

AGENDA

In-person meeting at Deerhurst Resort (G8 Boardroom)
and online via Zoom

on Tuesday, March 18, 2025, 2:00 p.m.

[Click here to join via Zoom](#)

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<p>1. Welcome and agenda approval <i>Motion: To accept the agenda as presented.</i></p>	1-3
<p>2. Declaration of conflict of interest</p>	
<p>3. Approval of meeting minutes <i>Motion: To accept the minutes from the February 18, 2025 meeting as presented.</i></p>	4-6
<p>4. Financial update</p> <p>4.1. YTD and cash flow report – Andrew Buwalda</p> <p>4.2. 2025/26 draft budget update – Kelly Haywood</p>	7-8 9
<p>5. Grant awards and partnership funding (Chandler Joliffe)</p> <p>5.1 Partnerships</p> <p><i>Motion: To provide Huntsville Festival of the Arts partnership funding for their 2025/26 season in the amount of \$40,000 to offset Deerhurst artist fees (\$35,000) and Algonquin Theatre artist fees (\$5,000), as well as provide in-kind marketing support.</i></p> <p><i>Motion: To provide Huntsville Lake of Bays Chamber of Commerce partnership funding in the amount of \$50,500 for the 2025 Maple Festival (\$11,500 plus in-kind marketing support), 2025 Muskoka 2/4 Craft Beer Festival (\$5,000), River Mill Park skating rink installation and operations (\$24,000), and administrative services (\$10,000).</i></p> <p><i>Motion: To provide the Downtown Huntsville BIA partnership funding in the amount of \$40,000 for the 2025 Harvest Festival (\$7,000), Girlfriends' Getaway Weekend (\$8,000), and Huntsville's Hallmark Holiday (\$25,000).</i></p> <p><i>Motion: To provide the Muskoka Tourism Marketing Association funding in the amount of \$60,000, to be allocated from the marketing budget.</i></p> <p>5.2 Visitor attraction grants</p> <p><i>Motion: To accept the grant review committee's recommendation to not award a visitor attraction grant to the Ontario Association of Fire Chiefs.</i></p> <p><i>Motion: To accept the grant review committee's recommendation to not award a visitor attraction grant to the YMCA.</i></p> <p><i>Motion: To accept the grant review committee's recommendation to not award a visitor attraction grant to Grippid and Ripped Disc Sports.</i></p> <p><i>Motion: To accept the grant review committee's recommendation to award a visitor attraction grant to the Huntsville Mountain Bike Association in the amount of \$11,300 for trail development in 2025.</i></p> <p><i>Motion: To accept the grant review committee's recommendation to award a visitor attraction grant to the Golf Association of Ontario in the amount of \$5,000 for the 2025 Ontario Men's Amateur Championship.</i></p> <p><i>Motion: To accept the grant review committee's recommendation to not award a visitor attraction grant to the Limberlost Challenge.</i></p>	10-11

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Motion: To accept the grant review committee's recommendation to award a visitor attraction grant to Trisport Events in the amount of \$20,000 for the 2025 Ironman 70.3 Muskoka.

Motion: To accept the grant review committee's recommendation to not award a visitor attraction grant to the Huntsville Theatre Company.

Motion: To accept the Board of Directors' recommendation to provide the Rotary Club of Huntsville with one-time capital funding in the amount of \$30,000 toward replacement of motors and refurbishment of bathtubs for the annual Dockfest.

Motion: To accept the grant review committee's recommendation to award a visitor attraction grant to Muskoka Pride in the amount of \$4,000 for 2025 Muskoka Pride Week events.

Motion: To accept the grant review committee's recommendation to award a visitor attraction grant to the MG Car Club of Toronto in the amount of \$500 for the MG102Fest.

Motion: To accept the grant review committee's recommendation to award a visitor attraction grant to Sandhill Nursery in the amount of \$20,000 for the 2025 Sandhill Fall Fair.

Motion: To accept the grant review committee's recommendation to award a visitor attraction grant to Gloche Publishing in the amount of \$2,500 for the 2025 Forest of Modern Art.

Motion: To accept the grant review committee's recommendation to not award a visitor attraction grant to Sugarbush Hill Maple Farm.

Motion: To accept the grant review committee's recommendation to award a visitor attraction grant to Indigenous Fashion Arts/FREED in the amount of \$10,000 for the inaugural Indigenous Arts Market in October 2025.

Motion: To accept the grant review committee's recommendation to award a visitor attraction grant to the Muskoka Avalanche in the amount of \$5,000 to launch a 55+ women's hockey team and tournaments.

Motion: To accept the grant review committee's recommendation to award a visitor attraction grant to Canvas Brewing Co. in the amount of \$2,000 for the 2026 Tap Takeover Beerfest.

Motion: To accept the grant review committee's recommendation to not award a visitor attraction grant to 3 Pines Lodge.

Motion: To accept the grant review committee's recommendation to not award a visitor attraction grant to Back of Beyond Equine Centre.

Motion: To accept the grant review committee's recommendation to not award a visitor attraction grant to HM Day Spa.

Motion: To accept the grant review committee's recommendation to not award a visitor attraction grant to Muskoka Supper Club.

Motion: To accept the grant review committee's recommendation to not award a visitor attraction grant to Peach Club.

Motion: To accept the grant review committee's recommendation to not award a visitor attraction grant to Port Sydney/Utterson & Area Chamber of Commerce.

6. ED report – Kelly Haywood

- 6.1. Marketing report review – March
- 6.2. Market research RFP update
- 6.3. Arrowhead Nordic funding

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Motion: *To rescind the motion approved on October 15, 2024, “To provide Arrowhead Nordic Ski Club with a \$12,000 community tourism sponsorship for the 2025 Ontario Youth Championships.”*

- 6.4. Meetings and conventions update
- 6.5. Eclipse update – contract with Sandhill Nursery
- 6.6. River Mill Park light installation update
- 6.7. Spring campaign

7. Closed session (HR/contracts)

Motion: *To enter closed session.*

8. Business arising from closed session

9. Next meetings and adjournment

9.1. Next meetings:

- Tuesday, March 25, 2025 at 2:00 p.m., Canvas Brewing Co – AGM
- Tuesday, April 22, 2025, at 2:00 p.m., Deerhurst Resort (G8 Boardroom)
- Tuesday, May 20, 2025, 2:00 p.m., Deerhurst Resort (A.Y. Jackson Room)
- Tuesday, June 17, 2025, 2:00 p.m., Deerhurst Resort (Waterhouse Ballroom)

9.2. Adjournment

Motion: *To adjourn the meeting.*

IMPORTANT 2025 DATES

- **January:** Annual business & marketing planning commences
- **February 18:** Initial budget discussions
- **March 25 2pm:** AGM, Canvas Brewing Co. event space
- **April 22:** ED presentation of 2025/26 marketing plan
- **April 22:** HMATA budget approval
- **April 30 9am:** General Committee presentation, Town Hall Council Chambers
- **May:** Town/HMATA biannual touchpoint (launch TPA preliminary discussion)
- **May 31:** Year-end
- **June:** TPA draft
- **July:** Begin strategic planning
- **September:** Final draft TPA to Town staff for General Committee
- **December:** Final TPA due
- **December:** Strategic plan expires



MINUTES

In-person meeting at Hilton Home2 Suites
and online via Zoom
February 18, 2025, 2:00 p.m.



Present: Jeff Suddaby, Andrew Buwalda (left at 3:15 p.m.), Steve Carr, Chirag Patel, Chandler Joliffe, Linda Fraser
Regrets: Scott Morrison
Staff: In person: Dawn Huddlestone, Rhonda Christenson; on Zoom: Kelly Haywood, Torin Suddaby
Guests: In person: Halley Clover (Chamber), Rachel Hunt (BIA); on Zoom: Lauren MacDermid (Town of Huntsville)

1. Welcome and agenda approval

The meeting was called to order at 2:05 p.m.

Motion: To approve the agenda as presented.

Moved by: Steve Carr

Seconded by: Chandler Joliffe

CARRIED

2. **Declaration of conflict of interest** – Linda Fraser and Andrew Buwalda noted that each of their businesses have interests contained in the Grant & Partnerships Subcommittee report. As no decisions are being made today, there is no need for them to recuse themselves from the presentation.

3. Approval of meeting minutes

Motion: To accept the minutes from the January 21, 2025 meeting as presented.

Moved by: Chirag Patel

Seconded by: Steve Carr

CARRIED

4. Marketing presentation

Val Hamilton, ED of Muskoka Tourism, presented marketing stats from 2024/25 and a proposal for 2025/26.

Highlights:

- The Muskoka Tourism website had over 1.3 million visitors. Of the top 50 referrals over the past 12 months, 21 of them were Huntsville operators.
- Grew their overall marketing impact from 51 million impressions to 110 million impressions.
- Occupancy remained steady but trails behind provincial average: Muskoka is at 52.7%, Huntsville is 55% (a 3% lift), and province at 67.8%. Average daily rate is strong in Muskoka, at \$219 per night vs provincial average of \$206.
- Fall marketing campaign drove almost 19 million impressions on Huntsville operators and experiences.
- Market research planned for this year.
- Muskoka-wide spring birding campaign, Nature Takes Flight, includes guided birding experiences across the region between April 12-May 10.
- Also doing spring U.S. marketing campaign to drive American visits.



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See proposal included in agenda package for 2025/26. Collaboration among Muskoka DMOs/DMMOs helps better position the region in the market, especially against competing regions with larger budgets (e.g. Blue Mountains, Prince Edward County, Niagara Falls, Windsor). Gravenhurst has already committed \$60,000.

5. Financial update

- 5.1. YTD cash flow and forecast to be presented at next meeting.
- 5.2. 2023/24 audited financials have been forwarded to the Board. Organization continues to be financially healthy with a good cash reserve and few assets or liabilities. Please review and send questions to Kelly. AGM is scheduled for March 19 at 2:00 p.m. – location and agenda to follow.
- 5.3. 2025/26 draft budget is underway and will likely be presented for Board consideration in April.

6. Report from Grants and Partnerships Subcommittee

Subcommittee representative, Chandler Joliffe, presented recommendations for partnership funding and grant awards. Board members are to consider the recommendations — which will be moved at the next regular board meeting — and forward questions to Kelly.

7. ED report

- 7.1. Marketing report review – February
See report in agenda package. No discussion.
- 7.2. Meetings and conventions update
HMATA/Explore Huntsville will have a suite at Ottawa Meet Week in collaboration with Deerhurst Resort, an opportunity to showcase Huntsville directly to 10 Canadian meeting planners as well as attend social events to network.
- 7.3. Eclipse update (Sandhill)
Legal agreement is in process.
Staff have also applied for a FedNor grant to add additional lights to the installation.
- 7.4. Downtown light installation update
Staff provided an update on engineering/install for River Mill Park canopy lights.
- 7.5. Tourism Support Alliance
Motion: *To adopt the Tourism Support Alliance Terms of Reference as presented.*
Moved by: Andrew Buwalda
Seconded by: Chirag Patel
CARRIED

8. Next meetings and adjournment

8.1. Next meetings:

- Tuesday, March 18, 2025, at 2:00 p.m., Hilton Home2 Suites – regular meeting
- Wednesday, March 19, 2025 at 2:00 p.m., location TBD – AGM
- Tuesday, April 22, 2025, at 2:00 p.m., Hilton Home2 Suites – regular meeting
- Tuesday, May 20, 2025, at 2:00 p.m., Deerhurst Resort, A.Y. Jackson Room – regular meeting



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8.2. Adjournment

Motion: To adjourn the meeting at 3:21 p.m.

Moved by: Chandler Joliffe

Seconded by: Steve Campbell

CARRIED

IMPORTANT 2025 DATES

- **January:** Annual business & marketing planning commences
- **February 18:** Initial budget discussions
- **March 18:** ED presentation of 2025/26 marketing plan
- **March 19 2pm: AGM (location TBD)**
- **March 26 9am: TBC General Committee presentation (pending scheduling by Town)**
- **April 22:** HMATA budget approval
- **May:** Town/HMATA biannual touchpoint (launch TPA preliminary discussion)
- **May 31:** Year-end
- **June:** TPA draft
- **July:** Begin strategic planning
- **September: TBC General Committee presentation (pending 2024/25 audited financials)**
- **September:** Final draft TPA to Town staff for General Committee
- **December:** Final TPA due
- **December:** Strategic plan expires



FORECAST - HUNTSVILLE MUNICIPAL ACCOMMODATION TAX ASSOCIATION

Actual to February 28, 2025

REVENUE	June Actual	July Actual	August Actual	September Actual	October Actual	November Actual	December Actual	January Actual	February Actual	March Forecast	April Forecast	May Forecast	Total	Budget	Act23_24
Projected MAT for 2024/2025		-	157,878		-	503,383			137,494			225,000	1,023,755	900,000	1,078,104
Grants & Funding	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Short Term Investment Interest	4,220	3,987	3,916	3,963	4,033	4,048	4,286	4,064	3,264	3,000	3,000	3,000	44,781	35,000	30,028
Projected Reserve - Strategic Initiatives (10% of Projected M	-	-	(15,788)	-	-	(50,338)	-	-	(13,749)	-	-	(22,500)	(102,375)	(90,000)	(107,810)
TOTAL REVENUE	4,220	3,987	146,006	3,963	4,033	457,094	4,286	4,064	127,008	3,000	3,000	205,500	966,160	845,000	1,000,322
OVERHEAD EXPENSES															
<i>Operating:</i>															
Bank Fees	-	-	-	-	-	25	2	7	-	8	8	8	59	100	39
Consultants (Strat, Conflict of Interest & Governance)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Insurance	-	-	-	-	-	-	-	-	1,514	-	-	-	1,514	2,400	1,363
Professional Development & Conferences	-	-	645	1,375	-	883	-	-	-	1,250	2,250	1,250	7,653	15,000	10,783
Overhead (Office Supplies, Advertising, Telephone, Dues	196	1,708	1,235	2,338	1,675	2,813	1,673	2,879	4,181	1,500	1,500	1,500	23,198	14,586	11,248
Professional Fees - Accounting & Legal	360	360	360	630	383	2,325	405	3,573	9,121	650	650	650	19,466	20,000	30,598
Directors & Executive Meetings	-	-	-	350	10	120	610	-	-	200	200	200	1,690	2,400	2,126
HST Recovery	-	-	-	-	-	-	(4,894)	-	-	-	-	-	(4,894)	-	-
Payroll- Wages & Benefits	17,111	15,912	16,743	17,199	17,537	33,418	19,802	18,118	15,603	17,000	17,000	24,000	229,444	225,000	64,758
Chamber Admin (July-Dec)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	28,250
Subtotal Operating Expenses	17,667	17,981	18,983	21,892	19,605	39,584	17,598	24,576	30,419	20,608	21,608	27,608	278,130	279,486	149,166
<i>Marketing:</i>															
Destination Awareness	11,237	7,751	8,298	27,340	7,030	2,200	459	32,827	3,404	9,151	9,151	9,151	128,000	118,000	-
HST Recovery	-	-	-	-	-	-	(1,000)	-	-	-	-	-	(1,000)	(2,000)	-
Meetings, Conventions, Incentives (MCI)	-	1,398	2,833	1,375	5,572	11,210	-	42	9,189	22,579	22,579	22,579	99,355	100,000	-
Market Research New Initiatives	-	4,228	395	14	415	790	1,355	395	395	38,395	1,895	3,795	52,072	90,000	93,185
Subtotal Marketing Expenses	11,237	13,377	11,526	28,730	13,018	14,200	814	33,263	12,988	70,125	33,625	34,525	277,427	308,000	-
<i>Product Development Expenses</i>															
Downtown Lights Operating	3,241	290	-	-	251	340	79	90	1,140	2,967	2,967	2,967	14,331	-	-
Downtown Lights Insurance	-	-	-	1,648	-	13,096	-	(2,843)	-	-	-	-	11,902	-	-
Subtotal Product Development Expenses	3,241	290	-	1,648	251	13,436	79	(2,753)	1,140	2,967	2,967	2,967	26,233	-	-
Total Overhead Expense	32,145	31,647	30,509	52,270	32,874	67,221	18,492	55,087	44,547	93,700	58,200	65,100	581,791	587,486	242,351
Net Available for Disbursement	(27,925)	(27,660)	115,497	(48,307)	(28,841)	389,873	(14,206)	(51,022)	82,461	(90,700)	(55,200)	140,400	384,369	257,514	757,971

	June	July	August	September	October	November	December	January	February	March	April	May	Total	Budget	Act23_24
FUNDS AVAILABLE FOR DISBURSEMENT															
<u>Annual Partnerships</u>															
Chamber (Maple, Campfire, Tourism Services)			50,000										50,000	50,000	18,000
BIA Annual Partnership				-	32,000			-					32,000	32,000	50,000
HFA Annual Partnership	45,000												45,000	45,000	-
HLOB - Rink Operations							20,000						20,000		50,000
HFA Snowfest/Snow Village Activities													-	20,000	-
Subtotal Annual Partnerships	45,000	-	50,000	-	32,000	-	20,000	-	-	-	-	-	147,000	147,000	118,000
<u>Community Tourism Sponsorships</u>															
Knights of Columbus-2025 Tournament								1,500		-			1,500		
Huntsville and Area Historical Society - Walking App				-	2,500								2,500		
Muskoka Pride		2,000											2,000		
Rotary Dockfest		1,500											1,500		
Trisport Athletics - Ironman	20,000												20,000		
Gripped & Ripped - Disc Golf Championships				10,000									10,000		
Muskoka Hornets - New Batting Cages (2of2)	3,250			-	-	-	-	-	-	-	-	-	3,250		
Astronomy Muskoka Collective				1,800		4,977	-	2,324		899			10,000		
Girls Hockey								2,500					2,500		
Snowfest - HFA								12,000					12,000		
Avail for Disbursement - New Product Development													-	80,514	144,150
Subtotal Community Tourism Sponsorships	23,250	3,500	-	11,800	2,500	4,977	-	18,324	-	899	-	-	65,250	80,514	144,150
<u>Charities & Not for Profits</u>															
Local Charity	-	-	-	-	-	-	-	-	30,000				30,000	30,000	55,000
Subtotal Charities & Not for Profits	-	-	-	-	-	-	-	-	30,000	-	-	-	30,000	30,000	55,000
Total Disbursements	68,250	3,500	50,000	11,800	34,500	4,977	20,000	18,324	30,000	899	-	-	242,250	257,514	317,150
Total Overhead Expenses + Disbursement Funds	100,395	35,147	80,509	64,070	67,374	72,198	38,492	73,410	74,547	94,599	58,200	65,100	824,040	845,000	559,501
Net Revenue & Overhead+ Disbursement	(96,175)	(31,160)	65,497	(60,107)	(63,341)	384,896	(34,206)	(69,346)	52,461	(91,599)	(55,200)	140,400	142,119	-	440,821
+Infusion Strat Rsrve / (XFR to Strat Rsrve)	96,175	31,160	(65,497)	60,107	63,341	(384,896)	34,206	69,346	(52,461)	91,599	55,200	(140,400)	(142,119)	-	(440,821)
2023/2024 OPERATING BUDGET SURPLUS/DEFICIT	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Cash Flow															
Surplus Cash	1,505,673	-	-	-	-	-	-	-	-	-	-	-	1,505,673		
10% of 2024_25 MAT to Strategic Initiatives	-	-	15,788	-	-	50,338	-	-	13,749	-	-	22,500	102,375		
Projected Reserve - Payroll	-	-	-	-	-	-	-	-	-	-	(150,000)	-	(150,000)		
Surplus Cash Infusion to balance CY Operating Bdgt	(96,175)	(31,160)	65,497	(60,107)	(63,341)	384,896	(34,206)	(69,346)	52,461	(91,599)	(55,200)	140,400	142,119		
(Less) In-town DT installation (King St.) 2024/25	-	-	-	(93)	(5,796)	(3,756)	(272)	-	(12,000)	(31,683)	-	-	(53,600)		
(Less) In-town DT installation (River Mill) 2024/25	-	-	-	-	(6,300)	-	(14,725)	(425)	-	(20,800)	-	-	(42,250)		
(Less) Chamber ice rink chiller 2024/25	-	-	(54,240)	-	(58,760)	-	-	(2,446)	-	-	-	-	(115,446)		
(Less) Eclipse offsite partner install & procurement costs	-	-	-	-	-	-	-	-	-	(60,000)	-	-	(60,000)		
Subtotal Surplus Cash	1,409,498	(31,160)	27,045	(60,200)	(134,197)	431,478	(49,203)	(72,218)	54,210	(144,082)	(265,200)	162,900	1,328,872	-	-

Funds Available for Disbursement	Actual	Budget	Available
Annual Partnerships	147,000	147,000	-
Community Tourism Sponsorships	65,250	80,514	15,264
Charities & Not for Profits	30,000	30,000	-
TOTAL	242,250	257,514	15,264

- Board Approved Changes to Budget**
1. Raised Destination Awareness from \$118,000 to \$128,000 (\$10,000 increase)
 2. Decreased Market Research / New Initiatives from \$90,000 to \$80,000 (\$10,000 decrease)
 3. Used \$26,633.48 from Market Research / New Initiatives for Downtown Lights Operational Costs (Snow Maintenance, Insurance, Inspections, Repairs & Fixe
 4. Market Research / New Initiatives Final Total: \$53,366.52

2025-2026 Proposed Draft Budget V1.0 - HMATA

(Presented March 18, 2025)

	2024-25 Budget	Projected Actuals (Feb28)	25-26 Draft Budget
<u>REVENUE</u>			
Projected MAT for 2023/2024	900,000	1,023,755	950,000
Short Term Investment Interest	35,000	44,780	40,000
Projected Reserve - Strategic Initiatives	(90,000)	(102,375)	(95,000)
TOTAL REVENUE	845,000	966,160	895,000
<u>OVERHEAD EXPENSES</u>			
<i>Operating:</i>			
Bank Fees	100	59	100
Insurance	2,400	1,514	2,000
Professional Development & Conferences	15,000	7,653	10,000
Overhead (Office Supplies, Advertising, Telephone, Dues)	14,586	23,198	20,000
Professional & Bookkeeping Fees - Audit & Legal	20,000	19,466	20,000
Director & Executive Meetings	2,400	1,690	2,000
Payroll - Wages & Benefits	225,000	229,444	235,000
Subtotal Operating Expenses	279,486	283,024	289,100
<i>Marketing Initiatives:</i>			
Destination Awareness	118,000	128,000	170,730
Corporate: MCI & Association	100,000	99,355	70,000
<i>Familiarization Tours and Host Local Marketplace Tradeshow Booth Registrations (2) Marketing Exp. Incentives (Stay an Extra Day & Vouchers)</i>			
New Initiatives	90,000	78,305	29,370
New Initiative: 55+ Winter Games			40,000
Subtotal Marketing & Development Expenses	308,000	305,660	310,100
<i>HST Recovery</i>		-6894	
Total Overhead & Marketing Expense	587,486	581,790	599,200
Net Available for Disbursement	257,514		
<u>FUNDS AVAILABLE FOR DISBURSEMENT</u>			
<i>Partnerships</i>			
Chamber (Maple, Campfire & Tourism Services)	50,000	50,000	26,500
Chamber Rink Operations		20,000	24,000
BIA Annual Partnership	32,000	32,000	40,000
HFA Annual Partnership	45,000	45,000	40,000
Subtotal Annual Partnerships	147,000	147,000	130,500
<i>Community Tourism Sponsorships</i>			
Snowfest Collab	20,000		12,000
Mural Collab			17,000
Avail for Disbursement - Community Tourism	80,514	65,250	111,300
Subtotal Community Tourism Sponsorships	80,514	65,250	140,300
<i>Charities & Not for Profits</i>			
Local Charity (i.e. Hospital Foundation/ Environment/Affordable Housing)	30,000	30,000	25,000
Subtotal Charities & Not for Profits	30,000	30,000	25,000
Total Disbursements	257,514	242,250	295,800
Total Overhead Expenses + Disbursement Funds	845,000	824,040	895,000
Net Revenue & Overhead+ Disbursement	0	142,119	-
Capital Expenditures:			
Strategic plan: \$40,000			
Eclipse: \$395,000			

Organization	Ask	Recommendation	Notes
Partners			
Huntsville Festival of the Arts	\$55,000	\$40,000	To offset Deerhurst artist fees (\$35,000) and Algonquin Theatre artist fees (\$5,000), as well as provide in-kind marketing support.
Huntsville Lake of Bays Chamber of Commerce	\$91,685	\$50,500	For the 2025 Maple Festival (\$11,500 plus in-kind marketing support), 2025 Muskoka 2/4 Craft Beer Festival (\$5,000), River Mill Park skating rink installation and operations (\$24,000), and administrative services (\$10,000).
Downtown Huntsville BIA		\$40,000	For the 2025 Harvest Festival (\$7,000), Girlfriends' Getaway Weekend (\$8,000), and Huntsville's Hallmark Holiday (\$25,000).
Partner total		\$130,500	
Marketing			
Muskoka Tourism		\$60,000	To be allocated from the marketing budget.
Marketing total		\$60,000	
Visitor Attraction Grants			
Ontario Association of Fire Chiefs	\$2,500	\$0	For local entertainment for the banquet
YMCA	\$5,000	\$0	For marketing for the 2025 Job Fair
Gripped and Ripped Disc Sports	\$2,000	\$0	For a disc golf tournament at Bondi Village (Lake of Bays).
Huntsville Mountain Bike Association	\$20,000	\$11,300	For trail development in 2025
Golf Association of Ontario	\$14,950	\$5,000	For the 2025 Ontario Men's Amateur Championship
Limberlost Challenge	\$15,000	\$0	For the 2025 Limberlost Challenge
Trisport Events	\$20,000	\$20,000	For the 2025 Ironman 70.3 Muskoka
Huntsville Theatre Company	\$10,700	\$0	For the 2025 Pawsome Palooza
Rotary Club of Huntsville	\$24,000	\$30,000	One-time capital funding toward replacement of motors and refurbishment of bathtubs for the annual Dockfest
Muskoka Pride	\$5,000	\$4,000	For 2025 Muskoka Pride Week events in Huntsville
MG Car Club of Toronto	\$1,000	\$500	For a DJ for a public Main St. car show during MG102Fest
Sandhill Nursery	\$20,000	\$20,000	For the 2025 Sandhill Fall Fair
Gloche Publishing	\$30,000	\$2,500	For the 2025 Forest of Modern Art
Sugarbush Hill Maple Farm	\$11,115	\$0	For rental of a maple taffy cooling table

Indigenous Fashion Arts/FREED partnership	\$20,000	\$10,000	For the inaugural Indigenous Arts Market in October 2025
Muskoka Avalanche	\$5,000	\$5,000	To launch a 55+ women's hockey team and tournaments
Canvas Brewing Co	\$2,500	\$2,000	For the 2026 Tap Takeover Beerfest
3 Pines Lodge		\$0	For attraction development in Port Sydney
Back of Beyond Equine Centre	\$20,000	\$0	To create 4 promotional videos
HM Day Spa	\$15,169	\$0	For equipment for a Himalayan Salt Room
Muskoka Supper Club	\$12,000	\$0	Marketing and equipment for day and multi-day food retreats
Peach Club	\$25,000	\$0	Marketing for singles retreats
Port Sydney/Utterson & Area Chamber of Commerce	\$10,000	\$0	For a Port Sydney tour app
Grant total		\$110,300	
Funding total		\$300,800	

March 2025 Marketing & Product Development Report

Product Development:

1. Bird Watching Guided Tours – “Birding in Muskoka – Nature Takes Flight”
 - Huntsville Tours:
 - April 12: Hutcheson Beach, Huntsville – “Birdability: Accessible Birding” 8:30am – 11:00am
 - April 13: Hunters Bay Trail, Huntsville – “Learning Backyard Birds” 8:00am – 11:00 am
 - April 27: Dyer Memorial, Huntsville “Birds & History” 8:00am – 10:00am
 - May 10: Hunters Bay Trail, Huntsville “A Song in the Air” 6:00am – 9:00am
 - May 10: Fairy Vista Trail, Huntsville “Wonders of Woodcocks” 5:30pm – 8:30pm
 - May 11: Arrowhead Provincial Park, Huntsville “A Song is in the Air” 6:30am – 9:30am
 - Full details and registration at: <https://www.discovermuskoka.ca/things-to-do/nature-takes-flight/>
2. Foraging
 - Working with local foraging groups to provide guided tours in Huntsville this spring – will be a smaller campaign than bird watching – gauging interest before determining whether or not to expand campaign for 2026
 - Full details to follow
3. River Mill Lights
 - Installation of lights begins March 17, 2025
4. King St. Walkway Singing Tree
 - Production is underway – awaiting final engineered drawing

Blogs:

1. Nature Takes Flight – Birding in Muskoka
<https://explorehuntsville.ca/birding/>
2. Uncorked in Muskoka
<https://explorehuntsville.ca/uncorked/>
3. March Break
<https://explorehuntsville.ca/march-break-huntsville/>

Ads:

In-market:

1. Muskoka Tourism Huntsville Specific Winter Campaign
2. Winter in Huntsville
 - a. Winter Itinerary & Top Things To Do (META & Google)
 - b. SnowFest (META)
 - c. Winter Events (META)
 - d. March Break
 - i. Full Winter campaign wraps end of March Break – statistics to follow

Upcoming:

1. Spring Campaign
 - a. Bird Watching
 - b. Dining (Focusing on Maple Syrup Season)
 - c. Outdoor Spring Activities
 - d. Events & Guided Tours (Group of Seven Outdoor Gallery, Brewery Tours, Foraging)