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## AGENDA

In-person meeting on **Tuesday, January 30, 2024 at 2:30 p.m.**

Meeting room 4, 2<sup>nd</sup> floor, Active Living Centre (20 Park Drive, at the back of the Canada Summit Centre)

Zoom link: <https://us02web.zoom.us/j/83465275977?pwd=Y0tsOTV4Rmwzbld4aWxyYnJ1dXNuQT09&from=addon>

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	Page #
<b>1) Welcome and Agenda Approval</b>	
a) <i>Motion: To accept the agenda as presented.</i>	1-2
b) Welcome Steve Campbell – Jeff Suddaby (5 min)	
<b>2) Declaration of Conflict of Interest</b>	
<b>3) Approval of Meeting Minutes</b>	3-6
<i>Motion: To accept the minutes from the January 9, 2024 meeting as presented.</i>	
<b>4) Presentations (15 min)</b>	
a) Huntsville Curling Club, Ron Kreutzer	7-22
<b>5) Financials and investment update – Andrew Buwalda (20 min)</b>	23-24
<i>Motion: To accept the financials as presented.</i>	
<b>6) Previous business (10 min)</b>	
a) Muskoka Tourism funding	
<b>7) Huntsville brand – Lauren MacDermid, Lisa Spolnik (15 min)</b>	
<b>8) TPA update - Kirstin Maxwell (15 min)</b>	
<b>9) Sponsorship formula and funding applications (10 min)</b>	25-31
<b>10) ED report (20 min)</b>	
a) Delegation proposals (Ironman, Knights of Columbus, Huntsville Festival of the Arts)	32-41
b) Business plan update	
c) Website transition	
d) Winter campaign	
<b>11) Closed session</b>	
a) Draft budget review 2024/25 (Kelly Haywood/Andrew Buwalda)	



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### 12) Next meetings and adjournment

a) Next meetings:

Tuesday, February 13 at 2:30 p.m., Huntsville Public Library, Friends Room

Tuesday, March 5 at 2:30 p.m., Holiday Inn Express & Suites

Tuesday, March 26 at 2:30 p.m., location TBD

b) Adjournment

***Motion:*** To adjourn the meeting.



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## MINUTES

Virtual meeting held on Zoom  
January 9, 2024, 2:30 p.m.

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**Present:** Jeff Suddaby, Chirag Patel, Steve Carr, Marisa Kapourelakos, Rachel Hunt, Bob Stone, Scott Morrison (joined at 2:47), Andrew Buwalda (joined at 3:11)  
**Regrets:** none  
**Staff:** Kelly Haywood, Dawn Huddlestone, Halley Clover, Rhonda Christenson, Torin Suddaby  
**Guests:** Lauren MacDermid, Town of Huntsville

### 1. Welcome and agenda approval

The meeting was called to order at 2:32 p.m.  
The Chair added to the agenda: 5. Investment update  
Moved by: Bob Stone  
Seconded by: Steve Carr

**CARRIED**

### 2. Declaration of conflict of interest – none

### 3. Approval of meeting minutes

**Motion:** To accept the minutes from the November 14, 2023 meeting as presented.

Moved by: Steve Carr  
Seconded by: Rachel Hunt

**CARRIED**

### 4. Presentation – Muskoka Tourism Marketing Association (MTMA)

The MTMA ED provided an overview of how HMATA funding was used in 2023, and a funding request with corresponding proposed spends for 2024. (See presentation attached to the agenda.)  
To be discussed at the next meeting.

### 5. Investment update

Staff noted that the savings account they planned to deposit a reserve into isn't available for corporations. Recommend a 6-month GIC with HSBC at a 5.25% rate instead.  
Staff also recommend that the payroll reserve of \$150,000 be deposited at HSBC as well.  
To be discussed further at the next meeting.

### 6. HMATA sponsorship evaluation discussion and example

The ED reviewed a proposed sponsorship evaluation formula for events, using the Muskoka Limberettes as an example. Attractions would have a different formula.

**Discussion:**



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## MINUTES

Virtual meeting held on Zoom  
January 9, 2024, 2:30 p.m.

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- Need to consider a cap on funds per organization, agreed upon by Board, to ensure funds are being distributed throughout the community.
- Also need to take into account whether organization is for-profit or non-profit, and if for-profit, will event/project revenue stay in the community or be used to market Huntsville?
- There should be a cancellation clause in any agreement, and what will happen to the funds in that event.
- Rather than bonuses for meeting variables, there should be a percentage deducted from the base amount for any items not met. (e.g. not mid-week, not shoulder season, etc.)
- Q: Is HMATA liable if event has some kind of catastrophic lost (injury, lawsuits, etc.), and should have disclaimer in agreement and request proof of insurance that names HMATA as insured party?  
Staff note: Organizations would need to add HMATA to their insurance. Staff investigating liability insurance for other purposes (staff, volunteers, etc.)
- Need a max. funding amount, depending on type of event (not all are created equal). The burden would then be on the applicant to prove a business case if they are requesting more. Perhaps orgs can apply within funding bands (each with a cap), with criteria being more stringent the higher the ask.
- General Board consensus on a cap for funding per organization is \$25,000.
- Does the ask align with HMATA's tourism/marketing objectives?
- Need to explain the process to applicants in advance, and HMATA needs to get in ahead of bids so that dates can be selected that are better for accommodators.

### 7. Previous business

#### 7.1. Ontario Gymnastics Championships

**Motion:** To support the Muskoka Limberettes Gymnastics Club in the amount of \$20,000.

Moved by: Steve Carr

Seconded by: Andrew Buwalda

**CARRIED**

#### 7.2. CSC ice surface flooring

**Discussion:**

The floor has value, but cost is too high and benefit is more to Town than HMATA. Town will also incur both storage and staffing costs. It doesn't necessarily fit HMATA's mandate - need to develop a formula for infrastructure/assets. Town contribution is currently unknown, but unlikely they would buy floor, but would need to build a heated building for storage. Floor would allow for many things – robotics, gymnastics, etc. How will this impact tourism numbers?



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## MINUTES

Virtual meeting held on Zoom  
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Could the spend be spread out over 10 years (with Town carrying initial cost)? HMATA should partner, but not shoulder full amount. What would the entire project cost (flooring, storage, labour)? Could be cost prohibitive for small events to use the flooring due to installation/removal costs. Would like to understand what Town believes the ROI would be (number of years), and then HMATA could decide if its worth investing in. Also need to consider other variables (e.g. acoustics in the Don Lough not great for concerts). It may be hard to get comparison data from other municipalities, as few own something like this. Staff to ask for further information from Town staff.

### 7.3. Affirmation of e-vote

**Motion:** To affirm the Board's unanimous electronic decision to provide the Huntsville/Lake of Bays Chamber of Commerce with \$15,000 to enhance the River Mill Park skating rink experience.

Moved by: Rachel Hunt

Seconded by: Marisa Kapourelakos

**CARRIED**

### 8. TPA update

Postponed to next meeting.

Staff request that Board members respond with feedback to email sent in December.

### 9. Business plan update

Staff provided an overview of business plan updates, including public-facing tourism brand; corporate/association market (conferences, conventions, trade shows, etc.), FAM (familiarization) tours, value-add for conferences like vouchers or special rates; leisure travel especially in shoulder seasons, including outdoor activities with low environmental impact and low impact on local residents; marketing partnerships with Muskoka Tourism, etc.; sport tourism/events, in particular seniors' events with mid-week potential; event tourism/bids.

**Discussion:** Trade shows may not be beneficial (small fish, big pond, so would need to be selective), but FAM tours can be successful if we can get people to Huntsville; staff should proactively approach local organizations about hosting shoulder-season/winter events; need to find ways to include smaller accommodations in corporate revenue opportunities; many people don't know where Huntsville is so brand awareness/community perception needed; digital billboard buy in GTA may be worthwhile; balance focus between corporate, leisure, and sport tourism; staff to gather data to define date range for shoulder/off-season.



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## MINUTES

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**Motion:** *To approve Visit Huntsville as HMATA's public-facing tourism brand.*

Moved by: Scott Morrison

Seconded by: Rachel Hunt

**CARRIED**

### 10. Delegation procedure and proposal review

Staff propose that first staff review proposals and bring forward an initial summary of proposals and perhaps a video from proponents, so Board can decide whether they want an in-person presentation as well.

10.1 Huntsville Curling Club – to present at next meeting

10.2 MSCLE – staff to let them know their ask isn't a fit right now

### 11. Next meetings and adjournment

- Next meetings:
  - Tuesday, January 30 at 2:30 p.m., Active Living Centre, meeting room 4
  - Tuesday, February 13 at 2:30 p.m., Huntsville Public Library, Friends Room
  - Tuesday, March 5 at 2:30 p.m., Holiday Inn Express & Suites
- Adjournment
  - Motion:** *To adjourn the meeting at 5:05 p.m.*
  - Moved by: Scott Morrison
  - Seconded by: Chirag Patel
  - CARRIED**



# Growth Through Accessibility

Ron Kreutzer  
President, Huntsville Curling Club  
January 09, 2024

# Why We Are Here Today



- Provide a brief history of HCC and our accessibility upgrades
- Share how those upgrades will contribute to tourism in Huntsville
- Our ask: Support for our accessibility fundraising campaign





# HCC Background



- Founded in 1900 - a Not-For-Profit organization
- Over 350 weekly curlers across various leagues
- A strong focus on a youth program with over 250 participants
- 1,500-2,000 unique participants annually
- Annually host nine bonspiels, four of which are multi-day events
  - Multi-day spiels typically have 64 participants, including 30% to 50% out-of-town visitors
- Current facility rebuilt in 1951 (after destroyed by fire)

# Our Journey to Becoming a Fully Accessible Facility Began in 2019



With a focus on sustainability, the Club repaired what was broken and replaced what was about to break



*Volunteer Led Upgraded Lounge*

**Total Spent  
\$600,000**

*Funded by our  
\$450,000  
fundraising  
efforts + \$150k  
Trillium Grant*

# We Are Now Embarking On The Final Stages of Creating An Inclusive, Fully Accessible Community Facility



*Current building front*



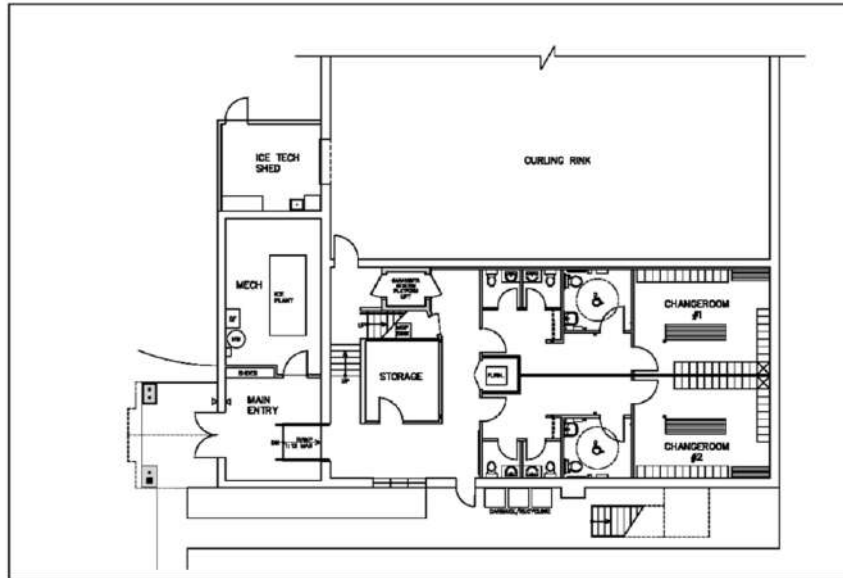
*2024 building front with new automatic double doors, portico, and facelift*

# What the Future Looks Like



2024/25

Fully accessible change rooms  
and washrooms



2025/26

Installation of lift, providing  
access to all three levels



# Over The Next Three Years, We Will Need To Invest An Additional \$500,000



We have a comprehensive fundraising plan which will finance the final phases of our accessibility renovations

Ongoing Fundraising



+

Grants



+

Access125

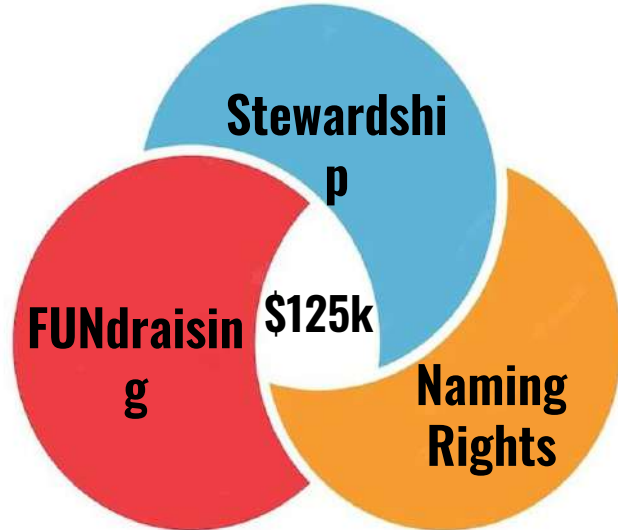


# What is Access125?



A capital FUNdraising campaign designed to raise an incremental \$125K by our 125th anniversary in 2025.

There are three core elements to the campaign:



*All funds raised via Access 125 will go directly toward the installation of the new accessible double door front entrance and the elevator lift.*



# How Does This Equate To “Heads in Beds?”



As the only fully accessible curling facility in the region, we anticipate attracting incremental visitors in perpetuity through bonspiels (including high-profile provincial and national events), rentals and other events.

<b>Event</b>	<b>Incremental Visitors Annually</b>	<b>Incremental Tourism Dollars Annually (\$250 pp)</b>
Incremental Bonspiels	60	\$15,000
Rentals	80	\$20,000
Events	20	\$5,000
<b>TOTAL</b>	<b>160</b>	<b>\$40,000</b>

# Our Request for Support

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In harmony with HMATA’s mission to *“inspire year-round sustainable growth”* and to *“enjoy our unique brand of community hospitality”*, we are respectfully proposing two funding options for your consideration.



# Option “A”



One time funding of \$30,000 or a three year commitment of \$10,000 per year towards our Access125 campaign.

Funding will be recognized on our donor wall, and on our social media platforms.

*Optional: This level of funding is eligible for kitchen naming rights for ten years.*



# Option “B”



One time funding of \$20,000 to be put towards the installation of the new portico, concrete pad and front entrance.

Funding will be recognized with a plaque by the entrance as well as on our social media platforms and donor wall.





**We would welcome any support you can provide to help our accessibility campaign and are happy to answer any questions that you may have.**



Thank you!





## HMATA Funding Application

Organization name: *Huntsville Curling Club*  
 Your name and role: *Ron Kreutzer, President*  
 Project/event name: *Access125*  
 Project/event start date: *May 2024*  
 Project/event end date: *Sept 2026*  
 Project/event location: *Huntsville Curling Club*

Please explain how funding from the Huntsville Municipal Accommodation Tax Association for your project/event will result in overnight stays in Huntsville at accommodations which collect the MAT. Include your forecast for overnight stays (number of rooms per night) and how you intend to measure actual overnight stays for your project/event.

*The Huntsville Curling Club (HCC) is embarking on the final stages of renovations which will create a fully accessible community facility. These upgrades will position us to attract incremental overnight visitors through three distinct avenues:*

- 1) Bonspiels, including high-profile provincial and national events*
- 2) Lounge rentals*
- 3) Other events*

*The following chart reflects our annual estimated incremental overnight stays, in perpetuity:*

Event	Incremental Visitors Annually	Incremental Tourism Dollars Annually (\$250 pp)
Accessible Bonspiels	60	\$15,000
Rentals	80	\$20,000
Events	20	\$5,000
<b>TOTAL</b>	<b>160</b>	<b>\$40,000</b>

*Overnight stays will be measured based on the number of out-of-town guests who register for the bonspiels and other events.*

Please provide a description of your proposed project/event and how it supports the strategic mission and vision of the Huntsville Municipal Accommodation Tax Association.

*Our project will transform the Huntsville Curling Club into a fully accessible facility within the next three years, ultimately increasing the number of users as outlined in the previous question. This will require a complete renovation of our front entrance, change rooms and washrooms, including the installation of a new lift/elevator to allow access to all three levels of our building.*

*In harmony with HMATA’s mission to “inspire year-round sustainable growth” and “enjoy our unique brand of community hospitality”, the majority of our incremental visitors will be coming to Huntsville during the winter months at which time they will have the opportunity to experience the hospitality for which HCC is already renowned.*



Please provide a description of how your proposed project/event...

- ...is collaborative.
- ...is creative.
- ...is progressive.
- ...is inclusive.
- ...focuses on our natural environment.

*This project will position the HCC as the first and only fully accessible curling centre in the region, and one of only a handful of accessible curling centres across the province. The end result will be a facility that is inclusive to everyone, regardless of age, skill, identity and ability.*

Please provide a high-level summary of your project/event's key deliverables.

*The overall goal of the project is to become a fully accessible facility, leading to an increase in the number of unique users, both locally and from out-of-town, for our leagues, bonspiels, rentals, and other events.*

*The goal of the Access125 fundraising program is to raise the \$125,000 capital funding gap through stewardship, naming rights, and FUNdraising events.*

Have you approached your regional/local municipality, destination marketing organization (RTO12 or MTMA), Chamber of Commerce or BIA about funding or in-kind donations for this project/event? Please provide applicable details.

*HCC has approached the Town of Huntsville, requesting and receiving approval for all building permit fees related to the project be waived.*

*In addition, we have approached the Chamber of Commerce requesting inclusion on the Group of Seven Walking Tour along with the donation of two murals.*

Is this an existing project/event or a new project/event?

*While this final phase of upgrades is a new project, over the past four years we needed to complete significant infrastructure work, including a new roof, upgraded electrical, new HVAC, and remodelled lounge & kitchen*

Please supply a budget for the total project.

*The final phase of upgrades is estimated to cost \$500,000. This is in addition to the \$600,000 already invested in the infrastructure work outlined above.*

How much is your organization requesting from HMATA? Please be clear about your requested funding amount and what it will be spent on specifically. (Please note that should funding be approved, we will require a post-event statement comparing your forecast to actual amounts, along with supporting receipts for the funded items.)

*For our requested funding, we will be respectfully proposing two options for HMATA to consider:*

*Option A: One time funding of \$30,000 or a three year commitment of \$10,000/year towards our Access125 fundraising campaign.*

*Option B: One time funding of \$20,000 to be put towards the installation of a new portico covering the front entrance, concrete pad and automatic front doors.*



**FORECAST - HUNTSVILLE MUNICIPAL ACCOMMODATION TAX ASSOCIATION**

**Actual to December 31, 2023**

	June	July	August	September	October	November	December	January	February	March	April	May	Total	Budget	Actual 22/23	Actual 21/22
<b>REVENUE</b>	<b>Actual</b>	<b>Actual</b>	<b>Actual</b>	<b>Actual</b>	<b>Actual</b>	<b>Actual</b>	<b>Forecast</b>	<b>Forecast</b>	<b>Forecast</b>	<b>Forecast</b>	<b>Forecast</b>	<b>Forecast</b>				
Projected MAT for 2023/2024	167,197	-	-	163,255	-	225,043	-	-	-	300,000	-	-	855,494	950,000	982,559	905,769
Grants & Funding	-	-	-	-	-	-	-	-	-	-	-	150,000	150,000	150,000	-	-
Short Term Investment Interest	1,651	2,539	2,785	2,650	2,723	1,958	1,899	1,890	1,890	1,890	1,890	1,890	25,655	10,200	2,047	-
Projected Reserve - Strategic Initiatives (10% of Pr	(16,720)	-	-	(16,325)	-	(22,504)	-	-	-	(30,000)	-	-	(85,549)	(95,000)	-	-
<b>TOTAL REVENUE</b>	<b>152,128</b>	<b>2,539</b>	<b>2,785</b>	<b>149,579</b>	<b>2,723</b>	<b>204,497</b>	<b>1,899</b>	<b>1,890</b>	<b>1,890</b>	<b>271,890</b>	<b>1,890</b>	<b>151,890</b>	<b>945,600</b>	<b>1,015,200</b>	<b>984,606</b>	<b>905,769</b>
<b>OVERHEAD EXPENSES</b>																
<i>Operating:</i>																
Bank Fees	4	17	2	1	1	-	-	-	10	10	10	10	65	120	68	9
Consultants ( Strat, Conflict of Interest & Govern	-	-	-	-	-	-	-	-	-	-	-	-	-	15,000	-	-
Insurance	-	-	-	-	-	-	-	1,363	-	-	-	-	1,363	1,350	1,292	1,234
Meetings & Conferences	568	-	-	5,437	1,746	-	-	-	-	-	3,000	-	10,750	15,000	1,126	-
Overhead (Office Supplies, Advertising, Telephone	-	-	447	670	483	-	2,727	1,000	1,000	1,000	1,000	1,000	9,327	12,000	-	-
Professional Fees - Accounting & Legal	(9,973)	-	13,560	-	-	-	2,023	-	9,040	-	-	5,000	19,650	20,000	7,452	2,500
Director Meetings	-	-	-	-	172	-	-	500	500	500	500	500	2,672	13,600	-	-
Payroll- Wages & Benefits	-	-	-	-	-	-	5,859	10,972	10,972	24,252	16,568	16,568	85,191	140,500	-	-
Chamber Admin (July-Dec)	14,125	-	-	14,125	-	-	-	-	-	-	-	-	28,250	28,250	56,500	56,500
Administration & Bookkeeping (Jan - May)	-	-	-	-	-	-	-	800	1,000	1,000	1,000	1,000	4,800	15,000	-	-
<b>Subtotal Operating Expenses</b>	<b>4,723</b>	<b>17</b>	<b>14,009</b>	<b>20,233</b>	<b>2,402</b>	<b>-</b>	<b>10,610</b>	<b>14,635</b>	<b>22,522</b>	<b>26,762</b>	<b>22,078</b>	<b>24,078</b>	<b>162,069</b>	<b>260,820</b>	<b>66,439</b>	<b>60,243</b>
<i>Marketing:</i>																
Digital Marketing	-	-	-	-	-	-	-	-	2,000	7,500	7,500	7,500	24,500	92,500	-	-
Market Research	-	-	-	-	-	-	-	-	-	-	-	-	-	15,000	24,165	7,475
Grant & Funding Expenditures	-	-	-	-	-	-	-	-	-	-	-	150,000	150,000	150,000	-	-
Website Content	-	-	-	-	-	-	-	-	10,000	10,000	-	-	20,000	20,000	-	-
2023 - MTMA	-	-	-	25,000	-	-	-	-	25,000	-	-	-	50,000	-	-	-
2023/24 Voucher Campaign	-	5,225	2,050	1,951	-	-	-	-	-	-	-	-	9,226	75,000	31,024	49,202
<b>Subtotal Marketing Expenses</b>	<b>-</b>	<b>5,225</b>	<b>2,050</b>	<b>26,951</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>37,000</b>	<b>17,500</b>	<b>7,500</b>	<b>157,500</b>	<b>253,726</b>	<b>352,500</b>	<b>55,189</b>	<b>56,677</b>
<b>Total Overhead Expense</b>	<b>4,723</b>	<b>5,242</b>	<b>16,059</b>	<b>47,184</b>	<b>2,402</b>	<b>-</b>	<b>10,610</b>	<b>14,635</b>	<b>59,522</b>	<b>44,262</b>	<b>29,578</b>	<b>181,578</b>	<b>415,795</b>	<b>613,320</b>	<b>121,627</b>	<b>116,920</b>
<b>Net Available for Disbursement</b>	<b>147,404</b>	<b>(2,703)</b>	<b>(13,274)</b>	<b>102,395</b>	<b>321</b>	<b>204,497</b>	<b>(8,711)</b>	<b>(12,745)</b>	<b>(57,632)</b>	<b>227,628</b>	<b>(27,688)</b>	<b>(29,688)</b>	<b>529,805</b>	<b>401,880</b>	<b>401,880</b>	<b>-</b>

	June	July	August	September	October	November	December	January	February	March	April	May	Total	Budget	Actual 22/23	Actual 21/22
<b>FUNDS AVAILABLE FOR DISBURSEMENT</b>																
<i>Annual Partnerships</i>																
Chamber (Maple, Beer, Oktoberfest, GGW)	-	-	-	-	-	-	-	15,000	60,000	-	-	-	75,000	60,000	50,000	100,000
BIA Annual Partnership (To Be Confirmed Events, Murals, etc)	-	-	-	-	50,000	-	-	-	-	-	-	-	50,000	65,000	-	-
HFA Annual Partnership	-	-	-	-	-	-	-	-	40,000	-	-	-	40,000	40,000	80,000	-
<b>Subtotal Annual Partnerships</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>50,000</b>	<b>-</b>	<b>-</b>	<b>15,000</b>	<b>100,000</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>165,000</b>	<b>165,000</b>	<b>130,000</b>	<b>100,000</b>
<i>Community Tourism Sponsorships</i>																
2023 - Campfire Sessions	25,000	-	-	-	-	-	-	-	-	-	-	-	25,000	25,000	-	-
2023 - CAMA Conference	11,900	-	-	-	-	-	-	-	-	-	-	-	11,900	11,900	-	-
2023 - Hoya Robotics	-	-	-	7,200	-	-	-	-	-	1,800	-	-	9,000	9,000	-	-
2023 - HLOB Mural - Marketing	15,000	-	-	-	-	-	-	-	-	-	-	-	15,000	15,000	-	-
2023 - HLOB Mural - Revitalization	-	-	-	25,000	-	-	-	-	-	-	-	-	25,000	-	-	-
2024 - HLOB River Mill Skating Rink	-	-	-	-	-	-	-	15,000	-	-	-	-	15,000	-	-	-
2024 - Limberettes	-	-	-	-	-	-	-	20,000	-	-	-	-	20,000	-	-	-
Avail for Disbursement - New Product Developme	-	-	-	-	-	-	-	-	14,100	10,000	10,000	10,000	44,100	104,100	628,053	81,500
<b>Subtotal Community Tourism Sponsorships</b>	<b>51,900</b>	<b>-</b>	<b>-</b>	<b>32,200</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>35,000</b>	<b>14,100</b>	<b>11,800</b>	<b>10,000</b>	<b>10,000</b>	<b>165,000</b>	<b>165,000</b>	<b>628,053</b>	<b>81,500</b>
<i>Charities &amp; Not for Profits</i>																
Local Charity (i.e. Hospital Foundation/ Environm	-	-	-	-	-	-	50,000	-	-	-	-	-	50,000	50,000	11,000	10,321
<b>Subtotal Charities &amp; Not for Profits</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>50,000</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>50,000</b>	<b>50,000</b>	<b>11,000</b>	<b>10,321</b>
<b>Total Disbursements</b>	<b>51,900</b>	<b>-</b>	<b>-</b>	<b>32,200</b>	<b>50,000</b>	<b>-</b>	<b>50,000</b>	<b>50,000</b>	<b>114,100</b>	<b>11,800</b>	<b>10,000</b>	<b>10,000</b>	<b>380,000</b>	<b>380,000</b>	<b>769,053</b>	<b>191,821</b>
<b>Total Overhead Expenses + Disbursement Funds</b>	<b>56,623</b>	<b>5,242</b>	<b>16,059</b>	<b>79,384</b>	<b>52,402</b>	<b>-</b>	<b>60,610</b>	<b>64,635</b>	<b>173,622</b>	<b>56,062</b>	<b>39,578</b>	<b>191,578</b>	<b>795,795</b>	<b>993,320</b>	<b>890,681</b>	<b>308,741</b>
<b>Net Revenue &amp; Overhead+ Disbursement</b>	<b>95,504</b>	<b>(2,703)</b>	<b>(13,274)</b>	<b>70,195</b>	<b>(49,679)</b>	<b>204,497</b>	<b>(58,711)</b>	<b>(62,745)</b>	<b>(171,732)</b>	<b>215,828</b>	<b>(37,688)</b>	<b>(39,688)</b>	<b>149,805</b>	<b>21,880</b>	<b>93,925</b>	<b>597,029</b>
<b>+Infusion Strat Rsrve / (XFR to Strat Rsrve)</b>	<b>(95,504)</b>	<b>2,703</b>	<b>13,274</b>	<b>(70,195)</b>	<b>49,679</b>	<b>(204,497)</b>	<b>58,711</b>	<b>62,745</b>	<b>171,732</b>	<b>(215,828)</b>	<b>37,688</b>	<b>39,688</b>	<b>(149,805)</b>	<b>(21,880)</b>	<b>(93,925)</b>	<b>(597,029)</b>
<b>2023/2024 OPERATING BUDGET SURPLUS/DEFICIT</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>

<b>Cash Flow</b>																
Surplus Cash	910,137	-	-	-	-	-	-	-	-	-	-	-	910,137	-	-	-
10% of 2024 MAT to Strategic Initiatives	16,720	-	-	16,325	-	22,504	-	-	-	30,000	-	-	85,549	-	-	-
Projected Reserve - Payroll	-	-	-	-	-	-	(150,000)	-	-	-	-	-	(150,000)	-	-	-
Surplus Cash Infusion to balance CY Operating Bd	95,504	(2,703)	(13,274)	70,195	(49,679)	204,497	(58,711)	(62,745)	(171,732)	215,828	(37,688)	(39,688)	149,805	-	-	-
Eclipse - Season 3	-	-	(200,000)	-	-	-	-	-	-	-	-	-	(200,000)	-	-	-
<b>Subtotal Surplus Cash</b>	<b>1,022,361</b>	<b>(2,703)</b>	<b>(213,274)</b>	<b>86,521</b>	<b>(49,679)</b>	<b>227,001</b>	<b>(208,711)</b>	<b>(62,745)</b>	<b>(171,732)</b>	<b>245,828</b>	<b>(37,688)</b>	<b>(39,688)</b>	<b>795,491</b>	<b>-</b>	<b>-</b>	<b>-</b>

Funds Available for Disbursement	Actual	Budget	Available
Annual Partnerships	165,000	165,000	-
Community Tourism Sponsorships	120,900	165,000	44,100
Charities & Not for Profits	50,000	50,000	-
<b>TOTAL</b>	<b>335,900</b>	<b>380,000</b>	<b>44,100</b>



## HMATA sponsorship formula - Huntsville Curling Club

# of participants overnight	288		
# of participants daytime spend (\$100 pp)	576	\$100	\$57,600
# of parents/supporters <i>(where appl.)</i>			
# of rooms projected	288		
# of night stay projected	2		
\$ cost of room night: (adr)	\$150		
Total Room Revenue:	\$86,400		
Plus Local Spending (\$125 pp)	\$129,600		
TOTAL Potential Revenue	\$273,600		
% of Revenue (3)	\$8,208	3%?	Bands

### *Other Variables:*

Will the event take place in the winter/spring?

Yes: (0)

No: (-\$2000)

Weekday

Wknd: (0)

WkDy: (+\$1000)

Does this event align with our environment values

No (-1000)

Does this event have an international profile?

Yes (+2000)

No (zero)

Does this event have a provincial profile?

Yes (+1000)

No (zero)

**Total Eligible/Up To contribution: \$8,208**

**HMATA sponsorship formula - Ironman2024**

1800 athletes

# of participants overnight	1440		
# of participants daytime spend (\$100 pp)	3150	\$100	\$315,000
# of parents/supporters <i>(where appl.)</i>			
# of rooms projected	1440		
# of night stay projected	3		
\$ cost of room night: (adr)	\$250		
Total Room Revenue:	\$1,080,000		

Plus Local Spending (\$125 pp) \$855,000

TOTAL Potential Revenue \$2,250,000

% of Revenue (3) \$67,500 3%? Bands

*Other Variables:*

Will the event take place in the winter/spring?

Yes: (0)

No: (-\$2000) -2000

Weekday

Wknd: (0)

WkDy: (+\$1000)

Does this event align with our environment values

No (-1000)

Does this event have an international profile?

Yes (+2000) 2000

No (zero)

Does this event have a provincial profile?

Yes (+1000)

No (zero)

**Total Eligible/Up To contribution: \$67,500**

# Visit Huntsville

## Funding Support Grid Proposal

### Purpose

To provide a proposed standardized approach to funding requests made to HMATA by community members and organizations.

### Proposal Type 1 - Supports Tourism with Attributable Room Nights

	100-500 RN	501-750 RN	751+ RN	
<b>Band 1</b>	\$ 5,000.00	\$ 7,500.00	\$ 10,000.00	Generates room nights; few other economic impacts
<b>Band 2</b>	\$ 7,500.00	\$ 10,000.00	\$ 12,500.00	Generates room nights; meaningful, measureable economic impacts
<b>Band 3</b>	\$ 10,000.00	\$ 12,500.00	\$ 15,000.00	Generates room nights; meaningful, measureable economic impacts; positive PR, future growth, marketing opportunities

### Proposal Type 2 - Supports Tourism (no direct room nights)

	100-500 RN	
<b>Band 1</b>	\$ 2,500.00	?
<b>Band 2</b>	\$ 5,000.00	?
<b>Band 3</b>	\$ 10,000.00	?



## HMATA Funding Application

**\*Draft\***

### ***Funding timelines, process & guidelines to follow***

- Must take place in Huntsville
- No political affiliation
- Focused on ...
- Committed to ...
- Have operations in Ontario/Canada (?)
- Able to report accurately and transparently on community investment activities and impact
- Willing to collaborate
- Max cap (\$20-30k)?

### **Organization information**

Organization name:

- a. Legal name
- b. Operating name

Address:

Website:

Contact name, title, phone number, email:

What is your role with the organization? (staff, volunteer, owner, or I am requesting funds for myself)

How is your organization classified? (charity, non-profit, for-profit, unregistered)

### **Project information and objectives**

Project name:

Project category:



- New event hosting
- Returning event hosting
- Event bid submission
- Marketing
- New tourism product development
- Existing tourism product enhancement
- Enhancement of visitor experiences

Project description:

Project start date:

Project end date:

Project location:

Project goals and objectives:

What permits and/or approvals are necessary for this project? Please provide the status of each.

### **Assessment and performance measures**

What are the goals and objectives of your project? (Could include: ticket sales, number of visitors, room nights, website traffic, newsletter subscriptions, etc.)

How does your project support the [strategic mission and vision](#) of the Huntsville Municipal Accommodation Tax Association?

Provide a description of how your proposed project...

...is collaborative

...is creative

...is progressive

...is inclusive

...focuses on our natural environment

Estimated number of event attendees from outside Muskoka:

Estimated number of local (Muskoka) event attendees:



What impact will this project have on the Huntsville community? (Could include awareness, economic growth, job creation, innovation, enhancement of visitor experience, etc.)

How will this project help develop or promote tourism in Huntsville?

How will you measure the success of your project?

What is your capacity to develop and deliver this project?

Outline your contingency/cancellation plan. (**Note:** Should there be substantial deviation from the project as outlined in this application, you may be required to return all or part of any funding received from HMATA.)

### **Economic benefits**

How will funding from the Huntsville Municipal Accommodation Tax Association result in overnight stays in Huntsville at accommodations which collect the MAT?

Estimated number of overnight stays (number of rooms per night):

How will you measure actual overnight stays for your project?

What other economic spillover will your project have?

Who are your partner organizations for this project? (Could include hotels, restaurants, tourism operators, etc.)

Optional for events: Include a Tourism Regional Economic Impact Model (TREIM) report to accompany your submission.

### **Communications/marketing plan**

How will you attract out-of-town participants/visitors to your event?

What marketing/promotional tactics will you use?

When and how will you share your project stories with HMATA?



## **Project budget and funding**

Please upload your project budget.

What other sources of funding or in-kind donations have you secured for your project? (Include federal, provincial, and regional/municipal grants or subsidies; private sponsorships or donations; and in-kind donations.)

What is your organization's financial contribution to this project?

What amount are you requesting from HMATA? (Refer to funding bands – TBD)

What will HMATA funds be used for?

**Note:** Should HMATA funding be approved, you will be required to:

- Provide proof of commercial general liability insurance of \$5M+ that names HMATA as an insured party.
- Recognize HMATA's support in media releases and with logo visibility at the event and on your website.

## **Certification**

I am authorized to sign on behalf of this organization. I certify that the information contained in this application and all supporting documentation is accurate and complete. I agree to provide any additional information that may be reasonably required for the purposes of assessing this application and administering funding. I also agree to submit a final report, as outlined in the application guidelines (TBD), upon completion of this project. I acknowledge that if any of this information is misrepresented, this application shall be deemed to be withdrawn.

Signature of authorized representative:

Date:

The logo features the word "IRONMAN" in a bold, white, sans-serif font with a registered trademark symbol. The letter "M" is a solid orange color, and a solid orange circle is positioned above it. Below "IRONMAN" is "70.3" in a large, orange, sans-serif font, followed by "MUSKOKA" in a white, handwritten-style font with a registered trademark symbol. Underneath "MUSKOKA" is the word "CANADA" in a white, sans-serif font. To the right of the text is a stylized orange logo of a moose head with its antlers.

**IRONMAN**<sup>®</sup>  
**70.3**<sup>®</sup> MUSKOKA  
CANADA

Sunday July 7<sup>th</sup>, 2024



# HISTORY OF THE IRONMAN 70.3 MUSKOKA

- IRONMAN 70.3 Muskoka is the only IRONMAN-branded event in Ontario and one of five IRONMAN-branded events in Canada others
  - Mont Tremblant, Penticton, Calgary, and Victoria
- Trisport Events Licenses the IRONMAN brand and produces the event.
- First Year of the event was 2008 at Deerhurst Resort
- The event was held at Deerhurst until 2016
- The event was held in September until 2015. It was moved to July for the full IRONMAN hosted in August 2015.
- 2017 the event was moved downtown with the objective to help drive athletes and their families to downtown.
- Trisport also owns and produces 7 other triathlons and marathon in Ontario

## WHAT WE ARE PROPOSING:

- \$30,000 assistance from HMATA to help offset the cost of the licensing fee that Trisport pays to IRONMAN as well as the Town of Huntsville Rental costs of the Canada Summit Centre, parking areas and parks. We also pay for the staffing of the Fire Hall on race day.

# IRONMAN SELLS OUT!!

- 2008 (Sept) – 1350 athletes
- 2009 (Sept) – 1335 athletes
- 2010 (Sept) – 860 athletes
- 2011 (Sept) – 874 athletes
- 2012 (Sept) – 937 athletes
- 2013 (Sept) – 1329 athletes
- 2014 (Sept) – 1072 athletes
- 2015 (July) – 1460 athletes – FULL IRONMAN Year, many athletes did both races.
- 2016 (July) – 1292 athletes
- 2017 (July) at CSC – 1553 athletes
- 2018 (July) at CSC – 1700 Athletes
- 2019 (July) AT CSC - 1750 Athletes
- 2020 – 1800 Athletes Registered - Event Cancelled due to COVID restrictions
- 2021 – 950 Athletes – Limited Capacity due to COVID restrictions and social distancing
- 2022 - Sellout of 1800 athletes
- 2023 – Sellout of 1800 athletes
- 2024 – over 1200 athletes already registered

# BENEFITS OF THE EVENT IN JULY

- Guaranteed weekend of 1800 athletes and 3000+ spectators – Rain or Shine
  - 75% of athletes brought 1 or more Supporter, 50% brought 2 or more supporters
- Athletes MUST check in the day before the race which encourages them to stay overnight.
- A summer race promotes athletes to bring families and friends. They stay on Avg. 3.4 nights in July. 75% of athletes stay 2+ nights. Kids are not in school, so families can Travel and stay longer.
- Athletes have time to train and come up to Huntsville prior to the race. More economic impact, compared to an Early June date.
- September Race Date was declining in registrations due to time of year for family travel
- Accommodations are booked 6-8 months prior to the event
- Fits into IRONMANs global schedule. Not competing with nearby June events like Mont Tremblant, Michigan and Western New York
- Fits into TriSport's Ontario triathlon Schedule. Athletes use the STS to train for Muskoka.
- Registration has sold out since the July date was introduced

# ATHLETE DEMOGRAPHICS (2023)

- **Men (70%) and Women (30%)**
- **Largest Age Groups Age 40-49**
- **Avg. Household Income of 200,000 - \$250,000**
- **94% of athletes come from 50km away or more**
- **76% of athletes from Ontario, 10% from Quebec, 10% coming from surrounding provinces and US states.**
- **75% of athletes travelled 200+ KM to the event.**
- **60% of the athletes are New to the Muskoka Event**
- **Athletes representing 21 countries which include USA, Mexico, Brazil, Australia, UK, France and many more.**

# ATHLETE INFORMATION

- 76% of athletes stayed within 0-5miles of the Canada Summit Centre
- 93% of athletes stayed with 6-10miles of the Canada Summit Centre
- 80% of athletes either stayed in a Hotel or a Rental Cottage
- 95% Host City Satisfaction Approval score

# COMMUNITY GIVEBACK/SPENDING

- Trisport donates approx. \$12,000+ to community groups in exchange for volunteering at the event over the course of weekend. Charities and teams include TriMuskoka, Kiwanis, Local sports teams/clubs, High School Clothes fund and many others.
- Trisport spends over \$50,000 in the community to produce the event. Which includes hotels, restaurants, caterer's, portable toilets, equipment and truck rentals etc.



# PHOTOS





# PHOTOS

