OPEN AGENDA
Tourism Sault Ste. Marie Board Meeting
November 17, 2026
LIVE STREAM: www.youtube.com/c/SaultstemarieCa

1. **Roll Call**

2. **Approval of Minutes**
Approval of minutes from October 20, 2026

3. **Declaration of Pecuniary Interests**

4. **Tourism Overview & Update** **12:05 – 12:15**

5. **Financial Update** **12:15 – 12:20**

6. **New Business** **12:20 – 12:45**
   a. TSSM 2025 Audit
   Karli Chiarello, CPA, CA, LPA to present

7. **Tourism Development Fund Applications** **12:45 – 13:35**
   a. Kinsmen Park
   b. Gathering at the Rapids PowWow
   c. Sault Blues Society Bon Soo Headliner
   d. CSRA Snowcross
   e. Sault Major Hockey 2026-2027 Tournaments
   f. Sault Female Hockey Association 2026-2027 Tournaments
   g. Ontario Ministry of Natural Resources Hockey Tournament 2027
   h. Ontario Ministry of Natural Resources Northeast Region Curling 2027
   i. OFSSA and NOSSA funding

8. **Resolutions** **13:35 – 13:55**
   a. Kinsmen Park
   b. Gathering at the Rapids PowWow
   c. Sault Blues Society Bon Soo Headliner
   d. CSRA Snowcross
   e. Sault Major Hockey 2026-2027 Tournaments
   f. Sault Female Hockey 2026-2027 Tournaments
   g. Ontario Ministry of Natural Resources Hockey Tournament 2027
   h. Ontario Ministry of Natural Resources Northeast Region Curling 2027
   i. OFSSA and NOSSA funding

9. **Next Meeting**
   December 15, 2026 (Location TBA)

10. **Adjournment** **14:00**

Tourism Sault Ste. Marie Board Minutes
Tuesday, October 20, 2026
12:00
OPEN

Committee Members Present			
YES	B. Barber	NO	C. Beauchamp
YES	L. Foster	YES	G. Lacher
NO	M. Porco	NO	R. Walker
YES	T. White	YES	K. Wyer
Staff Resources Present			
NO	B. Lamming	YES	T. Anderson
YES	A. Kenopic	YES	T. Lucarelli (Scribe)
YES	R. Jones	YES	J. McClelland
Guests			
None			

Meeting Called to Order **12:02**

1. **Roll Call**

2. **Approval of Meeting Minutes from September 22, 2026**
   Moved by: L. Foster
   Second by: K. Wyer
   All in favour. Motion Carried.

3. **Declaration of Pecuniary Interests**
   - Nil

4. **Tourism Overview and Update** **12:03 – 12:04**
   - Monday, October 26th is Election Day.
   - Staff has renegotiated the date for the 2027 XCM Mountain Biking Championships from September 11th to July 3 to 4, which should increase registration for the youth training camp.
   - Northern Ontario Tourism Summit is November 3-5, 2027. Registration is closed; however, tickets for the opening reception (November 3) are still available. The Honorable Mike Harris, Minister of Natural Resources, will be in attendance**.**

   a. WestJet Campaign Recap **12:04 – 12:20**
   - R. Jones presented on 2026 Westjet marketing campaign results
   - WestJet flights direct from Sault Ste. Marie to Calgary, Alberta for 2027 are returning for 2027 booking.

5. **Financial Update** **12:20 – 12:22**
   - A. Kenopic presented
   - RWCD Chartered Accountants will present the audit at the next Tourism Board meeting in November.

6. **New Business** **12:22 – 12:23**
    - Discussion on August occupancy numbers, which were lower in 2026 than 2025

7. **Tourism Development Fund (TDF)**
   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 the competitive position significantly or interfere significantly with the contractual or other negotiations of a person, group of persons, or organization.
   Moved by: L. Foster
   Second by: T. White
   All in favour. Motion Carried.

   a. Conference Bid 2026-01 **12:23 – 12:31**

   Return To Open **12:31**

   b. Sault Ringette Club 2027 Northeast Region Championship **12:31 – 12:35**
- An annual championship that is projecting a total attendance of 2,458 people from March 12–14, 2027 at the John Rhodes Community Centre, Northern Community Centre and Rankin Arena.
- Staff recommendation is $20,000 through the Tourism Development Fund-Conferences and Special Events Stream.

   c. Soo Finnish Nordic Ski Club 2027 Canadian Masters **12:35 – 12:42**
- A national cross-country ski championship hosted by the Soo Finnish Nordic Ski Club at Hiawatha Highlands from February 11-14, 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.
- Staff recommendation is $10,000 through the Tourism Development Fund-Conferences and Special Events Stream.
- The Tourism Sault Ste. Marie Board of Directors recommend a total contribution of $20,000.

8. **Resolutions** **12:42 – 12:43**
   a. **Conference Bid 2026-01**
      Be it resolved that the Tourism Sault Ste. Marie Board of Directors recommends a contribution of $5,000 through the Tourism Development Fund- Conferences and Special Events Stream to support Conference Bid 2026-01 and that a report be submitted to City Council for consideration and approval.
      Moved by: T. White
      Second by: K. Wyer
      All in favour. Motion Carried.

   b. **Sault Ringette Club 2027 Northeast Region Championships**
      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
      Moved by: K. Wyer
      Second by: L. Foster
      All in favour. Motion Carried.

c. Finnish Nordic Ski Club 2027 Bill Gairdner Canadian Masters Championship

Be it resolved that the Tourism Sault Ste. Marie Board of Directors recommends a contribution of $20,000 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.
Moved by: T. White
Second by: K. Wyer
All in favour. Motion Carried.

9. Next Meeting

Tuesday, November 17, 2026

10. Adjournment **12:44**

Moved by: K. Wyer
Second by: T. White
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).

tourism SAULT STE. MARIE

November 17, 2026

Monthly Dashboard Report

MARKETING & PROMOTION

Active Marketing Campaigns during October

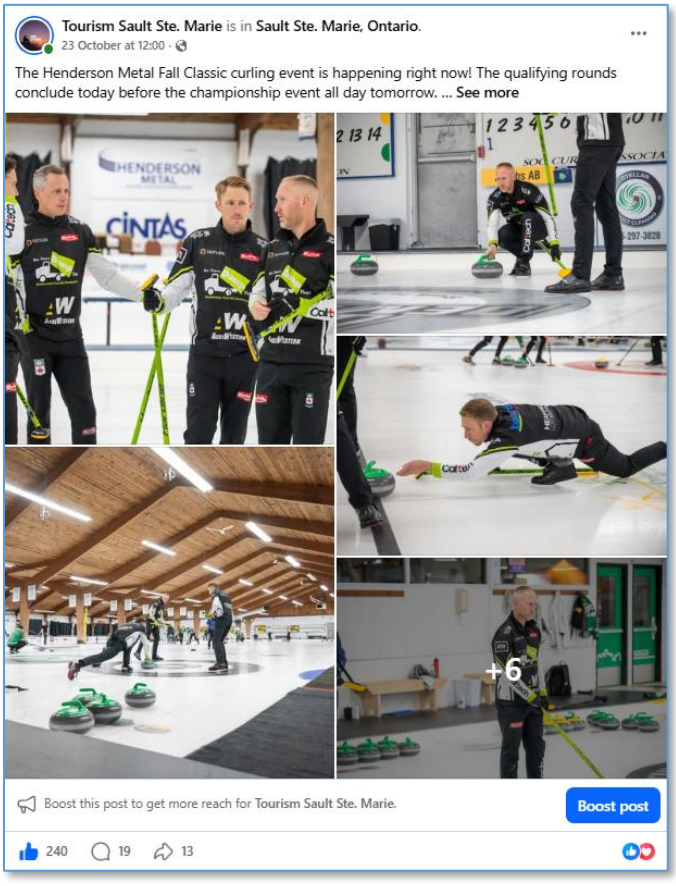
- Explore Magazine Fall Campaign
- Laird Signs billboards x 4 between Sudbury and SSM + one north of SSM.
- Cavera digital marketing – pay per click, google search, paid social media ads and SEO marketing.
- New Travel Inspiration Blogs
    - https://saulttourism.com/travelogues/10-fascinating-facts-about-lake-superior/
    - https://saulttourism.com/travelogues/crossing-the-border-into-sault-ste-marie-what-u-s-visitors-need-to-know/

Website (October)

- 41k users, (64k users in September)
- 71k page views (113k in September)
    - Agawa Train – 25k (41.2k in September)
    - 5 Ways to Enjoy Fall in the Soo – 6.7k (15.3k in September)
    - Home Page – 5.8k (8.4k in September)
    - Summer in the Soo – 4.7k (6.5k in September)
    - Hiking Robertson Cliffs – 2.9k
    - Events – 2.4k (2.9k in September)
    - Activities and Attractions – 1.8k (2.9k in September)
- Canada 30k (73%), US 8.2k (27%)
- Within Canada: Ontario 24.6k (82%), Quebec 4.7k (16%)
- By City: (GTA around 37%) Toronto 7.5k (25%), SSM 2.4k (8%)
- Within US: Michigan 2.7k (33%), Wisconsin 432 (5%)

Primary drivers

- **Paid Media:** 30k (50.4k in September)
- **Organic Search**: 5.3k (7.9k in September)
- **Referrals**: 2.2k (3k in September)
    - Agawatrain – 348 (920 in September)
    - Destination Ontario – 323 (139 in September)
    - Northernontariotravel – 129 (220 in September)
    - QR CODES – 87 (139 in September)
    - Saultstemarie – 86 (176 in September)
    - Searchmont – 70 (75 in September)
    - Welcometossm – 61 (63 in September)
- **(New) Generative AI Impressions** :
    - 73.2k (81k in September)
- **Offsite clicks**: 15.2k (25.5k in September)
    - Agawa Train – 6.2k (11.7k in September)
    - Saultlocktours – 587k (1.5k in September)
    - Bushplane Museum – 209
    - Canaldistrict – 208 (314 in September)
    - Big Ben Bus – 207 (496 in September)



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November 17, 2026

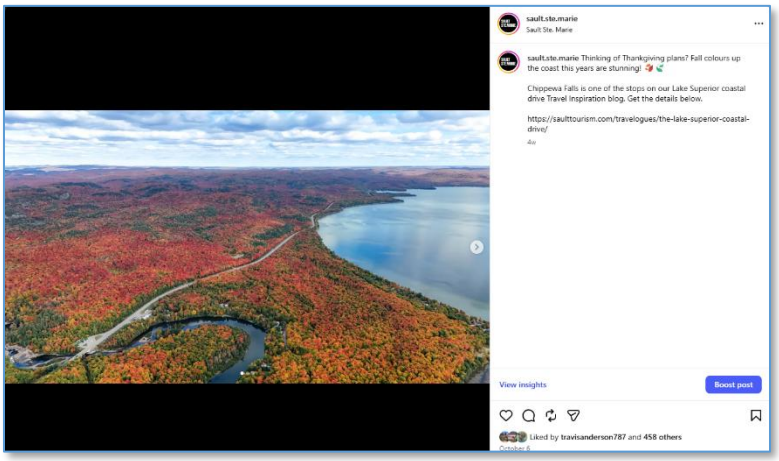
Monthly Dashboard Report

Instagram (October, 2026)

- 26,959 page followers (557 new followers in October)
- 71.8k accounted reached (59k in September)

Facebook (October, 2026)

- 36,353 followers (85 new followers in October)
- 165k accounts reached (269k in September)



NEWSLETTER:

- Oct 1, 2026: Spooky Season
- 714 sends
- 276 (45%) opens
- 21 (3%) clicks
- 107 (15%) bounces
- 13 (2%) unsubscribes

GROUP TOURS

- Staff reached out to local attractions partners to compile end-of-season Group Visitor Data for 2026 and updates on 2027 programming
- Submitted meeting requests for the American Bus Association Marketplace, which will take place in February 2027

CRUISE VISITS

- Hanseatic Inspiration x1

MEETINGS AND CONVENTIONS

- Submitted a bid for a Provincial conference to be hosted in 2028.
- North American Maple Syrup Council hosted its annual conference on October 20-24, 2026, with over 300 participants engaging in workshops, contests, and area field trips.

SPORTS TOURISM

- Supported the Sault Curling Club in the planning and delivery of the 2026 Henderson Metal Fall Classic.
- 2028 Ontario Winter Games:
  - General Manager and Chair, transition and knowledge transfer materials
  - Developed accommodations survey
  - Met with event management software providers to evaluate platform options

EVENTS

- Assisting the Bon Soo Events Committee, Henderson Metal Fall Classic, Align Yoga Festival and Crank the Shield
- Organization of the Northern Ontario Tourism Summit Welcome Reception taking place the evening of November 3rd, 2026, at the Canada Bushplane Heritage Centre

TOURISM DEVELOPMENT FUND APPLICATIONS

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

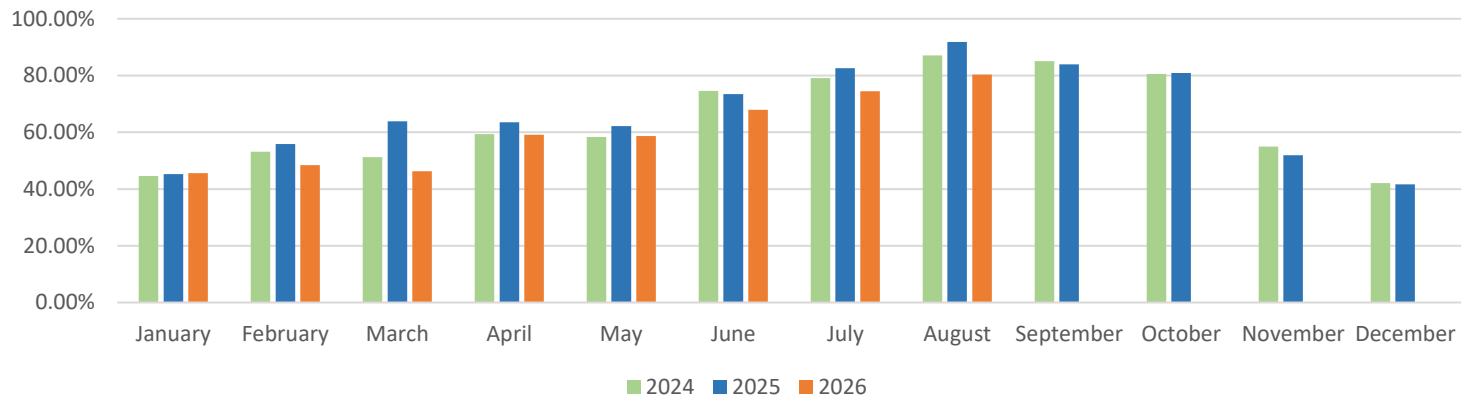
a. Conference Bid 2026-01 - $5,000
b. Sault Ringette Club 2027 Northeastern Championships - $20,000
c. 2027 Bill Gairdner Canadian Master Championship - $20,000

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November 17, 2026

Monthly Dashboard Report

Occupancy Report Percentage



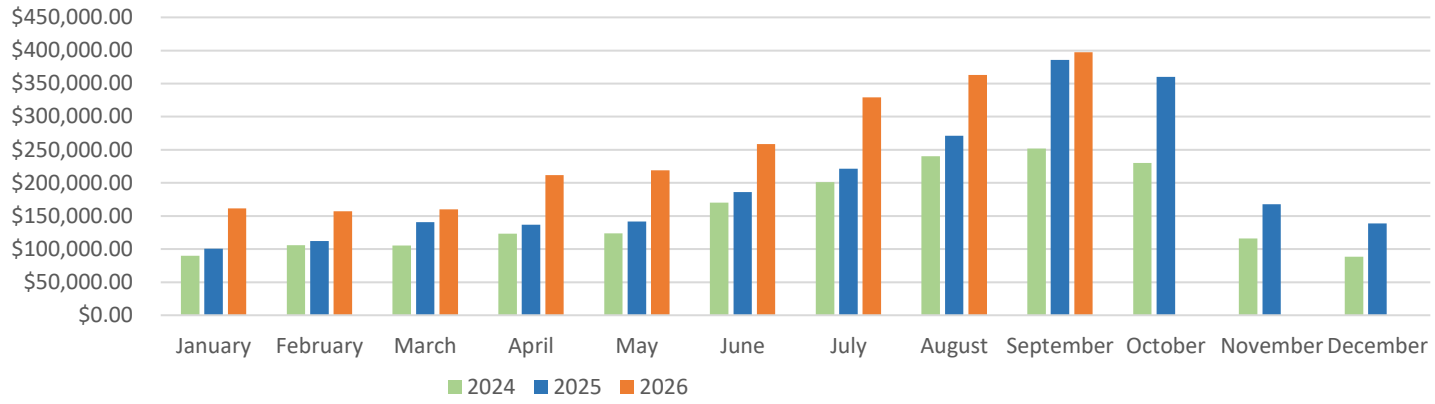
Year	2024	2025	2026			
January	44.6%	45.3%	45.6%			
February	53.1%	55.9%	48.4%			
March	51.2%	63.6%	46.3%			
April	59.4%	63.5%	59.1%			
May	58.3%	62.2%	58.7%			
June	74.6%	73.4%	67.9%			
July	79.1%	82.6%	74.5%			
August	87.1%	91.8%	80.3%			
September	85.1%	83.9%				
October	80.5%	80.9%				
November	54.9%	51.9%				
December	42.1%	41.6%				

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November 17, 2026

Monthly Dashboard Report

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	$328,975.28			
August	$240,030.59	$271,251.35	$362,785.84			
September	$251,857.75	$385,879.44*	$397,519.71			
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**	**$2,256,765.70**			

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



Income Statement @Oct 2026

	Oct 26
Ordinary Income/Expense	
Income	
5210 · City SSM Waterfront Detailed	150,000.00
5847 · Interest Income	1,160.36
5861 · Advertising Revenue	884.96
5862 · Merchandise Revenue	433.86
Total Income	152,479.18
Gross Profit	152,479.18
Expense	
6111 · Office Expenses	538.07
6170 · Memberships&Subscriptions	87.31
6182 · Travel	1,532.58
6185 · Meal Allowances	233.00
6540 · Advertising	8,850.80
6544 · Promotions	1,743.82
6545 · Meetings	141.85
6633 · Tours	1,668.74
6634 · Events	12,607.12
6720 · Bank Charges	107.87
Total Expense	27,511.16
Net Ordinary Income	124,968.02
Net Income	**124,968.02**

TOURISM SAULT STE. MARIE
FINANCIAL STATEMENTS

YEAR ENDED DECEMBER 31, 2025

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DRAFT

Ruscio Weldishofer Chiarello Doyle
CHARTERED PROFESSIONAL ACCOUNTANTS

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Sault Ste. Marie, ON P6A 1Z5
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INDEPENDENT AUDITOR'S REPORT

November 17, 2026

To the Board of Directors of Tourism Sault Ste. Marie:

Opinion

I have audited the accompanying financial statements of Tourism Sault Ste. Marie, which comprise the statement of financial position as at December 31, 2025, and the statement of operations and changes in net assets, and cash flows for the year then ended, and notes to the financial statements including a summary of significant accounting policies.
In my opinion, the financial statements present fairly, in all material respects, the financial position of the Organization as at December 31, 2025 and the results of its operations and its cash flows for the year then ended in accordance with the Canadian accounting standards for not-for-profit organizations.

Basis for Opinion

I conducted my audit in accordance with Canadian generally accepted auditing standards. My responsibilities under those standards are further described in the *Auditor's Responsibilities for the Audit of Financial Statements* section of my report. I am independent of the Organization in accordance with the ethical requirements that are relevant to my audit of the financial statements in Canada, and I have fulfilled my other ethical responsibilities in accordance with these requirements. I believe that the audit evidence I have obtained is sufficient and appropriate to provide a basis for my qualified opinion.

Responsibilities of Management and Those Charged with Governance for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian accounting standards for not-for-profit organizations, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is responsible for assessing the Organization's ability to continue as a going concern, disclosing, as applicable, matters relating to going concern and using the going concern basis of accounting unless management either intends to liquidate the Organization or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the Organization's financial reporting process.

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Auditor's Responsibilities for the Audit of the Financial Statements

My objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes my opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Canadian generally accepted auditing standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with Canadian generally accepted auditing standards, I exercise professional judgment and maintain professional skepticism throughout the audit. I also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for my opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Organization's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Organization's ability to continue as a going concern. If I conclude that a material uncertainty exists, I am required to draw attention in my auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify my opinion. My conclusions are based on the audit evidence obtained up to the date of my auditor's report. However, future events or conditions may cause the Organization to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

I communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that I identify during my audit.



Karli Chiarello, CPA, CA, LPA

Ruscio Weldishofer Chiarello Doyle Professional Corporation
Authorized to practice public accounting by The Chartered Professional Accountants of Ontario

Sault Ste. Marie, Canada

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TOURISM SAULT STE. MARIE
STATEMENT OF FINANCIAL POSITION

AS AT DECEMBER 31,	2025	2024
ASSETS		
CURRENT ASSETS		
Cash	$ 524,968	$ 818,427
Accounts receivable	64,986	570,364
Sales tax receivable	86,635	20,372
	$ 676,589	$ 1,409,163
LIABILITIES AND NET ASSETS		
CURRENT LIABILITIES		
Accounts payable and accrued liabilities	$ 116,339	$ 309,887
NET ASSETS	560,250	1,099,276
	$ 676,589	$ 1,409,163

APPROVED ON BEHALF OF THE BOARD:

_____ Director _____ Director

DRAFT

The accompanying notes are an integral part of these financial statements

TOURISM SAULT STE. MARIE
STATEMENT OF OPERATIONS AND CHANGES IN NET ASSETS

YEAR ENDED DECEMBER 31,	2025	2024
REVENUE		
Municipal	$ 940,101	$ 835,497
Grants	831,578	878,619
Advertising and merchandise	44,426	43,407
Event income	12,367	-
	1,828,472	1,757,523
EXPENDITURES		
General development	1,742,389	1,045,355
Advertising and promotion	477,493	444,306
Events and tours	49,393	50,461
Licenses, permits and fees	27,286	35,205
Meeting and conventions	33,295	28,795
Professional fees	23,077	24,657
Travel	22,566	20,851
Office and general	4,097	3,406
Insurance	3,208	3,021
Bad debts	2,943	-
Interest and bank charges	808	2,472
	2,386,555	1,658,529
EXCESS (DEFICIENCY) OF REVENUE OVER EXPENDITURES BEFORE THE UNDERNOTED	(558,083)	98,994
OTHER		
Interest income	20,915	43,969
Unrealized gain (loss) on exchange	(1,858)	(3,435)
	19,057	40,534
EXCESS (DEFICIENCY) OF REVENUE OVER EXPENDITURES	(539,026)	139,528
NET ASSETS, BEGINNING OF YEAR	1,099,276	982,088
PRIOR PERIOD ADJUSTMENT	-	(22,340)
NET ASSETS, BEGINNING OF YEAR, as restated	1,099,276	959,748
NET ASSETS, END OF YEAR	$ 560,250	$ 1,099,276

DRAFT

The accompanying notes are an integral part of these financial statements

TOURISM SAULT STE. MARIE
STATEMENT OF CASH FLOWS

YEAR ENDED DECEMBER 31,	2025	2024
CASH FLOWS FROM OPERATING ACTIVITIES		
Excess (Deficiency) of revenue over expenditures	$ (539,026)	$ 139,528
Changes in non-cash operating working capital:		
Accounts receivable	505,378	(404,715)
Sales tax receivable	(66,263)	(12,950)
Accounts payable and accrued liabilities	(193,548)	283,098
INCREASE (DECREASE) IN CASH DURING THE YEAR	(293,459)	4,961
CASH BALANCE, BEGINNING OF YEAR	818,427	813,466
CASH BALANCE, END OF YEAR	$ 524,968	$ 818,427

DRAFT

The accompanying notes are an integral part of these financial statements

Tourism Sault Ste. Marie (the "Organization") is incorporated under the laws of the Province of Ontario as a non-profit corporation without share capital. Its principal purpose is to provide expert insight into the development of tourism strategies for the City of Sault Ste. Marie, including recommending strategic and annual business plans to City Council, assessing and recommending funding applications, and approving the expenditure of funds to strategically advance the tourism sector. The Organization is exempt from income taxes under the Income Tax Act of Canada.

1. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

These financial statements are prepared in accordance with Canadian accounting standards for not-for-profit organizations. The Organization's significant accounting policies are as follows:

a) Revenue recognition:

The Organization follows the deferral method of accounting for contributions.

Operating revenue, from advertising and merchandise, is recorded as revenue in the period when received or receivable if the amount to be received can be reasonably estimated and collection is reasonably assured.

Restricted contributions are recognized as revenue in the period in which the specific related approved expenditures are incurred.

b) Cash:

Cash and cash equivalents consist of cash on hand and bank balances.

c) Financial instruments:

The Organization initially measures its financial assets and financial liabilities at fair value and subsequently measures all its financial assets and financial liabilities at amortized cost.

Financial assets measured at amortized cost include cash and accounts receivables.

Financial liabilities measured at amortized cost include accounts payable and accrued liabilities.

d) Foreign currency translation:

Monetary assets and liabilities denominated in foreign currencies are translated into Canadian dollars at the exchange rate in effect at the year-end date.

Revenues and expenses denominated in foreign currencies are translated at the exchange rate in effect on the transaction date. Foreign exchange gains and losses arising from the translation of monetary items are included in income for the year.

e) Use of estimates:

The preparation of financial statements in accordance with Canadian accounting standards for not-for-profit organizations requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities at the date of the financial statements, and the reported amounts of revenues and expenses during the reporting period. Actual results could differ from management's best estimates as additional information becomes available in the future.

DRAFT

2. ECONOMIC DEPENDENCE

Approximately 84**%** (87% - 2024) of the Organization's revenue is derived from the Municipal Accommodations Tax (MAT) and government grants. As a result, the Organization is dependent on this funding.

3. FINANCIAL RISKS

a) Credit risk:

Credit risk arises principally from the Organization's cash and accounts receivable. Cash is held at reputable institutions, from which management believes the risk of loss to be remote. The Organization is also exposed to credit risk resulting from the possibility that the counterparty will cause a financial loss by failing to discharge its obligation. The Organization minimizes this risk by assessing accounts receivable on a continuous basis, and providing for any amounts that are not collectible in the allowance for doubtful accounts. There has been no change to the risk exposures from 2024.

b) Liquidity risk:

Liquidity risk arises from the Organization's management of accounts payable and other current liabilities. It is the risk that the Organization will encounter difficulty in meeting its financial obligations as they fall due. The Organization's policy to minimize this risk is to monitor its operating requirements by preparing budget and cash forecasts to ensure it has sufficient funds to fulfill its obligations. There has been no change to the risk exposures from 2024.

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Tourism Development Fund Application Form
Attractions and Product Development Stream

Section 1: Organization Information

Name of Project: Kinsmen Park Picnic / Event Shelter

Location of Project: Kinsmen Park

Date of Project: Fall 2026 - Spring 2027

Name of Organization: Kinsmen Club of SSM

Contact Person: Lawrence Foster 705 254 9819 / Scott Elgie 705 257 8518

Phone: E-mail: President@kinsmenssm.ca, Park@kinsmenssm.ca

Section 2: Amount Requested

The amount of 50,000.00 from the SSM TDF product development stream is requested.

Section 3: Description of the Project

Description:

The Sault Ste. Marie Kinsmen Club is proposing the construction of a new, versatile three-bay picnic shelter within Kinsmen Park. Developed through extensive consultation with community partners and clients, this tailored design directly addresses the diverse needs of park users year-round.

The multi-use structure will serve as a dynamic community hub, functioning as:

- An outdoor eating and dining area for families and park visitors.
- A dedicated staging and waxing room for winter sports and recreational trail users.
- A sheltered gathering space for community events, awards and presentations.
- A comfortable viewing area for spectators during sports and provincial and national sporting events..

By maximizing functionality across all four seasons, this project will enhance park infrastructure, support local athletic initiatives, and provide an accessible, shared space that benefits the tourism sector and local residents.

(Picture of similar structure to proposed build)



Section 4: Economic Impact

Economic Impact Analysis: Kinsmen Park Multi-Use Shelter

The construction of the multi-use shelter directly boosts the local economy by capturing, retaining, and expanding sports tourism and recreational spending in **Sault Ste. Marie**. By providing vital year-round infrastructure—such as a dedicated winter waxing room and an event staging area—the park can comfortably host larger, multi-day provincial races, tournaments, and community festivals.

Direct Visitor Spending Calculation

Based on the required economic formula, the baseline financial impact from park visitors is calculated as follows:

5000 visitors annually x $150 per day = $750,000.00 per year.

*For multi-day events where participants stay overnight (e.g., a 2-day mountain bike race or ski loppet), this direct economic footprint doubles to **$1,500,000** ($750,000 x 2 days).*

Section 5: Project Budget $180,000.00

Category	Description	Estimate	Status
Engineering and design	Design with Cenlo. Capable of expansion	$10,000.00	In progress. Attached
Site excavation	Tree removal, parking enhancements, wheelchair accessible	$30,000.00	Fall 2026
Build	Permits, structure, electrical, enclosed, winterized, screened in for spring and summer.	$120,000.00	Spring 2027
Furnishings and Contingency	Modular seating, benches for waxing or desks, wood stove. Project overrun.	$20,000.00	Spring 2027

Funding and partners:

The Kinsmen have consulted with users of the park such as race organizers, ski club, cycling club in order to both design the appropriate structure but also seek financial support.

Organization	Contribution	Status
Kinsmen Club SSM	$50,000.00	Confirmed
Innergex	$10,000.00	Confirmed / Received
TDF SSM	$50,000.00	In progress
NOHFC	$100,000.00	In progress (2nd Phase)

Authorization

As an authorized representative of (**Kinsmen Club of SSM**) I, (**Lawrence Foster**), attest that all information contained in this application is accurate to the best of my knowledge. July 27, 2026.

TOURISM DEVELOPMENT FUND APPLICATION SUMMARY

Name of the Event	Algoma University's 21th Annual Gathering at the Rapids Pow Wow
Event Date	February 13-14, 2027
Venue	GFL Memorial Gardens
Submitted by:	Paul Sayers
Reviewed by:	Stephanie Sears – Oct 2026
Ask:	$20,000
Recommendation:	$20,000

Overview of the Event

Algoma University's 21st Annual Gathering at the Rapids Pow Wow will take place February 13–14, 2027, at GFL Memorial Gardens in Sault Ste. Marie.

Led by Algoma University's Makwa Waakaa'igan, the Anishinaabe Initiatives Division, and the Shingwauk Anishinaabe Students' Association, the Pow Wow brings together community partners, Indigenous organizations, educators, students, and visitors to celebrate Anishinaabe culture, knowledge, education, and traditions. As one of the region's largest Pow Wows, it offers a vibrant space for traditional drumming, singing, dancing, cultural expression, and Indigenous artisans and vendors to share their work.

The Gathering at the Rapids provides significant community and tourism benefits for Sault Ste. Marie, attracting visitors from across the Great Lakes region, including Canada and the United States. Attendees contribute to the local economy through accommodations, dining, shopping, and other experiences. The event also strengthens Sault Ste. Marie's identity as a destination for authentic Indigenous cultural experiences, creating opportunities for visitors to learn about and respectfully engage with Anishinaabe culture.

Previous TDF Applications

YEAR	AMOUNT Approved	Summary
2025	$20,000	Venue Rental GFL
2026	$20,000	Venue Rental GFL

Attendance Projections

Local	3595
Regional	1305
Ontario	1000
Canada	600
USA	600

Economic Impact

2200 out of town visitors x 3 (number of days) x $175 = $1,155,000

TOTAL:	7100
Total Out of Town	2200

Budget Summary

Expenses - $297,523.79
- Includes: prizes, facility rental, jumbotron/sound, staff, volunteer incentives, supplies, swag, advertising, etc.

Revenue -$367,000 .00
- Revenue at door, Partner contributions & sponsorships

Scoring Matrix

The Gathering at the Rapids Pow Wow scores 105 on the scoring matrix, putting it in a recommended range of

85+	$15,000 - $20,000

Staff Analysis

The Gathering at the Rapids Pow Wow began in 2005 at Algoma University and has continued to grow over the years. As attendance exceeded the 750-person capacity of the George Leech Centre, the event relocated to GFL Memorial Gardens in 2025 to accommodate its growing audience. Since the move, attendance has continued to increase.
The move to GFL Memorial Gardens resulted in a significant increase in event costs. In addition to venue rental, expenses include ice floor conversion, stage rental, security, sound system, cleaning, score clock rental and technician services, catering for staff and volunteers, and an Elders' lounge, as required under the venue agreement.

Supporting the Gathering at the Rapids Pow Wow recognizes its importance as one of the region's largest cultural gatherings, attracting a significant and growing number of visitors. Held during a traditionally slower tourism season (February), the event provides an opportunity to attract visitors to stay in local hotels. support the local economy, and is demonstrating growth each year.

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 Gathering at the Rapids Pow Wow and that a report be submitted to City Council for consideration and approval.

TOURISM DEVELOPMENT FUND ASSESSMENT- SPORTS AND SPECIAL EVENTS STREAM

Event Name:	21th Annual Gathering at the Rapids Pow Wow
Event Date:	Feb 13-14, 2027
Contact Person:	Paul Sayers
Internal Review	Stephanie Sears - Sept 2026
Board Review Date:	TBD

Evaluation Criteria — **Weight**

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

Number of ***Participants***	900
Number of ***Spectators***	1300
Total	2200
Score up to 10 points	Total 10

1 Point for Every 100 out of town Visitors to a Maximum of 10 points — 10.00%

VISITOR DAYS

Number of Out of Town ***Visitors***	2200
Number of ***Nights*** they are Staying	2
Total Visitor Days (multiply together)	4400
Score between 0-25 points	Total 25

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

LOCAL ATTENDANCE (includes all spectators and participants)

Score between 1-10 points 3595 — 10

2 Point- 100-250 people
4 Points- 250- 500 people
6 Points- 500- 750 people
8 Points- 750-1000 people
10 Points- 1000 people + — 10.00%

EVENT BUDGET

Up to 10 points 8

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

READINESS/CAPACITY/ TIMELINE

Score between 1- 10 points 8

Score between 1-10 considering the these factors: — 10.00%
1. Timeline (application submitted 90+ days in advance)
2. Event Plan (thoroughness)
3. Capacity
4. Data Tracking
5. Growth plan

SEASON (Peak, Shoulder, Low)

Score between 2-15 points 8

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

PARTNERSHIP AND COLLABORATION

Score between 1-5 points 5

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 entertainement business — 5.00%

MARKETING AND PROMOTION STRATEGY (for festivals and events)
RECRUITMENT/ REGISTRATION STRATEGY (for conferences)

Score between 1-10 points 6

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

MEASUREMENT AND EVALUATION

Score between 1-5 points 5

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 vistors — 5.00%

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	5
10 points- Event is homegrown and occurs annually	10
10 points- Event was secured through a competetive bid process	0
TOTAL POINTS	**20**

Total from Above:	**85**
Total from Below:	**20**
Total:	**105**
Recommendation Range:	**$15,000 - $20,000**
Recommended:	**$20,000**

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

TOURISM DEVELOPMENT FUND APPLICATION SUMMARY

Name of the Event	Bon Soo Headliner- Sault Blues Society
Event Date	February 18 2027
Venue	The Machine Shop
Submitted by:	Johnnie Tibbles
Reviewed by:	Stephanie Sears – November 2026
Ask:	$10,000
Recommendation:	$5000

Overview of the Event

The Sault Blues Society, in partnership with the Bon Soo Winter Carnival, will present a headline concert on February 18, 2027, featuring a celebrated Canadian blues musician. The event will support both organizations while strengthening Bon Soo's entertainment programming and attracting visitors to Sault Ste. Marie during the winter carnival.

For the past seven years, the Sault Blues Society has partnered with Bon Soo to deliver live blues performances, collectively selling approximately 2,000 tickets through events featuring emerging and lesser-known artists with more modest production budgets. This year's headliner, with an established reputation and dedicated fan base, is expected to significantly broaden the event's appeal, attracting new audiences, multiple generations of music fans, and visitors from across Northern Ontario and Michigan's Upper Peninsula. The Sault Blues Society has an established following and has committed to extending its promotional efforts beyond Sault Ste. Marie to increase regional awareness and attendance.

As Bon Soo's headline concert, the event will provide a major entertainment attraction and a focal point within the carnival's programming. Its potential to draw out-of-town visitors will create an additional incentive for people to travel to Sault Ste. Marie, supporting local tourism, hospitality, and related businesses. The Sault Blues Society has been a longstanding and valued Bon Soo partner, consistently contributing to the carnival's success and sharing a portion of its event revenue in support of the organization.

The concert is supported by Machine Shop, Holiday Inn Express, Hollywood Limo Service, 705 Sound, and Bon Soo. Building on an established community partnership, the draw of a recognized Canadian blues musician, and expanded regional marketing, this event is positioned to elevate Bon Soo's entertainment offering, reach new audiences, increase out-of-market visitation, and generate positive economic and tourism benefits for Sault Ste. Marie.

Previous TDF Applications

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

Attendance Projections

Local	533
Regional	107
Ontario	100
Canada	
USA	20
Total	760

Economic Impact

120 X 3 days X150 $36,000

Budget Summary

Projected Expenditures: **$40,096.51**
Projected Revenue (600 tickets at tiered pricing, including VIP section) **$41,400.00**

Bon Soo will provide in-kind donations to support the concert, including sound/ security already paid for through the carnival.

Scoring Matrix

The Sault Blues Society Headliner scores 62 on the evaluation matrix, placing it in the recommended range of $2500- $5000.

Staff Analysis

The Sault Blues Society has a proven track record of attracting audiences and has maintained a successful partnership with Bon Soo for the past seven years. This year's concert presents an opportunity to build on that success by attracting new audiences and visitors from outside the region through an established local following, a recognized Canadian performer, and expanded regional advertising.

The concert will provide Bon Soo with a headline musical act, enhancing its entertainment offering while reducing the need for the carnival to independently secure a comparable headliner. Combined with advance online ticket sales, accommodation partnerships, and Bon Soo's broader weekly programming, the event has strong potential to encourage out-of-town visitors to extend their stays and increase local tourism spending.

The Sault Blues Society is a registered not-for-profit organization with limited financial resources, yet has committed what it can financially to secure this event and make it

possible for the benefit of both organizations. The organizers have demonstrated an exceptional level of commitment by personally backstopping the project, assuming financial risk to ensure its success.

Staff recognize the value of this longstanding partnership and the significant effort being made by the Society to deliver an event that benefits Bon Soo and the broader community.

Staff supports the project as an opportunity to strengthen Bon Soo's programming under the commitment to support Bon Soo, attract out-of-market visitors, and contribute to increased winter tourism and economic activity in Sault Ste. Marie.

Draft Resolution

Be it resolved that the Tourism Sault Ste. Marie Board of Directors recommend a contribution of $5000 through the Tourism Development Fund- Conferences and Special Events Stream to support the Sault Blues Society's Bon Soo Headliner to be hosted Thursday, February 18, 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:	Bon Soo Headliner- Sault Blues Society
Event Date:	Feb 18 2027
Contact Person:	Johnnie Tibbles
Internal Review	Stephanie Sears
Board Review Date:	17-Nov-26

Evaluation Criteria

Weight

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

Number of ***Participants***	
Number of ***Spectators***	120
Total	120
Score up to 10 points	Total 1

1 Point for Every 100 out of town Visitors to a Maximum of 10 points

10.00%

VISITOR DAYS

Number of Out of Town ***Visitors***	120
Number of ***Nights*** they are Staying	2
Total Visitor Days (multiply together)	240
Score between 0-25 points	Total 2

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

25.00%

LOCAL ATTENDANCE (includes all spectators and participants)

Score between 1-10 points 533 → 6

2 Point- 100-250 people
4 Points- 250- 500 people
6 Points- 500- 750 people
8 Points- 750-1000 people
10 Points- 1000 people +

10.00%

EVENT BUDGET

Up to 10 points 8

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

10.00%

READINESS/CAPACITY/ TIMELINE

Score between 1- 10 points 8

Score between 1-10 considering the these factors:
1. Timeline (application submitted 90+ days in advance)
2. Event Plan (thoroughness)
3. Capacity
4. Data Tracking
5. Growth plan

10.00%

SEASON (Peak, Shoulder, Low)

Score between 2-15 points 8

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

15.00%

PARTNERSHIP AND COLLABORATION

Score between 1-5 points 3

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 entertainement business

5.00%

MARKETING AND PROMOTION STRATEGY (for festivals and events)
RECRUITMENT/ REGISTRATION STRATEGY (for conferences)

Score between 1-10 points 6

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

10.00%

MEASUREMENT AND EVALUATION

Score between 1-5 points 5

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 vistors

5.00%

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	10
10 points- Event was secured through a competetive bid process	0
TOTAL POINTS	**15**

Total points from above:	**47**
Total points from below:	**15**
Total:	**62**
Recommendation Range:	$2500- $5000
Recommended:	**$5,000**

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

TOURISM DEVELOPMENT FUND ASSESSMENT- SPORTS AND SPECIAL EVENTS STREAM

Event Name:	CSRA 2027 Snowcross
Event Date:	April 10 - 11, 2027
Contact Person:	Joe Bidinot
Internal Review	Jeff McClelland
Board Review Date:	17-Nov-26

Evaluation Criteria

Weight

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

Number of ***Participants***	240
Number of ***Spectators***	750
Total	990
Score up to 10 points	Total **10**

1 Point for Every 100 out of town Visitors to a Maximum of 10 points

10.00%

VISITOR DAYS

Number of Out of Town ***Visitors***	990
Number of ***Nights*** they are Staying	3
Total Visitor Days (multiply together)	2970
Score between 0-25 points	Total **25**

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

25.00%

LOCAL ATTENDANCE (includes all spectators and participants)

Score between 1-10 points 2160 — **10**

2 Point- 100-250 people
4 Points- 250- 500 people
6 Points- 500- 750 people
8 Points- 750-1000 people
10 Points- 1000 people +

10.00%

EVENT BUDGET

Up to 10 points — **6**

Score between 1-10 considering these factors:

1. Other sources of confirmed revenue
2. Balance between Revenue and Expenses
3. Financial Need
4. Funding Ask vs. Overall Budget
5. Cost Overrun Plan
6. Comprehensiveness of proposed budget
7. Financial Sustainability

10.00%

READINESS/CAPACITY/ TIMELINE

Score between 1- 10 points — **8**

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%

SEASON (Peak, Shoulder, Low)

Score between 2-15 points — **5**

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

15.00%

PARTNERSHIP AND COLLABORATION

Score between 1-5 points — **3**

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 entertainement business

5.00%

MARKETING AND PROMOTION STRATEGY (for festivals and events)
RECRUITMENT/ REGISTRATION STRATEGY (for conferences)

Score between 1-10 points — **6**

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

10.00%

MEASUREMENT AND EVALUATION

Score between 1-5 points — **3**

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 vistors

5.00%

Total **76**

ALIGNMENT WITH TSSM STRATEGIC PLAN (score all that apply) **Points**

5 points- Event aligns with improvements/ activation of downtown/waterfront strategy	
5 points- Event aligns with adventure/ outdoor recreation strategy	5
3 points- Event attracts international visitors (Including USA)	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 points- Event was secured through a competetive bid process	
	10
TOTAL POINTS	**86**

Total Top Section	**76**
Total Bottom Section	**10**
Recommedation Range	**$15,000 - $20,000**
Recommedation	**$15,000**

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

TOURISM DEVELOPMENT FUND APPLICATION SUMMARY

Name of the Event	CSRA 2027 Snowcross
Event Date	April 10 - 11, 2027
Venue	Searchmont Resort
Submitted by:	Joe Bidinot
Reviewed by:	Jeff McClelland
Ask:	$20,000
Recommendation:	$15,000

Overview of the Event

The Canadian Snowcross Racing Association (CSRA) National Championship Finale & Awards Banquet will take place at Searchmont Resort on April 10-11, 2027, serving as the final event of CSRA's nine-stop national snowcross racing series. As the premier weekend of the season, the championship finale determines series titles across youth, sport, amateur, and professional racing divisions and hosts the annual CSRA Awards Banquet on Sunday evening.

Established in 1995, CSRA is Canada's national snowcross series, attracting competitors and spectators from across Ontario, Quebec, and the northern United States. Racers, teams, support crews, and families typically arrive on Thursday and remain through Monday, creating extended visitor stays as participants attend both the two-day race program and the season-ending awards celebrations. The event features a purpose-built snowcross track at Searchmont Resort, with CSRA delivering full race operations including timing and scoring, race direction, technical inspection, track preparation, announcing, medical services, and event management.

The championship weekend is expected to attract 3,150 attendees, including 990 participants and spectators from outside the region. By bringing visitors to Sault Ste. Marie during mid-April, following the peak winter tourism season, the event has the potential to generate economic activity for local hotels, restaurants, fuel stations, and other businesses. This will be the second season hosted at Searchmont Resort. The CSRA successful returned to Searchmont in 2025-2026 season under new ownership of the CSRA.

CSRA actively promotes the championship finale through its website, racer communications, social media platforms, partner media channels, and attendance at major industry events such as the Toronto International Snowmobile, ATV & Powersports Show. These marketing efforts will promote Sault Ste. Marie and Searchmont Resort to the national snowmobile and motorsports community.

Previous TDF Application Summary

YEAR	AMOUNT Approved	Summary
2021 (under previous management)	$15,000	Funds supported course construction, security, and fuel.

Attendance Projections (based on 2026 participation)	Overall
Local	2160
Regional	
Ontario	160
Canada	800
USA	30
Total	3150

Economic Impact

990 x 4 x $175 = **$693,000**

Budget Summary

Revenue: $71,000

- Registration fees: $35,000
- Gate fees: $30,000
- Sponsorship: TDB
- Banquet Tickets: $6,000

Expenses: $134,618.74

- Event Staff & Officials: $46,175.72
- Safety, Medical, & Insurance: $22,137.97
- Track & Equipment: $21,380.00
- Transportation, Travel, & Accommodations: $22,991.53
- Marketing & Promotion: $12,911.00
- Registration & Administration: $3,022.52
- Awards Banquet: $6,000.00

Profit (Loss): ($63618.75)

Scoring Matrix

The CSRA 2027 Snowcross scores 86 on the evaluation matrix placing it in the recommended range of $15,000 - $20,000

Staff Analysis

The Canadian Snowcross Racing Association (CSRA) National Championship Finale & Awards Banquet strongly aligns with Tourism Sault Ste. Marie's strategic priorities by attracting out-of-town visitors, generating economic activity during the shoulder season, and positioning Sault Ste. Marie as a premier destination for winter sport and outdoor recreation tourism. Hosted at Searchmont, the national championship appeals to a targeted audience of snowmobile enthusiasts, teams, families, and industry stakeholders from across Ontario, Quebec, and the northern United States, reinforcing the region's established powersports tourism product.

The event is expected to generate approximately $693,000 in economic impact and attract 990 out-of-town attendees. Its mid-April timing extends tourism activity beyond the traditional winter season, while the Thursday-to-Monday event schedule and Sunday evening awards banquet encourage longer stays and increased spending on accommodations, dining, fuel, retail, and other local services. National promotion

through CSRA's digital platforms, racer networks, industry partners, and trade shows further enhances destination exposure and supports Sault Ste. Marie's profile in the broader outdoor recreation market.
Importantly, new CSRA management has demonstrated a renewed commitment to improving the event and strengthening its relationship with local hosts. Following last season's return, SSM staff closely monitored the CSRA's intent and commitment, and the new management team successfully demonstrated its capabilities through last season's delivery. This progress provides greater confidence in the organization's leadership, its willingness to address past challenges, and its potential to build a stronger, more sustainable partnership moving forward. CSRA's longer-term vision of establishing Searchmont and Sault Ste. Marie as the permanent home of the national championship finale further reinforces this opportunity.

Overall, the event offers measurable economic benefits, valuable destination marketing exposure, and an opportunity to strengthen Sault Ste. Marie's reputation as a capable host of national sporting events. With demonstrated improvements under new management and a renewed commitment to local partnerships, continued support represents an opportunity to build on recent progress, grow the event's tourism value, and establish a lasting winter sport tourism asset for the community.

Draft Resolution

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 the CRSA 2027 Snowcross to be hosted April 10-11, 2027, and that a report be submitted to City Council for consideration and approval.

TOURISM DEVELOPMENT FUND ASSESSMENT- SPORTS AND SPECIAL EVENTS STREAM

Sault Major Hockey Association 2026-2027 Season

Event Name:	U18 AA OHF Championship, U14 AAA Playoffs, U14 AA TOC
Event Date:	April 9 - 11, Mar 19-21, April 16 -18, 2027
Contact Person:	Robert De Vito
Internal Review	Jeff McClelland
Board Review Date:	17-Nov-26

Evaluation Criteria

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

Number of ***Participants***	325
Number of ***Spectators***	1250
Total	1575

Score up to 10 points — Total **15.5**

1 Point for Every 100 out of town Visitors to a Maximum of 10 points

Weight: 10.00%

VISITOR DAYS

Number of Out of Town ***Visitors***	1575
Number of ***Nights*** they are Staying	2
Total Visitor Days (multiply together)	3150

Score between 0-25 points — Total **25**

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

Weight: 25.00%

LOCAL ATTENDANCE (includes all spectators and participants)

Score between 1-10 points 610 — **6**

2 Point- 100-250 people
4 Points- 250- 500 people
6 Points- 500- 750 people
8 Points- 750-1000 people
10 Points- 1000 people +

Weight: 10.00%

EVENT BUDGET

Up to 10 points — **6**

Score between 1-10 considering these factors:

1. Other sources of confirmed revenue
2. Balance between Revenue and Expenses
3. Financial Need
4. Funding Ask vs. Overall Budget
5. Cost Overrun Plan
6. Comprehensiveness of proposed budget
7. Financial Sustainability

Weight: 10.00%

READINESS/CAPACITY/ TIMELINE

Score between 1- 10 points — **8**

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

Weight: 10.00%

SEASON (Peak, Shoulder, Low)

Score between 2-15 points — **6**

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

Weight: 15.00%

PARTNERSHIP AND COLLABORATION

Score between 1-5 points — **0**

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 entertainement business

Weight: 5.00%

MARKETING AND PROMOTION STRATEGY (for festivals and events)
RECRUITMENT/ REGISTRATION STRATEGY (for conferences)

Score between 1-10 points — **8**

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

Weight: 10.00%

MEASUREMENT AND EVALUATION

Score between 1-5 points — **3**

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 vistors

Weight: 5.00%

Total **77.5**

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	**2**
5 points- Event is annual and demonstrating growth	
10 points- Event is homegrown and occurs annually	
10 points- Event was secured through a competetive bid process	**10**
	12
TOTAL POINTS	**89.5**

Total Top Section	**77.5**
Total Bottom Section	**12**
Recommedation Range	**$15,000 - $20,000**
Recommedation	**$20,000**

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

TOURISM DEVELOPMENT FUND APPLICATION SUMMARY

Name of the Event	U14 AAA Playoffs | U18 AA OHF Championship | U14 AA NOHA TOC
Event Date	Mar 19-21, 2027 | April 9 – 11, 2027 | April 16 -18, 2027
Venue	NCC, John Rhodes Community Centre
Submitted by:	Robert De Vito
Reviewed by:	Jeff McClelland
Ask:	$20,000
Recommendation:	$20,000

Overview of the Event

The Sault Major Hockey Association (SMHA) will host three major championship hockey events during the 2026-27 season: the U14 AAA Playoffs (March 19-21, 2027), the U18 AA OHF Championship (April 9-11, 2027), and the U14 AA NOHA Tournament of Champions (April 16-18, 2027). Together, these events will bring 13 teams to Sault Ste. Marie from across Ontario, showcasing our community as a premier destination for sport tourism.

The tournaments are expected to generate a combined attendance of approximately 2,185 participants and spectators, including an estimated 1,575 visitors from outside the community. Through overnight accommodations, dining, shopping, transportation, and other visitor spending, the events are projected to generate an economic impact of approximately $826,875 combined for the local economy, while providing high-quality competitive opportunities for athletes.

U14 AAA Playoffs (Mar 19 – 21, 2027): 1 Local + 3 OOT Teams

- Hosting rights rotate between NOHA cities; Sault typically hosts 1 of 4 AAA Playoffs (U12AAA, U13AAA, U14AAA, or U15AAA)

U18 AA OHF Championship (Apr 9 – 11, 2027): 1 Local + 4 OOT Teams

- Secured through a bid process with the Ontario Hockey Federation

U14 AA NOHA TOC (Apr 16 – 18, 2027): 1 Local + 6 OOT Teams

- Secured through a bid process with the Northern Ontario Hockey Association

Previous TDF Application Summary

YEAR	AMOUNT Approved	Summary
2025	$15,000 Combined out-of-town attendance (players and families exceeded 3000 visitors)	Funds used towards ice rental costs for the U10AA, U15AA, U13AAA & U15AAA TOC' + ice rental costs for the U13AAA & U15AAA Showcase

Attendance Projections

	Overall
Local	610
Ontario	1,575
Total	2,185

Economic Impact

1575 x 3 x $175 = **$826,875**

Budget Summary

Revenue: $5,356 (Host Subsidy & Registration fees)

Expenses: $22,812.50 (ice rentals, referees/timekeepers, marketing, signage)

Scoring Matrix

The U14 AAA Playoffs, U18 AA OHF Championship, and U14 AA NOHA TOC scores **89.5** on the evaluation matrix, placing it in the recommended range of **$15,000 - $20,000**.

Staff Analysis

The Sault Major Hockey Association's hosting of the U14 AAA Playoffs, U18 AA OHF Championship, and U14 AA NOHA Tournament of Champions supports Tourism Sault Ste. Marie's Strategic Plan priorities related to sport tourism, economic development, and enhancing the community's profile as a premier sport tourism destination. These events are expected to attract teams, athletes, families, and spectators from across Ontario, generating approximately 1,575 visitors from outside the community and an estimated economic impact of $826,875 through spending on accommodations, food services, transportation, retail, and other visitor-related expenditures.

The events align with Tourism Sault Ste. Marie's objective to attract and grow tournaments that drive measurable economic benefits, particularly during shoulder-season periods. Hosting provincial and regional championship-level competitions further strengthens Sault Ste. Marie's reputation as a destination that delivers high-quality sporting events while showcasing local facilities, hospitality services, and visitor experiences.

The U18 AA OHF Championship and U14 AA NOHA Tournament of Champions were secured through a competitive bid process. Successfully hosting these events will continue to strengthen relationships with both the Ontario Hockey Federation (OHF) and Northern Ontario Hockey Association (NOHA), enhancing our community's ability to attract future championships and potentially larger-scale sporting events.

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 U18 AA OHF Championship, U14 AAA Playoffs, U14 AA TOC to be hosted in March and April 2027 and that a report be submitted to City Council for consideration and approval.

TOURISM DEVELOPMENT FUND ASSESSMENT- SPORTS AND SPECIAL EVENTS STREAM

	Sault Female Hockey Association
Event Name:	North of Hwy 17 Tournament | Deb Sims Memorial Tournament
Event Date:	Feb 18-21, 2027 | Feb 26-28, 2027
Contact Person:	Sydney Duggan
Internal Review	Jeff McClelland
Board Review Date:	17-Nov-26

			Evaluation Criteria	Weight
OUT OF TOWN PARTICIPANTS (Total of all visitors attending SPECIFICALLY for the event)			1 Point for Every 100 out of town Visitors to a Maximum of 10 points	10.00%
Number of ***Participants***	576			
Number of ***Spectators***	864			
Total	1440			
Score up to 10 points		Total **10**		
VISITOR DAYS			1 Point for Every 100 Visitor Days to a Maximum of 25 Points	25.00%
Number of Out of Town ***Visitors***	1440			
Number of ***Nights*** they are Staying	3			
Total Visitor Days (multiply together)	4320			
Score between 0-25 points		Total **25**		
LOCAL ATTENDANCE (includes all spectators and participants)			2 Point- 100-250 people / 4 Points- 250- 500 people / 6 Points- 500- 750 people / 8 Points- 750-1000 people / 10 Points- 1000 people +	10.00%
Score between 1-10 points	931			
		8		
EVENT BUDGET			Score between 1-10 considering these factors: 1. Other sources of confirmed revenue; 2. Balance between Revenue and Expenses; 3. Financial Need; 4. Funding Ask vs. Overall Budget; 5. Cost Overrun Plan; 6. Comprehensiveness of proposed budget; 7. Financial Sustainability	10.00%
Up to 10 points		**8**		
READINESS/CAPACITY/ TIMELINE			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%
Score between 1- 10 points		**8**		
SEASON (Peak, Shoulder, Low)			8 Points- February and March; 5 Points- April; 4 Points- May- June; 2 Points- July to October 15; 10 Points- October 15- November; 15 Points- December and January	15.00%
Score between 2-15 points		**8**		
PARTNERSHIP AND COLLABORATION			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 entertainement business	5.00%
Score between 1-5 points		**0**		
MARKETING AND PROMOTION STRATEGY (for festivals and events) **RECRUITMENT/ REGISTRATION STRATEGY** (for conferences)			10-Excellent- clear plan to reach out of town markets; 8- Very Good plan to reach out of town markets; 6- Good plan to reach out of town markets; 5- Average plan, largely focused on locals; 3- Below Average, does not demonstrate attempt to reach out of town travellers; 0- No plan provided	10.00%
Score between 1-10 points		**6**		
MEASUREMENT AND EVALUATION			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 vistors	5.00%
Score between 1-5 points		**3**		
	Total	**76**		

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)	**3**
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**
10 points- Event was secured through a competetive bid process	
	13
TOTAL POINTS	**89**

Total Top Section	**76**
Total Bottom Section	**13**
Recommedation Range	**$15,000 - $20,000**
Recommedation	**$20,000**

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

TOURISM DEVELOPMENT FUND APPLICATION SUMMARY

Name of the Event	North of Hwy 17 Tournament | Deb Sims Memorial Tournament
Event Date	Feb 18-21, 2027 | Feb 26-28, 2027
Venue	NCC
Submitted by:	Sydney Duggan on behalf of Sault Female Hockey Association
Reviewed by:	Jeff McClelland
Ask:	$20,000
Recommendation:	$20,000

Overview of the Event

The Sault Female Hockey Association (SFHA) will host two major girls' hockey tournaments at the Northern Community Centre (NCC) in February 2027: the North of Hwy 17 Tournament (February 18-21, 2027) and the Debbie Sims Memorial Tournament (February 26-28, 2027). Together, these events are expected to attract 54 teams and more than 2,300 participants, spectators, volunteers, and officials to Sault Ste. Marie, generating significant tourism activity and economic impact throughout the community.

The North of Hwy 17 Tournament supports SFHA's House League program by providing recreational female athletes with high-quality competition and opportunities to connect with other hockey associations from across Northern Ontario. The Debbie Sims Memorial Tournament supports SFHA's Rep program and honours the legacy of Debbie Sims through a competitive event. Both tournaments provide local athletes with opportunities to compete against appropriately matched female teams while reducing the extensive travel demands often required for girls' hockey in Northern Ontario.

Hosted on both ice surfaces at the Northern Community Centre, the tournaments welcome teams from throughout Ontario and neighbouring U.S. markets, including Michigan and Wisconsin. Visiting players, coaches, officials, and families contribute to local hotel occupancy, restaurants, retail businesses, and tourism attractions, creating an estimated economic impact of approximately $756,000 based on projected attendance and visitor spending. In total, the events are expected to attract approximately 1,440 out-of-town visitors, generating multiple overnight stays and increased tourism activity during the winter season.

Marketing efforts will focus on girls' hockey associations across Northern and Southern Ontario, as well as northern U.S. markets. Promotion will include direct outreach to hockey associations, targeted digital advertising, social media campaigns, and ongoing communication with team managers and coaches. SFHA's Media Director leads year-round marketing efforts designed to increase participation, strengthen relationships with returning teams, and expand awareness of Sault Ste. Marie as a destination for girls' hockey events.

The long-term vision for both tournaments is to establish them as premier annual events on the regional girls' hockey calendar, attracting returning teams and new participants from across Ontario and the United States. Continued growth will support increased

visitor spending, expanded tourism opportunities, and enhanced exposure for Sault Ste. Marie's recreational facilities and hospitality sector. Tourism Development Fund support will help offset facility rental expenses, allowing SFHA to maintain affordable registration fees, enhance the participant experience, and continue growing the tournaments' contribution to the local tourism economy.

Previous TDF Application Summary

YEAR	AMOUNT Approved	Summary
2025	$10,000 Out of town visitation for both tournaments combined was reported at 1200+	Funds used towards ice rental fees.

Attendance Projections

	Overall
Local	931
Ontario	1208
USA	232
Total	2371

Economic Impact

1440 x 3 x $175 = $756,000

Budget Summary

Revenue: $71,250

Expenses: $65,868.23

Scoring Matrix

The North of Hwy 17 Tournament and Deb Sims Memorial Tournament score 89 on the evaluation matrix, placing it in the recommended range of $15,000 - $20,000

Staff Analysis

Staff recommend Tourism Development Fund support for the Sault Female Hockey Association's North of Hwy 17 Tournament and Debbie Sims Memorial Tournament. These events align with Tourism Sault Ste. Marie's strategic priorities of growing sport tourism, increasing overnight visitation, and generating economic impact during the winter season.

These annual, homegrown tournaments have demonstrated growth, with projected participation increasing from approximately 40 teams to 54 teams in 2027, while also presenting opportunities for further expansion in future years. The events enhance Sault Ste. Marie's reputation as a destination for girls' hockey and may support future opportunities to attract regional, provincial, and championship-level events.

The tournaments are projected to attract approximately 1,440 out-of-town visitors, including teams and families from across Ontario and the United States, generating an estimated $756,000 in economic impact through accommodations, dining, retail, and other tourism-related spending. The events also provide an opportunity to showcase local sport facilities, hospitality services, and community amenities to new and returning visitors.

Taking place in February, the tournaments help drive hotel occupancy, visitor spending, and overall economic activity during a time when additional visitation is particularly valuable. The events support destination awareness by attracting international visitors from nearby U.S. markets, including Michigan and Wisconsin, creating opportunities for repeat visitation and continued growth in cross-border sport tourism.

The association has outlined a clear long-term vision to grow participation, increase overnight stays, and establish both tournaments as premier annual girls' hockey events in Northern Ontario. Tourism Development Fund support will help offset facility rental costs, support ongoing event development, and contribute to the long-term sustainability of two established community-led events that deliver measurable tourism and economic benefits to Sault Ste. Marie.

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 Sault Female Hockey Association's North of Hwy 17 Tournament and Debbie Sims Memorial Tournament, both to be hosted in February 2027, and that a report be submitted to City Council for consideration and approval.

TOURISM DEVELOPMENT FUND APPLICATION SUMMARY

Name of the Event	MNR Annual Hockey Tournament
Event Date	April 1 - 3, 2027
Venue	NCC & John Rhodes
Submitted by:	Amanda McLachlan/Dave Allick on behalf of planning committee
Reviewed by:	Jeff McClelland
Ask:	$1,000
Recommendation:	$2,000

Overview of the Event

The Annual MNR Hockey Tournament is a long-standing tournament that brings together Ministry of Natural Resources employees from across Ontario. The tournament rotates among different host communities each year and will celebrate its 50th anniversary in 2027, marking a significant milestone for one of the ministry's longest-running employee events. The tournament was last hosted in Sault Ste. Marie in 2016 and is expected to attract approximately 30 visiting teams from across the province.

The 2027 tournament will be hosted at the Northern Community Centre and John Rhodes Community Centre, providing multiple days of hockey competition and social activities for participants and their guests. In addition to tournament play, attendees will participate in a social evening at the Marconi Club, creating opportunities for networking, camaraderie, and celebration of the event's 50-year history.

The event is projected to attract approximately 530 participants and spectators, including 470 out-of-town visitors from communities throughout Ontario. Most visiting teams will stay in local hotels for two to three nights and will patronize local restaurants, retailers, and tourism attractions during their stay. Organizers anticipate many participants and guests will visit local attractions such as the Canadian Bushplane Heritage Centre and other community amenities while in Sault Ste. Marie.

Based on projected visitation, the tournament is expected to generate approximately $164,500 in economic impact through spending on accommodations, dining, transportation, entertainment, fuel, and retail purchases. Tourism Sault Ste. Marie has assisted organizers with hotel room block arrangements to help accommodate visiting teams and maximize local overnight stays.

Tourism Development Fund support will help offset event hosting costs and contribute to the successful hosting of this milestone event.

Previous TDF Application Summary

YEAR	AMOUNT Approved	Summary
n/a		

Attendance Projections

	Overall
Local	40
Regional	20
Ontario	470
Total	510

Economic Impact

470 x 2 x $175 = $164,500

Budget Summary

Revenue: The primary source of revenue is registration fees, which are determined based on the number of teams and total expenses. The event must break even.
Expenses: $37,295.50 includes ice rentals, officials, insurance, pucks, time keepers

Scoring Matrix
The MNR Annual Hockey Tournament scores 51 on the evaluation matrix, placing it in the recommended range of $1,000 - $2,500

Staff Analysis
Staff recommend approval of Tourism Development Fund support for the 2027 MNR Hockey Tournament. The event aligns with Tourism Sault Ste. Marie's strategic priorities of growing sport tourism, increasing overnight visitation, and generating economic impact through multi-day events.

The tournament is a well-established annual, rotating event that attracts participants from across Ontario and will celebrate its 50th anniversary in 2027. Sault Ste. Marie has been selected as the host community for this milestone event, which was last held locally in 2016. Hosting the tournament provides an opportunity to showcase the City's sport facilities, hospitality sector, restaurants, and tourism attractions to visitors from throughout the province.

The event is projected to attract approximately 470 out-of-town visitors, generating an estimated $164,500 in economic impact through spending on accommodations, dining, retail, and other tourism-related services. Participants are expected to stay in local hotels for two to three nights, resulting in overnight visitation and associated economic benefits.

The application aligns with Tourism Sault Ste. Marie's objective of supporting events that bring new visitors to the community and generate measurable economic activity. The scale of the event, combined with its provincial draw and overnight visitation, provides a strong return on investment while contributing to the local tourism economy during the shoulder season.

Draft Resolution

Be it resolved that the Tourism Sault Ste. Marie Board of Directors recommend a contribution of $2,000 through the Tourism Development Fund- Conferences and Special Events Stream to support the 50th annual MNR Hockey Tournament to be hosted April 1 - 3, 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:	MNR Annual Hockey Tournament
Event Date:	Apr 1 - 3, 2027
Contact Person:	Amanda McLachlan
Internal Review	Jeff McClelland
Board Review Date:	17-Nov-26

Evaluation Criteria

Weight

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

Number of ***Participants***	420
Number of ***Spectators***	50
Total	470

Score up to 10 points — Total **4.5**

1 Point for Every 100 out of town Visitors to a Maximum of 10 points — 10.00%

VISITOR DAYS

Number of Out of Town ***Visitors***	470
Number of ***Nights*** they are Staying	2
Total Visitor Days (multiply together)	940

Score between 0-25 points — Total **9.5**

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

LOCAL ATTENDANCE (includes all spectators and participants)

Score between 1-10 points 40 — **0**

2 Point- 100-250 people
4 Points- 250- 500 people
6 Points- 500- 750 people
8 Points- 750-1000 people
10 Points- 1000 people +

10.00%

EVENT BUDGET

Up to 10 points — **8**

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

10.00%

READINESS/CAPACITY/ TIMELINE

Score between 1- 10 points — **8**

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%

SEASON (Peak, Shoulder, Low)

Score between 2-15 points — **5**

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

15.00%

PARTNERSHIP AND COLLABORATION

Score between 1-5 points — **3**

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 entertainement business

5.00%

MARKETING AND PROMOTION STRATEGY (for festivals and events)
RECRUITMENT/ REGISTRATION STRATEGY (for conferences)

Score between 1-10 points — **8**

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

10.00%

MEASUREMENT AND EVALUATION

Score between 1-5 points — **5**

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 vistors

5.00%

Total **51**

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 competetive bid process	
	0
TOTAL POINTS	**51**

Total Top Section	**51**
Total Bottom Section	**0**
Recommedation Range	**$1,000 - $2,500**
Recommedation	**$2,500**

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

TOURISM DEVELOPMENT FUND ASSESSMENT- SPORTS AND SPECIAL EVENTS STREAM

Event Name:	Northeast Region MNR Curling Bonspiel
Event Date:	February 26-28, 2027
Contact Person:	Dianna Colasacco
Internal Review	Jeff McClelland
Board Review Date:	Nov

Evaluation Criteria

Weight

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

Number of ***Participants***	100
Number of ***Spectators***	15
Total	115

Score up to 10 points — Total: **1**

1 Point for Every 100 out of town Visitors to a Maximum of 10 points

10.00%

VISITOR DAYS

Number of Out of Town ***Visitors***	115
Number of ***Nights*** they are Staying	2
Total Visitor Days (multiply together)	230

Score between 0-25 points — Total: **2**

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

25.00%

LOCAL ATTENDANCE (includes all spectators and participants)

Score between 1-10 points: 60 — **0**

2 Point- 100-250 people
4 Points- 250- 500 people
6 Points- 500- 750 people
8 Points- 750-1000 people
10 Points- 1000 people +

10.00%

EVENT BUDGET

Up to 10 points — **8**

Score between 1-10 considering these factors:

1. Other sources of confirmed revenue
2. Balance between Revenue and Expenses
3. Financial Need
4. Funding Ask vs. Overall Budget
5. Cost Overrun Plan
6. Comprehensiveness of proposed budget
7. Financial Sustainability

10.00%

READINESS/CAPACITY/ TIMELINE

Score between 1- 10 points — **8**

Score between 1-10 considering the these factors:

Timeline (application submitted 90+ days in advance)
Event Plan (thoroughness)
Capacity
Data Tracking
Growth plan (if applicable)

10.00%

SEASON (Peak, Shoulder, Low)

Score between 2-15 points — **8**

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

15.00%

PARTNERSHIP AND COLLABORATION

Score between 1-5 points — **3**

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 entertainement business

5.00%

MARKETING AND PROMOTION STRATEGY (for festivals and events)
RECRUITMENT/ REGISTRATION STRATEGY (for conferences)

Score between 1-10 points — **8**

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

10.00%

MEASUREMENT AND EVALUATION

Score between 1-5 points — **5**

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 vistors

5.00%

Total — **43**

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 competetive bid process	
	0
TOTAL POINTS	**43**

Total Top Section	**43**
Total Bottom Section	**0**
Recommedation Range	**$1,000 - $2,500**
Recommedation	**$2,500**

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

TOURISM DEVELOPMENT FUND APPLICATION SUMMARY

Name of the Event	Northeast Region MNR Curling Bonspiel
Event Date	February 26-28, 2027
Venue	KC Security Curling Centre
Submitted by:	Dianna Colasacco
Reviewed by:	Jeff McClelland
Ask:	$5,000
Recommendation:	$3000

Overview of the Event

The Annual MNR Curling Bonspiel is a long-standing recreational and social event that brings together current and retired Ministry of Natural Resources employees, along with their families and friends, from communities across Ontario. Hosted in a different community each year, the bonspiel rotates throughout the province, creating economic benefits for host communities while fostering teamwork, wellness, camaraderie, and professional connections among participants.

The 2027 event will be hosted in Sault Ste. Marie at the KC Security Curling Centre and is expected to attract approximately 175 participants, volunteers, spectators, and guests, including 115 out-of-town visitors from communities such as Timmins, Kapuskasing, Hearst, Cochrane, Wawa, Chapleau, Sudbury, North Bay, and Kirkland Lake. The event is anticipated to generate approximately $40,250 in economic impact through visitor spending on accommodations, restaurants, retail, and other local services.

Participants will compete in a friendly curling tournament featuring a minimum of three games per team while also taking part in several social activities designed to strengthen relationships and celebrate the event's long-standing tradition. The bonspiel includes daily breakfasts, fundraising activities, raffles, social gatherings, and a banquet dinner featuring entertainment, music, dancing, and prize presentations. These activities encourage networking and social interaction among participants while creating a welcoming and memorable visitor experience.

Tourism Development Fund support will help offset facility rental and other eligible event expenses, allowing organizers to maintain affordable registration fees while continuing to deliver a high-quality event experience. As a well-established annual event with a proven history of attracting out-of-town visitors, the Annual MNR Curling Bonspiel contributes to the local tourism economy and strengthens Sault Ste. Marie's reputation as a host community for sporting and recreational events.

Previous TDF Application Summary

YEAR	AMOUNT Approved	Summary
n/a		

Attendance Projections

	Overall
Local	60
Regional	0
Ontario	115
Canada	0
USA	0

Economic Impact

115 x 2 x $175 = $40,250

Budget Summary

Revenue: $18,375 (registration fees, fundraising)
Expenses: $19,325 (venue rental, entertainment, rental vehicle (shuttle), prizes

Scoring Matrix

The Northeast Region MNR Curling Bonspiel scores 43 on the evaluation matrix placing it in the recommended range of $1,000 - $2,500

Staff Analysis

Staff recommend approval of Tourism Development Fund support for the Annual MNR Curling Bonspiel. The event aligns with Tourism Sault Ste. Marie's strategic priorities of attracting visitors, supporting sport and recreation tourism, generating overnight stays, and increasing economic activity during the winter season.

The bonspiel is a well-established annual event that rotates among communities across Northern Ontario, Sault Ste. Marie last hosted the bonspiel in 2018. The bonspiel will bring approximately 115 out-of-town visitors to Sault Ste. Marie. Participants are expected to travel from communities throughout Ontario and stay overnight, generating spending on accommodations, food and beverage, retail, and other visitor services. The projected economic impact of the event is approximately $40,250.

The event takes place during the winter tourism season and helps drive visitation during a period when additional overnight stays and visitor spending are particularly valuable to the local economy. The rotating nature of the bonspiel also creates an opportunity to showcase Sault Ste. Marie's hospitality sector, curling facilities, and community amenities to visitors from across the province.

While the application score falls within the $1,000 to $2,500 funding range, staff recognize that the event received $3,000 in municipal accommodation tax funding when hosted in Timmins in 2026. Given the event's history and demonstrated need, staff recommend a contribution of $3,000 to assist with facility rental.

Draft Resolution Be it resolved that the Tourism Sault Ste. Marie Board of Directors recommend a contribution of $3,000 through the Tourism Development Fund-Conferences and Special Events Stream to support the Northeast Region MNR Curling Bonspiel to be hosted February 26-28, 2027 and that a report be submitted to City Council for consideration and approval.