



**SAULT
STE. MARIE**

Tourism Development Fund
Application Guide & Form
Festivals and Special Events Stream

Sault Ste. Marie is about building a place where people want to **visit, live** and do **business**. Tourism is one of the most valuable tools to build the community we want. Tourism Sault Ste. Marie has positioned Festivals and Events as primary destination drivers and is focused on opportunities to enhance the visitor experience and community pride. The Tourism Development Fund supports new and existing events with the effort to attract new visitors and inspire our current visitors to stay longer in our community.

Overview

The Sault Ste. Marie Tourism Development Fund was established to support and ultimately, grow the city's tourism sector. This fund has two components:

- Festivals and Special Events; and
- Attractions and Product Development.

This application guide is for the Festivals and Special Events stream, which provides support to new or existing events, including festivals, conferences and sports tournaments, which have the ability to attract a significant number of visitors to Sault Ste. Marie.

Applications will be assessed based on the following criteria:

- Increase in overnight stays and visitor spending in Sault Ste. Marie.
- Overall economic impact of the event, product or initiative.
- Enhancement of the Sault's tourism product offerings.
- Support of the city's reputation and position as a first-rate visitor destination.
- Positive international, national or regional exposure for Sault Ste. Marie.
- Impact on the creation and retention of direct and/or indirect jobs.
- Fulfills a gap in the tourism visitor experience landscape.
- Enhances current visitor experience offerings.
- Financially sustainable business model.

The Tourism Development Fund is a discretionary program with limited funding allocated each year, as a result, in some cases an application that meets all criteria may still be declined.

Applicants may apply one per fiscal year, up to a maximum of \$20,000. However, in special circumstances where the event or initiative may have a significant impact on tourism visitation to Sault Ste. Marie, consideration may be given to projects requiring higher levels of funding.



Eligibility Requirements

The event must be hosted within the immediate Sault Ste. Marie area. Priority will be given to applications that clearly demonstrate the following:

- Increase in overnight stays and visitor spending in Sault Ste. Marie.
- The event is recurring or generates a major financial benefit to the community.
- A strong economic and tourism impact.
- The event is facilitated in a fiscally-responsible manner with exceptional budgetary Planning.
- Innovative strategies that improve the overall event experience.
- Positive media exposure

For-profit events will be assessed on a case-by-case basis, and grant monies, if provided, will be conditionally repayable. All funding will be for future projects only. Retroactive funding will not be considered.

Eligible Expenses

Funds granted must be used for the specific purposes outlined in the application.

Eligible project costs include:

- New or enhanced programming.
- Marketing and advertising costs.
- General operating costs associated with the event.
- Hosting Fees to event rights holders.
- Conference or event organization costs including speaker fees.
- Rental fees related to event, including, venue, audiovisual, security, medical, transportation.

Ineligible expenses include:

- Competition prizes.
- Prize money.
- Any monies paid to event participants (with special exception for influencers).
- Interest or reduction in loans.
- Expenses related to alcohol and or cannabis.

Reporting Requirements

Successful applicants will be required to:

- Sign a Funding Agreement outlining the terms and conditions for receiving funds.
- Report back within 60 days following the project completion on the use of the funds, outcomes achieved and key deliverables.
- Acknowledge the support of the Sault Ste. Marie Tourism Development Fund in advertising and media efforts.



Application Process

- One application per project.
- Maximum of two applications per organization per intake.
- Applicants must complete the application form below and attach all required documentation.
- Applicants will be informed electronically as to whether or not they have a successful application.

Supporting Materials

Supporting material is a significant part of the application process and can help explain or support the application. Attach only materials that relate to the activities proposed or have been requested within the application.

Confidentiality of Information

Information provided in the application, or as support material, may be made available to City of Sault Ste. Marie and Tourism Sault Ste. Marie Board members. Personal information contained herein shall be dealt with on a confidential basis pursuant to the Municipal Freedom of Information and Protection of Privacy Act. Board members are required to treat both the contents of application and the deliberations of the board as confidential.

At the end of the funding cycle, a summary of funding results is posted on the City website listing the names of all funding recipients. Until this list is posted, the names of successful applicants will not be revealed. The identity of unsuccessful applicants remains confidential.

Please be advised that application information may be shared with other City of Sault Ste. Marie staff as it relates to other funding programs. Applicant organizations and applications will be reviewed to ensure organizations are in good standing and not in arrears in any way with the City of Sault Ste.

Marie.

Definitions

For the purposes of the Sault Ste. Marie Tourism Development Fund, the following terms are defined as:

Tourist:

An individual, including an Ontario resident, who travels 40 kilometers or more or crosses the Ontario border to partake in a tourist activity. This is in line with the definition used by the provincial government.

Visitor Days:

The number of days a tourist spends in a location. For example, if a local event attracted 100 tourists for three days, it generated a total of 300 visitor days.

Non-Profit Event:

Events hosted or facilitated by a legally established non-profit organization or by a group of people who are sponsoring the event for general community benefit without the intent of generating a profit. All proceeds from the event must be used for non-profit purposes, and no proceeds are permitted to be given to event organizers or participants.



For-Profit Event:

Events held for the specific purpose of generating a profit for the organizers or participants.

Significant Event:

An event deemed by the Sault Ste. Marie Tourism Development Corporation as having a major economic, social or promotional benefit for the community.

How to Apply

Completed applications, along with supporting documentation, must be mailed, emailed or delivered in-person to:

Travis Anderson

Director of Tourism & Community Development
Community Development and Enterprise Services
t.anderson@cityssm.on.ca
705-989-7915

City of Sault Ste. Marie
Civic Centre - 99 Foster Drive
Sault Ste. Marie, ON P6A 5X6



**SAULT
STE. MARIE**

Tourism Development Fund
Application Form
Festivals and Special Events Stream

Please fill in each of the following sections:

Section 1: Organization Information

Name of Event: _____

Location of Event: _____

Date of Event: _____

Name of Organization: _____

Contact Person: _____

Phone: _____ E-mail: _____

Section 2: Amount Requested

State the amount of grant requested: _____

Section 3: Description of the Event

Describe the event in detail including timeframe, objectives, participating partners, venues required and the impact on Sault Ste. Marie:



Section 5: Expected Attendance

Quantify the total number of expected attendees and provide a description of how this number was calculated.

Out-of-town Visitors (40 km away – staying overnight)

*Participants are those directly involved in the event – Athletes, performers, event staff, officials, committee members etc.

| Attendees | Regional* | Ontario* | Canada | USA | International | Total |
|----------------|-----------|----------|--------|-----|---------------|-------|
| Participants* | | | | | | |
| Sponsors, VIPs | | | | | | |
| Media | | | | | | |
| Volunteer | | | | | | |
| Spectators | | | | | | |
| Totals | | | | | | |

*Local – City of Sault Ste. Marie,

*Regional – Algoma and Northern Ontario - people travel from 40-kilometres away.

*Ontario – rest of Ontario

*Canada – All provinces other than Ontario

Briefly describe the tourism objectives of your event to attract visitors and generate economic impact through visitor spending in Sault Ste. Marie:

Section 4: Economic Impact

For calculating direct visitor spending, use the following format:

Number of Visitors X Number of Days in Sault Ste. Marie X \$150 = Direct Visitor Spending



Section 6: Promotional Impact

Identify if the event is expected to have positive media coverage outside of the region, province or national:

Section 7: Sustainability of the Event

Describe the timeline and history of the event, stating previous dates, and/or future dates, if applicable:

Section 8: Event Budget

Provide a budget for the event. Include expenses and how grant funds, if awarded, would be used. Also, include all expected sources of funding for the project, including other grants being sought:

Note: *Include a Budget as a separate attachment.*



Section 9: Marketing Plan

Provide a description of the marketing activities for the event, including:

Note: Include a detailed Marketing Plan as a separate attachment.

Timelines: _____

Dedicated Marketing Budget: _____

Types of Promotion: _____

Target Markets: _____

Target Areas/Locations:

Other Relevant Information, such as appropriate social media tags, etc.:

Event Organizing Committee

Please list the key people on the events Organizing Committee (up to five)

Authorization

As an authorized representative of _____ (Organization Name) I,
_____, (Name), attest that all information contained in this application is
accurate to the best of my knowledge.

Signature

Date