontario Cup to be hosted September 5/6, 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:	2026 Canadian Cross Country Marathon (XCM) Mountain Bike Championships & 2026 Ontario Cup
Event Date:	September 5/6, 2026
Contact Person:	Cindy Pruce
Internal Review:	Jeff McClelland
Board Review Date:	

Weight

OUT OF TOWN PARTICIPANTS (Total of all visitors attending SPECIFICALLY for the event)	
Number of Participants	565
Number of Spectators	367
Total	932
Score up to 10 points	Total 9

Evaluation Criteria

1 Point for Every 100 out of town Visitors to a Maximum of 10 points	10.00%
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VISITOR DAYS	
Number of Out of Town Visitors	932
Number of Nights they are Staying	2
Total Visitor Days (multiply together)	1864
Score between 0-25 points	Total 18.5

1 Point for Every 100 Visitor Days to a Maximum of 25 Points	25.00%
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LOCAL ATTENDANCE (includes all spectators and participants)	
Score between 1-10 points	368
	4

2 Point- 25-250 people	8 Points- 750-1000 people	10.00%
4 Points- 250- 500 people	10 Points- 1000 people +	
6 Points- 500- 750 people		

EVENT BUDGET	
Up to 10 points	10

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	

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

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

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

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	10

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	
Score between 1-5 points	5
Total	73.5

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	

ALIGNMENT WITH TSSM STRATEGIC PLAN (score all that apply)		Points
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		5
10 points- Event is homegrown and occurs annually		10
10 points- Event was secured through a competitive bid process		10
TOTAL POINTS		90.5

Total Top Section	73
Total Bottom Section	17
Recommendation Range	\$15,000- \$20,000
Recommendation	\$20,000

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 ASSESSMENT- SPORTS AND SPECIAL EVENTS STREAM

Event Name:	38th Annual IBEW CCO OPC Baseball Tournament
Event Date:	June 19-20, 2026
Contact Person:	Kevin Gaudaur
Internal Review:	Jeff McClelland
Board Review Date:	April 27, 2026

OUT OF TOWN PARTICIPANTS (Total of all visitors attending SPECIFICALLY for the event)	
Number of Participants	315
Number of Spectators	50
Total	365
Score up to 10 points	Total 3.5

VISITOR DAYS	
Number of Out of Town Visitors	365
Number of Nights they are Staying	3
Total Visitor Days (multiply together)	1095
Score between 0-25 points	Total 10

LOCAL ATTENDANCE (includes all spectators and participants)	
Score between 1-10 points	145
	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	4

PARTNERSHIP AND COLLABORATION	
Score between 1-5 points	5

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
Total	59.5

ALIGNMENT WITH TSSM STRATEGIC PLAN (score all that apply)		Points
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		5
10 points- Event is homegrown and occurs annually		10
10 points- Event was secured through a competitive bid process		10
TOTAL POINTS		76.5

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- 25-250 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: 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%
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Score between 1-10 considering the these factors: Timeline (application submitted 90+ days in advance) Event Plan (thoroughness)	Capacity Data Tracking	Growth plan (if applicable)	10.00%
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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 Top Section	59.5
Total Bottom Section	17
Recommendation Range	\$10,000-\$15,000
Recommendation	\$12,000

Weight

TOURISM DEVELOPMENT FUND ASSESSMENT- SPORTS AND SPECIAL EVENTS STREAM

Event Name:	SSM Kennel Club Dog Show
Event Date:	July 10 - 12, 2026
Contact Person:	Sophia Power
Internal Review	February 25 2026 - Stephanie Sears
Board Review Date:	28-Apr-26

OUT OF TOWN PARTICIPANTS (Total of all visitors attending SPECIFICALLY for the event)	
Number of Participants	60
Number of Spectators	15
Total	75
Score up to 10 points	Total 0

VISITOR DAYS	
Number of Out of Town Visitors	91
Number of Nights they are Staying	3
Total Visitor Days (multiply together)	273
Score between 0-25 points	Total 2

LOCAL ATTENDANCE (includes all spectators and participants)	
Score between 1-10 points	498
	4

EVENT BUDGET	
Up to 10 points	6

READINESS/CAPACITY/ TIMELINE	
Score between 1- 10 points	6

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

PARTNERSHIP AND COLLABORATION	
Score between 1-5 points	5

MARKETING AND PROMOTION STRATEGY (for festivals and events)	
RECRUITMENT/ REGISTRATION STRATEGY (for conferences)	
Score between 1-10 points	6

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)		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		10
10 points- Event was secured through a competitive bid process		0
TOTAL POINTS		20

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: 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%
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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%
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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:	36
Total points from below:	20
Total:	56
Recommendation Range:	\$2500- \$5000
Recommended:	\$4,000

TOURISM DEVELOPMENT FUND ASSESSMENT- SPORTS AND SPECIAL EVENTS STREAM

Event Name:	Battle at the Bridge 3 (Warhammer Tournament)
Event Date:	July 18 - 19, 2026
Contact Person:	Kellie MacIntyre
Internal Review	March 2026 - Stephanie Sears
Board Review Date:	April, 27 2026

OUT OF TOWN PARTICIPANTS (Total of all visitors attending SPECIFICALLY for the event)	
Number of Participants	70
Number of Spectators	20
Total	90
Score up to 10 points	Total 0

VISITOR DAYS	
Number of Out of Town Visitors	90
Number of Nights they are Staying	2
Total Visitor Days (multiply together)	180
Score between 0-25 points	Total 1

LOCAL ATTENDANCE (includes all spectators and participants)	
Score between 1-10 points	80
	1

EVENT BUDGET	
Up to 10 points	5

READINESS/CAPACITY/ TIMELINE	
Score between 1- 10 points	4

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

PARTNERSHIP AND COLLABORATION	
Score between 1-5 points	0

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

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)		3
2 points- Event generates earned media exposure outside of Sault Ste. Marie		0
5 points- Event is annual and demonstrating growth		5
10 points- Event is homegrown and occurs annually		10
10 points- Event was secured through a competitive bid process		0
TOTAL POINTS		18

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: 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%
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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%
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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:	23
Total points from below:	18
Total:	41
Recommendation Range:	\$ 1000-\$2500
Recommended:	\$2,000

TOURISM DEVELOPMENT FUND APPLICATION SUMMARY

Name of the Event	Sault Ste. Marie Kennel Club Dog Show
Event Date	July 10 - 12, 2026
Venue	YNCU Pee Wee Arena
Submitted by:	Sophia Power
Reviewed by:	Stephanie Sears
Ask:	\$4000
Recommendation:	\$4000

Overview of the Event

This year marks the 60th anniversary of this longstanding event in Sault Ste. Marie. The Sault Ste. Marie Kennel Club (SSMKC) Dog Show is a three-day annual event that attracts dog breeders, handlers, and enthusiasts from the local community, across Ontario, and beyond. Sanctioned by the Canadian Kennel Club, the event showcases excellence in purebred dogs while promoting responsible ownership, sportsmanship, and public education.

The program features conformation competitions, where dogs are evaluated against official breed standards, progressing from Best of Breed through Group placements to the awarding of Best in Show. The event also includes Rally Obedience competitions, highlighting canine responsiveness, precision, and the strong working relationship between dog and handler as they navigate a structured course. In addition, junior handling and other non-regular classes are offered, encouraging participation across a range of ages and experience levels and supporting the development of future competitors.

Recognized for its high level of organization and welcoming atmosphere, the SSMKC Dog Show provides meaningful competitive opportunities while fostering a strong sense of community and camaraderie among participants.

Previous TDF Applications

YEAR	AMOUNT Approved	Summary
2023 368 visitors from out of town.	\$3,000	Funds were used to rent the John Rhodes Community Centre, allowing for a larger area to host the event. Without the TDF funds that location would be out of budget.

2024 259 out of town visitors and 18 regional	\$3000	Funds allocated to venue cost and CKC fees
2025 65 out of town visitors and 5 regional	\$4000	Funds allocated to venue cost and out-of-town marketing

Attendance Projections

Local	450
Regional	48
Ontario	70
Canada	11
USA	10

Economic Impact

91 visitors X 3 days X175 =\$47,775

Budget Summary

Expenses- \$35,370 judging fees, judges hotels, venue rental, marketing, awards (ribbons/trophies), security, CKC fees, misc supplies, etc. Revenue- \$35,650 entry fees, silent auction, vendor fees, donations, sponsors, etc.

Scoring Matrix

The SSM Kennel Club Dog Show scores 56 on the evaluation matrix, placing it in the recommended range of \$2500 - \$5000

Staff Analysis

<p>Event organizers have advised that attendance figures reported prior to 2025 were significantly overstated. In 2025, new organizers, who had previously been involved as volunteers, assumed responsibility for the event and identified discrepancies in historical reporting. As a result, attendance data from 2025 onward is more accurate.</p> <p>While the event does attract out-of-town participants, including exhibitors and judges, organizers have indicated that visitation levels are more modest than those reflected in the 2023 and 2024 final reports.</p> <p>Despite these reporting challenges, the event maintains a strong legacy, celebrating 60 years in Sault Ste. Marie. It is widely regarded as a well-organized and respected event within the dog show community. Organizers have taken proactive steps to rebuild and grow participation, including attending and promoting the event at other dog shows</p>
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outside the region. Early indications suggest positive momentum, with many out-of-town participants expressing intent to return in 2026.

Organizers are confident that, with accurate reporting now in place and continued outreach efforts, the event will experience growth in both participation and exhibitor numbers in 2026. However, there is some uncertainty about potential cross-border participation, as organizers have noted concerns among U.S.-based exhibitors about travel due to the current political climate.

Based on the event's legacy, demonstrated organizational capacity, and renewed growth strategy, staff recommends that the Tourism Sault Ste. Marie's Board of Directors considers funding the request of \$4,000 to support venue rental and out-of-town marketing initiatives.

Draft Resolution

Be it resolved that the Tourism Sault Ste. Marie Board of Directors recommend a contribution of \$4000 through the Tourism Development Fund- Conferences and Special Events Stream to support the SSMKC Dog Show be hosted July 10 -12, 2026 and that a report be submitted to City Council for consideration and approval.

TOURISM DEVELOPMENT FUND APPLICATION SUMMARY

Name of the Event	38th Annual IBEW CCO OPC Baseball Tournament
Event Date	June 19-20, 2026
Venue	Strathclair Park
Submitted by:	Kevin Gaudaur – International Brotherhood of Electrical Workers Local Union 1687
Reviewed by:	Jeff McClelland
Ask:	\$20,000
Recommendation:	\$12,000

Overview of the Event

The 38th Annual International Brotherhood of Electrical Workers (IBEW) Softball Tournament will be hosted in Sault Ste. Marie. This will mark the first time the tournament has been hosted in Sault Ste. Marie. IBEW Local Union 1687 will serve as the host; IBEW Local Union 1687 has previously hosted the event in Sudbury in 2017.

The tournament will bring together members from across Ontario for a three-day sporting and networking event. The tournament is expected to host approximately 22 teams, each consisting of 15 players, representing 11 IBEW branches from throughout the province. Total participation is estimated at approximately 350 attendees.

Tournament play will take place from June 19–21, with teams and participants arriving on June 18. Games and on-site activities will be held at Strathclair Park, where local vendors will be providing food and beverage services throughout the event.

Additional planned activities include a reception at The Machine Shop, featuring live entertainment from local bands, and a team captains’ meeting at the curling club. To support visiting teams, room blocks have been secured at five local hotels, ensuring convenient accommodations for all participants.

Previous TDF Applications

YEAR	AMOUNT Approved	Summary
N/A		

Attendance Projections

Local	95
Regional	50
Ontario	365
Canada	
USA	

Economic Impact

$$365 * 3 * \$175 = \mathbf{\$191,625}$$

Budget Summary

Revenue:

- Team Fees: \$22,000 - \$27,500
- Sponsorship: TBD

Expenses:

- Baseball operations (field rentals, umpires, insurance, first aid misc): \$14,250
- Field Amenities (tents/chairs, porta potties, security, snow fencing, misc): \$6,750
- Food and Drink (reception, vouchers, other): \$55,500
- Signage, swag and prizes: \$29,100
- Total: \$105,600

Loss: ~ \$78,100 to \$83,600

Any loss will be covered by Local 1687 membership.

Scoring Matrix

The IBEW CCO OPC Baseball Tournament scores **76.5** on the evaluation matrix, placing it in the recommended range of **\$10,00-\$15,000**

Staff Analysis

The IBEW Softball Tournament scored 76.5 on the Tourism Development Fund scoring matrix, placing it within the \$10,000-\$15,000 funding range.

The event is projected to bring approximately 365 out-of-town visitors to Sault Ste. Marie for an average stay of three nights, generating an estimated \$191,625 in economic impact through accommodation, food and beverage, and local spending. In addition to tournament play, participants will attend a reception at The Machine Shop featuring local bands, further supporting local venues, artists, and businesses.

Hosting this event provides meaningful destination exposure to IBEW members from across Ontario, increasing the potential for future return visits by participants and their families. A successful event may also position Sault Ste. Marie as a preferred host for future IBEW tournaments.

Staff recommend approving \$12,000 in TDF funding to support this event based on its economic impact, overnight visitation, community exposure, and long-term tourism potential.

Draft Resolution

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 38th Annual IBEW CCO OPC Baseball Tournament to be hosted June 19-20, 2026 and that a report be submitted to City Council for consideration and approval.

TOURISM DEVELOPMENT FUND APPLICATION SUMMARY

Name of the Event	Warhammer 40k Battle at the Bridge
Event Date	July 18 - 19, 2026
Venue	Watertower Inn Ballroom
Submitted by:	Kellie MacIntyre
Reviewed by:	Stephanie Sears
Ask:	\$2000
Recommendation:	\$2000

Overview of the Event

The 40K Battle at the Bridge tournament will return to Sault Ste. Marie for its third year, continuing to build momentum as a unique and growing event within the local tourism and gaming landscape. The event is hosted at the Watertower Inn by The Games Nook, in partnership with Odd Mom Crafts.

While considered a niche offering, Warhammer has a strong and dedicated following and is recognized as the most popular miniature tabletop wargame in Ontario. The tournament is structured as a team-based competition using the Warhammer 40K Abridged format. Teams of five players compete head-to-head against other teams, earning individual points that are combined into a team total. Teams are then ranked and matched against similarly ranked opponents throughout the tournament. At the conclusion of the two-day event, final standings are determined, and top teams are awarded prizes.

Event organizers have demonstrated consistent growth in participation year over year, with new teams joining annually. Promotion through Warhammer-focused social media communities and word-of-mouth has been effective in attracting participants. With limited comparable events in Northern Ontario—previously centred in Sudbury—this tournament is well-positioned to capture and grow a regional audience, further strengthening its potential as a recurring tourism draw.

Previous TDF Applications

YEAR	AMOUNT Approved	Summary
2024 Overall attendance: 140 Out of town visitors: 40	\$2500	TDF funds were used to support venue rental
2025 Overall attendance: 138 Out of town visitors: 51	\$2000	TDF funds were used to support venue rental

Attendance Projections

Local	80
Regional	
Ontario	80
Canada	
USA	10

Economic Impact

90 out of town visitors x 2 days x \$175 per day
\$31,500

Budget Summary

Expenses: \$6610 (venue rental, meals, and marketing)
Revenue: \$ 8750 (registration fees, sponsorship)

Scoring Matrix :

Recommendation Range: 36-55 \$ 1000-\$2500
Recommended: \$2,000

Staff Analysis

Staff recommends \$2000 to support the Warhammer 40k Battle at the Bridge - to assist with the following cost categories

- Venue fees

There is limited event offerings currently for the game hobbyist/enthusiast. Warhammer has a passionate following of tabletop and roleplaying gamers. The event has been growing each year in this venue. Players like the event, appreciate the low participation fees and all of the included food and drink, which makes it a popular choice.

Key drivers for attendees of tabletop tournament are prizing, streaming influencers, community building, belongingness and vendors - which could be considered a growth strategy for future years.

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 the Warhammer 40k Battle at the Bridge - to be hosted July 18&19 2026 and that a report be submitted to City Council for consideration and approval.