

OPEN AGENDA

Tourism Sault Ste. Marie Board Meeting

August 18, 2026

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

1. Roll Call

2. Approval of Minutes

Approval of minutes from June 23, 2026

No meeting July 2026

3. Declaration of Pecuniary Interests

4. Tourism Overview & Update

12:05 – 12:15

a. Group Tour Update

b. XCM National Championships Update

c. Reminder- Tourism Sault Ste. Marie Take 5 on September 17, 2026

5. Financial Update

12:15 – 12:20

6. New Business

12:20 – 12:45

a. Great Lakes Cruise Alliance Presentation

7. Tourism Development Fund Applications

12:45 – 13:15

a. North American Maple Syrup Council Conference

b. Wolf Fest

c. Fall Classic

8. Resolutions

13:15 – 13:30

a. North American Maple Syrup Council Conference

b. Wolf Fest

c. Fall Classic

9. Next Meeting

September 21, 2026

10. Adjournment

13:30



Tourism Sault Ste. Marie Board Minutes

Tuesday, June 23, 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	NO	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	K. Neveu

Guests

None

Meeting Called to Order

12:02

1. Roll Call

2. Approval of Meeting Minutes from May 26, 2026

Moved by: K. Wyer

Second by: R. Walker

All in favour. Motion Carried.

3. Declaration of Pecuniary Interests

- Nil

4. Tourism Overview and Update

12:03 - 12:10

- Queen Street Cruise was successful and saw a higher registration; Christie Lee social media influencer attended.
- Staff to report on visitor numbers from the Community Strong event
- Festival dates in June: Canada Day (July 1), Poutine Feast (July 1-5), Italian Festival (July 5), Coppa Giovanni Soccer Tournament (July 10-12).
- Staff traveled to Québec and met with New England Cruise Alliance and cruise operators to promote Sault Ste. Marie as a port.
- Hosted a familiarization tour for five cruise line operators.
- Staff attend Rendezvous Canada in May and met with over 80 operators. A group tour report will be presented at the next meeting.

5. Financial Update

12:10 - 12:18

- A. Kenopic and T. Anderson presented:
 - i. Purchased visitor spending data
 - ii. Interpretive signage at Wishart Park
 - iii. Phase one of Waterfront design 60% design
 - iv. Floating wetland installed through the city's environmental grant
- Staff will report back to the board with a detailed report from Deloitte on visitors' spending.

6. Tourism Development Fund (TDF)

a. Ontario Field Archery Championship

12:18 – 12:21

- The Algoma Rod & Gun Club has successfully won the bid to host the 2026 Championship from August 21–23, 2026, an annual archery competition sanctioned by Archery Ontario.
- Athletes from across Ontario arrive on August 21 to practice, followed by two days of individual competition.
- Staff recommendation is \$4,000 through the Tourism Development Fund-Conferences and Special Events Stream to support the tournament.

b. Ontario Baseball 11U A Rep Provincial Tournament

12:21 – 12:28

- Soo Minor Baseball will host the 11U A Rep Provincial Tournament on September 3rd to 7th, 2026.
- The event is expected to bring 11 out-of-town teams, along with families, from across Ontario.
- Staff recommendation is \$12,000 through the Tourism Development Fund-Conferences and Special Events Stream to support the tournament.

7. New Business

12:28 – 12:42

a. Waterfront Plan Update

- T. Anderson and K. Neveu presented

8. Resolutions

12:42 – 12:48

a. Tourism Development Fund – Ontario Field Archery Championship

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.

Moved by: C. Beauchamp

Second by: L. Foster

All in favour. Motion Carried.

b. Tourism Development Fund – Ontario Baseball 11U A Rep Provincial 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 2026 and 2027 Ontario Baseball Provincial 11U A Rep Provincial Tournaments (\$6,000 per year) and that a report be submitted to City Council for consideration and approval.

Moved by: R. Walker

Second by: C. Beauchamp

All in favour. Motion Carried.

9. Next Meeting

Tuesday, July 21, 2026

10. Adjournment

12:49

Moved by: L. Foster

Second by: K. Wyer

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 June

- Destination Ontario US drive partnership
- MyNorth vacation guide
- Toronto Life summer feature
- Explore and DNO summer partnership
- Train Magazine feature
- MetrolandStar – Train marketing
- Sing Tao Media – Train marketing
- Anokhi – Train marketing
- 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 (June)

- 91k users, (81k users in May)
- 146k page views (121k in May)
 - Home Page – 74k (60k in May)
 - Agawa Train – 24k (20.4k in May)
 - Summer in the Soo – 12.6k (10k in May)
 - See & Do – 7k
 - Events – 4k (1.9k in May)
- Canada 31.3k (34%), US 58k (64%)
- Within Canada: Ontario 26.9k (86%), Quebec 3k (9%),
- By City: (GTA around 35%) Toronto 7.2k (23%), SSM 2.1k (7%)
- Within US: Michigan 47.2k (81%), Ohio 1.4k (2%), Wisconsin 1.1k (2%)

Primary drivers

- **Paid Media:** 59k (58k in May)
- **Organic Search:** 11k (8.3k in May)
- **Referrals:** 3.9k (2.7k in May)
 - Villagemedia – 1.5k (531 in May)
 - Agawatrain – 363 (299 in May)
 - Northernontariotravel – 171 (170 in May)
 - Queen Street Cruse – 157
 - Saultstemarie – 147 (138 in May)
 - Sing Tao – 156
 - Destination Ontario – 93 (90 in May)
 - Chatgtp – 4 (24 in May) *(including for future reference)*
- **Offsite clicks:** 28k (18k in May)
 - Agawa Train – 13.4k (9.5k in May)
 - Saultlocktours – 1.6k (876 in May)
 - Big Ben Bus – 634 (392 in May)





- Algoma Jet Boat Tours – 308 (206 in May)
- Canaldistrict – 307 (187 in May)
- SOOMRKT – 197

Instagram (June, 2025)

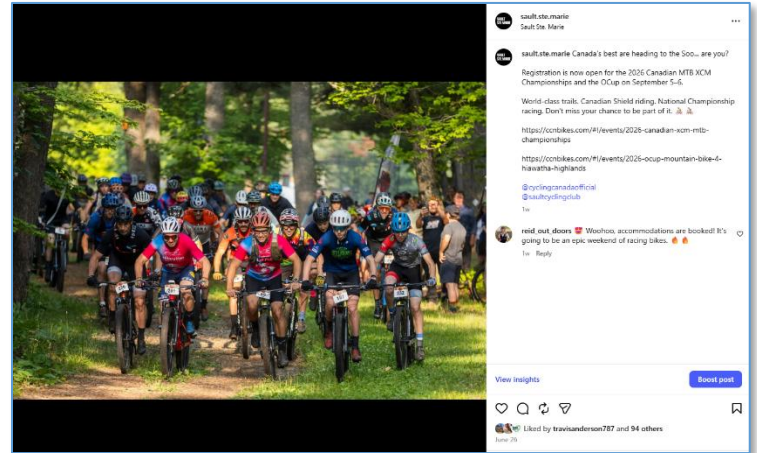
- 25,793k page followers (232 new followers in June)
- 182k accounted reached (74k in May)

Facebook (June, 2025)

- 36,044 followers (255 new followers in June)
- 704k accounts reached (590k in May)

Newsletter (June, 2026)

- Sent June 3, 2026 at 7:00pm EDT
- Resent June 5, 2026 at 1:59pm EDT
- 617 sends
- 248 (46%) opens
- 45 (8%) clicks
- 82 (13%) bounces
- 9 (2%) unsubscribes
- Cavera will be integrating Constant Contact into our tourism website



GROUP TOURS

- On June 5th, Sault Ste. Marie welcomed its first cruise ship visit from Pearl Seas.
- Post Rendezvous Canada familiarization tour hosted tour operators from The Netherlands, Germany, Québec and China.

MEETINGS AND CONVENTIONS

- Sault Ste. Marie hosted the Economic Development Council of Ontario Regional Seminar.
- Submitted an expression of interest to host a municipal conference.

SPORTS TOURISM

- Guided applicants through the application process and prepared submissions for board consideration.
- Continued engagement with rights holders and local sport organizations to explore and evaluate future event bidding opportunities.

EVENTS

- Attended and assisted with Community Strong Marathon and Queen Street Cruise
- Working with the following events; Salty Marie, Bon Soo, XCM and OCup

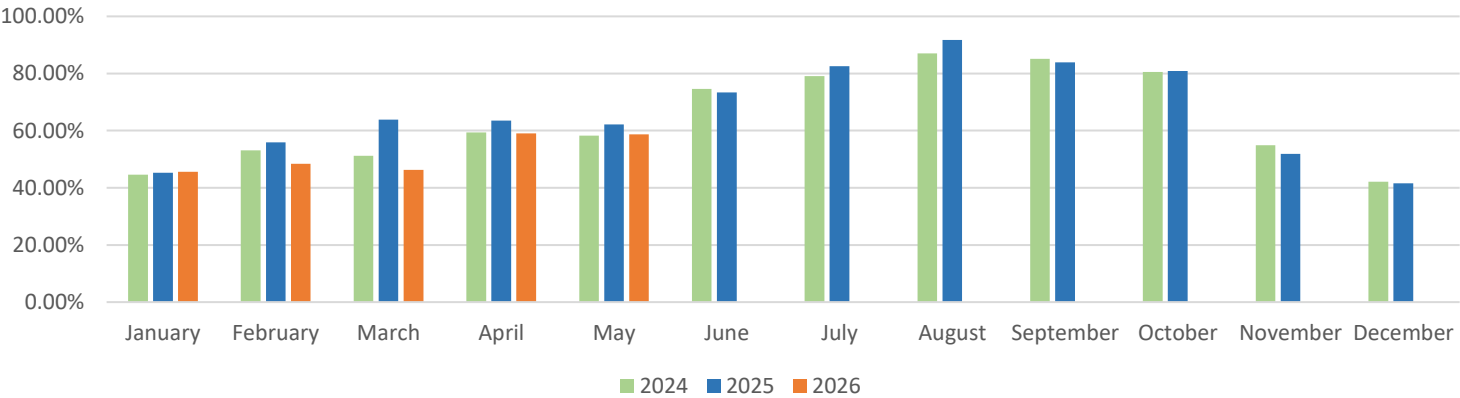
TOURISM DEVELOPMENT FUND APPLICATIONS

Two Tourism Development Fund applications were presented at the June board meeting.

- a. Ontario Field Archery Championships - \$4,000
- b. Soo Minor Baseball U9 Championships - \$12,000



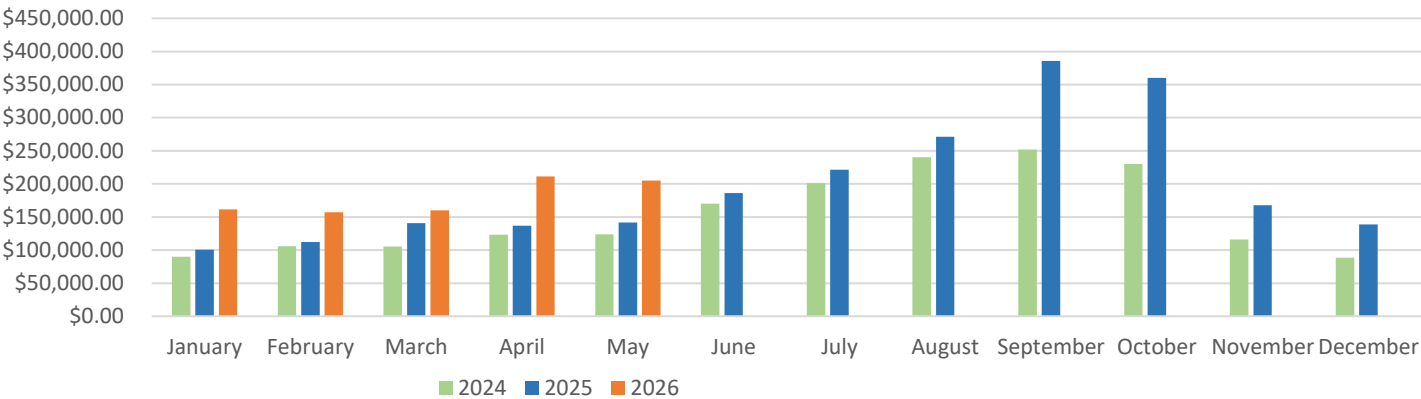
Occupancy Report Percentage



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%	59.1%			
May	58.3%	62.2%	58.7%			
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	\$159,820.18			
April	\$123,067.05	\$136,726.45	\$211,333.42			
May	\$123,901.89	\$141,605.97	\$204,838.90			
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)



MARKETING & PROMOTION

Active Marketing Campaigns during July

- MyNorth vacation guide
- Toronto Life summer feature
- Explore and DNO summer partnership
- Train Magazine feature
- MetrolandStar – Train marketing
- Anokhi – Train marketing
- 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 (July)

- 73k users, (91k users in June)
- 126k page views (146k in June)
 - Agawa Train – 37k (24k in June)
 - Summer in the Soo – 16k (12.6k in June)
 - Home Page – 15k (74k in June)
 - 6 of the Best Sandy Beaches – 15k
 - Events – 4k (4k in June)
 - See & Do – 3.8k (7k in June)
- Canada 52.3k (72%), US 19k (26%)
- Within Canada: Ontario 46k (88%), Quebec 4.5k (6%),
- By City: (GTA around 42%) Toronto 13k (25%), SSM 2.5k (5%),
- Within US: Michigan 10k (53%), Wisconsin 1.5k (8%), Ohio 1.1k (6%)

Primary drivers

- **Paid Media:** 60k (59k in June)
- **Organic Search:** 12k (11k in June)
- **Referrals:** 3.3k (3.9k in June)
 - Villagemedia – 653 (1.5k in June)
 - Agawatrain – 518 (363 in June)
 - Northernontariotravel – 172 (171 in June)
 - Saultstemarie – 126 (147 in June)
 - Destination Ontario – 102 (93 in June)
 - Welcometossm – 91
 - Narcity – 46
 - Chatgtp – 4 (24 in June)
- **Offsite clicks:** 26.6k (28k in June)
 - Agawa Train – 9.9k (13.4k in June)
 - Saultlocktours – 1.6k (1.6k in June)
 - Summer Concert Series – 672
 - Big Ben Bus – 545 (634 in June)
 - Algoma Jet Boat Tours – 387 (308 in June)
 - Canaldistrict – 395 (307 in June)
 - SOOMRKT – 232 (197 in June)





Instagram (July, 2025)

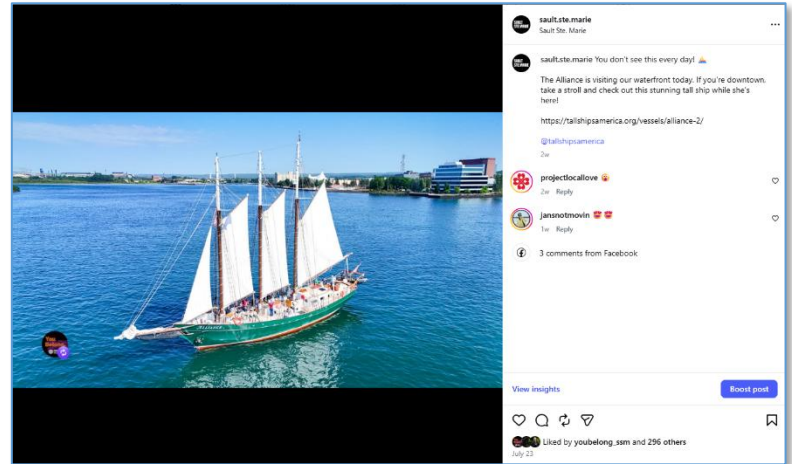
- 26,023k page followers (224 new followers in July)
- 136k accounted reached (182k in June)

Facebook (July, 2025)

- 36,192 followers (209 new followers in July)
- 553k accounts reached (704k in June)

Newsletter (June, 2026)

- Sent Jul 2, 2026 at 9:00am EDT
- Resent Jul 6, 2026 at 12:00pm EDT
- 660 sends
- 249 (44%) opens
- 25 (4%) clicks
- 94 (14%) bounces
- 4 (1%) unsubscribes



FAMILIRIZATION TOURS

- The City hosted Lisa Roper, a TV personality, to filming an episode of *“Lisa Roper Outdoors”*. The focus of the episode will be on *“Fishing on the St. Marys River”* along with other activities to do in Sault Ste. Marie.

GROUP TOURS

- Staff is working with two new group tour leads, based in Michigan and the Greater Toronto Area

MEETINGS AND CONVENTIONS

- Sault Ste. Marie has won the bid to host the Ontario Ski Resort Association Annual General Meeting and Conference for May 25-27, 2027.

SPORTS TOURISM

- Supported Ontario Winter Games planning through the collection and analysis of data from past games, and by connecting with vendors and service providers.

EVENTS

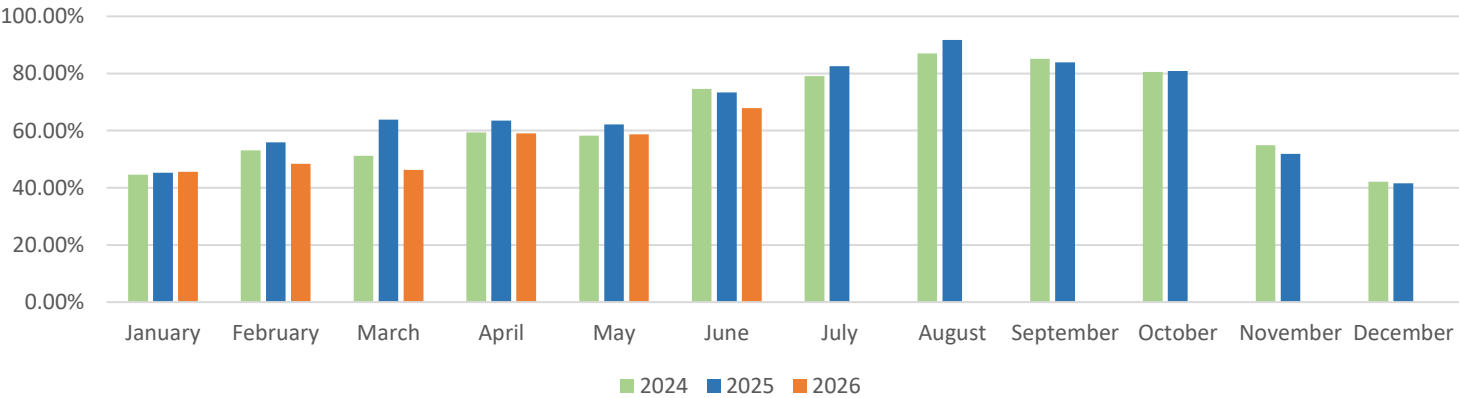
- Attended and assisted with Salty Marie Trails Fest on July 24-26, 2026 that saw over 600 attendees, including 350 participants.

TOURISM DEVELOPMENT FUND APPLICATIONS

No Tourism Development Fund applications were presented at the July board meeting as the is was cancelled.



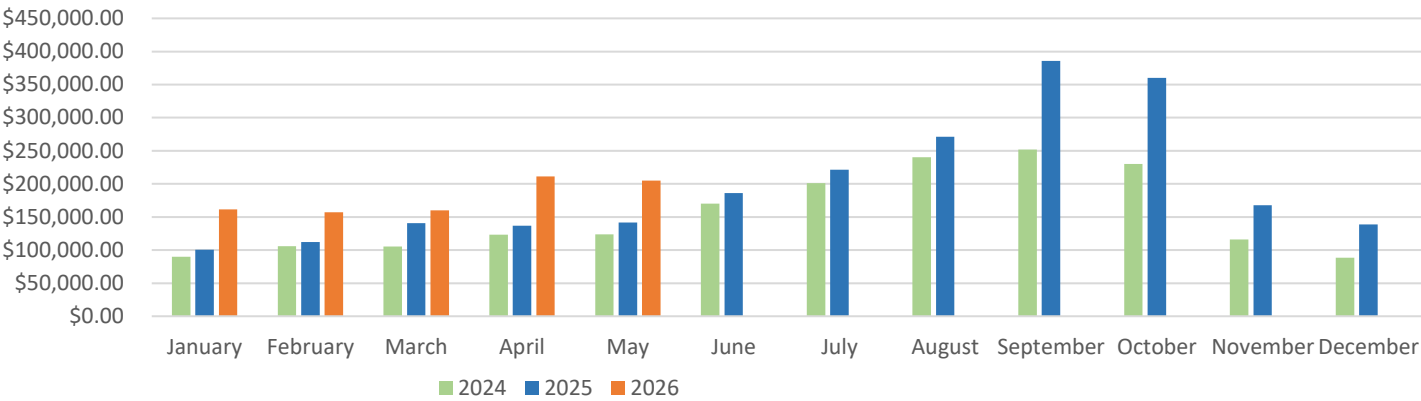
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Total	\$1,845,656.96	\$2,396,110.10	\$688,052.40			

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Income Statement @June 2026

	26-May	Jun-26
Ordinary Income/Expense		
Income		
5205 · Ont Specific Grant Other	0.00	-
5206 · Infrastructure Canada Grant	0.00	-
5210- City SSM Waterfront Detailed	150,000.00	-
5405 · Mat Revenue	0.00	264,450.50
5847 · Interest Income	0.00	1,880.36
5852 · Misc. Income	0.00	-
5861 · Advertising Revenue	0.00 -	1,054.00
5862 · Merchandise Revenue	0.00	-
5863 · Ontario Cup Mountain Bike Race	0.00	-
Total Income	150,000.00	265,276.86
Gross Profit	150,000.00	265,276.86
Expense		
6111 · Office Expenses	227.88	185.29
6170 · Memberships&Subscriptions	0.00	5,826.32
6182 · Travel	2,952.90	2,085.61
6184 · Trade Shows/Conferences	2,858.35	740.30
6185 · Meal Allowances	0.00	244.00
6462 · Insurance	1,399.68	-
6186-Incidentals	0.00	-
6470 · Postal Service	0.00	-
6475 · Bookkeeping expense	0.00	-
6504 · Consulting Fees	0.00	-
6540 · Advertising	37,093.79	7,532.13
6544 · Promotions	42,007.35	250.00
6545 · Meetings	106.16	106.00
6632 · General Development	215,243.52	18,189.50
6633 · Tours	1,725.27	3,192.61
6634 · Events	0.00	-
6710 · Interest Penalty AR General	0.00	-
6720 · Bank Charges	6.84	29.00
99999 · Suspense	0.00	-
Total Expense	303621.74	38,380.76
Net Ordinary Income	-153,621.74	226,896.10
Other Income/Expense		
Other Expense		
77000 · Exchange Gain or Loss	-52.37	-204.78
Total Other Expense	-52.37	-204.78
Net Other Income	52.37	204.78
Net Income	-153,569.37	227,100.88



Income Statement @July 2026

	Jun-26	Jul-26
Ordinary Income/Expense		
Income		
5205 · Ont Specific Grant Other	-	
5206 · Infrastructure Canada Grant	-	
5210- City SSM Waterfront Detailed	-	150,000.00
5407-XCM Championships		1,678.05
5405 · Mat Revenue	264,450.50	
5847 · Interest Income	1,880.36	1,414.20
5852 · Misc. Income	-	3,855.99
5861 · Advertising Revenue	- 1,054.00	
5862 · Merchandise Revenue	-	532.53
5863 · Ontario Cup Mountain Bike Race	-	
Total Income	265,276.86	157,480.77
Gross Profit	265,276.86	157,480.77
Expense		
6111 · Office Expenses	185.29	409.41
6170 · Memberships&Subscriptions	5,826.32	209.98
6182 · Travel	2,085.61	
6184 · Trade Shows/Conferences	740.30	6,875.00
6185 · Meal Allowances	244.00	
6462 · Insurance	-	
6186-Incidentals	-	
6470 · Postal Service	-	44.43
6475 · Bookkeeping expense	-	
6504 · Consulting Fees	-	
6540 · Advertising	7,532.13	3,346.87
6544 · Promotions	250.00	
6545 · Meetings	106.00	
6632 · General Development	18,189.50	141,074.45
6633 · Tours	3,192.61	2,202.69
6634 · Events	-	506.57
6710 · Interest Penalty AR General	-	
6720 · Bank Charges	29.00	126.95
99999 · Suspense	-	
Total Expense	38,380.76	154,796.35
Net Ordinary Income	226,896.10	2684.42
Other Income/Expense		
Other Expense		
77000 · Exchange Gain or Loss	-204.78	
Total Other Expense	-204.78	
Net Other Income	204.78	
Net Income	227,100.88	

TOURISM DEVELOPMENT FUND APPLICATION SUMMARY

Name of the Event	North American Maple Syrup Council (NAMSC) Conference
Event Date	October 19-23, 2026
Venue	Quattro Hotel and Conference Centre
Submitted by:	Cathy Bouchard
Reviewed by:	Tara Lucarelli
Ask:	\$6,000
Recommendation:	\$5,000

Overview of the Event

The North American Maple Syrup Council (NAMSC) Conference is an annual gathering of the maple syrup industry in North America, bringing together maple syrup producers, processors, researchers, equipment manufacturers, industry associations, government representatives, and other stakeholders from across Canada and the United States. For the first time ever, the event will be held in Northern Ontario, providing a unique opportunity to showcase the region's growing maple syrup sector and tourism assets to an international audience.

The conference is organized by the Rural Agri-Innovation Network (RAIN), a division of the Sault Ste. Marie Innovation Centre (SSMIC), in partnership with the Algoma Maple Syrup Producers Association (AMSPA) and the Ontario Maple Syrup Producers' Association (OMSPA).

The event is expected to attract approximately 250 delegates, including producers, researchers, educators, suppliers, and industry leaders from across North America. Attendees will participate in educational sessions, keynote presentations, panel discussions, networking events, and a maple industry tradeshow, featuring leading equipment suppliers and service providers. The conference will also host an International Maple Syrup Grading School, providing specialized training and certification opportunities for industry participants.

To highlight the unique characteristics of Northern Ontario's maple sector, delegates will have the opportunity to participate in guided tours of local maple syrup operations and value-added businesses throughout the Algoma region. These experiences will showcase local innovation, encourage knowledge sharing, and foster new business relationships while generating significant economic and tourism benefits for the Sault Ste. Marie and Algoma area.

Previous TDF Applications

YEAR	AMOUNT Approved	Summary
n/a	n/a	n/a

Attendance Projections

Local	25
Regional	81
Ontario	55
Canada	60
USA	35

Economic Impact

150 visitors x 5 nights x 175 = \$131,250

Budget Summary

REVENUE - \$240,975.00 (Conference registration fees, sponsors and funding.)

EXPENSES - \$187,715.00

Scoring Matrix

The North American Maple Syrup Council (NAMSC) Conference scores 64 on the evaluation matrix placing it in the recommended range of \$2500 to \$5000.

Staff Analysis

The NAMSC Conference presents a strong opportunity to generate economic activity and regional exposure for Sault Ste. Marie. Event organizers have developed a comprehensive plan to track visitation and measure economic impact through attendee registration data, participant surveys, and insights gathered from community and tourism partners.

The conference has successfully secured both federal and provincial funding support, demonstrating confidence in the event's value and reducing financial risk for local stakeholders.

The organizing committee has also developed a strong, targeted marketing strategy to attract maple producers, industry professionals, and stakeholders from across Canada and the United States. This broad outreach is expected to enhance attendance and increase national and cross-border visibility for the event.

Hosting the conference will further position Sault Ste. Marie as a destination capable of hosting industry events and conferences, helping to raise the city's profile within the agricultural, tourism, and business sectors.

Draft Resolution

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 North American Maple Syrup Council Conference to be hosted October 19th to 23rd, 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:	North American Maple Syrup Council (NAMSC) Conference 2026
Event Date:	October 19-23, 2026
Contact Person:	Cathy Bouchard
Internal Review	Tara Lucarelli
Board Review Date:	18-Aug-26

OUT OF TOWN PARTICIPANTS (Total of all visitors attending SPECIFICALLY for the event)		
Number of <i>Participants</i>	200	
Number of <i>Spectators</i>	56	
Total	256	
Score up to 10 points		Total 2.5

VISITOR DAYS		
Number of Out of Town <i>Visitors</i>	150	
Number of <i>Nights</i> they are Staying	5	
Total Visitor Days (multiply together)	750	
Score between 0-25 points		Total 7.5

LOCAL ATTENDANCE (includes all spectators and participants)		
Score between 1-10 points	106	2

EVENT BUDGET		
Up to 10 points		7

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

SEASON (Peak, Shoulder, Low)		
Score between 2-15 points		10

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

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		0
10 points- Event is homegrown and occurs annually		0
10 points- Event was secured through a competitive bid process		0
TOTAL POINTS		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
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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:		
1. Timeline (application submitted 90+ days in advance)	3. Capacity	5. Growth plan
2. Event Plan (thoroughness)	4. 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

Weight

10.00%

25.00%

10.00%

10.00%

10.00%

15.00%

5.00%

10.00%

5.00%

Total points from above:	59
Total points from below:	5
Total:	64
Recommendation Range:	\$2,500 - \$5,000
Recommended:	\$5,000

TOURISM DEVELOPMENT FUND APPLICATION SUMMARY

Name of the Event	Wolf Fest 2026
Event Date	September 12 2026
Venue	Pavilion
Submitted by:	Northern Superior Brewing, Liza Scali, Trevor Zachery
Reviewed by:	Stephanie Sears
Ask:	\$20,000
Recommendation:	\$5000

Overview of the Event

2026 is Wolf Fest's second year of operation. It is a homegrown event taking place at the Roberta Bondar Pavilion. It was extremely successful in 2025 and is anticipated to grow and continue to happen annually. This event is also a fundraiser for the Alzheimer's Society.

Wolf Fest is a single-day community-driven festival that attracts local residents and visitors by celebrating local craft beer, local food, music, and small businesses. The event showcases regional vendors, artisans, and performers, creating economic opportunities while highlighting the Sault as a vibrant and fun destination.

Key event features include beer from Northern Superior Brewing Co., local food vendors and live performances by local musicians, providing visitors with authentic Northern Ontario experience and supporting the growth of local businesses and artists.

The festival fosters community pride, encourages social connection, creates a welcoming environment for friends, families and visitors while supporting a local and meaningful charitable organization.

Previous TDF Applications

YEAR	AMOUNT Approved	Summary
n/a	n/a	n/a

Attendance Projections

Local	2335
Regional	200
Ontario	100
Canada	0
USA	150

Economic Impact

Number of People 250
Number of Days 2
X \$175
Total Estimated Economic Impact: \$87,500

Budget Summary

Revenue: \$42,605.54 (beverage sales and sponsorships)
Expenses: \$28,523.00 (entertainment, venue, sound, advertising/marketing, security, tickets, cups, misc event materials)

Scoring Matrix

Wolf Fest scores 66 on the evaluation matrix placing it in the recommended range of \$5,000 to \$10,000.

Staff Analysis

Wolf Fest is a homegrown, now-annual downtown/waterfront event that is expected to grow year over year.

Staff recommend supporting Wolf Fest with \$5,000 through the Tourism Event Development Fund to amplify the organizer's out-of-market marketing efforts. While Wolf Fest has established itself as a successful and well-attended local event, the TDF will allow organizers to expand their promotional reach into surrounding Ontario communities and Michigan, attracting new visitors.

Wolf Fest also delivers significant community value by providing an inclusive event that brings residents and visitors together while raising funds and awareness for the Alzheimer Society. By investing in out-of-town marketing, the City can leverage an already successful event to increase tourism visitation, support local economic growth, enhance Sault Ste. Marie's reputation as a vibrant event destination, and create meaningful community impact.

The event showcases multiple local businesses, food vendors, musicians, and Northern Superior Brewing Co.. The event will create economic opportunities for many partners, while celebrating the Sault's hospitality, culture and community.

Draft Resolution

Be it resolved that the Tourism Sault Ste. Marie Board of Directors recommend a contribution of \$5000.00 through the Tourism Development Fund- Conferences and Special Events Stream to support Wolf Fest 2026 to be hosted September 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:	Wolf Fest
Event Date:	September 12 2026
Contact Person:	Liza Scali
Internal Review	1-Jun-26
Board Review Date:	18-Aug-26

OUT OF TOWN PARTICIPANTS (Total of all visitors attending SPECIFICALLY for the event)	
Number of <i>Participants</i>	250
Number of <i>Spectators</i>	0
Total	250
Score up to 10 points	Total 2

VISITOR DAYS	
Number of Out of Town <i>Visitors</i>	250
Number of <i>Nights</i> they are Staying	2
Total Visitor Days (multiply together)	500
Score between 0-25 points	Total 5

LOCAL ATTENDANCE (includes all spectators and participants)	
Score between 1-10 points	2335
	10

EVENT BUDGET	
Up to 10 points	4

READINESS/CAPACITY/ TIMELINE	
Score between 1- 10 points	8

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	5

MEASUREMENT AND EVALUATION	
Score between 1-5 points	2

ALIGNMENT WITH TSSM STRATEGIC PLAN (score all that apply)	
5 points- Event aligns with improvements/ activation of downtown/waterfront strategy	5
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	25

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%
--	--------

2 Point- 100-250 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%
1. Timeline (application submitted 90+ days in advance)	3. Capacity	5. Growth plan
2. Event Plan (thoroughness)	4. 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 points from above:	41
Total points from below:	25
Total:	66
Recommendation Range:	5000-10,000
Recommended:	\$5,000

TOURISM DEVELOPMENT FUND APPLICATION SUMMARY

Name of the Event	Henderson Metal Fall Classic
Event Date	October 21-24, 2026
Venue	YNCU Curling Centre
Submitted by:	Al Harnden - Soo Curlers Association
Reviewed by:	Jeff McClelland
Ask:	\$11,850
Recommendation:	\$11,850

Overview of the Event

The Henderson Metal Fall Classic is a premier, homegrown international curling event proudly hosted in Sault Ste. Marie. Founded in 2023 through the vision and leadership of Olympic champion Ryan Harnden and Al Harnden of the Soo Curlers Association, the event quickly established itself as one of the sport's most respected competitions.

The 4th Annual Henderson Metal Fall Classic will take place October 21-24, 2026, and is expected to welcome 28 elite men's curling teams from around the world. Teams from Canada, the United States, Switzerland, Italy, Japan, Korea, and other leading curling nations will compete for top honours.

In addition to an estimated \$100,000 prize purse, the 2026 event serves as an official Grand Slam of Curling satellite qualification event. The highest-finishing team not already qualified for the Grand Slam will earn a coveted spot in the series.

The Henderson Metal Fall Classic continues to elevate the profile of Sault Ste. Marie, showcasing the city as a premier destination for hosting world-class sporting events and attracting athletes, fans, and visitors from across the globe.

Previous TDF Application Summary

YEAR	AMOUNT Approved	Summary
2025	\$10,000	Funding was approved to support streaming production costs, ice technician accommodations, marketing, and printing/signage.
2024	\$7,612.39	Funding was approved to upgrade the PA System and to purchase turf carpeting for the spectator area.
2023	\$53,000	Funding was approved to purchase and install 24 high-definition cameras and associated livestreaming infrastructure.

Attendance Projections

	Overall
Local	538
Regional	152
Ontario	436
Canada	192
USA	28
International	45

Economic Impact

701 visitors * 4 nights * \$175
per day = \$490,700

Budget Summary

Revenue: \$127,500

(Sponsorship, entry fees)

Expenses: \$135,200

(signage, marketing, prize money, streaming production, ice technician, players' lounge, opening social)

Profit (Loss): (7,700)

Scoring Matrix

The Henderson Metal Fall Classic scores 95 on the evaluation matrix, placing it in the recommended range of \$15,000 - \$20,000

Staff Analysis

The Henderson Metal Fall Classic aligns with the TSSM Strategic Plan:

- Attracts international visitors (Including USA)
- Generates earned media exposure outside of Sault Ste. Marie
- Homegrown and occurs annually

The Henderson Metal Fall Classic draws out-of-town spectators from across the world to Sault Ste. Marie for up to four nights. The event also garners substantial digital exposure through its live-streamed matches, further promoting the city internationally. Over 425,000 views were reported from the 2024 event.

Staff recommends a TDF grant of \$11,850 to support the 2026 Henderson Metal Fall Classic. The funding will support marketing, live stream production, signage, and ice technician accommodations. This funding will help ensure the event maintains its world-class standard and continues to grow its international footprint.

Draft Resolution

Be it resolved that the Tourism Sault Ste. Marie Board of Directors recommend a contribution of \$11,850 through the Tourism Development Fund- Conferences and Special Events Stream to support the 2026 Henderson Metal Fall Classic to be hosted October 21-24, 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:	Henderson Metal Fall Classic
Event Date:	October 21-24, 2026
Contact Person:	Al Harnden
Internal Review	Jeff McClelland
Board Review Date:	18-Aug-26

OUT OF TOWN PARTICIPANTS (Total of all visitors attending SPECIFICALLY for the event)	
Number of <i>Participants</i>	106
Number of <i>Spectators</i>	595
Total	701
Score up to 10 points	Total 7

VISITOR DAYS	
Number of Out of Town <i>Visitors</i>	701
Number of <i>Nights</i> they are Staying	4
Total Visitor Days (multiply together)	2804
Score between 0-25 points	Total 25

LOCAL ATTENDANCE (includes all spectators and participants)	
Score between 1-10 points	72 total
	6

EVENT BUDGET	
Up to 10 points	8

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

SEASON (Peak, Shoulder, Low)	
Score between 2-15 points	10

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	80

ALIGNMENT WITH TSSM STRATEGIC PLAN (score all that apply)	
5 points- Event aligns with improvements/ activation of downtown/waterfront strategy	
5 points- Event aligns with adventure/ outdoor recreation strategy	
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	
10 points- Event is homegrown and occurs annually	10
10 points- Event was secured through a competitive bid process	15
TOTAL POINTS	95

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%
--	--------

1 Point for Every 100 Visitor Days to a Maximum of 25 Points	25.00%
--	--------

2 Point- 100-250 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	80
Total Bottom Section	15
Recommendation Range	\$15,000 - \$20,000
Recommendation	\$11,850