

OPEN AGENDA

Tourism Sault Ste. Marie Board Meeting

June 23, 2026 at 12:00

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

- 1. Roll Call**
- 2. Approval of Minutes**
Approval of minutes from May 26, 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. Ontario Field Archery Championships
 - b. Soo Minor Baseball U9 Ontario Championships
- 7. New Business** **12:45 – 13:20**
 - a. Waterfront Plan Update
- 8. Resolutions** **13:20 – 13:30**
 - a. Ontario Field Archery Championships
 - b. Soo Minor Baseball U9 Championships
- 9. Next Meeting**
July 21, 2026
- 10. Adjournment** **13:30**



Tourism Sault Ste. Marie Board Minutes

Tuesday, May 26, 2026

12:00

OPEN

Committee Members Present

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

Staff Resources Present

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

Guests

None

Meeting Called to Order

12:04

1. Roll Call

2. Approval of Meeting Minutes from April 27, 2026

Moved by: T. White

Second by: C. Beauchamp

All in favour. Motion Carried.

3. Declaration of Pecuniary Interests

- R. Walker - Canadian Bushplane Heritage Centre – Future Impact Project

4. Tourism Overview and Update

12:05-12:10

- Pier 65 seasonal bistro beside Miss Marie is now open Thursday through Sunday.
- Festival dates in June: Festival of Beers (June 13), Queen Street Cruise (June 19 to 20), Community Strong Race (June 20 to 21).
- Occupancy levels are down 5% compared to 2024 as the 2025 numbers are not comparable due to Provincial Ringette tournament.
- 2028 Ontario Winter Games will be hosted in Sault Ste. Marie.

5. Financial Update

12:10-12:11

- R. Walker presented
- No date has been set for the 2015 audit.

6. Tourism Development Fund (TDF)

12:11-12:27

a. Canadian Bushplane Heritage Centre (CBHC) – Future Impact

- Roof issues are impacting the organization's ability to remain open. Quotes are being gathered and phased planning is underway for the estimated \$5.8 million project.
- The Canadian Cultural Spaces grant application was denied; however, CBHC plans to reapply for a smaller amount and is also pursuing funding through FedNor, Northern Ontario Heritage Fund

Corporation (NOHFC), and various foundations. To date, approximately \$580,000 has been secured through contributions.

- Planned improvements include increasing insulation R-value, preserving artifacts, enhancing climate control, and installing air circulation fans.
- CBHC is seeking a funding request of \$300,000 through the Tourism Development Fund – Product Development Stream.

R. Walker left

12:23

- Purvis Marina, owners of the building, have made a commitment to contribute, but have not disclosed the amount.

R. Walker returned

12:27

b. Align Yoga Festival

12:27 – 12:37

- A new two-day wellness event scheduled for September 11 and 12, 2026 at the Machine Shop.
- Designed as an immersive experience, the festival aims to attract regional and out-of-town visitors by capitalizing on the growing wellness tourism sector.
- Staff recommendation is \$5,000 through the Tourism Development Fund-Conferences and Special Events Stream to support the Align yoga festival.

c. Coppa Giovanni Soccer Tournament

12:37 – 12:59

- A homegrown, annual non-sanctioned soccer tournament hosted at Strathclair Park.
- This year the tournament will introduce a Men's Fun Division and youth competition for boys and girls from U8 to U13.
- Staff recommendation is \$8,500 through the Tourism Development Fund-Conferences and Special Events Stream to support the tournament.

7. New Business

12:59 – 12:59

- Nil

8. Resolutions

12:59 – 13:10

a. Tourism Development Fund – Canadian Bushplane Heritage Centre – Future Impact Project

Be it resolved that the Tourism Sault Ste. Marie Board of Directors recommend a contribution of \$300,000 through the Tourism Development Fund – Product Development Stream to support the Canadian Bushplane Heritage Centre- Future Impact Project (roof repairs) and that a report be submitted to City Council for consideration and approval.

Moved by: K. Wyer

Second by: L. Foster

All in favour. Motion Carried.

b. Tourism Development Fund – Align Yoga Festival

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 Align Yoga Festival to be hosted September 11 & 12, 2026 and that a report be submitted to City Council for consideration and approval.

Moved by: T. White

Second by: G. Lacher

All in favour. Motion Carried.

c. Tourism Development Fund – Coppa Giovanni Soccer Tournament

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 4th 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.

Moved by: L. Foster

Second by: K. Wyer

All in favour. Motion Carried.

d. Next Meeting
Tuesday, June 23, 2026

e. Adjournment
Moved by: L. Foster
Second by: K. Wyer
All in favour, Carried.

13:10

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 May

- Destination Ontario US drive partnership
- MyNorth vacation guide
- Toronto Life summer feature
- Explore and DNO summer partnership
- Train Magazine feature
- Laird Signs billboards x 4 between Sudbury and SSM + one north of SSM.
- Cavera digital marketing – pay per click, google search, paid social media ads and SEO marketing.

Website (May)

- 81k users, (44k users in April)
- 121k page views (66k in April)
 - Home Page – 60k (10.2k in April)
 - Agawa Train – 20.4k (17.8k in April)
 - Summer in the Soo – 10k (8k in April)
 - MTB – 2.8k (8.2k in April)
 - Activities and Attractions – 2.5k (1.9k in April)
 - Events – 1.9k (1.3k in April)
 - Robertson Cliffs – 1.8k
 - Calgary to Soo Page – 1.6k (2.9k in April)
- Canada 30.1k (37%), US 51.6k (63%)
- Within Canada: Ontario 28.9k (96%), Quebec 2.1k (7%), Alberta 1.4k (5%)
- By City: (GTA around 25%) Toronto 6.6k (22%), SSM 1.4k (3%)
- Within US: Michigan 41.7k (52%), Ohio 1.1k (5%), Wisconsin 1.1k (8%)

Primary drivers

- **Paid Media:** 58k (34.2k in April)
- **Organic Search:** 8.3k (5.9k in April)
- **Referrals:** 2.7k (2k in April)
 - Villagemedia – 531
 - Agawatrain – 299 (338 in April)
 - Northernontariotravel – 170 (156 in April)
 - TorontoLife – 167
 - Saultstемarie – 138 (187 in April)
 - Welcometossm – 94 (62 in April)
 - Destination Ontario – 90 (58 in April)
 - Chatgtp – 24 (33 in April)
- **Offsite clicks:** 18k (13.9k in April)
 - Agawa Train – 9.5k (7.2k in April)
 - Saultlocktours – 876 (470 in April)
 - Big Ben Bus – 392 (157 in April)
 - Algoma Jet Boat Tours – 206 (138 in April)
 - Canaldistrict – 187 (148 in April)





Instagram (May, 2025)

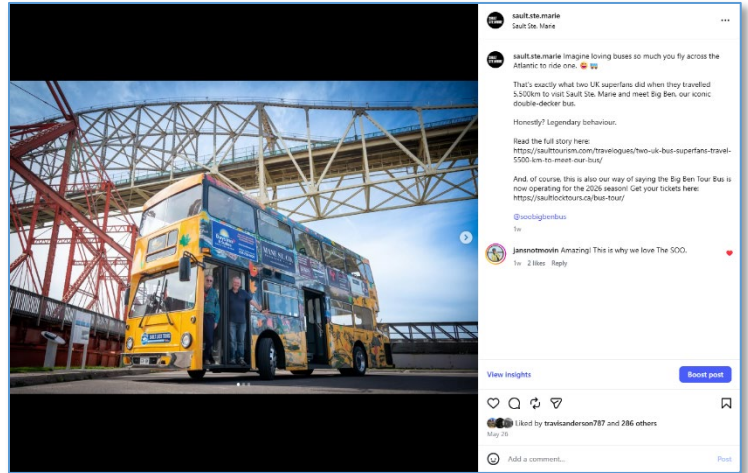
- 25,550k page followers (56 new followers in May)
- 74k accounted reached (200k in April)

Facebook (May, 2025)

- 35,868k followers (165 new followers in May)
- 590k accounts reached (484k in April)

Newsletter (May, 2026)

- May 1, 2026: Blue Skies Ahead
 - 418 sends
 - 159 (43%) opens
 - 16 (4%) clicks
 - 50 (12%) bounces
 - 1 (1%) unsubscribe



PARTNERSHIP

- The 2026-2027 Sault Ste. Marie visitor guide is now available and was distributed to attractions and accommodations.
- Staff hosted an informational webinar where tourism operators and attractions share updates, initiatives, events, and insights for this summer and fall.

GROUP TOURS

- Attended Rendez-vous Canada and met with over 70 tour operators from global markets such as; China, Japan, Germany, Netherlands and more.
- Hosted a feminization to showcase Sault Ste. Marie's Northern Ontario Port to cruise line representatives.

MEETINGS AND CONVENTIONS

- Sault Ste. Marie has been selected to host the Canadian Society of Physician Recruitment Conference, May 2 to 4, 2027.
- Working on a bid to host a provincial conference in 2027.

SPORTS TOURISM

- A press conference was held at the John Rhodes arena announcing Sault Ste. Marie as the host city for the 2028 Ontario Winter Games.
- Collaborating with representatives from First Nation communities to support the development and planning of an annual Indigenous softball tournament.

EVENTS

- Working with Queen Street Cruise to promote a guest social media influencer - Cristy Lee
- Community Strong Marathon Weekend, Habitat for Humanity and O-Cup

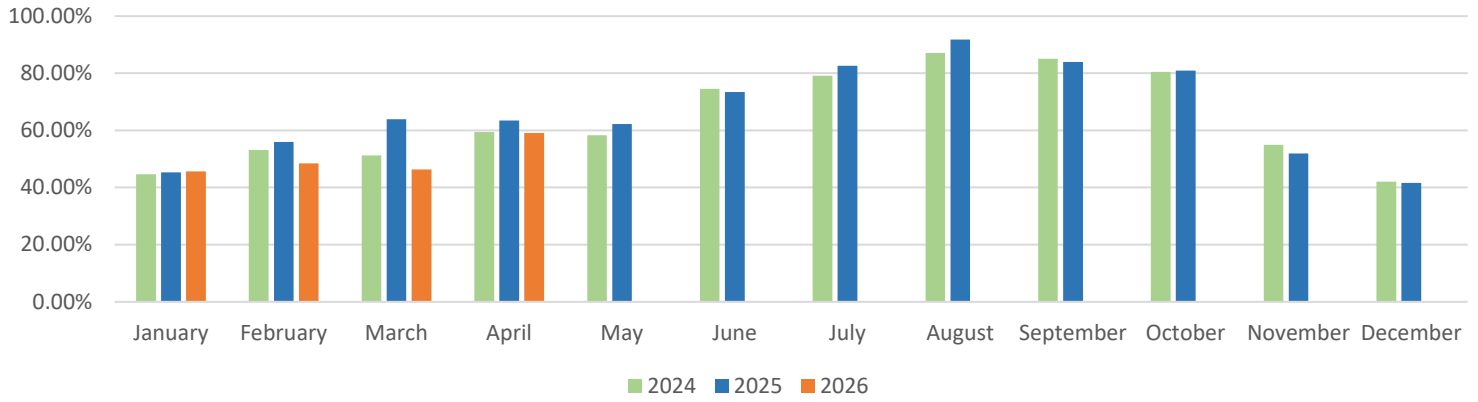
TOURISM DEVELOPMENT FUND APPLICATIONS

Three Tourism Development Fund applications were presented at the April board meeting.

- Canadian Bushplane Heritage Centre - \$300,000
- Align Yoga Festival - \$4,000
- Coppa Giovanni Soccer Tournament - \$8,500



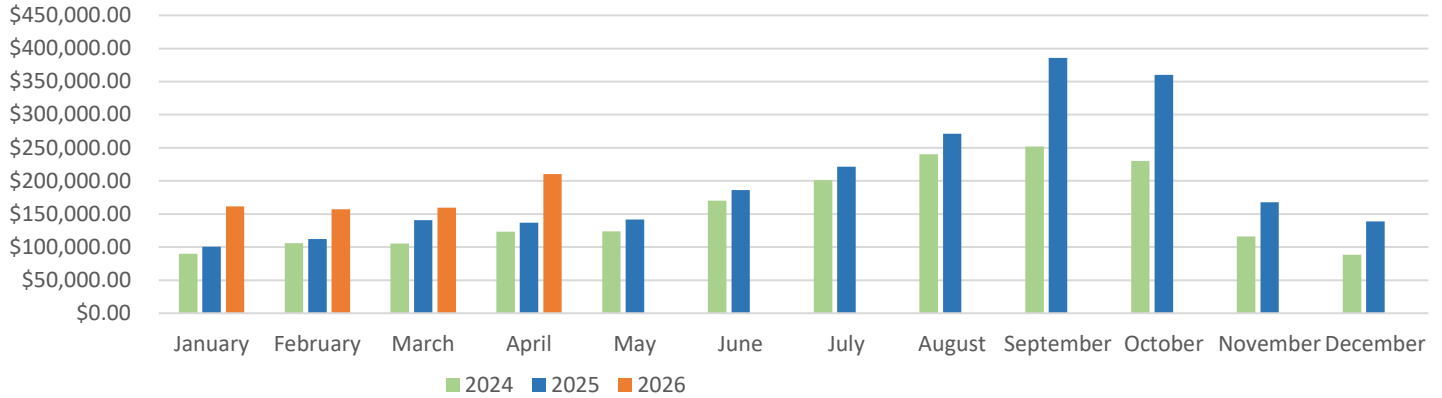
Occupancy Report Percentage



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%	59.1%			
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	\$161,272.57			
February	\$105,967.89	\$112,308.49	\$156,942.60			
March	\$105,505.22	\$140,876.75	\$159,339.09			
April	\$123,067.05	\$136,726.45	\$210,498.14			
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	\$688,052.40			

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



Income Statement @May 2026

	Apr 26	26-May
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	150,000.00
5405 · Mat Revenue	0.00	0.00
5847 · Interest Income	1,507.80	0.00
5852 · Misc. Income	0.00	0.00
5861 · Advertising Revenue	4,394.73	0.00
5862 · Merchandise Revenue	0.00	0.00
5863 · Ontario Cup Mountain Bike Race	0.00	0.00
Total Income	5902.53	150,000.00
Gross Profit	5,902.53	150,000.00
Expense		
6111 · Office Expenses	0.00	227.88
6170 · Memberships&Subscriptions	0.00	0.00
6182 · Travel	0.00	2,952.90
6184 · Trade Shows/Conferences	0.00	2,858.35
6185 · Meal Allowances	0.00	0.00
6462 · Insurance	0.00	1,399.68
6186-Incidentals	0.00	0.00
6470 · Postal Service	0.00	0.00
6475 · Bookkeeping expense	0.00	0.00
6504 · Consulting Fees	4,124.50	0.00
6540 · Advertising	47,753.89	37,093.79
6544 · Promotions	9,820.71	42,007.35
6545 · Meetings	0.00	106.16
6632 · General Development	17,259.10	215,243.52
6633 · Tours	-1,996.34	1,725.27
6634 · Events	4,829.07	0.00
6710 · Interest Penalty AR General	0.00	0.00
6720 · Bank Charges	0.00	6.84
99999 · Suspense	0.00	0.00
Total Expense	81790.93	303621.74
Net Ordinary Income	-75,888.40	-153,621.74
Other Income/Expense		
Other Expense		
77000 · Exchange Gain or Loss	-913.93	-52.37
Total Other Expense	-913.93	-52.37
Net Other Income	913.93	52.37
Net Income	-74,974.47	-153,569.37

TOURISM DEVELOPMENT FUND APPLICATION SUMMARY

Name of the Event	Ontario Baseball 11U A Rep Provincial Tournament
Event Date	Sept 3 - 7, 2026
Venue	Sinclair Yards
Submitted by:	Soo Minor Baseball Association (Amanda Nieson)
Reviewed by:	Jeff McClelland
Ask:	\$20,000
Recommendation:	12,000 (\$6,000 per year for 2 years)

Overview of the Event

The Ontario Baseball Association has awarded Soo Minor Baseball the opportunity to host the 11U A Rep Provincial Tournament. This follows four consecutive years (2022, 2023, 2024, and 2025) of successfully hosting the 9U Selects tournament.

The event is expected to bring 11 out-of-town teams, along with their families, from across Ontario to Sault Ste. Marie over Labour Day weekend.

Alongside the on-field competition, we are planning Opening Ceremonies on Friday featuring all participating teams. We hope to include a Colour Guard, the Mayor, and representatives from Tourism. To further enhance the overall experience, we are also looking to introduce a family-friendly entertainment area with inflatables and children's activities.

Previous TDF Application Summary

YEAR	AMOUNT Approved	Summary
2022 (13U)	\$3,500 \$2250 claimed - Umpire Fees - Baseballs	Projected Attendance: 816 Actual attendance 1200 Projected Visitors: 680 Actual Visitors: 1100
2023 (9U & 13U)	\$3,000 - Umpire Fees	Projected Attendance: 3855 Actual Attendance: 2267 Projected Visitors: 3500 Actual Visitors: 2007
2024 (9U)	\$3,500 - Umpire Fees - Baseballs	Projected Attendance: 2625 Actual Attendance: 1228 Projected Visitors: 2000 Actual Visitors: 915

Attendance Projections

	Overall
Local	153
Regional	
Ontario	930
Canada	
USA	

Economic Impact

$930 * 3 * \$175 = \$488,250$

Budget Summary

Revenue: \$5,500 (registration)

Expenses: \$26,825.52

- \$19,325.52 (operational expenses including signage, equipment, umpires/field staff, tent/portable toilet rentals)
- \$7,500 (event experience expenses including sound system, photography, inflatables and children's activities)

Profit (Loss): (\$21,325.52)

Scoring Matrix

The Ontario Baseball 11U A Rep Provincial Tournament scores 85 on the evaluation matrix placing it in the recommended range of \$10,000 - \$15,000

Staff Analysis

The 11U A Rep Provincial Tournament aligns with Tourism Sault Ste. Marie's strategic plan:

- Event aligns with adventure / outdoor recreation strategy
- Event was secured through a competitive provincial bid process
- Event generates earned media exposure outside of SSM

Hosting the 11U A Rep Provincial Tournament not only drives economic impact through visitor spending but also reinforces Sault Ste. Marie's reputation as a strong and reliable host for regional, provincial, and national sporting events. This year marks the fifth consecutive time the city has hosted an Ontario Baseball Provincial Championship (prior to resuming hosting in 2022, the Sault hadn't hosted since 1993), demonstrating a proven track record of success. Delivering another well-executed event will further strengthen the relationship with Ontario Baseball and enhance opportunities to host additional divisions and larger-scale tournaments in the future.

The event scored 82 on the scoring matrix, placing it in the recommended funding range of \$10,000 to \$15,000.

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 Ontario Baseball 11U A Rep Provincial Tournament to be hosted September 3rd to 7th, 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:	Ontario Baseball 11U A Rep Provincial Tournament
Event Date:	Sept 3 - 7, 2026
Contact Person:	Amanda Nieson
Internal Review:	Jeff McClelland
Board Review Date:	23-Jun-26

OUT OF TOWN PARTICIPANTS (Total of all visitors attending SPECIFICALLY for the event)	
Number of Participants	380
Number of Spectators	550
Total	930
Score up to 10 points	Total 9

VISITOR DAYS	
Number of Out of Town Visitors	930
Number of Nights they are Staying	3
Total Visitor Days (multiply together)	2790
Score between 0-25 points	Total 25

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

EVENT BUDGET	
Up to 10 points	6

READINESS/CAPACITY/ TIMELINE	
Score between 1- 10 points	7

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	8

MEASUREMENT AND EVALUATION	
Score between 1-5 points	3
Total	65

ALIGNMENT WITH TSSM STRATEGIC PLAN (score all that apply)		Points
5 points- Event aligns with improvements/ activation of downtown/waterfront strategy		
5 points- Event aligns with adventure/ outdoor recreation strategy		5
3 points- Event attracts international visitors (Including USA)		
2 points- Event generates earned media exposure outside of Sault Ste. Marie		2
5 points- Event is annual and demonstrating growth		
10 points- Event is homegrown and occurs annually		
10 points- Event was secured through a competitive bid process		10
TOTAL POINTS		17
		85

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

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: 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	68
Total Bottom Section	17
Recommendation Range	\$10,000 - \$15,000
Recommendation	

TOURISM DEVELOPMENT FUND ASSESSMENT- SPORTS AND SPECIAL EVENTS STREAM

Event Name:	Ontario Field Archery Championship
Event Date:	Aug 21-23, 2026
Contact Person:	Lana Perry
Internal Review	Jeff McClelland
Board Review Date:	23-Jun-26

OUT OF TOWN PARTICIPANTS (Total of all visitors attending SPECIFICALLY for the event)	
Number of Participants	36
Number of Spectators	70
Total	106
Score up to 10 points	Total 1

VISITOR DAYS	
Number of Out of Town Visitors	106
Number of Nights they are Staying	2
Total Visitor Days (multiply together)	212
Score between 0-25 points	Total 2

LOCAL ATTENDANCE (includes all spectators and participants)	
Score between 1-10 points	113
	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	0

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	42

ALIGNMENT WITH TSSM STRATEGIC PLAN (score all that apply)		Points
5 points- Event aligns with improvements/ activation of downtown/waterfront strategy		
5 points- Event aligns with adventure/ outdoor recreation strategy		5
3 points- Event attracts international visitors (Including USA)		
2 points- Event generates earned media exposure outside of Sault Ste. Marie		2
5 points- Event is annual and demonstrating growth		
10 points- Event is homegrown and occurs annually		
10 points- Event was secured through a competitive bid process		10
		17
TOTAL POINTS		59

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
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1 Point for Every 100 Visitor Days to a Maximum of 25 Points
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2 Point- 100-250 people	8 Points- 750-1000 people
4 Points- 250- 500 people	10 Points- 1000 people +
6 Points- 500- 750 people	

Score between 1-10 considering these factors:		
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:		
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
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
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
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
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	42
Total Bottom Section	17
Recommendation Range	\$2,500-\$5,000
Recommendation	\$4,000

Weight

10.00%

25.00%

10.00%

10.00%

10.00%

15.00%

5.00%

10.00%

5.00%

TOURISM DEVELOPMENT FUND APPLICATION SUMMARY

Name of the Event	Ontario Field Archery Championship
Event Date	Aug 21-23, 2026
Venue	Algoma Rod & Gun Club
Submitted by:	Lana Perry
Reviewed by:	Jeff McClelland
Ask:	\$4,000
Recommendation:	\$4,000

Overview of the Event

The Ontario Field Archery Championships is an annual archery competition sanctioned by Archery Ontario. The Algoma Rod & Gun Club has successfully won the bid to host the 2026 Championship from August 21-23, 2026, at their range on 226 Connor Road in Sault Ste. Marie.

The event begins on August 21 with athlete arrivals and practice, followed by two days of individual competition on August 22 and 23. Archers from across the province, many traveling with their families, will attend.

In addition to competition, local coaching business Arrows in Motion will offer a carnival-style archery activity, giving spectators and beginners an opportunity to try the sport.

The event will be supported by volunteers and Archery Ontario staff, including judges, Range Safety Officers, a Director of Shooting, event management, and grounds crew.

As the final event of the outdoor archery season, the championship builds on the momentum of the provincial target championships held the previous month. With its invitational format, the competition welcomes archers of all skill levels.

Previous TDF Application Summary

YEAR	AMOUNT Approved	Summary
2024	\$3,000 Ontario Junior Challenge -Security, porta-potty rental, first aid supplies, water, shade tents, event hosting fees, target faces and target butt rental	Projected Attendance: 252 Actual attendance 153 Projected Visitors: 75 Actual Visitors: 46

Attendance Projections

	Overall
Local	80
Regional	33
Ontario	106
Canada	
USA	

Economic Impact

106 visitors * 2 nights * \$175 =
\$37,100

Budget Summary

Revenue: \$7,450 (registration fees, food sales, fundraising)

Expenses: \$7,435 (hosting fees, targets, target butts, scorecards, signage, walkie talkies, laser rangefinder, lightning detector/weather station, food/drinks).

Profit/(Loss): \$15

Scoring Matrix

The Ontario Field Archery Championship scores 59 on the evaluation matrix placing it in the recommended range of \$2,500 - \$5,000

Staff Analysis

The Ontario Field Archery Championship aligns with Tourism Sault Ste. Marie's strategic plan:

- Event aligns with adventure / outdoor recreation strategy
- Event was secured through a competitive provincial bid process
- Event generates earned media exposure outside of SSM

In addition to generating economic impact through visitor spending, successfully hosting the Ontario Field Archery Championship positions Sault Ste. Marie as a capable host community for regional, provincial, and national sporting events.

The event scored a 59 on the scoring matrix placing it in the recommended funding range of \$2,500 to \$5,000 which aligns with the \$4,000 requested.

Draft Resolution

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 Ontario Field Archery Championship to be hosted August 21st to 23rd, 2026 and that a report be submitted to City Council for consideration and approval.