

## OPEN AGENDA

Tourism Sault Ste. Marie Board Meeting

May 26, 2026 at 12:00

LIVE STREAM: [www.youtube.com/c/SaultstemarieCa](http://www.youtube.com/c/SaultstemarieCa)

1. **Roll Call**
2. **Approval of Minutes**  
Approval of minutes from April 27, 2026
3. **Declaration of Pecuniary Interests**
4. **Tourism Overview & Update** **12:05 – 12:15**
5. **Financial Update** **12:15 – 12:25**
6. **Tourism Development Fund Applications** **12:25 – 12:45**
  - a. Canadian Bushplane Heritage Centre- Capital Project
  - b. Align Yoga Festival
  - c. Coppa Soccer Tournament
7. **New Business** **13:10 – 13:20**
8. **Resolutions** **13:20 – 13:30**
  - a. Canadian Bushplane Heritage Centre- Capital Project
  - b. Align Yoga Festival
  - c. Coppa Soccer Tournament
9. **Next Meeting**  
June 23, 2026
10. **Adjournment** **13:30**



**Tourism Sault Ste. Marie Board Minutes**

Monday, April 27, 2026

12:00

**OPEN**

**Committee Members Present**

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

**Staff Resources Present**

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

**Guests**

Jamie Hilsinger – Canadian Bushplane Heritage Centre

**Meeting Called to Order**

**12:00**

**1. Roll Call– Introduction to new board member- Cindy Beauchamp**

- T. Beauchamp is the Director of Rooms at Quattro Hotel and Conference Centre

**2. Approval of Meeting Minutes from February 24, 2026**

Moved by: T. White

Second by: G. Lacher

All in favour. Motion Carried.

**Approval of Meeting Minutes from March 24, 2026**

Moved by: L. Foster

Second by: K. Walker

All in favour. Motion Carried.

**3. Declaration of Pecuniary Interests**

Nil

**4. Tourism Overview and Update**

**12:04-12:05**

- Sault Ste Marie’s newest attraction is the Pedal Pub “Beercycle”. A human-powered quadricycle party bike will run six days a week in downtown Sault Ste. Marie,
- Big Ben double-decker bus will open for the season mid May
- City staff will be hosting an informational webinar in early June, where local tourism operators and partners will share updates, insights, and plans for the upcoming summer and fall seasons. This session will provide an opportunity to hear what’s new and upcoming.

**5. Financial Update**

**12:05-12:08**

- 2024 audit has been completed.
- 2026/2027 Visitor Guide is currently in production. Advertising revenue offsets the cost of printing.

## 6. Tourism Development Fund (TDF)

12:08-12:47

### 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.

Moved by: K. Wyer

Second by: K. Walker

All in favour. Motion Carried.

### a. Canadian Bushplane Heritage Centre

#### Return to Open

12:47

#### R. Walker returned

12:47

### b. Warhammer Battle at the Bridge 3

12:47 – 12:53

- The 3<sup>rd</sup> annual event is hosted at the Watertower Inn by The Games Nook, in partnership with Odd Mom Crafts.
- Event organizers have seen growth in participation year over year, with new teams joining annually.
- Staff recommendation is \$2,000 through the Tourism Development Fund-Conferences and Special Events Stream to support the Warhammer 40k Battle at the Bridge.

### c. Sault Ste. Marie Kennel Club (SSMKC) Dog Show

12:53 – 12:56

- Sanctioned by the Canadian Kennel Club, the 60th anniversary of SSMKC Dog Show is a three-day event that attracts dog breeders, handlers, and enthusiasts from Ontario, and beyond.
- With accurate reporting now in place and continued outreach efforts, growth in both participation and exhibitor numbers is expected. However, there is some uncertainty about potential cross-border participation.
- Staff recommendation is \$4,000 through the Tourism Development Fund-Conferences and Special Events Stream to support venue rental and out-of-town marketing initiatives.

### d. 2026 Canadian Cross Country Marathon (XCM) Mountain Bike Championships & 2026 Ontario Cup

12:56 – 13:05

- A multi-day mountain biking event hosted at Hiawatha Highlands alongside an Ontario Cycling Association MTB Ontario Cup (OCup) event, leading provincially sanctioned race series.
- The event will attract elite and amateur riders from across Ontario and Canada, bringing participants, support teams, and spectators to the region. Giving Sault Ste. Marie national exposure as a premier mountain biking destination.
- Staff recommendation is \$20,000 through the Tourism Development Fund-Conferences and Special Events Stream to support the 2026 Canadian Cross Country Marathon (XCM) Mountain Bike Championships and 2026 Ontario Cup to be hosted September 5 and 6, 2026.
- The board has voted to increase the TDF to \$30,000.

### e. 38th Annual International Brotherhood of Electrical Workers (IBEW)

#### Construction Council of Ontario (CCO) Ontario Provincial Council (OPC) Baseball Tournament

13:05 – 13:12

- First time the tournament has been hosted in Sault Ste. Marie on June 19–21, 2026. IBEW Local Union 1687 will serve as the host; IBEW Local Union 1687 has previously hosted the event in Sudbury in 2017.
- A three-day sporting and networking event 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.
- Staff recommendation is \$12,000 through the TDF-Conferences and Special Events Stream to support the 38th Annual IBEW CCO OPC Baseball Tournament.

## 7. New Business

13:12 – 13:17

- Municipal Accommodation Tax (MAT) revenue declined in February and March. The decrease is believed to be linked to the Algoma Steel layoffs, with Sault Ste. Marie reporting lower occupancy levels compared to other Northern Ontario communities.
- Group tour travel numbers have increased compared to last year

## 8. Resolutions

13:17 – 13:25

### a. Tourism Development Fund - Warhammer 40k Battle at the Bridge

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

Moved by: K. Wyer

Second by: G. Lacher

All in favour. Motion Carried.

### b. Tourism Development Fund - Kennel Club Dog Show

Be it resolved that the Tourism Sault Ste. Marie Board of Directors recommend a contribution of \$4,000 through the Tourism Development Fund- Conferences and Special Events Stream to support the Sault Ste. Marie Kennel Club Dog Show be hosted July 10th to 12th, 2026 and that a report be submitted to City Council for consideration and approval.

Moved by: R. Walker

Second by: K. Walker

All in favour. Motion Carried.

### c. Tourism Development Fund – 2026 Canadian Cross Country Marathon (XCM) Mountain Bike Championships & 2026 Ontario Cup

Be it resolved that the Tourism Sault Ste. Marie Board of Directors recommend a contribution of \$30,000 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 5th and 6th, 2026 and that a report be submitted to City Council for consideration and approval.

Moved by: L. Foster

Second by: K. Wyer

All in favour. Motion Carried.

### d. Tourism Development Fund – 38th Annual IBEW CCO OPC Baseball Tournament

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 International Brotherhood of Electrical Workers (IBEW) Construction Council of Ontario (CCO) Ontario Provincial Council (OPC) Baseball Tournament to be hosted June 19th to 20th, 2026 and that a report be submitted to City Council for consideration and approval.

Moved by: K. Walker

Second by: G. Lacher

Opposed by: K. Wyer

Motion Carried.

### e. Next Meeting

Tuesday, May 26, 2026

### f. Adjournment

13:26

Moved by: T. White

Second by: L. Foster

All in favour, Carried.

The Corporation of the  
City of Sault Ste. Marie



## Declaration of Interest – Municipal Conflict of Interest Act

Meeting Date:

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

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

for the following reason:

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

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Name

*Municipal Conflict of Interest Act*

### **Indirect pecuniary interest**

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

(a) the member or his or her nominee,

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

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

(iii) is a member of a body,

that has a pecuniary interest in the matter; or

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

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

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



## Income Statement @March 2026

	Mar 26	Apr 26
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	0.00	0.00
5405 · Mat Revenue	289,450.50	0.00
5847 · Interest Income	1,495.93	1,507.80
5852 · Misc. Income	0.00	0.00
5861 · Advertising Revenue	49,950.00	4,394.73
5862 · Merchandise Revenue	36.93	0.00
5863 · Ontario Cup Mountain Bike Race	0.00	0.00
<b>Total Income</b>	<b>340,933.36</b>	<b>5902.53</b>
<b>Gross Profit</b>	<b>340,933.36</b>	<b>5,902.53</b>
Expense		
6111 · Office Expenses	9.97	0.00
6170 · Memberships&Subscriptions	0.00	0.00
6182 · Travel	3,347.55	0.00
6184 · Trade Shows/Conferences	500.00	0.00
6185 · Meal Allowances	748.00	0.00
6462 · Insurance	1,847.88	0.00
6186-Incidentals	60.00	0.00
6470 · Postal Service	56.25	0.00
6475 · Bookkeeping expense	1,060.19	0.00
6504 · Consulting Fees	0.00	4,124.50
6540 · Advertising	1,039.40	47,753.89
6544 · Promotions	0.00	9,820.71
6545 · Meetings	111.20	0.00
6632 · General Development	19,364.03	17,259.10
6633 · Tours	-5,987.76	-1,996.34
6634 · Events	0.00	4,829.07
6710 · Interest Penalty AR General	0.00	0.00
6720 · Bank Charges	0.00	0.00
99999 · Suspense	0.00	0.00
<b>Total Expense</b>	<b>22,156.71</b>	<b>81790.93</b>
<b>Net Ordinary Income</b>	<b>318,776.65</b>	<b>-75,888.40</b>
Other Income/Expense		
Other Expense		
77000 · Exchange Gain or Loss	180.91	-913.93
<b>Total Other Expense</b>	<b>180.91</b>	<b>-913.93</b>
<b>Net Other Income</b>	<b>(180.91)</b>	<b>913.93</b>
<b>Net Income</b>	<b>318,595.74</b>	<b>-74,974.47</b>



**MARKETING & PROMOTION**

**Active Marketing Campaigns during April**

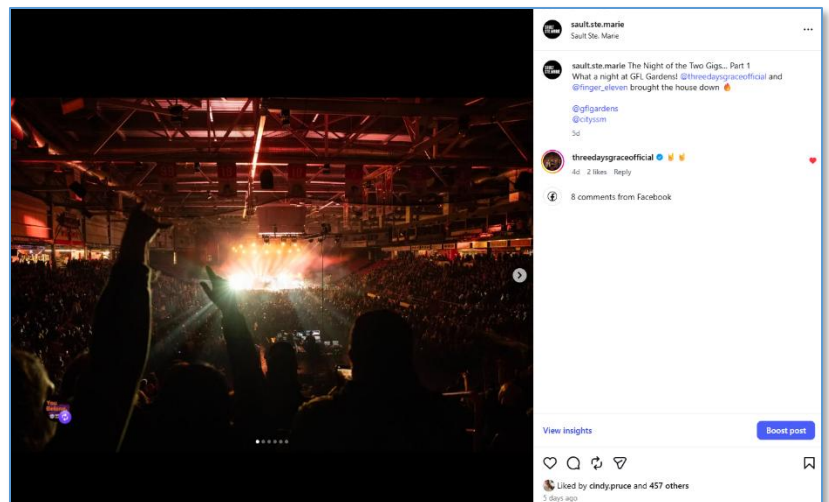
- Cavera digital marketing – pay per click, google search, paid social media ads and SEO marketing.
- Laird Signs billboards x 4 between Sudbury and SSM + one north of SSM.
- Promoting new digital page ‘Calgary to Soo’ in light of new WestJet route for summer.

**Website (April)**

- 44k users, (34k users in March)
- 66k page views (36k in March)
  - Agawa Train – 17.8k (3.1k in March)
  - Home Page – 10.2k (3.6k in March)
  - MTB – 8.2k
  - Summer in the Soo – 8k (1.9k in March)
  - Calgary to Soo Page – 2.9k
  - Activities and Attractions – 1.9k (1.9k in March)
  - Events – 1.6k (1.3k in March)
- Canada 30.1k (69%), US 12.7k (29%)
- Within Canada: Ontario 24.4k (82%), Quebec 2.3k (7%), Alberta 2.1 (7%)
- By City: (GTA around 25%) Toronto 6.6k (22%), Calgary 1.1k (4%), SSM 1k (3%)
- Within US: Michigan 6.6k (52%), Wisconsin 1k (8%)

**Primary drivers**

- **Paid Media:** 34.2k (10.6k in March)
- **Organic Search:** 5.9k (5.9k in March)
- **Referrals:** 2k (1.9k in March)
  - Agawatrain – 338 (187 in March)
  - Saultstemarie – 187 (123 in March)
  - Northernontariotravel – 156 (221 in March)
  - Welcometossm – 62 (93 in March)
  - Algoma U – 59
  - Destination Ontario – 58 (94 in March)
  - Chatgtp – 33 (42 in March)
- **Offsite clicks:** 13.9k (6.9k in March)
  - Agawa Train – 7.2k (1.2k in March)
  - Saultlocktours – 470 (247 in March)
  - Big Ben Bus – 157
  - Canaldistrict – 148 (137 in March)
  - Algoma Jet Boat Tours – 138
  - Delta Hotel – 124 (95 in March)
  - Water Tower – 92
  - SooMRKT – 85





### **Instagram (April, 2026)**

- 25,488k page followers (170 new followers in April)
- 200k accounts reached (100k in March)

### **Facebook (April, 2026)**

- 35,765k followers (168 new followers in April)
- 484k accounts reached (607k in March)

### **Newsletter (April, 2026)**

- Sent Apr 2, 2026 at 3:00pm EDT
  - Resent Apr 7, 2026 at 8:59am EDT
  - 370 sends
  - 142 (43%) opens
  - 13 (4%) clicks
  - 37 (10%) bounces (*manually inputted addresses from the Toronto Outdoor Show*)
  - 3 (1%) unsubscribes

### **GROUP TOURS**

- Updated and created new group tour marketing content.
- Gathered data from local attraction partners pertaining to their pre-booked motorcoach groups for 2026 in comparison to 2025.

### **MEETINGS AND CONVENTIONS**

- Submitted an expression of interest for a national conference.
- Working with organizers from SaultCon to submit a TDF

### **SPORTS TOURISM**

- Request for proposal for accommodations for the Ministry of Natural Resources Hockey Tournament in 2027 has been sent.
- Sault Ste. Marie will be the host of 2028 Ontario Winter Games
- Met with rights holders and local clubs to explore potential bidding opportunities.

### **EVENTS**

- Liaison for XCM, Queen Street Cruise, Community Strong Marathon Weekend, Sault Ste. Marie Kennel Club and Warhammer tournament
- Working with a local business to host the Align Yoga Festival

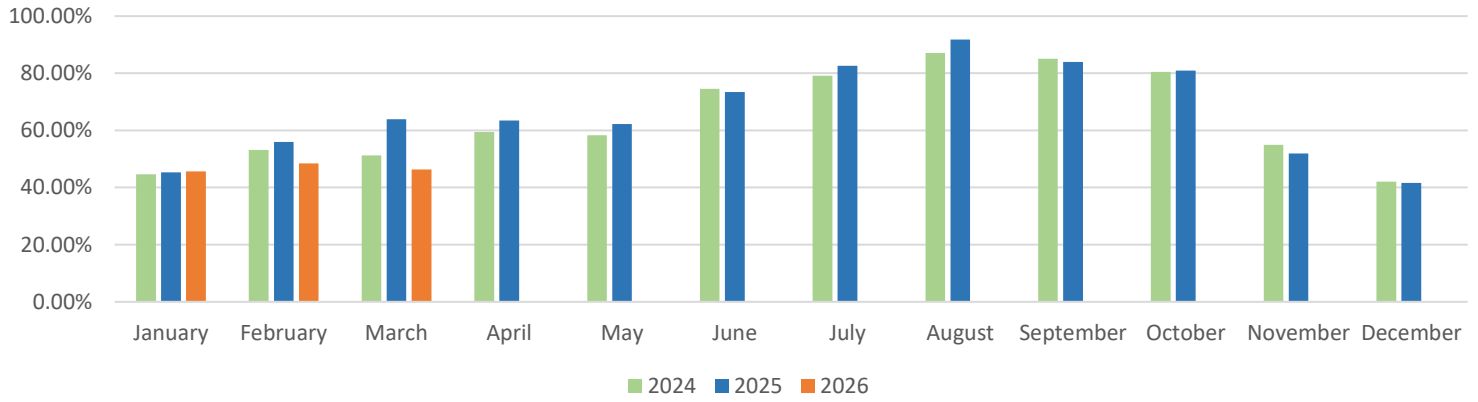
### **TOURISM DEVELOPMENT FUND APPLICATIONS**

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

- a. Warhammer Battle at the Bridge 3- \$2,000
- b. Sault Ste. Marie Kennel Club (SSMKC) Dog Show- \$4,000
- c. 2026 Canadian Cross Country Marathon (XCM) Mountain Bike Championships & 2026 Ontario Cup - \$30,000
- d. 38th Annual International Brotherhood of Electrical Workers (IBEW) Construction Council of Ontario (CCO) Ontario Provincial Council (OPC) Baseball Tournament - \$12,000



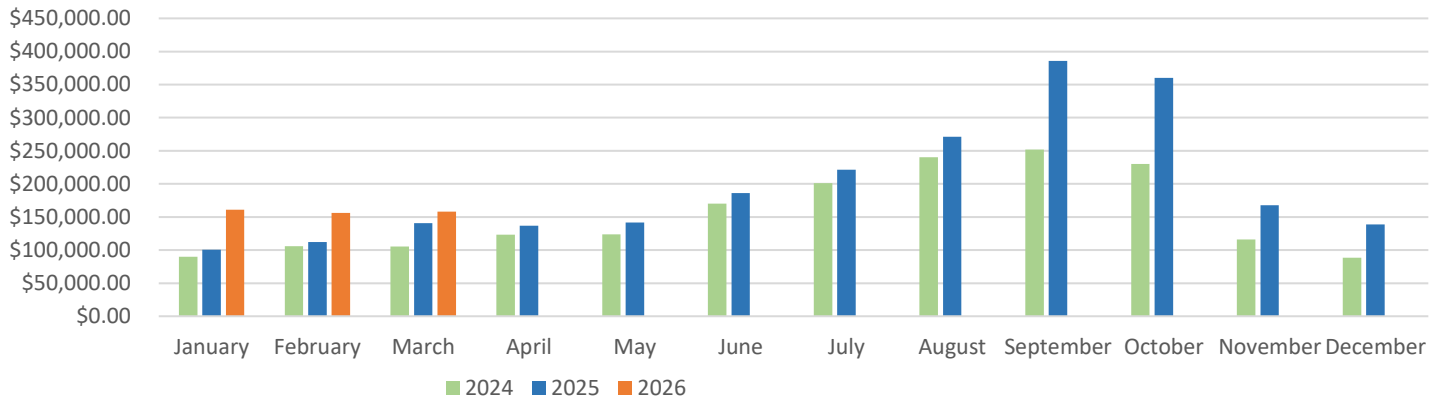
### Occupancy Report Percentage



Year	2024	2025	2026			
January	44.6%	45.3%	45.6%			
February	53.1%	55.9%	48.4%			
March	51.2%	63.6%	46.3%			
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	\$161,014.57			
February	\$105,967.89	\$112,308.49	\$156,179.73			
March	\$105,505.22	\$140,876.75	\$158,141.68			
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				
<b>Total</b>	<b>\$1,845,656.96</b>	<b>\$2,396,110.10</b>	<b>\$475,335.98</b>			

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

## TOURISM DEVELOPMENT FUND APPLICATION SUMMARY

<b>Name of the Event</b>	Align Yoga Festival
<b>Event Date</b>	Sept 11 - 12, 2026
<b>Venue</b>	The Machine Shop
<b>Submitted by:</b>	Sarah Fratesi
<b>Reviewed by:</b>	Stephanie Sears - April 2026
<b>Ask:</b>	\$20,000
<b>Recommendation:</b>	\$5000

### Overview of the Event

The Align Yoga Festival is a new two-day wellness event happening September 11-12, 2026 at the Machine Shop. Designed as an immersive experience, the festival aims to attract regional and out-of-town visitors. The two-day event is also designed to position the Sault a wellness tourism destination.

The weekend features over 50 activity sessions across yoga, pilates, meditation, breathwork, sound healing, self-care, mental health, and creative workshops.

Programming is inclusive for beginners and experienced participants. It also includes live music, art-based experiences, and a curated vendor marketplace highlighting local and regional vendors.

The three ticket options are:

- Full weekend pass
- Saturday-only pass
- Marketplace pass

This will provide flexible options for both visitors and local attendees.

Objectives include: showcasing wellness professionals, supporting small businesses, and strengthening Sault Ste. Marie's reputation as a health and experiential travel destination as well as attracting tourism, increasing overnight stays, and supporting local economic activity through restaurants, cafés, and accommodations.

The event will feature 40-50 presenters, both local and out-of-town, and will partner with businesses, tourism stakeholders, and wellness brands. Long-term, the goal is to establish the Align Yoga Festival as an annual signature event with expanded programming and increased attendance.

### Previous TDF Applications:

<b>YEAR</b>	<b>AMOUNT Approved</b>	<b>Summary</b>
n/a	n/a	n/a

### Attendance Projections

Local	175
Regional	112
Ontario	62
Canada	15
USA	30

### Economic Impact

Number of out-of-town visitors - 107
Number of days - 2
X \$175 = \$37,450

### Budget Summary

#### Expenses

Speaker fees, venue rental, marketing, signage, AV \$83,500

#### Revenue

Ticket sales, vendor fees, merchandise \$46,825

Potential Sponsorships \$20,000

### Scoring Matrix

The Align Yoga Festival scores 56 on the evaluation matrix, placing it in the recommended range of \$2500 to \$5000

### Staff Analysis

The Align Yoga Festival introduces a unique wellness asset to Sault Ste. Marie, modeled after proven, successful multi-day events in Ontario like *City of Om* (Ottawa) and *Everlove* (Blue Mountain). By capitalizing on the growing wellness tourism sector, this festival positions the region to capture a distinct and lucrative market share. The event is managed by experienced operators with strong business backgrounds and deep roots in the local wellness community, ensuring solid domestic engagement. Furthermore, they have retained a dedicated digital marketing team focused specifically on out-of-town markets to drive regional tourism and overnight stays. The festival's model prioritizes partnerships with local businesses and practitioners to ensure sustainability. Organizers will collect data at registration to validate visitor demographics for future planning. This inaugural event establishes a strong foundation for a scalable, annual signature event. They are seeking funds to support out-of-town marketing, presenter/speaker fees, production elements, and professional photography and video for future promotion.

### Draft Resolution

Be it resolved that the Tourism Sault Ste. Marie Board of Directors recommend a contribution of \$5000 through the Tourism Development Fund- Conferences and Special Events Stream to support the Align Yoga Festival to be hosted September 11 & 12, 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:	Align Yoga Festival
Event Date:	Sept 11 - 12, 2026
Contact Person:	Sarah Fratesi
Internal Review	April 2026 - Stephanie Sears
Board Review Date:	May 26 2026

<b>OUT OF TOWN PARTICIPANTS</b> (Total of all visitors attending SPECIFICALLY for the event)	
Number of <b>Participants</b>	107
Number of <b>Spectators</b>	0
Total	107
Score up to 10 points	Total 1

<b>VISITOR DAYS</b>	
Number of Out of Town <b>Visitors</b>	107
Number of <b>Nights</b> they are Staying	2
Total Visitor Days (multiply together)	214
Score between 0-25 points	Total 2

<b>LOCAL ATTENDANCE</b> (includes all spectators and participants)	
Score between 1-10 points	175
	2

<b>EVENT BUDGET</b>	
Up to 10 points	6

<b>READINESS/CAPACITY/ TIMELINE</b>	
Score between 1- 10 points	9

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

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

<b>MARKETING AND PROMOTION STRATEGY</b> (for festivals and events)	
<b>RECRUITMENT/ REGISTRATION STRATEGY</b> (for conferences)	
Score between 1-10 points	9

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

<b>ALIGNMENT WITH TSSM STRATEGIC PLAN (score all that apply)</b>		<b>Points</b>
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		0
10 points- Event is homegrown and occurs annually		10
10 points- Event was secured through a competitive bid process		0
<b>TOTAL POINTS</b>		<b>15</b>

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

**Evaluation Criteria**

1 Point for Every 100 out of town Visitors to a Maximum of 10 points	10.00%
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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:	41
Total points from below:	15
<b>Total:</b>	<b>56</b>
Recommendation Range:	\$2500 -5000
Recommended:	<b>\$5,000</b>

## **TDF Application Summary: Future Impact Project**

**Applicant:** Canadian Bushplane Heritage Centre (CBHC)

**Funding Request:** \$300,000

**Total Project Cost:** \$5.8 Million

**Funding Stream:** TDF- Product Development

### **Project Overview**

The *Future Impact Project* is a critical capital initiative designed to modernize the CBHC facility and ensure long-term operational sustainability. The project focuses on weatherproofing the heritage building, reducing energy loss, and installing climate control systems essential for protecting the museum's aircraft collection and ensuring the museum remains open to the public.

### **Background Information**

The Canadian Bushplane Heritage Centre (CBHC) is the largest (by size and visitation) and most popular cultural attraction (#1 on Tripadvisor) in Sault Ste. Marie. It is the only facility dedicated to telling the story of bush flying in Canada. Significantly, the CBHC preserves the story of the Ontario Provincial Air Service (now Ontario's Ministry of Natural Resources), the 2<sup>nd</sup> oldest non-scheduled government air service in the world. Key contributions of the Ontario Provincial Air Service are:

- First aerial waterbombing experiments
- Early mercy (aka medevac) flights
- Significant surveying of natural resources

While the CBHC's primary role is a museum and education centre, it is also an important tourism anchor, community gathering place and supporter of other social and community services. Over 55,000 people visit the museum per year

The CBHC's *Future Impact Project* Plan includes a variety of actions that will help modernize equipment, protect the heritage building the CBHC occupies and reduce energy loss. The current state of the building is making the operation unsustainable; it's costly, difficult to manage and, as Sault Ste. Marie's most significant cultural attraction, it is an eyesore for tourists. The project includes replacing roofing materials, installing climate control, and adding insulation to make the building sustainable for years to come.

### **Key Objectives & Activities**

- Infrastructure Modernization: Replacing the entire roofing material (63,200 sq. ft.) and adding 3" foam insulation.
- Energy Efficiency: Increasing the building's R-value from approximately R-6 to R-22.
- Climate Control Installation: Installing seven rooftop HVAC units in the main 50,000 sq. ft. hangar and replacing an aging unit serving the Ranger Theatre and offices.
- Air Circulation: Installing 14-foot High-volume, Low-speed (HSVP) fans, which can reduce energy costs by up to 30%.
- Collection Preservation: Ensuring stable environmental conditions to prevent the deterioration of historical artifacts.



## Timeline

- **Status:** Engineering plans are complete, and the project went to tender in March 2026.
- **Construction:** Scheduled to take approximately 32 weeks, running from Fall 2026 through Fall 2027.

## Risk Mitigation

The CBHC has engaged Kresin Engineering to ensure structural needs and costs are accurately calculated. To manage potential funding delays or cost overruns, the project was tendered with Separate Price Options (SPO), allowing the board to prioritize critical roofing work if adjustments are required.

## Budget

Project cost: \$5.8 million

CBHC Contribution: \$700,000

NOHFC: \$2 million (unconfirmed)

FedNor: \$1 million (unconfirmed)

Canada Cultural Spaces: \$2 million (request for application only)

Molson Foundation: \$500,000 (unconfirmed)

Capital Fundraising: commenced March 23

## TOURISM DEVELOPMENT FUND APPLICATION SUMMARY

<b>Name of the Event</b>	4th Annual Coppa Giovanni Soccer Tournament
<b>Event Date</b>	July 10th to July 12 <sup>th</sup> , 2026
<b>Venue</b>	Strathclair Park
<b>Submitted by:</b>	Athanasios Tommy Katagis
<b>Reviewed by:</b>	Jeff McClelland
<b>Ask:</b>	\$21,250
<b>Recommendation:</b>	\$8,500

### Overview of the Event

The Coppa Soccer Tournament is a homegrown, annual soccer tournament hosted at Strathclair Park and is the only annual soccer tournament hosted in our community. Established in 2023, the tournament was created to bring a men's soccer tournament back to the Sault for the first time in more than 20 years.

The inaugural Coppa in 2023 featured Men's Open and Men's 35+ divisions, setting the foundation for what has quickly become a staple within the local soccer community. Building on that early success and with a focus on continued growth, the 2024 tournament expanded to include a Men's 45+ division, as well as Women's Open and Women's Fun divisions.

This year marks the most ambitious expansion yet. The Coppa Soccer Tournament will introduce a Men's Fun Division and, for the first time, youth competition, welcoming up to 12 youth divisions for boys and girls from U8 to U13.

With its continued growth, vibrant atmosphere, and strong community roots, the Coppa Soccer Tournament remains a premier annual event that celebrates competition, sportsmanship, and a shared love of soccer.

### Previous TDF Applications

<b>YEAR</b>	<b>AMOUNT Approved</b>	<b>Summary</b>
2023	\$10,000 Funds were allocated to field rental, referees, AV/sound, insurance, soccer balls, and marketing	662 overall attendees 155 out-of-town visitors
2024 Combined application with the Italian Festival. Visitor reporting numbers were amalgamated for both events.	\$5,000 Funds were allocated to AV/sound for the Italian Festival and security	16,300 overall attendees 479 out-of-town visitors
2025 Application was for Coppa Tournament only- Italian Festival applied separately	\$7,300 Funds allocated for Sootoday advertising, insurance, inflatables, and field permits	1120 overall attendees 200 out-of-town visitors

## Attendance Projections

Local	1155
Regional	
Ontario	350
Canada	
USA	

## Economic Impact

$350 \times 2 \text{ days} \times \$175 \text{ per person per day} = \$122,500$

## Budget Summary

**Revenue:** \$23,700 (registration & sponsorship)

**Expenses:** \$33,408 (Prizing, officials, fields, insurances, soccer balls, advertising, tents/tables/chairs, entertainment, website)

**Profit/(Loss):** (\$9,708)

## Scoring Matrix

The 4th Annual Coppa Giovanni Soccer Tournament scores 70.5 on the evaluation matrix, placing it in the recommended range of \$5,000-\$10,000

## Staff Analysis

The Coppa Soccer Tournament is a homegrown, annual event that plays a vital role in strengthening Sault Ste. Marie's sport tourism portfolio. The adult division provides local soccer players with valuable opportunities to compete at a high level while also attracting out-of-town teams, thereby increasing visitation and economic activity within our community.

Due to the broader competitive soccer landscape in Ontario, Sault Ste. Marie is currently unable to host sanctioned youth soccer tournaments (distance is too far). As a result, local youth teams are required to travel extensively for both league and tournament play. Introducing youth divisions to the Coppa Soccer Tournament addresses this gap by creating a meaningful opportunity for local athletes to compete at home, while simultaneously drawing teams and families from outside the region to support tourism growth. The goal is to grow this division by introducing it this year and promoting it for next year over the winter soccer season.

Expanding the tournament to include youth divisions will also strengthen its long-term sustainability. Increased participation will generate additional registration revenue and enhance the event's overall scale and profile. While it may take one to two years for the youth divisions to fully establish themselves within the competitive soccer community, initial investment is critical to building awareness and credibility.

Support from the Tourism Development Fund (TDF) will be instrumental in ensuring the successful launch and growth of the youth component. This funding will help offset start-up costs, reduce financial risk, and position the Coppa Soccer Tournament as a

premier, multi-division event that delivers both community value and measurable tourism impact.

### **Draft Resolution**

Be it resolved that the Tourism Sault Ste. Marie Board of Directors recommend a contribution of \$8,500 through the Tourism Development Fund- Conferences and Special Events Stream to support the 4<sup>th</sup> Annual Coppa Giovanni Soccer Tournament to be hosted July 10-12, 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:	4th Annual Coppa Giovanni Soccer Tournament
Event Date:	July 10-22, 2026
Contact Person:	Athanasios Tommy Katagis
Internal Review	Jeff McClelland
Board Review Date:	26-May-26

<b>OUT OF TOWN PARTICIPANTS</b> (Total of all visitors attending SPECIFICALLY for the event)	
Number of <b>Participants</b>	200
Number of <b>Spectators</b>	150
Total	350
Score up to 10 points	Total 3.5

<b>VISITOR DAYS</b>	
Number of Out of Town <b>Visitors</b>	350
Number of <b>Nights</b> they are Staying	2
Total Visitor Days (multiply together)	700
Score between 0-25 points	Total 7

<b>LOCAL ATTENDANCE</b> (includes all spectators and participants)	
Score between 1-10 points	462 participants + 693 spectators = 1155
	10

<b>EVENT BUDGET</b>	
Up to 10 points	7

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

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

<b>PARTNERSHIP AND COLLABORATION</b>	
Score between 1-5 points	0

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

<b>MEASUREMENT AND EVALUATION</b>	
Score between 1-5 points	5
Total	50.5

<b>ALIGNMENT WITH TSSM STRATEGIC PLAN (score all that apply)</b>	
5 points- Event aligns with improvements/ activation of downtown/waterfront strategy	5
5 points- Event aligns with adventure/ outdoor recreation strategy	5
3 points- Event attracts international visitors (Including USA)	5
2 points- Event generates earned media exposure outside of Sault Ste. Marie	5
5 points- Event is annual and demonstrating growth	10
10 points- Event is homegrown and occurs annually	20
10 points- Event was secured through a competitive bid process	20
<b>TOTAL POINTS</b>	<b>70.5</b>

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

**18 Adult + 20 Youth**  
**Participants: A = 20 Y = 15 (70% Local / 30% OOT)**  
**Spectators: OOT = \* .75 Local = \*1.5**

**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	8 Points- 750-1000 people	10.00%
4 Points- 250- 500 people	10 Points- 1000 people +	
6 Points- 500- 750 people		

Score between 1-10 considering these factors:	10.00%	
1. Other sources of confirmed revenue	4. Funding Ask vs. Overall Budget	7. Financial Sustainability
2. Balance between Revenue and Expenses	5. Cost Overrun Plan	
3. Financial Need	6. Comprehensiveness of proposed budget	

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

8 Points- February and March	2 Points- July to October 15	15.00%
5 Points- April	10 Points- October 15- November	
4 Points- May- June	15 Points- December and January	

5- Event involves multiple partners (8+) in the recreation, hospitality, travel or entertainment business	5.00%
3- Event involves some partners (5+) in the recreation,hospitality, travel or entertainment business	
0- Event involves very few <5 or collaboration in the recreation, hospitality, travel or entertainment business	

10-Excellent- clear plan to reach out of town markets	5- Average plan, largely focused on locals	10.00%
8- Very Good plan to reach out of town markets	3- Below Average, does not demonstrate attempt to reach out of town travellers	
6- Good plan to reach out of town markets	0- No plan provided	

5- Project provides a clear plan on how event will be measured for success including tracking of out of town visitors	5.00%
3- Project has a plan to track visitation but does not capture all details	
0- Project does not, or is not, capable of tracking out of town visitors	

Total Top Section	50.5
Total Bottom Section	20
Recommendation Range	5,000-10,000
Recommendation	\$8,500

**Weight**