

OPEN AGENDA

Tourism Sault Ste. Marie Board Meeting

September 22, 2026

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

1. Roll Call

2. Approval of Minutes

Approval of minutes from August 18, 2026

3. Declaration of Pecuniary Interests

4. Tourism Overview & Update

12:05 – 12:15

- a. XCM National Championships Recap
- b. Chamber of Commerce Take 5 Recap
- c. Ontario Winter Games Update

5. Financial Update

12:15 – 12:20

- All documents submitted for Audit

6. New Business

12:20 – 12:25

- a. TSSM Board Appointments/ Elections

7. Tourism Development Fund Applications

12:25 – 12:35

- a. Northern Ontario Tourism Summit

8. Resolutions

12:35 – 12:40

- a. Northern Ontario Tourism Summit

9. Next Meeting

October 20, 2026

10. Adjournment

13:00



Tourism Sault Ste. Marie Board Minutes

Tuesday, August 18, 2026

12:01

OPEN

Committee Members Present

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

Staff Resources Present

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

Guests

Stephen Burnett - Great Lakes Cruise Alliance

Meeting Called to Order

12:01

1. Roll Call

2. Approval of Meeting Minutes from June 23, 2026

Moved by: L. Foster

Second by: R. Walker

All in favour. Motion Carried.

3. Declaration of Pecuniary Interests

- Nil

4. Tourism Overview and Update

a. Group Tour Update

12:02 – 12:12

- K. Stoneman presented
- Agawa Canyon Train Tour *group tour* tickets are trending upwards compared to individual ticket sales which YTD are showing lower than last year.

b. XCM National Championship Update

12:30 – 12:33

- XCM National Championship will be held On September 5th followed by the Ontario Cup races on September 6th at Hiawatha Highlands. Registrants will be from across Canada.
- Rising Stars Camp will offer training from experienced National and Provincial coaches ahead of races.

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

12:33 – 12:38

- Take 5 event will be held at the Bushplane Heritage Centre from 5pm to 7pm
- Staff will be presenting how Tourism Sault Ste. Marie can help make the next sporting event, meeting, conference, or convention a success through funding opportunities, destination expertise, and comprehensive hosting services.

5. Financial Update

12:38 – 12:42

- A. Kenopic and T. Anderson presented

6. New Business

a. Great Lakes Cruise Alliance Presentation

12:12 – 12:30

- Stephen Burnett from the Great Lakes Cruise Alliance presented an update on the cruise industry.
- Great Lakes Sail Away (GLSA) prototype will be held in Toronto in 2027. This event will welcome dignitaries, media and public into the terminal with lunch on board the vessel. A Northern Ontario GLSA will be planned for 2028 which may include Sault Ste. Marie's port.

S. Burnett Left

12:30

7. Tourism Development Fund (TDF)

a. North American Maple Syrup Council Conference (NAMC)

12:42 – 12:49

- An annual gathering of the maple syrup industry in North America, from across Canada and the United States.
- 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.
- Staff recommendation is \$5,000 through the Tourism Development Fund-Conferences and Special Events Stream to support the North American Maple Syrup Council Conference.

b. Wolf Fest

12:49 – 12:57

- The second year of the annual festival hosted at the Roberta Bondar Pavilion on September 12, 2026.
- Key event features include beer from Northern Superior Brewing Co., local food vendors, and live performances by local musicians, providing visitors with an authentic Northern Ontario experience and supporting the growth of local businesses and artists.
- Staff recommendation is \$5,000 through the Tourism Development Fund-Conferences and Special Events Stream to support Wolf Fest with out-of-town marketing and assets.
- Board recommends a contribution of \$15,000 over two years (2026 and 2027).

c. The Henderson Metal Fall Classic

12:57 – 13:03

- 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.
- 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 spot in the series.
- Staff recommendation is \$11,850 through the Tourism Development Fund-Conferences and Special Events Stream to support marketing, live stream production, signage, and ice technician accommodations.

8. Resolutions

13:03 – 13:17

a. Tourism Development Fund – North American Maple Syrup Council Conference

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.

Moved by: R. Walker

Second by: T. White

All in favour. Motion Carried.

b. Tourism Development Fund – Wolf Fest

Be it resolved that the Tourism Sault Ste. Marie Board of Directors recommend a contribution of \$15,000 through the Tourism Development Fund- Conferences and Special Events Stream to support Wolf Fest 2026 and 2027 and that a report be submitted to City Council for consideration and approval.

Moved by: L. Foster

Second by: R. Walker

All in favour. Motion Carried.

c. Tourism Development Fund – Fall Classic

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.

Moved by: L. Foster

Second by: T. White

All in favour. Motion Carried.

9. Next Meeting

Tuesday, September 22, 2026

10. Adjournment

13:17

Moved by: L. Foster

Second by: R. Walker

All in favour, Carried.

The Corporation of the
City of Sault Ste. Marie



Declaration of Interest – Municipal Conflict of Interest Act

Meeting Date:

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

Item Title: _____

for the following reason:

Signature

Name

Municipal Conflict of Interest Act

Indirect pecuniary interest

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

(a) the member or his or her nominee,

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

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

(iii) is a member of a body,

that has a pecuniary interest in the matter; or

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

Interest of certain persons deemed that of member

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



MARKETING & PROMOTION

Active Marketing Campaigns during August

- MyNorth vacation guide
- 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 (August)

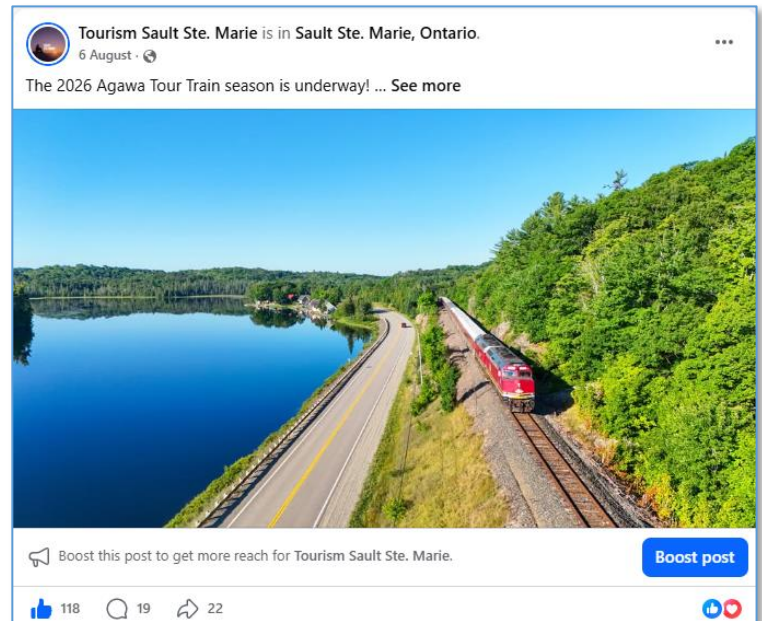
- 66k users, (73k users in July)
- 123k page views (126k in July)
 - Agawa Train – 39k (37k in July)
 - Summer in the Soo – 18k (16k in July)
 - Home Page – 10.5k (15k in July)
 - See & Do – 5.1k (3.8k in July)
 - 6 of the Best Sandy Beaches – 4.7k (15k in July)
 - 5 Ways to Enjoy Fall in the Soo – 4.2k
 - Events – 3.4k (4k in July)
- Canada 47k (71%), US 17k (26%)
- Within Canada: Ontario 41k (87%), Quebec 4.3k (6%),
- By City: (GTA around 40%) Toronto 12.7k (27%), SSM 2.6k (6%),
- Within US: Michigan 7.9k (30%), Wisconsin 1.2k (7%), Ohio 1k (6%)

Primary drivers

- **Paid Media:** 55k (60k in July)
- **Organic Search:** 11k (12k in July)
- **Referrals:** 2.7k (3.3k in July)
 - Agawatrain – 654 (518 in July)
 - Northernontariotravel – 207 (172 in July)
 - QR CODES – 198 (143 in July)
 - Saultstemarie – 143 (126 in July)
 - Villagemedia – 101 (653 in July)
 - Destination Ontario – 94 (102 in July)
 - Welcometossm – 78 (91 in July)
 - Searchmont – 35
 - Chatgtp – 4 (24 in July)
- **Offsite clicks:** 28.8k (26.6k in July)
 - Agawa Train – 11.6k (9.9k in July)
 - Saultlocktours – 1.8k (1.6k in July)
 - Big Ben Bus – 552 (545 in July)
 - Algoma Jet Boat Tours – 381 (387 in July)
 - Canaldistrict – 421 (395 in July)
 - SOOMRKT – 276 (232 in July)
 - Eden's Reptiles – 249
 - Killarney Air Services - 247

Instagram (August, 2025)

- 26,219k page followers (184 new followers in August)
- 86k accounted reached (136k in July)





Facebook (August, 2025)

- 36,285 followers (173 new followers in August)
- 515k accounts reached (553k in July)

NEWSLETTER:

- Sent Aug 1, 2026 at 9:00am EDT
- Resent Aug 4, 2026 at 9:00am EDT
- 690 sends
- 255 (44%) opens
- 21 (4%) clicks
- 104 (15%) bounces
- 6 (1%) unsubscribes

FAMILIRIZATION TOURS

- Joerg Michel, an influential German Travel Writer is writing a piece that will focus on Northern Ontario and more specifically, the Lake Superior Coastal Drive. The story will be published in German Travel publications with an anticipated spring or summer 2027 release.

GROUP TOURS

- Sault Ste. Marie hosted nine visits from Group Tour Companies. Itineraries included; the Ermatinger Clergue National Historic Site, Art Gallery of Algoma, Canadian Bushplane Heritage Centre, The Miss Marie and the Canal National Historic Site
- Sault Ste. Marie hosted Peal Seas Cruise line with 3 port visits. Staff will be taking on a more proactive role with coordinating shore excursions for future port visits

MEETINGS AND CONVENTIONS

- Staff attended the Canadian Meetings and Events Expo in Toronto. In collaboration with Destination Northern Ontario (DNO), a tradeshow booth was displayed over two days to meet with planners.
- Sault Ste. Marie has won the bid to host the Association francophone des municipalités de l'Ontario (AFMO) Annual Congress will take place from May 18 to May 20, 2027.

SPORTS TOURISM

- Support for Ontario Winter Games
- Outreach to local sport organizations to confirm 2027 hosting opportunities
- Review of potential large bid opportunities for 2030
- Ongoing maintenance of TDF files and follow-up for events hosted in our community

EVENTS

- Assisted with the organization and coordination of events for the Canadian National mountain biking XCM Championships and OCUP
- Assisting the Bon Soo Events Committee, including developing the event program schedule and reaching out to community partners.

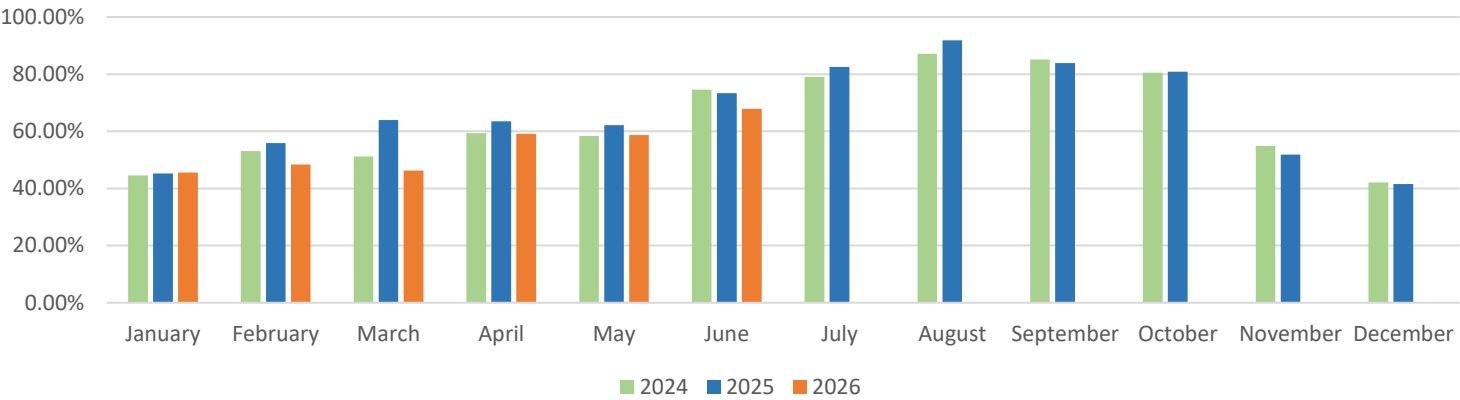
TOURISM DEVELOPMENT FUND APPLICATIONS

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

- a. North American Maple Syrup Council Conference - \$5,000
- b. Wolf Fest - \$15,000
- c. Fall Classic - \$11,850



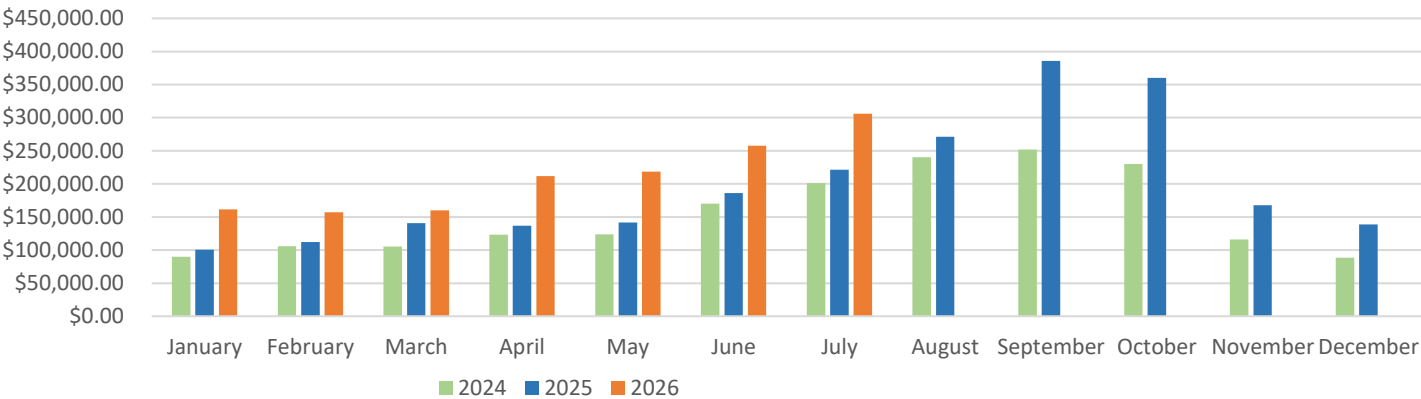
Occupancy Report Percentage



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%	67.9%			
July	79.1%	82.6%	74.5%			
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	\$159,957.45			
April	\$123,067.05	\$136,726.45	\$211,788.80			
May	\$123,901.89	\$141,605.97	\$218,412.41			
June	\$170,317.97	\$185,918.00	\$257,439.29			
July	\$201,082.17	\$221,447.28	\$306,147.50			
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	\$1,471,960.62			

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



Expenses Report, Aug 2026

	Credit Card Charge	08/09/2026	Adobe	Monthly Fee	34.29	34.29
	Credit Card Charge	08/21/2026	Adobe	Monthly Fee	136.15	170.44
Total 6111 · Office Expenses					170.44	0.00 170.44
6182 · Travel						
	Credit Card Charge	08/13/2026	Sault Ste. Marie Airport	parking	70.00	70.00
	Credit Card Charge	08/13/2026	Intercontinental Toronto		1,105.85	1,175.85
Total 6182 · Travel					1,175.85	0.00 1,175.85
6185 · Meal Allowances						
	Bill	08/05/2026	Tara Lucarelli	Tara Lucarelli travel per diems for CMEE travel August 120	297.00	297.00
Total 6185 · Meal Allowances					297.00	0.00 297.00
6475 · Bookkeeping expense						
	Bill	08/31/2026 28909	Priddle-Luck Professional Corporation		1,060.19	1,060.19
Total 6475 · Bookkeeping expense					1,060.19	0.00 1,060.19
6540 · Advertising						
	Bill	08/05/2026 082600005	Cavera Inc.	TSSM 2026 SEO	67,025.71	67,025.71
	Bill	08/28/2026 2026ci-2882	Group Tour Magazine	August 2026 Group Tour Marketing	4,890.60	71,916.31
	Bill	08/28/2026	WestJet An Alberta Partnership	Marketing Sault-Calgary Route 2026	25,985.00	97,901.31
Total 6540 · Advertising					97,901.31	0.00 97,901.31
6544 · Promotions						
	Bill	08/11/2026 89045	SK Group Inc.	TSSM Merchandise-Apparel/T-shirts	5,939.83	5,939.83
	Bill	08/12/2026 163393	Cliffe Printing Inc	4,000 Train Stickers	754.19	6,694.02
	Bill	08/12/2026 163394	Cliffe Printing Inc	4,000 Train Stickers	413.68	7,107.70
	Bill	08/26/2026 163499	Cliffe Printing Inc	Frozen Toe 2027 Post Cards	56.13	7,163.83
Total 6544 · Promotions					7,163.83	0.00 7,163.83
6545 · Meetings						
	Credit Card Charge	08/17/2026	Metro		115.23	115.23
Total 6545 · Meetings					115.23	0.00 115.23
6632 · General Development						
	Bill	08/05/2026 2026-20	Conor Mihell	Floating Wetland Interpretive Signage	1,818.95	1,818.95
	Credit Card Charge	08/19/2026	Velorution- vendor	FAM Tour-Mountain Life Bike Rental	311.82	2,130.77
Total 6632 · General Development					2,130.77	0.00 2,130.77
6633 · Tours						
	Bill	08/02/2026 222	Lisa Roper Outdoors	Travel/flights Lisa Roper Outdoors FAM	4,829.07	4,829.07
	Bill	08/06/2026 0000009	Killarney Air Services	Joerg Michel FAM Tour-Scenic Flight Tour	389.78	5,218.85
	Credit Card Charge	08/06/2026	The Machine Shop	FAM Tour Gelato from the Gelato Mill	5.72	5,224.57
	Credit Card Charge	08/06/2026	The Machine Shop	FAM Tour Gelato from the Gelato Mill	5.98	5,230.55
	Credit Card Charge	08/06/2026	The Machine Shop	FAM Tour Lunch at the Boiler Rooom	61.32	5,291.87
	Credit Card Charge	08/08/2026	Ernie's Coffee Shop	FAM Tour Dinner at Ernie's	76.12	5,367.99
	Bill	08/09/2026 08092026	Quattro Hotel & Conf.Centre	Joerg Michel German FAM Tour 2026	524.45	5,892.44
	Credit Card Charge	08/12/2026	Peace Restaurant	FAM Tour Dinner at Peace Rest	82.18	5,974.62
	Credit Card Charge	08/13/2026	The Soup Witch	FAM Tour-Mountain Life Mag	52.14	6,026.76

	Credit Card Charge	08/14/2026	Ernie's Coffee Shop	FAM Tour-Mountain Life Mag	214.09	6,240.85
	Credit Card Charge	08/15/2026	Peace Restaurant	FAM Tour-Mountain Life Mag	162.15	6,403.00
	Bill	08/21/2026 56759	The Water Tower Inn	Caroline ElKhourey Fam Tour	426.39	6,829.39
	Bill	08/21/2026 56754	The Water Tower Inn	Caroline ElKhourey Fam Tour	426.39	7,255.78
Total 6633 · Tours					7,255.78	0.00 7,255.78
6634 · Events						
	Deposit	08/27/2026	Aboriginal Sport Circle	To clear uncashed cheque #423 from 09/16/26	1,500.00	-1,500.00
Total 6634 · Events					0.00	1,500.00 -1,500.00
6720 · Bank Charges						
	Cheque	08/06/2026		Service Charge	66.32	66.32
	Cheque	08/30/2026		Service Charge	14.30	80.62
Total 6720 · Bank Charges					80.62	0.00 80.62
Total Expense					117,351.02	1,500.00 115,851.02
Net Ordinary Income					117,351.02	11,206.23 -106,144.79
Net Income					117,351.02	11,206.23 -106,144.79



Bill Payments-Aug 2026

Supplier	Type	Date	Num	Memo	Account	Amt
Adobe	Credit Card Charge	08/09/2026		Monthly Fee	1538 - RBC Visa Travis Anderson 4283	37.27
	Credit Card Charge	08/21/2026		Monthly Fee	1538 - RBC Visa Travis Anderson 4283	148.02
Algoma Kinniwabi Travel Association	Bill Pmt -Cheque	08/06/2026	Debit	Outdoor Adventure Map 2027	1100 - Bank	1,265.60
Cavera Inc.	Bill	08/05/2026	082600005	March-December 2026 Digital Marketing	2210 - AP Subledger	72,868.06
	Bill Pmt -Cheque	08/31/2026	Debit	March-December 2026 Digital Marketing	1100 - Bank	72,868.06
CCUE Chinese Media Inc.	Bill Pmt -Cheque	08/22/2026	Debit	Summer/Fall Marketing	1100 - Bank	14,746.50
Cliffe Printing Inc	Bill	08/12/2026	163393	Visitor Maps	2210 - AP Subledger	819.93
	Bill	08/12/2026	163394	Visitor Maps	2210 - AP Subledger	449.74
	Bill	08/26/2026	163499	Frozen Toe 2027 Post Cards	2210 - AP Subledger	61.02
Conor Mihell	Bill	08/05/2026	2026-20	Floating Wetland Interpretive Signage	2210 - AP Subledger	1,977.50
	Bill Pmt -Cheque	08/31/2026	Debit	Floating Wetland Interpretive Signage	1100 - Bank	1,977.50
Delta Hotels	Bill Pmt -Cheque	08/13/2026	Debit		1100 - Bank	1,437.36
Ernie's Coffee Shop	Credit Card Charge	08/08/2026		FAM Tour Dinner at Ernie's	1542 - RBC Visa Kaitlynn Stoneman 0769	86.01
	Credit Card Charge	08/14/2026		FAM Tour-Mountain Life Mag	1538 - RBC Visa Travis Anderson 4283	232.75
Group Tour Magazine	Bill	08/28/2026	2026ci-2882	August 2026 Group Tour Marketing	2001 - Accounts Payable - USD	4,890.60
Intercontinental Toronto	Credit Card Charge	08/13/2026			1537 - RBC Visa Tara Lucarelli 3473	1,202.24
Killarney Air Services	Bill Pmt -Cheque	08/04/2026	Debit		1100 - Bank	1,271.25
	Bill	08/06/2026	0000009	Joerg Michel FAM Tour-Scenic Flight Tour	2210 - AP Subledger	423.75
Lisa Roper Outdoors	Bill	08/02/2026	222	Travel/flights Lisa Roper Outdoors FAM	2210 - AP Subledger	5,250.00
	Bill Pmt -Cheque	08/22/2026	Debit	Travel/flights Lisa Roper Outdoors FAM	1100 - Bank	5,250.00
Metro	Credit Card Charge	08/17/2026			1537 - RBC Visa Tara Lucarelli 3473	115.23
Mountain Life Publishing Inc.	Bill Pmt -Cheque	08/06/2026	Debit	Full page Ad Blue Mountain Summer 2026	1100 - Bank	2,373.00
O2 Design	Bill Pmt -Cheque	08/06/2026	Debit	Waterfront Design Plan Phase 1-251005-08	1100 - Bank	110,723.60
	Bill Pmt -Cheque	08/22/2026	Debit	Waterfront Design Plan Phase 1-251005-08	1100 - Bank	113,000.00
Park N Water LTD	Bill Pmt -Cheque	08/06/2026	Debit	Rubber Surface Wishart Park	1100 - Bank	42,647.70
Peace Restaurant	Credit Card Charge	08/12/2026		FAM Tour Dinner at Peace Rest	1542 - RBC Visa Kaitlynn Stoneman 0769	89.34
	Credit Card Charge	08/15/2026		FAM Tour-Mountain Life Mag	1538 - RBC Visa Travis Anderson 4283	176.28
Priddle-Luck Professional Corporation	Bill Pmt -Cheque	08/22/2026	Debit		1100 - Bank	1,152.60
	Bill	08/31/2026	28909	Accounting Fee	2210 - AP Subledger	1,152.60
Quattro Hotel & Conf.Centre	Bill	08/09/2026	08092026	Joerg Michel German FAM Tour 2026	2210 - AP Subledger	570.16
	Bill Pmt -Cheque	08/31/2026	Debit	Joerg Michel German FAM Tour 2026	1100 - Bank	570.16
Sault Ste. Marie Airport	Credit Card Charge	08/13/2026		parking	1537 - RBC Visa Tara Lucarelli 3473	70.00
SK Group Inc.	Bill	08/11/2026	89045	TSSM Merchandise-Apparel/T-shirts	2210 - AP Subledger	6,457.58
	Bill Pmt -Cheque	08/31/2026	Debit	TSSM Merchandise-Apparel/T-shirts	1100 - Bank	6,457.58
Tara Lucarelli	Bill	08/05/2026		Travel Per Diems-CMEE 2026	2210 - AP Subledger	297.00
	Bill Pmt -Cheque	08/06/2026	Debit	Travel Per Diems-CMEE 2026	1100 - Bank	297.00
The Machine Shop	Credit Card Charge	08/06/2026		FAM Tour Gelato from the Gelato Mill	1542 - RBC Visa Kaitlynn Stoneman 0769	6.22
	Credit Card Charge	08/06/2026		FAM Tour Gelato from the Gelato Mill	1542 - RBC Visa Kaitlynn Stoneman 0769	6.50
	Credit Card Charge	08/06/2026		FAM Tour Lunch at the Boiler Room	1542 - RBC Visa Kaitlynn Stoneman 0769	66.67
The Soup Witch	Credit Card Charge	08/13/2026		FAM Tour-Mountain Life Mag	1538 - RBC Visa Travis Anderson 4283	56.68
The Water Tower Inn	Bill	08/21/2026	56759		2210 - AP Subledger	463.56
	Bill	08/21/2026	56754		2210 - AP Subledger	463.56
Tulloch Geomatics INC.	Bill Pmt -Cheque	08/04/2026	Debit	Kinsmen Park Site Sketch	1100 - Bank	5,367.50
Velourution- vendor	Credit Card Charge	08/19/2026		FAM Tour-Mountain Life Bike Rental	1538 - RBC Visa Travis Anderson 4283	339.00
WestJet An Alberta Partnership	Bill	08/28/2026		Marketing Sault-Calgary Route 2026	2210 - AP Subledger	28,250.00

TOURISM DEVELOPMENT FUND APPLICATION SUMMARY

Name of the Event	Northern Ontario Tourism Summit (NOTS)
Event Date	November 3-5, 2026
Venue	Quattro Hotel and Conference Centre
Submitted by:	Laurie Marcil
Reviewed by:	Tara Lucarelli
Ask:	\$7,500
Recommendation:	\$7,500

Overview of the Event

The Northern Ontario Tourism Summit is an annual three-day professional development summit that supports the growth and long-term sustainability of Northern Ontario's tourism and hospitality sector. It brings together tourism operators, destination organizations, community partners, and industry leaders through training, information sessions, and networking.

The Summit provides participants with practical tools to improve operations, respond to changing visitor trends, develop new tourism products, and strengthen regional collaboration.

With approximately 300 attendees, the event has been hosted by communities across Northern Ontario, including Thunder Bay, Sault Ste. Marie, Sudbury, Timmins, and North Bay. Its strong industry engagement helps foster collaboration, strengthen connections, and contribute to a more resilient and connected visitor economy across Northern Ontario.

This year, the Summit is being enhanced through a partnership with Indigenous Tourism Ontario (ITO), which will deliver a workshop immediately before the event and help attract more tourism-focused businesses.

Previous TDF Applications

YEAR	AMOUNT Approved	Summary
2023	\$7,500	November 14th - 16th, 2023 This event had a full agenda of workshops, keynotes, updates from key tourism organizations and Government programs, a wide range of breakout sessions as well as several networking opportunities throughout the 3-day event. 279 individuals attended this event. The funds received were used to cover a portion of the AV equipment rentals and event production services for the summit.

Attendance Projections

Local	85
Regional	15
Ontario	180
Canada	0
USA	5

Economic Impact

200 visitors x 3 nights x 175 = \$105,000

Budget Summary

REVENUE - \$220,000 (DNO, Sponsorships, Ticket Revenue, Tradeshow, NOHFC
*includes projected \$7500 from TDF)

EXPENSES - \$220,000 (Keynote speakers, Tech, Gala, Opening Reception etc.)

Scoring Matrix

The Northern Ontario Tourism Summit (NOTS) scores 63 on the evaluation matrix

Staff Analysis

Staff recommends approving \$7,500 in support of the Northern Ontario Tourism Summit. The Northern Ontario Tourism Summit is a unique opportunity for our community. The NOT Summit comes to our city only approximately every two to three years, making this an important opportunity to showcase our destination, our tourism products, and our community to tourism professionals from across Northern Ontario. Supporting the Summit directly benefits our local tourism industry. Hosting the event here means our local operators, businesses and tourism professionals can access valuable training, education, networking and industry knowledge without the cost and time of travelling outside the region. It strengthens our local tourism workforce and provides an opportunity to build relationships with industry leaders and partners from across Northern Ontario.

The requested funding will support the direct costs of hosting the Summit. This is an industry-focused, not-for-profit event, and the funding is an investment in the delivery of an event that provides both destination exposure and direct industry development benefits to our community.

While staff recognize that the requested amount exceeds the funding matrix (>\$2500), the circumstances warrant an exception. Staff recommends \$7,500 as a strategic investment in our destination and tourism industry, the same amount as approved in 2023, maximizing the benefits of an event that comes to our community only once every few years.

Draft Resolution

Be it resolved that the Tourism Sault Ste. Marie Board of Directors recommend a contribution of \$7,500 through the Tourism Development Fund- Conferences and Special Events Stream to support the Northern Ontario Tourism Summit to be hosted November 3-5, 2026 and that a report be submitted to City Council for consideration and approval.

TOURISM DEVELOPMENT FUND ASSESSMENT- SPORTS AND SPECIAL EVENTS STREAM

Event Name:	2026 Northern Ontario Tourism Summit
Event Date:	November 3-5, 2026
Contact Person:	Laurie Marcil
Internal Review	Tara Lucarelli
Board Review Date:	22-Sep-26

OUT OF TOWN PARTICIPANTS (Total of all visitors attending SPECIFICALLY for the event)	
Number of <i>Participants</i>	285
Number of <i>Spectators</i>	0
Total	285
Score up to 10 points	Total 3

VISITOR DAYS	
Number of Out of Town <i>Visitors</i>	200
Number of <i>Nights</i> they are Staying	3
Total Visitor Days (multiply together)	600
Score between 0-25 points	Total 6

LOCAL ATTENDANCE (includes all spectators and participants)	
Score between 1-10 points	85
	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	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)	0
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	2

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	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 ad 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 mar	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:	61
Total points from below:	2
Total:	63
Recommendation Range:	\$2,500 - \$5,000
Recommended:	\$7,500