

OPEN AGENDA

Tourism Sault Ste. Marie Board Meeting

October 20, 2026

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

1. Roll Call

2. Approval of Minutes

Approval of minutes from September 22, 2026

3. Declaration of Pecuniary Interests

4. Tourism Overview & Update

12:05 – 12:15

- a. Westjet Campaign recap

5. Financial Update

12:15 – 12:20

6. New Business

12:20 – 12:25

7. Tourism Development Fund Applications

12:25 – 12:45

Move to Closed

Resolved that this Committee proceed into closed session to discuss matters concerning confidential third-party information; Further be it resolved that should the said closed session be adjourned, the Committee may reconvene in open session to continue to discuss the same matter without the need for a further authorizing resolution.

Municipal Act section 239(2)(i) a trade secret or scientific, technical, commercial, financial or labour relations information, supplied in confidence to the municipality or local board, which, if disclosed, could reasonably be expected to prejudice significantly the competitive position or interfere significantly with the contractual or other negotiations of a person, group of persons, or organization.

- a. Conference Bid 2026-01

Return To Open

- b. Sault Ringette Club 2027 NER Championships
- c. Soo Finnish Nordic Ski Club 2027 Canadian Masters

8. Resolutions

12:45 – 12:55

- a. Conference Bid 2026-01
- b. Sault Ringette Club 2027 NER Championships
- c. Soo Finnish Nordic Ski Club 2027 Canadian Masters

9. Next Meeting

November 17, 2026

10. Adjournment

13:00



Tourism Sault Ste. Marie Board Minutes

Tuesday, September 22, 2026

12:01

OPEN

Committee Members Present

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

Staff Resources Present

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

Guests

None

Meeting Called to Order

12:01

1. Roll Call

2. Approval of Meeting Minutes from August 18, 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

- Wolf Fest was held on September 12th, 2026 at the Roberta Bondar Pavilion.

a. XCM National Championships Recap

12:03 – 12:06

- The event experienced a lower number of attendees due to a scheduling conflict with an event in Québec
- Plans are underway for the 2028 Championship; a request was made not to have conflicting dates

b. Chamber of Commerce Take 5 Recap

12:06 – 12:08

- The event focused on meetings, conventions, sports tourism, and the tourism development fund
- Well attended with over 100 guests
- Both sports and conference sectors generated potential leads

c. Ontario Winter Games Update

12:08 – 12:09

- Funding agreement from the province has been approved and signed
- A general manager for the Ontario Winter Games will be hired by January 2027
- A “one year out ceremony” will be included in the 2027 Bon Soo Festival

- 5. Financial Update** **12:09 – 12:13**
- A. Kenopic presented
 - Audit will be presented at the October meeting for review
 - WestJet will be looking for interest in 2027 flights to Calgary
 - Staff to report on the results of the WestJet Campaign
- 6. New Business**
- a. TSSM Board Appointments/ Elections** **12:13 – 12:15**
- Municipal Elections are October 26th, 2027
 - A call for Tourism board members will be posted in the new year
- 7. Tourism Development Fund (TDF)**
- a. Northern Ontario Tourism Summit (NOTS)** **12:15 – 12:19**
- An annual three-day professional development summit that supports the growth and long-term sustainability of Northern Ontario's tourism and hospitality sector.
 - NOTS brings together approximately 300 tourism operators, destination organizations, community partners, and industry leaders through training, information sessions, and networking.
 - NOTS last hosted in Sault Ste. Marie in November of 2023.
 - Staff recommendation is \$7,500 through the Tourism Development Fund-Conferences and Special Events Stream to support the Northern Ontario Tourism Summit.
- 8. Resolutions** **12:19 – 12:21**
- a. Tourism Development Fund – Northern Ontario Tourism Summit (NOTS)**
- 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.
- Moved by: K. Wyer
- Second by: L. Foster
- All in favour. Motion Carried.
- 9. Next Meeting**
- Tuesday, October 20, 2026
- 10. Adjournment** **12:21**
- Moved by: L. Foster
- Second by: C. Beauchamp
- 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 September

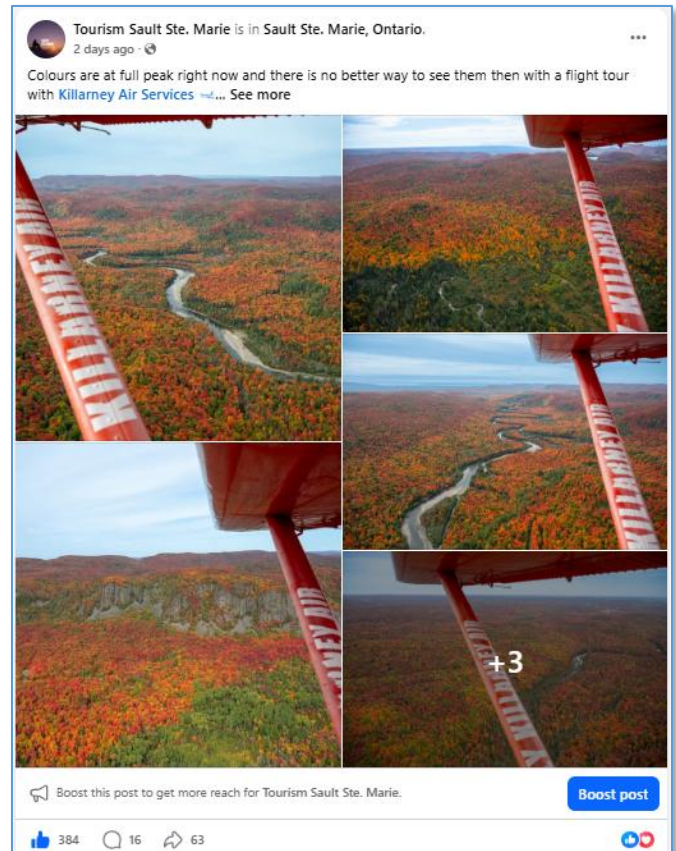
- Explore Magazine Fall Campaign
- Laird Signs billboards x 4 between Sudbury and SSM + one north of SSM.
- Cavera digital marketing – pay-per-click, google search, paid social media ads, and SEO marketing.

Website (September)

- 64k users, (66k users in August)
- 113k page views (123k in August)
 - Agawa Train – 41.2k (39k in August)
 - 5 Ways to Enjoy Fall in the Soo – 15.3k (4.2k in August)
 - Home Page – 8.4k (10.5k in August)
 - Summer in the Soo – 6.5k (18k in August)
 - Ermatinger Fall Rendezvous – 3.1k
 - Events – 2.9k (3.4k in August)
 - Activities and Attractions – 2.9k (3.4k in August)
- Canada 45.7k (71%), US 14.5k (23%)
- Within Canada: Ontario 38.9k (85%), Quebec 5.6k (12%),
- By City: (GTA around 39%) Toronto 13.2k (29%), SSM 2.6k (6%),
- Within US: Michigan 4.5k (31%), Wisconsin 1k (7%), Ohio 0.8k (6%)

Primary drivers

- **Paid Media:** 50.4k (55k in August)
- **Organic Search:** 7.9k (11k in August)
- **Referrals:** 3k (2.7k in August)
 - Agawatrain – 920 (654 in August)
 - Northernontariotrail – 220 (207 in August)
 - Saultstemarie – 176 (143 in August)
 - QR CODES – 139 (198 in August)
 - Destination Ontario – 139 (94 in August)
 - Searchmont – 75 (35 in August)
 - Welcometossm – 63 (78 in August)
 - Chatgtp – 4 (24 in August)
- **(New) Generative Ai Impressions:** 81k (80.9k in August, 78k in July, 58k in June)
- **Offsite clicks:** 25.5k (28.6k in August)
 - Agawa Train – 11.7k (11.6k in August)
 - Saultlocktours – 1.5k (1.8k in August)
 - Big Ben Bus – 496 (552 in August)
 - Canaldistrict – 314 (421 in August)
 - Algoma Jet Boat Tours – 212 (381 in August)
 - Killarney Air Services – 212 (247 in August)
 - Delta Hotel – 212
 - SOOMRKT – 188 (276 in August)





Instagram (September, 2026)

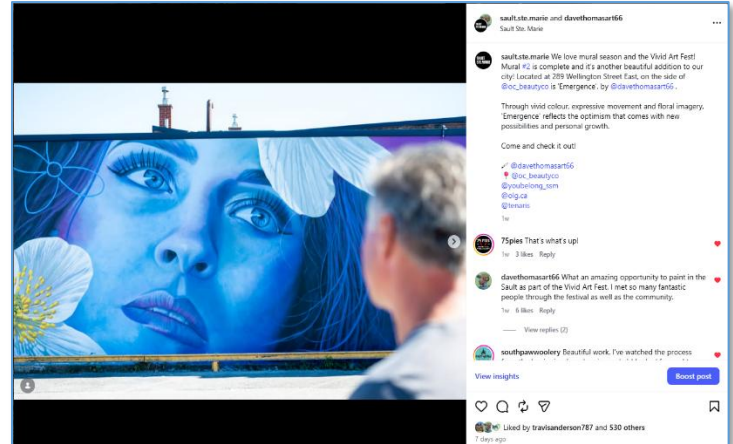
- 26,526 page followers (231 new followers in September)
- 543k accounted reached (165k in August)

Facebook (September, 2026)

- 36,325 followers (141 new followers in September)
- 269k accounts reached (515k in August)

NEWSLETTER:

- Sent Sep 9, 2026 at 3:00pm EDT
- Resent Sep 11, 2026 at 1:59pm EDT
- 702 sends
- 257 (43%) opens
- 20 (3%) clicks
- 105 (15%) bounces
- 5 (1%) unsubscribes



FAMILIARIZATION TOURS

- **Aakash Darji**, Toronto-based travel influencer, visited Sault Ste. Marie from September 22nd to September 25th. A. Darji will create social media content featuring Sault Ste. Marie as a fall getaway for travelers from Southern Ontario.
- Pearl Seas Cruise Line- Director site visit to experience new shore excursion tours (Killarney and Algoma University Truth Walk)

GROUP TOURS

- Staff member is preparing to attend the Ontario Motor Coach Association (OMCA) Marketplace on November 2-5, 2026.

CRUISE VISITS

- Pearl Seas x2
- Hanseatic Inspiration x2

MEETINGS AND CONVENTIONS

- Hosted members of the Ontario Ski Resort Association (ORSA) for a city tour to select venues for their upcoming conference in May of 2027.

SPORTS TOURISM

- Chamber of Commerce Take 5 event at the Canadian Bushplane Heritage Centre to promote sport tourism, meetings, conferences, and conventions.

EVENTS

- Assisting the Bon Soo Events Committee, Henderson Metal Fall Classic, Queen Street Cruise and Gathering at the Rapids Powwow

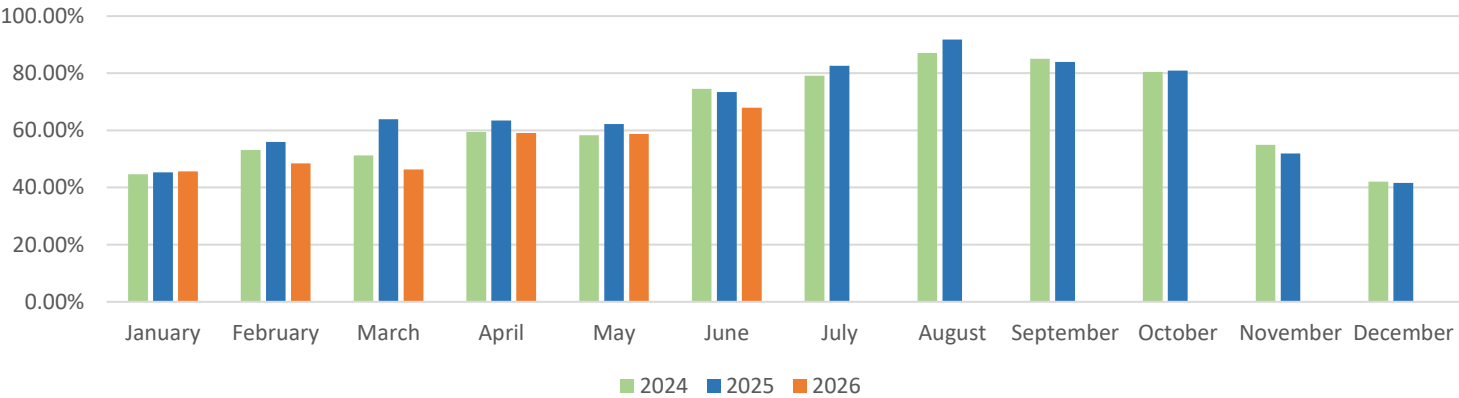
TOURISM DEVELOPMENT FUND APPLICATIONS

One Tourism Development Fund application was presented at the September board meeting.

- a. Northern Ontario Tourism Summit - \$7,500



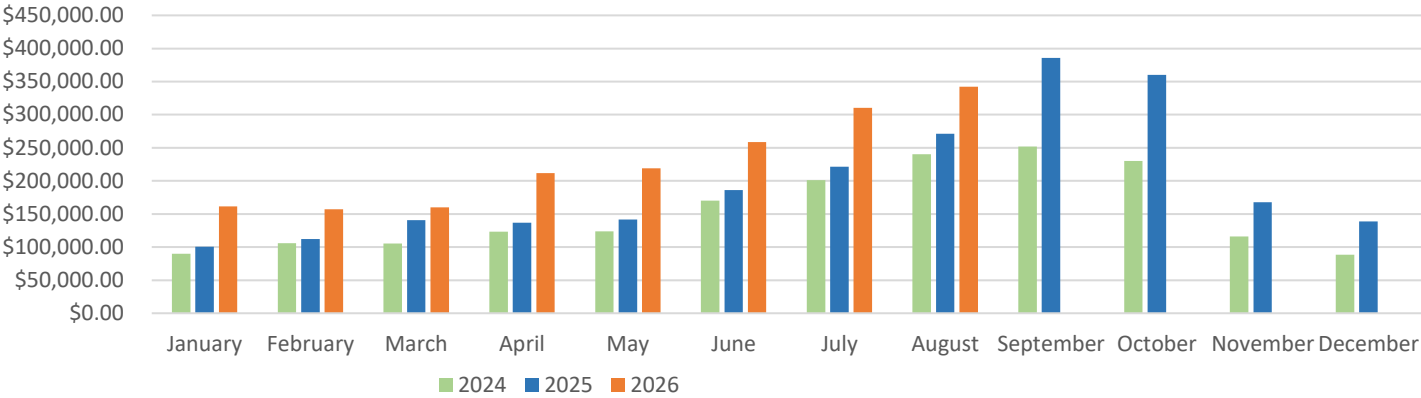
Occupancy Report Percentage



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%	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	\$218,775.23			
June	\$170,317.97	\$185,918.00	\$258,748.22			
July	\$201,082.17	\$221,447.28	\$310,540.58			
August	\$240,030.59	\$271,251.35	\$342,012.28			
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	\$1,820,037.73			

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



Income Statement @Sept 2026

	Sep 26
Ordinary Income/Expense	
Income	
5210 · City SSM Waterfront Detailed	150,000.00
5405 · Mat Revenue	264,450.50
5407 · XCM Championships	8,695.35
5847 · Interest Income	1,541.93
5852 · Misc. Income	2,105.59
5862 · Merchandise Revenue	381.92
Total Income	427,175.29
Gross Profit	427,175.29
Expense	
6111 · Office Expenses	390.18
6170 · Memberships&Subscriptions	1,333.53
6182 · Travel	122.16
6184 · Trade Shows/Conferences	459.92
6470 · Postal Service	142.14
6540 · Advertising	48.24
6544 · Promotions	5,099.40
6632 · General Development	325,960.71
6633 · Tours	2,314.58
6634 · Events	-9,104.42
6720 · Bank Charges	174.38
Total Expense	326,940.82
Net Ordinary Income	100,234.47
Other Income/Expense	
Other Expense	
77000 · Exchange Gain or Loss	-87.89
Total Other Expense	-87.89
Net Other Income	87.89
Net Income	100,322.36

TOURISM DEVELOPMENT FUND APPLICATION SUMMARY

Name of the Event	2027 Northeast Region Ringette Championship
Event Date	March 12 – 14, 2027
Venue	John Rhodes, NCC, Rankin Arena
Submitted by:	Sault Ringette Club (Amy Peltonen)
Reviewed by:	Jeff McClelland
Ask:	\$20,000
Recommendation:	\$20,000

Overview of the Event

The 2027 Northeast Region Ringette Championship will be hosted by the Sault Ringette Club from March 12–14, 2027 at the John Rhodes Community Centre, Northern Community Centre and Rankin Arena. The annual championship is the culminating event of the Northeast Region ringette season and will bring athletes, coaches, officials and families from communities across Northern Ontario, including Sudbury, Walden, Timmins, Iroquois Falls and North Bay. Competition will include divisions from FUN1(U6) through Open 18+, with the U12A Championship also being hosted as part of the event.

The Club projects total attendance of 2,458, including 1,930 attendees from more than 40 km outside Sault Ste. Marie. Visitors are expected to stay at local hotels, generating an estimated \$945,000 in economic impact.

The Sault Ringette Club is requesting \$20,000 in TDF support toward ice rental, officials, event operations, marketing and advertising.

Previous TDF Application Summary

YEAR	AMOUNT Approved	Summary
2024 Northeast Regional Championship	\$20,000 Ice rental, rink dividers and registration tablets	1450 out of town visitors x 3 days

Attendance Projections

	Overall
Local	528
Regional	
Ontario	1,930
Canada	
USA	
Total	2458

Economic Impact

$$1930 * 3 * \$175 = \mathbf{\$1,013,250}$$

Budget Summary

Revenue: \$65,000 (registration fees, fundraising, grants, sponsorship and raffles)

Expenses: \$65,000 (ice rentals, officials' fees, awards, marketing, shot clocks)

Profit (Loss): balanced budget if all grants, sponsors and fundraising is achieved

Scoring Matrix

The 2027 Northeast Region Ringette Championship scores 87 on the evaluation matrix placing it in the recommended range of \$15,000 - \$20,000

Staff Analysis

Staff recommend supporting the 2027 Northeast Region Ringette Championship as the event demonstrates strong alignment with the objectives of the Tourism Development Fund and Tourism Sault Ste. Marie's priorities related to sport tourism, event hosting and out-of-town visitation.

Taking place in March, a low tourism season, the championship is projected to attract 1,930 out-of-town attendees and generate an estimated \$945,000 in economic impact through visitor spending in the community. The event will help drive demand for local accommodations, restaurants and other tourism businesses during a traditionally slower period. Supporting the Sault Ringette Club also strengthens local sport-event hosting capacity and supports TSSM's efforts to use events as a driver of visitation and economic activity.

The championship is part of an established three-year hosting rotation between Sault Ste. Marie, Timmins and North Bay, providing a recurring opportunity for Sault Ste. Marie to welcome the Northeast Region ringette community and showcase the city's facilities and capacity as a sport tourism destination.

Staff recommend TDF support based on the event's strong projected out-of-town attendance and economic impact, its ability to generate tourism activity during the low season, and its alignment with TSSM's sport tourism and event-hosting priorities.

Draft Resolution

Be it resolved that the Tourism Sault Ste. Marie Board of Directors recommend a contribution of \$20,000 through the Tourism Development Fund - Conferences and Special Events Stream to support the 2027 Northeast Region Ringette Championship to be hosted March 12-14, 2027 and that a report be submitted to City Council for consideration and approval.

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TOURISM DEVELOPMENT FUND ASSESSMENT- SPORTS AND SPECIAL EVENTS STREAM

Event Name:	2027 Northeast Region Ringette Championship
Event Date:	March 12-14, 2027
Contact Person:	Amy Peltonen
Internal Review	Jeff McClelland
Board Review Date:	20-Oct-26

OUT OF TOWN PARTICIPANTS (Total of all visitors attending SPECIFICALLY for the event)

Number of Participants	482
Number of Spectators	1446
Total	1930
Score up to 10 points	Total 10

VISITOR DAYS

Number of Out of Town Visitors	1800
Number of Nights they are Staying	3
Total Visitor Days (multiply together)	5400
Score between 0-25 points	Total 25

LOCAL ATTENDANCE (includes all spectators and participants)

Score between 1-10 points	528	6
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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

8
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

3
Total 85
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
- 3 points- Event attracts international visitors (Including USA)
- 2 points- Event generates earned media exposure outside of Sault Ste. Marie
- 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

2
TOTAL POINTS
87

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

Weight

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
4 Points- 250- 500 people	10 Points- 1000 people +
6 Points- 500- 750 people	

10.00%

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 | |

10.00%

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 | |

10.00%

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

15.00%

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%

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

10.00%

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%

Total Top Section	85
Total Bottom Section	2
Recommendation Range	\$15,000 - \$20,000
Recommendation	\$20,000

TOURISM DEVELOPMENT FUND APPLICATION SUMMARY

Name of the Event	2027 Bill Gairdner Canadian Masters Championship
Event Date	Feb 11 – 14, 2027
Venue	Hiawatha Highlands
Submitted by:	Soo Finnish Nordic Ski Club
Reviewed by:	Jeff McClelland
Ask:	\$20,000
Recommendation:	\$10,000

Overview of the Event

The 2027 Bill Gairdner Canadian Masters Championship is a national cross-country ski championship hosted by the Soo Finnish Nordic Ski Club at Hiawatha Highlands from February 11-14, 2027. Hosting rights for this event were secured through a competitive bid process. The event will serve as the only Canadian Masters National Championship in the 2026-27 season and will also serve as the 2027 Ontario Masters Championship. The event will be the final Canadian Masters event before the 2027 Masters World Cup in Norway (Feb 26 -Mar 4, 2027).

The event will bring together master's athletes (aged 30+) from across Canada and the United States, including both able-bodied and para-nordic competitors, for three days of championship racing and social programming. The event is expected to attract approximately 376 participants, spectators, volunteers, sponsors, and media representatives.

Athletes and guests are expected to arrive in Sault Ste. Marie several days before competition and remain in the community throughout the Family Day weekend. The event includes training opportunities, multiple race formats, athlete luncheons, a welcome social, banquet, and awards ceremonies, creating a festival-style atmosphere that encourages visitors to extend their stay and explore local attractions such as Stokely Creek, Searchmont, and other winter tourism experiences.

Previous TDF Application Summary

YEAR	AMOUNT Approved	Summary
2025	\$20,000	O Cup: Funds used to rent construction trailers and generators for waxing stations.
2024	\$5000	Ontario Youth Championships: Fund used for facility rental and trail grooming services.
2022	\$7500	Ontario Youth Championships:

Attendance Projections

	Overall
Local	185
Regional	7
Ontario	75
Canada	95
USA	14
Total	375

Economic Impact

$$184 * 3 * \$175 = \$96,600$$

Budget Summary

Revenue: \$23,060 (registration, banquet and social event ticket sales)

- Registration: \$13,560
- Banquet/Social Event Ticket Sales: \$9,250
- NOD Bursary: \$250

Expenses: \$59,367

- Timing Fees: \$5,440.50
- Admin: \$2,500
- Volunteer Training: \$595
- Facilities and Equipment Rentals: \$20,473
- Supplies: \$10,030
- Volunteer Food and Supplies: \$6,750
- Athlete Food: \$3,900
- Banquet/Social Events: \$8,153.50
- Ceremonies/Medals: \$1,525

Scoring Matrix

The 2027 Bill Gairdner Canadian Masters Championship scores 73.5 on the evaluation matrix, placing it in the recommended range of \$5,000 - \$10,000.

Staff Analysis

The 2027 Bill Gairdner Canadian Masters Championship aligns with the Tourism Development Fund's objectives by attracting out-of-town visitors, generating overnight stays, and supporting winter tourism. The event is expected to bring 184 visitors to Sault Ste. Marie, generating an estimated \$96,600 in spending at local hotels, restaurants, retailers, and tourism businesses.

The championship supports Tourism Sault Ste. Marie's Strategic Plan by showcasing Hiawatha Highlands and the community's strengths as a four-season outdoor recreation destination. Targeted marketing across Canada and the United States will increase destination awareness and strengthen Sault Ste. Marie's reputation as a leading winter sport destination.

The event will also build local hosting capacity and support infrastructure for future competitions. Given its anticipated economic impact, tourism benefits, and alignment with destination development priorities, staff recommend approving Tourism Development Fund support for the championship.

Draft Resolution

Be it resolved that the Tourism Sault Ste. Marie Board of Directors recommend a contribution of \$10,000 through the Tourism Development Fund- Conferences and Special Events Stream to support the 2027 Bill Gairdner Canadian Masters Championship to be hosted February 11-14, 2027, and that a report be submitted to City Council for consideration and approval.

TOURISM DEVELOPMENT FUND ASSESSMENT- SPORTS AND SPECIAL EVENTS STREAM

Event Name:	2027 Bill Gairdner Canadian Masters Championship
Event Date:	Feb 11 – 14, 2027
Contact Person:	Hiawatha Highlands
Internal Review	Jeff McClelland
Board Review Date:	20-Oct-26

OUT OF TOWN PARTICIPANTS (Total of all visitors attending SPECIFICALLY for the event)

Number of Participants	145
Number of Spectators	39
Total	184
Score up to 10 points	Total 2

VISITOR DAYS

Number of Out of Town Visitors	184
Number of Nights they are Staying	3
Total Visitor Days (multiply together)	552
Score between 0-25 points	Total 5.5

LOCAL ATTENDANCE (includes all spectators and participants)

Score between 1-10 points	192
	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

8
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

10
MEASUREMENT AND EVALUATION

Score between 1-5 points

3
Total 53.5
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
- 3 points- Event attracts international visitors (Including USA)
- 2 points- Event generates earned media exposure outside of Sault Ste. Marie
- 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

5
3
2
5
10
20

TOTAL POINTS
73.5

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

Weight

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
4 Points- 250- 500 people	10 Points- 1000 people +
6 Points- 500- 750 people	

10.00%

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 | |

10.00%

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 | |

10.00%

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

15.00%

- 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%

- | | |
|---|--|
| 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 |

10.00%

- 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%

Total Top Section	53.5
Total Bottom Section	20
Recommendation Range	\$5,000 - \$10,000
Recommendation	\$10,000