



AGENDA

In-person meeting on **Tuesday, April 16, 2024 at 2:30 p.m.**

Huntsville Curling Club (6 Veterans Way, 2nd floor lounge)

Zoom link: <https://us02web.zoom.us/j/81943063754?pwd=UzlFTTdDbUEybmpYbnVGcEtCTFU0UT09&from=addon>

- | | Page # |
|---|--|
| 1) Welcome and Agenda Approval
<i>Motion: To accept the agenda as presented.</i> | |
| 2) Declaration of Conflict of Interest | |
| 3) Approval of Meeting Minutes
<i>Motion: To accept the minutes from the March 26, 2024 and April 2, 2024 meetings as presented.</i> | 3-8 |
| 4) Welcome new HLOBARA representative, Ken Patel | |
| 5) Delegations
a) Eclipse downtown installation, fall 2024 – Kelly Haywood and Torin Suddaby | 9-16 |
| 6) Previous business
a) Sponsorship formula, intake period, funding application – Kelly Haywood
Please note the adjusted intake period for 2025.
<i>Motion: To approve the funding application and intake periods as presented</i>
b) Refrigerated rink
<i>Motion: To approve \$155,330 to support the Huntsville/Lake of Bays Chamber of Commerce with the purchase of a refrigeration unit for the River Mill Park skating rink; and further that, should the Chamber of Commerce receive funding from the Trillium grant these funds will be returned to HMATA; and further that, should the funds be returned they will be placed in reserve.</i>
c) Secretary/Treasurer role – Kelly Haywood
i) Discussion re: splitting Secretary/Treasurer role
ii) <i>Motion: To adopt changes to HMATA's Bylaw No. 1 to split the Secretary/Treasurer role into Secretary and Treasurer.</i>
iii) Nominations for Secretary (if required)
iv) <i>Motion (if required): To appoint _____ as HMATA's Secretary.</i> | 17-20

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| 7) ED report – Kelly Haywood (30 min) | |



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Huntsville Curling Club (6 Veterans Way, 2nd floor lounge)

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- a) Business Plan / KPIs, Advisory Panel
- b) Funding requests for Muskoka Hornets, Ontario Disc Golf Championships, DockFest (attached), and Muskoka Pride (to be sent separately) **23-47**
- c) Logo update
- d) TPA update **48-56**

8) Eclipse subcommittee update

- 9) Board meeting schedule – change to monthly (for discussion) **57**

10) Closed session

11) Next meetings and adjournment

- a) Next meetings:
 - Tuesday, May 7, 2024 at 2:30 p.m., Muskoka Grand Luxury Lodge (84 Swallowdale Rd)
 - Tuesday, May 28, 2024 at 2:30 p.m., 3 Guys and a Stove (143 Hwy 60)
 - Tuesday, June 19, 2024 at 2:30 p.m., location TBD
- b) Adjournment
Motion: *To adjourn the meeting.*



MINUTES

In-person meeting at HfA Studio and online via Zoom
March 26, 2024, 2:30 p.m.

Present: Jeff Suddaby, Andrew Buwalda, Chirag Patel, Steve Campbell, Steve Carr, Marisa Kapourelakos, Scott Morrison
Regrets: none
Staff: Kelly Haywood, Dawn Huddlestone
Guests: Lauren MacDermid, Town of Huntsville; Morgan Lonsdale, BIA; Halley Clover, Chamber; Rhonda Christenson, Barb Bloomfield and Torin Suddaby, Chamber (Zoom)

1. Welcome and agenda approval

The meeting was called to order at 2:37 p.m.

1.1. Agenda approval

***Motion:** To approve the agenda as presented.*

Moved by: Andrew Buwalda

Seconded by: Steve Campbell

CARRIED

2. Declaration of conflict of interest – none

3. Approval of meeting minutes

***Motion:** To accept the minutes from the March 5, 2024 meeting as presented.*

Moved by: Andrew Buwalda

Seconded by: Scott Morrison

CARRIED

Discussion regarding minute-taking, HMATA's relationship with Town re: MAT use.

4. Previous business

4.1. Ironman 70.3 Muskoka funding (\$30,000 ask)

Discussion: Local event costs; impact on residents; provides international marketing reach; reputation/awareness buy; alignment with target demographic; summer event (not shoulder season); for-profit event but participants contribute significantly to MAT pre- and during race; could consider this to be similar to a licensing fee.

***Motion:** To provide TriSport \$20,000 for the 2024 Ironman 70.3 Muskoka.*

Moved by: Andrew Buwalda

Seconded by: Steve Carr

CARRIED



MINUTES

In-person meeting at HfA Studio and online via Zoom
March 26, 2024, 2:30 p.m.

- 4.2. Downtown Huntsville BIA funding (\$50,000 ask for: Kent Park Garden Party, \$4,000; Girlfriends' Getaway Weekend, \$10,000; Holiday Market, \$21,000; SnowFest, \$15,000)**
Discussion: SnowFest to be removed from consideration (will be added elsewhere in budget); expansion/marketing of shuttle service to smaller hotels for Girlfriends' Getaway Weekend (\$3,000) to be a future initiative; more potential for downtown activations for GGW.
Motion: *To provide the Huntsville BIA \$32,000 for its 2024/25 events.*
Moved by: Steve Campbell
Seconded by: Steve Carr
CARRIED
- 4.3. HfA funding (\$50,000 ask for: Deerhurst artist fees, \$30,000; Algonquin Theatre fees, \$7,500; summer enhancements, \$7,500; marketing: \$5,000)**
Motion: *To provide the Huntsville Festival of the Arts \$45,000 for its 2024/25 programming.*
Moved by: Steve Carr
Seconded by: Chirag Patel
Discussion: Marketing will be in-kind marketing support rather than funds; clarification that HfA concerts hosted at Deerhurst are open to the public.
CARRIED
- 4.4. Huntsville Lake of Bays Chamber of Commerce funding (\$75,000 ask for: SnowFest, \$20,000; Maple Festival, \$18,000; Campfire Sessions, \$22,000; event equipment rental program, \$15,000; plus \$20,000 for enhanced visitor services)**
Motion: *To provide the Huntsville Lake of Bays Chamber of Commerce \$50,000 for its 2024/25 events and enhanced visitor services.*
Moved by: Scott Morrison
Seconded by: Steve Campbell
Discussion: SnowFest to be removed from consideration (will be added elsewhere in budget); finance working group recommended not support equipment rental program; if Chamber's grant applications successful, some funds would return to HMATA; agree to support visitor services for \$10,000, stats to be tracked and reported to Board in future.
CARRIED
- 4.5. Huntsville Lake of Bays Chamber of Commerce product development \$154,065 for refrigerated rink**



MINUTES

In-person meeting at HfA Studio and online via Zoom
March 26, 2024, 2:30 p.m.

Discussion: Chamber is applying for a grant for this; Town considering outdoor event venue, possibly at Lions Lookout, which rink could potentially be part of; could also be in conjunction with new Eclipse location; opportunity for partnership between Chamber, Town, HMATA, and other partners for long-term capital investment; if it remains at River Mill Park, needed water supply upgrades are minimal; could be installed downtown for now and moved if option to partner on another location becomes available.

5. Sponsorship formula, intake period, funding application

Motion: To approve the funding application and intake periods as presented.

Deferred to next meeting.

6. Secretary/Treasurer role

a) Discussion re: splitting Secretary/Treasurer role

b) Nominations for Secretary (if required)

c) **Motion (if required):** To appoint _____ as HMATA's Secretary.

Deferred to next meeting.

7. ED Report

7.1. Eclipse update (EOI/downtown installation)

EOI period closed March 25. Two responses: Sandhill Nursery and Deerhurst Resort.

Review of funds remaining for downtown installation (Chamber) and assets that will carry over to new location.

ACTION ITEM: Working group comprised of Jeff Suddaby, Chirag Patel, Steve Campbell, and Halley Clover (Chamber) to assist staff with selection process. Staff to bring recommendation to a future meeting.

7.2. Logo review (branded items)

ACTION ITEM: ED to work with Town staff to adapt community brand guidelines to include Explore Huntsville needs.

7.3. Financial requests (Muskoka Hornets Baseball Association, Pride Muskoka & provincial disc golf championships)

Discussion: \$24,100 available for disbursement for remainder of fiscal year; should baseball ask to Town since it's their asset? (Town has denied most community fund requests in the 2024 budget to limit tax increase.)

ACTION ITEM: Staff to bring applications from all three groups to next meeting.



MINUTES

In-person meeting at HfA Studio and online via Zoom
March 26, 2024, 2:30 p.m.

7.4. Business & Operating Plan

Motion: To accept the 2024/2025 Tourism Business & Operating Plan as presented.

Moved by: Scott Morrison

Seconded by: Andrew Buwalda

Discussion: Job descriptions to be removed from plan (operations); measurable KPIs needed next; marketing plans will return to Board for discussion/approval once developed.

CARRIED

ACTION ITEMS: Job descriptions to be removed from business plan. Staff to send survey to Board re: expectations for KPIs and present details at next meeting.

8. 2024/25 budget – Andrew Buwalda (20 min)

Motion: To accept the 2024/2025 Budget as presented.

Moved by: Steve Carr

Seconded by: Marisa Kapourelakos

CARRIED

9. Closed session

Motion: To enter closed session at 4:40 p.m.

Moved by: Andrew Buwalda

Seconded by: Scott Morrison

CARRIED

Motion: To leave closed session.

Moved by: Scott Morrison

Seconded by: Steve Campbell

CARRIED

10. Next meetings and adjournment

10.1. Next meetings:

- Tuesday, April 16 at 2:30 p.m., Huntsville Curling Club (6 Veterans Way, 2nd floor lounge)
- Tuesday, May 7, 2024 at 2:30 p.m., Muskoka Grand Luxury Lodge (84 Swallowdale Rd)
- Tuesday, May 28, 2024 at 2:30 p.m., Hidden Valley Resort (1755 Hidden Valley Rd.)

10.2. Adjournment

Motion: To adjourn the meeting.



MINUTES

In-person meeting at HfA Studio and online via Zoom
March 26, 2024, 2:30 p.m.

Moved by: Scott Morrison
Seconded by: Marisa Kapourelakos
CARRIED



MINUTES

Special virtual meeting via Zoom

April 2, 2024, 2:00 p.m.

Present: Jeff Suddaby, Scott Morrison, Andrew Buwalda, Chirag Patel, Steve Campbell, Steve Carr
Regrets: none
Staff: Kelly Haywood, Dawn Huddlestone
Guests: Lauren MacDermid and Kirsten Maxwell, Town of Huntsville

1. Welcome and agenda approval

The meeting was called to order at 2:00 p.m.

1.1. Agenda approval

Motion: *To approve the agenda as presented.*

Moved by: Scott Morrison

Seconded by: Chirag Patel

CARRIED

2. Declaration of conflict of interest – none

3. Approval of TPA

Motion: *To accept the Municipal Accommodation Tax Financial Accountability Agreement and Memorandum of Understanding with the Town of Huntsville, dated April 2, 2024, as presented.*

Moved by: Scott Morrison

Seconded by: Chirag Patel

Discussion: Need for both liability insurance, and clause in funding agreements for release of liability/inclusion of HMATA as insured.

CARRIED

4. Next meeting and adjournment

4.1. Next meeting:

- Tuesday, April 16 at 2:30 p.m., Huntsville Curling Club (6 Veterans Way, 2nd floor lounge)

4.2. Adjournment

Motion: *To adjourn the meeting.*

Moved by: Scott Morrison

Seconded by: Steve Carr

CARRIED



ECLIPSE

WALK WITH LIGHT

➤ **DOWNTOWN 2024**



ORIGINAL OVERVIEW

KENT PARK

TOWN DOCK WALKWAY

AO / WOODEN PENNY ALLEY

KING ST. WALKWAY

TOWN HALL / CIVIC SQUARE

TOWN HALL WALKWAY

IDA DRUGSTORE ALLEY



2024 UPDATE

Recognizing the renewed desire to host Eclipse “Walk with Light” as a featured trail attraction, we have decided to pivot our original downtown Huntsville plan, ensuring funds remain to assist with install at a new location to create a trail where the lights can remain in place year round.

With this in mind, we intend to add a signature feature to the downtown core. This central installation would ensure an incredible experience for visitors downtown, and act as marketing for the signature Eclipse trail.

Installation Location:

TOWN HALL / CIVIC SQUARE

TOWN HALL WALKWAY

KING ST. WALKWAY

TOWN HALL / CIVIC SQUARE



WHAT WE AIM TO DO

- Create a "marquee" canopy above Civic Square connected to the sundial on Town Hall currently
 - Canopy would fan out from narrow at the Algonquin Theatre to wide at Main St.
- Install 2 posts (hidden) near sidewalk at the edge of Civic Square
- Use the Algonquin Theatre to create 2 points to hang the canopy and attach to installed posts

Civic Square Current



Sketch



Past Similar Installation



Town Hall Installation Currently



TOWN HALL WALKWAY



WHAT WE AIM TO DO

- Install the “singing tree”
- Construct 1 large metal “tree”
- Hang lights off branches and wrap the tree in pebble lights
- Singing Trees ‘listen’ to sounds and music from the environment, turning any tree into an interactive and magical experience
- Public will sing, clap, or perform an instrument to bring the tree to life

Walkway Current



Sketch



Inspiration



Inspiration



KING ST. WALKWAY



WHAT WE AIM TO DO

- Construct 2 large metal “trees” on each side of path
- Hang voice recognition lights off branches and wrap the tree in pebble lights
- Install a canopy of lights hanging from Wolfe Co. to the Topiary

Walkway Current



Sketch



Past Similar Installation



Inspiration



SPEND TO DATE

Item	Expense
Interactive Flower Bell Instrument *Now to be used at "spring" installation at Light Trail	\$5,441.59
Kent Park Holiday Activation	\$2,639.92
Engineered Drawings	\$5,000
Timers, Zip Ties, Totes	134.22
Website Hosting & Domain Fees	\$443.62
Insurance	\$6,000
TOTAL	\$19,659.35

WHAT WE WILL GIVE BACK

\$58,000

In addition to giving back \$58,000, the HLOB Chamber of Commerce is prepared to provide HMATA with any remaining funds following downtown installation, and the following assets to assist with the creation of the new Eclipse “Walk with Light” trail at its new home.

- Estimated 75% of lights, props, projectors, screens and Limbic Media technology purchased to date.

*Please note that the Eclipse project in Season 1 & 2 cost roughly \$1,575,325 with HMATA providing 46% of funding (\$718,825). The remainder has come from the Chamber of Commerce, through grant writing, business partnerships and ticket revenue.

Further HLOB Chamber of Commerce purchases including:

- New interactive flower instrument to be used with the “spring” installation on the new trail instrument (\$5,441.59 of \$19,659.35 spent for downtown install to date)
- Nordic ski and fat bike trail grooming equipment, and snowshoes to help create the outdoor winter adventure park along with the new light trail



HMATA Funding Application

Intake periods

HMATA has one application intake period annually. Applications will not be reviewed until after the intake period has closed. After review, applications for events/initiatives that meet HMATA's criteria for funding will be invited to present to HMATA's Board. Note that funds are limited and HMATA will use a weighted system when considering eligibility.

- For HMATA's 2024-25 fiscal year (June 1, 2024 – May 31, 2025), the intake period will be May 1 - June 30, 2024. (Applications will be reviewed in July with invitations to present to the Board to follow in September.)
- For HMATA's 2025-26 fiscal year (June 1, 2025 – May 31, 2026), the intake period will be December 1, 2024 - January 10, 2025. (Applications will be reviewed in January with invitations to present to the Board to follow in early February.)

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:

Refrigerated rink breakdown

Expenses:

- Rink Install (including refrigeration system): \$119,030 (same)
- Teardown: \$4,000 (annual/operational)
- Board Mural: \$25,000 (now \$5,800)
- Site (Fire, water, gas, signage, washrooms): \$4,795 (annual/operational \$4295. Signage \$500)
- Lighting: \$2,060 (\$25,000)
- Temporary Event Staffing: \$3,960 (annual/operational)
- SnowFest Event: \$15,000 (remove)
- Weekly Entertainment Series: \$5,000 (remove)
- Marketing (Digital & Print): \$3,100 (annual/operational)
- Sponsor Recognition: \$1,620 (annual/operational)
- Site Rental & Permitting: \$6,210 (in-kind)
- Chamber Administration (Admin, insurance, mileage, misc. supplies): \$8,500 (now \$5,000)

Original total: \$198,275

New total: \$155,330



Proposed Secretary and Treasurer roles

Secretary: The Secretary shall attend and be the secretary of all meetings of the Board, Members, and committees of the Board. The Secretary shall enter or cause to be entered in the Corporation's minute book, minutes of all proceedings at such meetings; and shall maintain a roll of the names and addresses of the Members. The Secretary shall give, or cause to be given, as and when instructed, notices to Members, Directors, the public accountant, and Members of committees; the Secretary shall be the custodian of all books, papers, records, documents and other instruments belonging to the Corporation and shall ensure that all reports are prepared and filed as required by law or requested by the Board. The Secretary shall also have all such powers and duties as the Board may specify from time to time.

Treasurer: The Treasurer works collaboratively with the Chair and senior management, if any, to support the Board in achieving its fiduciary responsibilities. The Treasurer shall have the custody of the funds and securities of the Corporation and shall keep full and accurate accounts of all assets, liabilities, receipts, and disbursements of the Corporation in the books belonging to the Corporation and shall deposit all monies, securities, and other valuable effects in the name and to the credit of the Corporation in such chartered bank or trust company, or, in the case of securities, in such registered dealer in securities as may be designated by the Board from time to time. The Treasurer shall disburse the funds of the Corporation as may be directed by proper authority taking proper vouchers for such disbursements, and shall render to the Chair and directors at the regular meeting of the Board, or whenever they may require it, an accounting of all the transactions and a statement of the financial position, of the Corporation. The Treasurer shall also perform such other duties as may from time to time be directed by the Board. The Treasurer shall also present to the Members at the annual meeting as part of the annual report, the financial statement of the Corporation approved by the Board together with the report of the auditor or of the person who has conducted the review engagement, as the case may be.



HMATA Funding Application

Organization name: Muskoka Hornets

Your name and role: Peter Haynes, President

Project/event name: Facility Upgrades at McCulley Robertson Diamonds - Huntsville

Project/event start date: n/a

Project/event end date: n/a

Project/event location: 300 William St, Huntsville

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 do you intend to measure actual overnight stays for your project/event.

For the past 15 years, the Muskoka Hornets hosted summer tournaments in the Muskoka region. In 2024, we will host 8 or 9 events with over 90 teams in total, bringing in foot traffic of over 4,000 visitors and heads in beds for up to 1500 room nights (12 players per team, one hotel room per family for 2 nights not including local teams). In 2024, these events will be held over 7 different weekends between the beginning of June and Thanksgiving. Plus, our experience in the past would suggest that several visitors will extend stays in order to take advantage of our beautiful community. Note: teams are on their own to book accommodations, so we do not know exactly how many will stay in Huntsville hotels, but our experience is a majority will be here as most of the chain hotels are located in Huntsville. These events will continue each year and the ask is not specific of a particular event.

For a good portion of this 15 year period ended 2023, the Huntsville diamonds were in need of renovation. Finally in 2018, after extensive pressure on Town Staff and Council, Huntsville agreed to its first renovation in the over 35 year history of the Facility. Unfortunately, not all the McCulley Robertson renovations and facility amenity upgrades needed to future proof the diamond complex were approved by Council. Specifically, we are still in need for a batting cage and bullpens for the adult hardball diamond (F). Note: the Muskoka Hornets self funded the base of a batting cage (A gravel base, indoor-outdoor carpeting and spent over 10k in 2017) but were not allowed at the time to erect a batting cage donated by a local citizen. Eventually, it was determined that the cage was no longer useable and hence we began to search externally for a new batting cage.

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.



If we are able to successfully secure funding for the projects mentioned, this will allow us to host additional events at McCulley that otherwise are not possible without the amenities mentioned. For instance, we could not host a provincial championship event for ages 14 and up without bullpens on Diamond F and most baseball facilities also include a batting cage used by teams to warm up and between games.

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

...is collaborative. We appreciate the Town's support in financing the renovation but we need to complete the amenities ourselves as Council is not entertaining additional funding for McCulley at this time.

...is creative.

...is progressive.

...is inclusive. There are no limitations on who can use the facility and the batting cage will be open to anyone's use and be accessible at the ground level.

...focuses on our natural environment. The batting cage is a feature of the diamond facility that, in addition to its use by tournament teams as well as visiting teams on regular season schedules, will be open to use by local Hornets teams and our house league players for practice. In addition, the general public will have access to use and this encourages our local citizens and youth in particular to get outside and be active.

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

We would respectfully ask for funds to purchase the batting cage and build the bullpen mounds on diamond F.

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.

The Town is aware we are working on this project and seeking outside funding partners. We have not approached any of the other potential co-sponsors. Admittedly, it is hard to keep track of all the funding opportunities locally and in the province on top of our volunteers running the day to day operations of the Muskoka Hornets and keeping day jobs.

Is this an existing project/event or a new project/event? New project (building on the base of the batting cage)

Please supply a budget for the total project.

Batting Cage - \$4699 USD - <https://www.ondecksports.com/Universal-Batting-Cage?custcol54=4&custcol160=3>



Bullpen Mounds - \$14, 474.96 Cad (inclusive of tax and installation)– quote from Marco Clay in October 2023 – attached.

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.) **Approximate total \$21,000.** Happy to provide all receipts.

Customer **Muskoka Hornets**
 Billing Address Line 1
 Line 2
 Site Name/Address **Peake Fields / 1000-1028 Taylor Rd, Bracebridge, ON P1L 0A1**
 Contact Person **Peter Haynes**
 Business Phone
 Cell Phone **416-818-3036**
 Fax Number
 Email **Peter.Haynes@tdsecurities.com**
 Date **October 23, 2023**



BC2023116
QUOTATION

Description	Units	Quantity	Price	Amount
Contracting				
Labour and Equipment Contracting Includes: <u>MCCULLEY FIELD 'F' BULLPEN MOUND CONSTRUCTION</u> Job layout Install sideline bullpen mound (x2) Install Mar-Co Pitching Rubber in bullpen mound (x2) Install bullpen catcher's box (x2) Install Mar-Co Home Plate in bullpen catcher's box (x2) Remove refuse material* from field of play *Refuse material to be stockpiled on site for removal by others TERMS: FULL PAYMENT NET 30 DAYS.	Each	1	\$ 10,610.00	10,610.00
Total Contracting				10,610.00
Accessories				
Mar-Co Home plate	T90000	2	\$ 177.85	355.70
Mar-Co Pitching rubber	T90001	2	\$ 134.00	268.00
Total Accessories				623.70
Freight				-
Fuel Surcharge	FSC is set on the 1st of each month and held for 30 days.		0.00	0.00%
Materials				
RediMound-Moisturized	Tons	16	\$ 98.50	1,576.00
Total Materials				1,576.00
		Sub-Total		12,809.70
		HST		1,665.26
		TOTAL		14,474.96

This quotation is valid for 30 days.

Signed by: *Ben Cartmell*

Date: 10/23/2023

Accepted by: _____

Date: _____

Request for Funding For McCulley Robertson Sports Complex

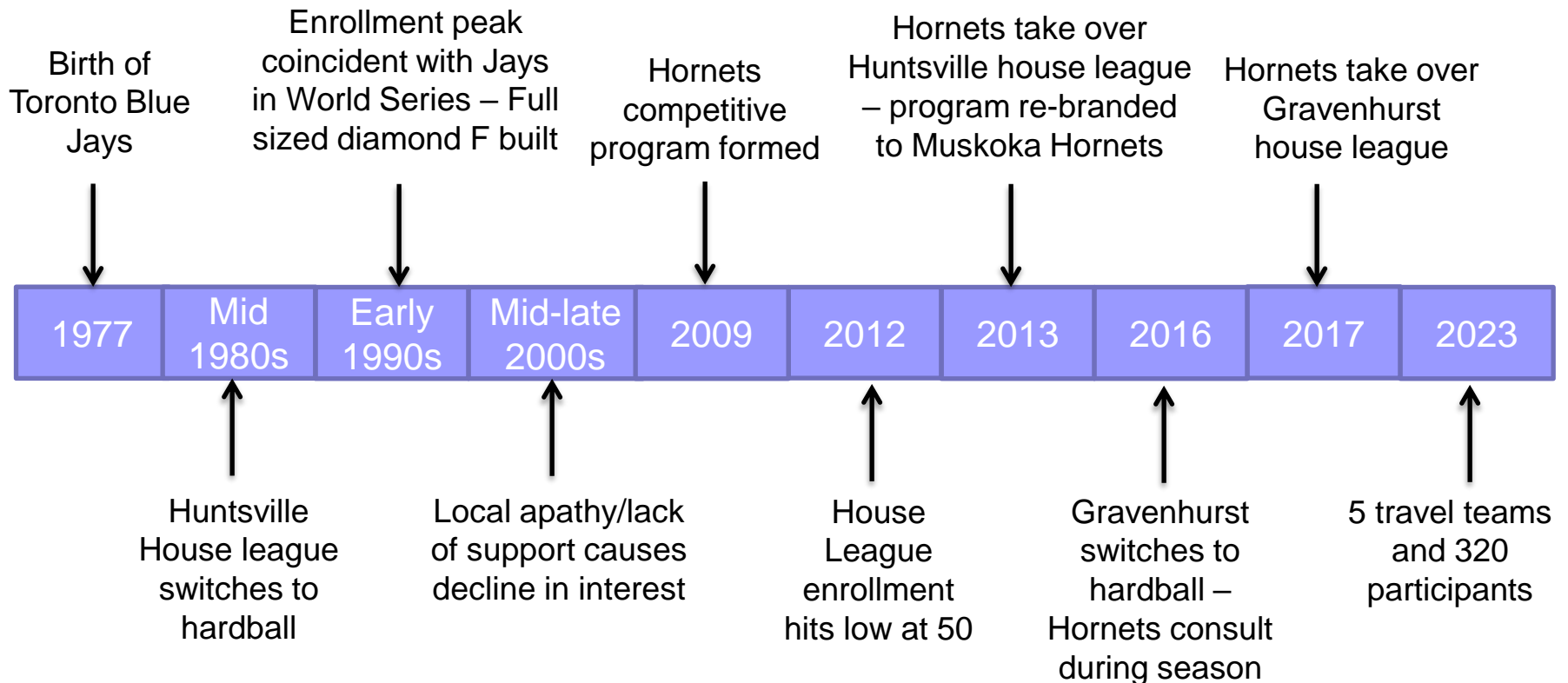
Peter Haynes
President
Muskoka Hornets
416-818-3036
muskokahornets@rogers.com



History

- Small towns in Muskoka focused on softball /fastball until 1980s when the Toronto Blue Jays grew in popularity.
- Huntsville's Minor Baseball program has been hardball since mid1980s. Enrolment fluctuated over the years from as low as 50 to a peak of approximately 225-250 kids in the mid 2000s.
- In 2012, the program had 50 paid players
- Muskoka Hornets took over day to day management of Huntsville house league in 2013 and Gravenhurst in 2017 (Gravenhurst did not operate after 2021 due to lack of local volunteers)
- 2024 enrolment expected to be a record 375 players (ages 3-18).
- Per player enrolment fee for house league was \$200 in 2023 – players receive full uniform and play once per week from mid-May to end of August (with practices every Sunday).

Historical Timeline: Minor Baseball in Muskoka



Muskoka Hornets –Rep Program

- Higher level of competition than house league
- Competitive program started in 2009 with one Mosquito team of mostly Huntsville kids playing some exhibition games and one tournament (team lost every game)
- In 2010, the Hornets joined the York Simcoe Baseball Association (YSBA) with two competitive teams.
- In 2012, the program re-branded from Huntsville to Muskoka Hornets to reflect broadening of areas represented
- In 2023 the Hornets have 5 travel teams – Players come from entire Muskoka-Parry Sound region.
- See www.hornetsbaseball.ca

Muskoka Hornets – Select/Rep Program

- Muskoka Hornets practice and play throughout Muskoka, but primarily at Wharf, Kerr Park, Peake Field and McCulley-Robertson
- Approximately 400 rental hours at McCulley in 2023
- Since 2009, Muskoka Hornets hosted as many as 50 tournaments as well as numerous league and exhibition games.
- In 2024, we will host 8 or 9 tournaments, bringing in at least 4,000 visitors to the Muskoka region.
- Each home game/tournament brings out-of-towners into local shopping areas, parks, hotels, motels and campgrounds
- Muskoka Hornets also help sponsor annual baseball camp for kids that now rotates between McCulley and Peake (run by Edge Baseball Training)

McCulley Robertson Diamonds

- In 2018, Huntsville Council approved the first renovation for the McCulley baseball diamonds since the facility opened 35 years earlier.
- Unfortunately, the Town did not add all the amenities needed to get the facility to normal standards
- Specifically, the Town did not build bullpens on Diamond F or finish the batting cage that is to be locate beside Diamond F
- Note: the Town also did not add warning tracks to the diamonds despite repeated attempts by users to convince them that a lack of warning tracks was a safety hazard.



Muskoka Hornets Funding Request

- The Muskoka Hornets respectfully request funding equal to approximately \$21,000 to install bullpens and to purchase a batting cage.
- Details of our ask are included in the HMATA Funding Application.

Conclusion

- We have a lot to celebrate in the Muskoka Hornets program given our player development, growth and the strong base of volunteers. Part of this should include celebrating some of the important historical figures in baseball in our community.
- A successful minor baseball program is important for local kids for their health and well being and important for Town of Huntsville and region of Muskoka.
- Importantly, we must create a sustainable program with stable infrastructure able to withstand ups and downs in popularity and external events.
- Adding bullpens and a batting cage to McCulley-Robertson Diamond Complex will be the icing on top of what is already a beautifully renovated facility.

Contact Information for Muskoka Hornets – www.hornetsbaseball.ca

<u>Hornets Board - 2023-24</u>		
Peter Haynes	President	muskokahornets@rogers.com
Joe Hickes	Vice President and Rep Liaison	joe@muskokaoutlaws.com
Shelly Hunt	Secretary/Registrar	shunt@uoguelph.ca
Janelle Bowers	Community Liaison/Social Media	janelle_baker@hotmail.com
Jen Novak	Treasurer	muskoka.treasurer@outlook.com
Josh Shaw	Director	shawsy1983@gmail.com
Cam Boyd	Equipment Manager	muskokabaseball@live.ca
Elyse Moodie	House League Convener	elysemoodie@gmail.com
Helen Payne	Director	thewaterlady2012@gmail.com
Stan Rimmington	Honorary Member	wsrprimmington@gmail.com
Keith Courville	Umpire in Chief	kcourville@sothebysrealty.ca

Explore Huntsville

Funding Support Grid

Organization:	Muskoka Hornets	< manual entry
Date of Presentation:	4/16/2023	< manual entry
Dollar Value Ask:	\$21,000	< manual entry

# Estimated Room Nights	1,500	< manual entry	(for the season)
ADR	\$ 150	< static #	
Estimated Room Revenue	\$ 225,000	< calculated	

# Estimated Participants	1,080	< manual entry	(players only)
Daytime Spend	\$ 125	< static #	
Estimated Ancillary Spend	\$ 135,000	< calculated	

Subtotal Anticipated Revenue	\$ 360,000	< calculated
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BAND SELECTION	Band 3	< select from list
CATEGORY SELECTION	751+ RN	< select from list
PERCENTAGE FUNDING	4%	< calculated

Subtotal Funding Calculation	\$ 14,400	< calculated
Exceeds \$20k Cap?	No	< calculated

Total Funding Calculation	\$ 14,400	< calculated
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Appendix 1 - Bands

	100-500 RN	501-750 RN	751+ RN
Band 3	2%	3%	4%
Band 2	3%	4%	5%
Band 1	4%	5%	6%

Band 3	Event drawing new visitors
Band 2	Shoulder Season, Low Impact on the Environment, Medium Profile
Band 1	Shoulder Season, Weekday, Low Impact on the Environment, High Profile



HMATA Funding Application

Organization name: Ontario Disc Sports Association % Huntsville Disc Golf Club

Your name and role: Micah Streeter - Event Coordinator

Project/event name: Ontario Provincial Disc Golf Championships

Project/event start date: October, 18, 2024

Project/event end date: October, 20, 2024

Project/event location:

The event will utilize Huntsville's downtown core as a social outlet, for accommodations & for dining. Extracurricular event programming will be highlighted with our player's banquet being held at Canvas Brewing on the evening of Thursday, October 18th. The Provincial Championships will utilize 3 disc golf courses in the region located at Bondi Village Resort, Limberlost Wildlife Reserve, and Huntsville Downs Golf Course.

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 do you intend to measure actual overnight stays for your project/event.

So the funding received will help us to procure the additional courses which allows us to raise the player capacity from 80 to 300. These extra players will increase the amount of people staying in Huntsville. Referring to economic reports done for Community Economic Development Commission (CEDC) in Thunder Bay we know that the average disc golfer spends \$193 per day. Our event with funding for venue expansion will be a similar size to the event held in Thunder Bay. With the additional venues we can expand to 150-250+ players. Generally speaking the minimum stay will be 4 nights, (Thurs - Sun) this allows the players to get to town and rest up for the Friday start. Estimating an economic impact of \$115,800 - \$193,000 for the town over the weekend. Most are traveling from afar and won't save the drive for the morning of the event. Furthermore the funding could help us procure "practice days" at the Huntsville Downs course. Sensibly they make more from traditional golf players on the course and their allowance is just the Thursday before the event for practice. With more funding we could add more days to the practice time. For many this is the most important event of the year so practicing beforehand is paramount. This opens us to the main group of players that will be coming early to practice. Coming as early as Monday filtering in through the week with stays up 6 nights at local accommodations. Now I would like to make it clear that Bondi Village Resort has made an investment in disc golf to build a championship level course that allows us to host these events. We will be pushing to fill their cottages with up to 45 players to help support their investment in bringing this sports tourism



to the area.

As for tracking the players and their independent stays we typically send out a player survey after big events to get feedback of this kind. We hope to use your preferred accommodations and send all the players to possibly one or two hotels to keep them close and make it easier to track.

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.

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



...is collaborative.

...is creative.

...is progressive.

...is inclusive.

...focuses on our natural environment.

Wonderful question! Our event draws disc golfers from all over the province and beyond to play our courses and enjoy Huntsville. Disc golf is a four season sport with tourneys running in the shoulder season and “Ice Bowl” tourneys in the winter. Players will travel to play these courses outside of events. More so regions with multiple courses draw groups to come and stay and play for a few days. With the cost of entry and play of the sport being nominal to free this allows disposable income to be spent on hotels and travel. Side note would be that we are edging closer each year to being the disc golf mecca for Ontario, our end goal. With more awareness, support, and courses we could clinch this spot as it has not been claimed.

Collaborative - Let's start at the top. The hosting team comes from local disc golf clubs, provincial sports organizations, and local disc golf businesses. We then work with multiple property owners to grow traffic and revenues. Then is the start of the real collaboration between the event and local businesses and persons. The plan is to work with the BIA and drive the players downtown to shop and eat. Downtown dollars perhaps. We are starting the sponsorship hunt and that is where I have had the most success for my other tourneys. Collaborating with each business brings me joy to explore how we can work together to create a win/win experience out of the event.

Creative - Any old disc golf tourney can take registration fees and run the tourney. Using the difference between retail value of prizes and the wholesale price we pay to make payouts. These events are common. For my events we focus on breaking this mold. How do we connect with town? How do we connect with businesses? How do we create catered experiences? These are my focuses. Each time they are different and opportunities arise. Over the coming months as we have the basic funding met we can explore how creative we can be.

Progressive - Our event looks to bring disc golf in Huntsville to the forefront. Although the sport is fast growing and relatively known, the success of the event could change the perception of the sport and its utility to sports tourism. The event itself has adapted each year to meet the players needs from a qualifying tour to more divisions added.

Inclusive - We will have players from 11 to 75 years old. All genders, backgrounds, religions, ethnicities, disabilities, etc. Disc Golf by nature is inclusive to all persons. With a low cost of entry to the sport its accessibility is wide.



Focus on Natural Environment - This event will be taking advantage of our beautiful landscapes as players traverse our courses. Respect for nature is synonymous with disc golf. Our courses are only as good as the players treat the properties. One of the founding principles of the disc golfer code is to respect nature as its integral to our sport. Rules of the game dictate that you have to be mindful of flowers and fauna and can't assume a stance that would hurt them. With courses in provincial parks the sport has a low impact on nature and highlights different ecosystems.

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

Initiation Phase Deliverables - Finalizing base structure of tournament such as securing the courses.

Planning Stage Deliverables - Recruit more volunteers, secure funding and sponsors, planning additional events above tourney.

Execution Stage Deliverables - Running a premier tournament while engaging with the local economy.

Closing Stage Deliverables - Perform player survey to assess economic impact and quality of event(s).

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.

To date we have only made contact with the BIA. As previously mentioned we wish to work with them similar to the hockey tourneys. We pay \$10 a player and they match for \$20 downtown dollars for players to be encouraged to shop downtown. We wish to work with all local parties that can benefit from our event. We look forward to opening those communications.

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

The event is an existing traveling event. Each year hosting teams advocate for their towns in hopes of being awarded the bid. This year Huntsville has been chosen to host the event.

Please supply a budget for the total project.

Using last year's event budget as a reference we will have similar operating costs and expenses. The budget last year was \$31,104.60. This year we project to have 50 - 75 more players, with raises in cost of courses. We estimate our budget to be \$47,580.22 for the event total.

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.)

The requested funding amount is \$10,000. We think it's fair to not expect the totality of growing the event to be on HMATA. With recurring local sponsors and new sponsors to come on board we are confident we can close the gap to secure the venue expansion.

The funding will be spent to secure additional courses to raise the player capacity.

Quick sample calculation: 150 players x 4 days x \$193/player per day = \$115, 800
250 players x 4 days x \$193/player per day = \$193,000

The direct benefit of investment towards capacity is an additional \$77,200 in anticipated sport tourism economic stimulus: The overall value of the event (conservatively) is estimated at \$193,000 which, at a 13:1 funding ratio, would justify ~\$14,800 in requested funding.

*Note, we've omitted this, but the standard disc golf tourist is estimated to bring 0.25 guests with them, which would mean you could reasonably assume that a field of 150 competitors would result in 187 tourists, and 250 competitors would result in 312 tourists. From experience with similar events based in semi-isolated "northern" regions, the field of competitors are 85%+ "out of region."

Explore Huntsville

Funding Support Grid

Organization:	ON Disc Golf Championships	< manual entry
Date of Presentation:	4/16/2023	< manual entry
Dollar Value Ask:	\$10,000	< manual entry

# Estimated Room Nights	600	< manual entry	(200x3)*
ADR	\$ 150	< static #	
Estimated Room Revenue	\$ 90,000	< calculated	

# Estimated Participants	300	< manual entry	
Daytime Spend	\$ 375	< static #	(\$125x 3 days)
Estimated Ancillary Spend	\$ 112,500	< calculated	

Subtotal Anticipated Revenue	\$ 202,500	< calculated
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BAND SELECTION	Band 2	< select from list
CATEGORY SELECTION	501-750 RN	< select from list
PERCENTAGE FUNDING	4%	< calculated

Subtotal Funding Calculation	\$ 8,100	< calculated
Exceeds \$20k Cap?	No	< calculated

Total Funding Calculation	\$ 8,100	< calculated
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*est. 300 participants, about 50 will stay at Bondi, plus some will be local

Appendix 1 - Bands

	100-500 RN	501-750 RN	751+ RN
Band 3	2%	3%	4%
Band 2	3%	4%	5%
Band 1	4%	5%	6%

Band 3	Event drawing new visitors
Band 2	Shoulder Season, Low Impact on the Environment, Medium Profile
Band 1	Shoulder Season, Weekday, Low Impact on the Environment, High Profile



HMATA FUNDING APPLICATION

April 11, 2024

Applicant: Rotary Club of Huntsville

Event Name: Rotary/NyDock Dockfest

Event Date: Saturday June 29, 2024

Event Location: Downtown waterfront and River Mill Park

Accomodation Impact: This event was successfully held in Huntsville between 2013 and 2019. It was traditionally held on the first weekend after Canada Day. This often brought it in competition with the Ironman Competition held at the same time. As with many events, Dockfest was cancelled during the first Covid impacted year in 2020 and this year will see its return, and the return of the anchor event, the Bathtub Derby.

In 2024 Canada Day occurs on a Monday, making it a true long weekend to be enjoyed. Traditionally the Town focuses any events, they plan to present, on Canada itself. By presenting Dockfest as a very popular attraction on the Saturday, we are encouraging visitors (and locals) to truly look at this as a weekend of activities, resulting in added accommodation revenues and also additional business for bars, restaurants and shops in Town.

As we are resurrecting the event we will be incurring expenses in creating new course obstacles, repairs and maintenance to boats and motors and an added focus on media and marketing expenditures to announce the events return. We are looking to HMATA to assist with these expenditures.

Alignment with HMATA Mission and Vision: Seeing the terms 'Most Visited' and 'Unique' in the Mission and Vision statements would seem right down our proposed events alley. This is not a new, unproven event based on forecasts of impact. Over the seven previous years it occurred, thousands of spectators (estimates of 2-3,000) each year enjoyed the event. Any business abutting the waterfront was jammed and feedback from Main St businesses was always very positive. Plus – IT WAS FUN. People attended because they enjoyed what they saw and were happy to explore our Town. It was and remains unique. Search Bathtub Derbies Ontario and you will find numerous references to our Event and one other in Cornwall Ontario, and we haven't held it for 3 years.

The Rotary Club of Huntsville P.O. Box 5174 Huntsville, ON, P1H 2K6 www.rotaryclubofhuntsville.com

It captures a bit of each of the Values that HMATA promotes. Inclusivity with Rotary working alongside corporate support (NyDock), fellow not for profits (Huntsville Festival) and the Town of Huntsville. They were very excited both to hear about the return of the event and the fact that it will be occurring over the Canada Day weekend. In fact the Saturday before Canada Day will be the new regular date for the event. Our newly created logo (attached) recognizes that with it's branding.

In addition to the Bathtub Main St Parade and Derby, the overriding Dockfest Event includes live music in the park, children's games and activities, vendors and other entertaining waterfront activities. It is 'fun for the whole family' and it's free, fully inclusive. Obviously using the water and the Town's main park ticks the box beside a natural environment focus.

The primary goal of Dockfest is to create a memorable and enjoyable family event for visitors and residents alike.

At this point we are approaching corporate sponsors to buy a tub for the day and to sponsor obstacles. We have not approached the Chamber or the BIA for funding. The BIA has sponsored a tub in the past and we hope that they renew this support. We will be approaching the Town for relief of some of the rental costs associated with use of the various parks involved.

HMATA Request from Rotary: A projected budget is attached with comments on various revenues and expenses. The primary support we are looking to HMATA for is to assist us in the purchase of four new motors – 2.5 Yamaha outboard motors. We have had our current motors sitting for 3 years. While repairs will be done it is expected that issues will arise both pre-event and during the races. Some new motor stock will greatly assist us in this regard and allow us to tighten up the flow of the event by increasing the number of tubs racing in each heat. A side benefit is that more tubs per heat should lead to more potential collisions and in-race antics. Motors would be bought locally and are anticipated to cost between \$1,500 and \$2,000 per motor. We would ask for **\$8,000 from HMATA** for this expense. This investment will have long-term benefit as the motors will be used for a number of years in the future.

The second area of support for HMATA dollars would be to assist with our marketing and signage expenses. We know that additional funds will be required to create meaningful campaigns through the area radio, TV and online news outlets, as well as posters and social media campaigns. We would ask **HMATA for \$2,000** of support for these expenses.

Submitted;

Rob Saunders
Treasurer
Rotary Club of Huntsville & Dockfest Committee Member

Rotary  NyDock®



Explore Huntsville

Funding Support Grid

Organization:	Rotary DockFest	< manual entry
Date of Presentation:	4/16/2023	< manual entry
Dollar Value Ask:	\$10,000	< manual entry

# Estimated Room Nights	250	< manual entry	(est. 250 - 10% of spectators)
ADR	\$ 150	< static #	
Estimated Room Revenue	\$ 37,500	< calculated	

# Estimated Participants	2,500	< manual entry	(total spectators)
Daytime Spend	\$ 125	< static #	
Estimated Ancillary Spend	\$ 312,500	< calculated	

Subtotal Anticipated Revenue	\$ 350,000	< calculated
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BAND SELECTION	Band 3	< select from list
CATEGORY SELECTION	100-500 RN	< select from list
PERCENTAGE FUNDING	2%	< calculated

Subtotal Funding Calculation	\$ 7,000	< calculated
Exceeds \$20k Cap?	No	< calculated

Total Funding Calculation	\$ 7,000	< calculated
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Appendix 1 - Bands

	100-500 RN	501-750 RN	751+ RN
Band 3	2%	3%	4%
Band 2	3%	4%	5%
Band 1	4%	5%	6%

Band 3	Event drawing new visitors
Band 2	Shoulder Season, Low Impact on the Environment, Medium Profile
Band 1	Shoulder Season, Weekday, Low Impact on the Environment, High Profile

**Municipal Accommodation Tax Financial Accountability
Agreement and Memorandum of Understanding**

("Agreement")

dated this 2nd day of April, 2024

BETWEEN:

The Corporation of the Town of Huntsville

("Town")

and the

Huntsville Municipal Accommodation Tax Association

("HMATA").

This Municipal Accommodation Tax Financial Accountability Agreement ("Agreement") dated this 2nd day of April, 2024 between The Corporation of the Town of Huntsville ("Town") and the Huntsville Municipal Accommodation Tax Association ("HMATA").

WHEREAS in a desire to strengthen the local economy, to achieve Council's objective of ensuring that the Town of Huntsville becomes the tourism destination of choice in Ontario, the Town has passed a by-law imposing a Municipal Accommodation Tax ("MAT") pursuant to section 400.1 of the *Municipal Act*, 2001.

WHEREAS O.Reg. 435/17 requires a municipality collecting a Municipal Accommodation Tax to make payments to an entity that meets the definition of eligible tourism entity defined in O.Reg 435/17;

WHEREAS the Town of Huntsville created the Huntsville Municipal Accommodation Tax Association in 2020 to act as its "eligible tourism entity" for a three (3) year pilot project basis;

WHEREAS on April 26, 2023, Council named the HMATA as the Destination Management Marketing Organization (DMMO) for the Town of Huntsville and the "eligible tourism entity" for an additional two-year pilot;

AND WHEREAS O. Reg. 435/17 requires a municipality and eligible tourism entity to enter into an agreement respecting financial accountability;

NOW THEREFORE THE AGREEMENT WITNESSETH THAT in consideration of the mutual covenants and agreements set forth, the parties covenant and agree, to and with each other, as follows:

Definitions:

"**HMATA**" means the Huntsville Municipal Accommodation Tax Association.

"**MAT**" means the Municipal Accommodation Tax, as defined in the Town's Municipal Accommodation Tax By-law 2019-122.

"**Fund**" means the MAT proceeds transferred by the Town to the Huntsville Municipal Accommodation Tax Association.

"**DMMO**" means Destination Management Marketing Organization.

1. Eligible Tourism Entity

- a. To assist in its goal of strengthening the local economy, Council is desirous of growing the tourism sector and ensuring the Town becomes the tourism destination of choice in Ontario. To assist with this endeavor, the Town participated in the creation of the HMATA, being a non-share capital corporation which the Town hereby appoints it to act as the Town's "eligible tourism entity" as defined in Ontario Regulation 435/17 for

a term of two years, ending December 31, 2025.

2. MAT Proceeds

- a. The parties agree that with respect to the MAT amount collected, prior to the disbursements of the MAT amount to the HMATA, the following amounts (the “**MAT Deductions**”) shall be deducted from the MAT amount collected by the Town:
 - i. The Town’s collection and administration fees related to the collection of the MAT, in accordance with OReg 435/17 will be deducted, and which amounts shall be disclosed annually;
 - ii. Any amounts payable to the Huntsville/Lake of Bays Chamber of Commerce, in payment for Tourism Marketing services pursuant to the Memorandum of Understanding between the Chamber and the Town, if applicable; and
 - iii. Any legal costs incurred by the Town which are related to the MAT program, including but not limited to the costs of collecting MAT proceeds.
- b. The parties agree that following the payment of the MAT Deductions to the appropriate entity, sixty-two percent (62%) of the net balance of the MAT proceeds will be disbursed to the HMATA, and such funds shall be used for the purpose of Destination Management and Marketing of Huntsville as the destination of choice in Ontario. The remaining thirty-eight percent (38%) of the net balance of the MAT proceeds shall be retained by the Town and used as per the Town’s Municipal Accommodation Tax Budget Principles policy.
- c. All MAT proceeds disbursed by the Town to the HMATA shall be deposited into a fund controlled by the HMATA (the “Fund”). Any distribution of monies from the HMATA’s Fund will be done only in accordance with this Agreement. Both parties agree that the Town will remit the Association’s portion of the funds collected within 60 days of the end of each quarter.
- d. MAT amounts collected are defined as funds that have been actually received from providers in total or installments. No interest will be earned by the HMATA on MAT amounts that are owing but not yet paid by the provider.

3. Transparency and Accountability of HMATA *Strategy, Objectives and Outcomes*

- a. To assist with the growth of the tourism sector of the Town’s local economy and to ensure the Town becomes the tourism destination of choice in Ontario, the parties agree that the HMATA shall prepare and implement a Strategic Plan and a biennial business plan, with reporting on the business plan to occur annually.
- b. The Fund shall be used in the pursuit of the following and related objectives and outcomes:
 - i. Achieving the objectives identified in the HMATA’s Strategic Plan;
 - ii. Increasing visitations to the Town;
 - iii. Enhancing the Town’s profile with prospective visitors;
 - iv. Supporting Tourism product development and industry growth in the Town;
 - v. Funding bid requirements for major events without additional funding from the Town;
 - vi. Becoming more competitive with other municipalities across Canada; and
 - vii. Where applicable, supporting Tourism and Economic Development priorities that are set by the Town of Huntsville.

4. Relationship Between the Parties and Obligations of the HMATA

- a. As the Town's "eligible tourism entity", it is understood that the HMATA shall:
- i. Maintain, update, and operate in accordance with its incorporation by-laws, as well as governance policies;
 - ii. Prepare a biennial business plan which shall establish and set out:
 1. HMATA priorities and objectives which are linked to its strategic plan, strategic priorities, and an associated operating budget,
 2. A long-term vision for the Town's tourism sector that considers and aligns with the Town's Strategic Plan and Economic Development Strategy, and
 3. The priorities, objectives, and metrics to be used in growing Huntsville's Tourism Sector and ensuring the Town becomes the tourism destination of choice in Ontario;
 - iii. Amend and update the Strategic Plan as necessary;
 - iv. Provide a copy of the Strategic Plan to the Town, as well as any modifications or amendments to the Strategic Plan enacted from time to time;
 - v. Allocate in HMATA's operating budget a percentage for destination awareness and reputation tactics such as media relations, digital marketing, and print marketing that focus on raising Huntsville's profile with prospective visitors.
 - vi. Review and approve all expenditures from the Fund;
 - vii. Hire professionals (e.g. auditors, lawyers) as required to assist in the administration and management of its operations and Fund;
 - viii. Create and implement an advisory panel of local organization stakeholders in the arts, sport, recreation, and heritage sectors, with terms of reference to include who is represented and how the panel is engaged/consulted, within 6 months of the signing of this agreement;
 - ix. Prepare and present an annual report to Town Council respecting expenditures and initiatives that have received monies from the Fund. The report, at a minimum, shall address the following:
 1. A review of project/program/business plan accomplishments based on metrics as determined by the HMATA;
 2. Identification of partnerships with other tourism-related entities/businesses/agencies and any disbursements to such entities from the Fund;
 3. An overview of business plan for the upcoming and future year(s); and
 4. The annual financial statements of HMATA, prepared as required by the Ontario Not-For Profit Corporations Act ("ONCA"). Financial statements will be provided to the Town within 90 days of the HMATA's year end. At the Town's option, the HMATA may be required in any given year, to have audited financial statements prepared, either in addition to or as required under ONCA, within 90 days of the HMATA's fiscal year end.
 - x. Post agendas, minutes, and any application forms and results on the HMATA website;
 - xi. Modify HMATA By-law No.1 to ensure that the interests of Huntsville are represented by requiring board members that are members of the Huntsville/Lake of Bays Chamber of Commerce and Huntsville/Lake of Bays Accommodation and Restaurant Association to own or operate businesses within Huntsville's geographic boundary, within six (6) months of the signing of this agreement;
 - xii. Adopt a procedural by-law within three (3) months of the signing of this agreement;
 - xiii. Use and display HMATA-funded items only within the Town's geographic

- boundaries, unless it is to benefit/redirect tourism to Huntsville;
- xiv. Incorporate the established community-wide brand approved by Council for all external (consumer-facing) marketing as the Town's designated Destination Management Marketing Organization (DMMO);
 - xv. Provide access to all creative and marketing assets including video, print, signage, digital, social, and website, and further that all creative and marketing assets developed under the DMMO remain the property of the Town of Huntsville upon the dissolution of HMATA and/or non-renewal of the pilot project;
 - xvi. Share economic development content from Town staff on the DMMO website that fits under the tourism landscapes as appropriate; and
 - xvii. Consider any other items as requested by Huntsville Town Council.
- b. To achieve the goal of ensuring the Town becomes the tourism destination of choice in Ontario, a collaborative relationship is required between the parties to this agreement. To ensure that priorities are aligned and ensure optimal use of resources the parties agree that:
- i. The Town shall continue to support the Huntsville/Lake of Bays Chamber of Commerce for the operation of a Visitor Information Centre for 2024. These fees will come from the Town's retained 38% of MAT Revenue, subject to budget approval;
 - ii. The parties shall meet annually at a mutually agreeable time near the HMATA's year end, to review the HMATA's business plan, its activities since the last meeting, and its progress related to the strategic plan for the upcoming year, with an interim update by both parties halfway through the HMATA's fiscal year;
 - iii. During each bi-annual meeting, the Town will present its economic development-related plans/projects and MAT-funded projects and activities for the upcoming year;
 - iv. The Town's contribution of sixty-two (62%) of the MAT proceeds to the HMATA shall be considered as the Town's contribution to any future projects the HMATA funds and/or is a partner in. All future HMATA agreements with organizations or businesses receiving money from the Fund shall contain the following language, or similar wording to this effect, "In entering into this agreement the recipient of funds agrees that it shall not approach the Town of Huntsville for additional funding or in-kind requests for this event, project, or program. In the event an approach is made, whether or not funding is received from the Town, any funding received, or to be received, from the HMATA becomes void and shall immediately be re-paid to the HMATA."

5. Distribution of Fund Monies for Tourism Activities

- a. It is expected that the HMATA will establish relationships with other tourism-related entities to work toward the goal of Huntsville being the tourism destination of choice in Ontario.
- b. It is acknowledged and agreed that as the eligible tourism entity of the Town, the HMATA shall be responsible for the distribution of amounts from the Fund for other tourism-related activities based on a percentage of HMATA's annual budget. HMATA acknowledges that the Town shall have no obligation to fund or support other tourism-related partners or businesses other than through the Town's collection of the MAT in support of HMATA.
- c. The HMATA shall establish an open and transparent application and evaluation process within three (3) months of the signing of this agreement, which organizations seeking support for tourism-related activities may access for funding assistance for promoting and developing tourism in the Town.
- d. As part of its evaluation of applications for funding assistance, the Board of the HMATA

must consider and be satisfied that the associated business and strategic marketing plans which underpin the projects/programs have a reasonable likelihood of success in the promotion and development tourism in the Town.

- e. Where the HMATA approves a funding application of a tourism-related activity, it will enter into a Service Agreement with the applicant, based on reasonable key performance indicators, in order to ensure reasonable financial accountability.

6. Indemnification

- a. The HMATA shall indemnify and save harmless the Town, its officers, employees, Members of Council, and agents ("Indemnified Parties") from and against all claims, demands, losses, costs, damages, actions, suits, or other proceedings by whomsoever made, sustained, brought, or prosecuted, in any manner arising from any willful or negligent act, or attributable to anything done or omitted to be done by the HMATA, its directors, officers, employees, or agents, arising directly or indirectly as a result of entering into this contract and any operations connected therewith, save and except for the negligence or willful misconduct of the Indemnified Parties. Without limiting the foregoing, it is understood and agreed that this indemnity shall include legal and investigation expenses incurred in defending any claim by the Indemnified Parties in connection to this contract. Further, it is understood and agreed that the HMATA shall immediately reimburse the Indemnified Parties for any and all such amounts upon demand.

7. Release

- a. The HMATA on behalf of itself, its officers, and employees releases the Town, its officers and employees, and their respective heirs, executors, administrators, and successors from and against all claims, actions, causes of action, suits, debts, dues, accounts, contracts, demands, costs, expenses, damages, liabilities, or other obligations whatsoever and from and against all liabilities, losses, damages, costs, charges, court costs, legal fees on a solicitor and its own client basis, and other expenses of any nature whatsoever which the HMATA, its officers and employees may now have or hereafter can, shall, or may have against the Corporation and its representative arising from or pertaining to the making or refunding of the monies payable under this agreement, save and except for the Town's performance of its obligations in connection with this agreement.

8. Financial Records

- a. The HMATA shall keep separate financial records for all amounts incurred, claimed, paid, and received and shall retain and preserve all documents, contracts, records, claims, and accounts that relate thereto for a period of seven years for the Fund.

9. Inspection of Financial Records and Documents

- a. If the Town has reasonable grounds for believing that any amount included in any preceding payment has not been expended in accordance with this agreement, the HMATA shall, upon reasonable notice from the Town, make available at all reasonable times, and without expense to the Town, all such documents, contracts, records, claims, and accounts for inspection and audit by the Town or its auditors.

10. Provision of Information

- a. Upon written request from the Town, the HMATA shall provide the Town, without expense to the Town, any information which is available to the HMATA with respect to its annual budget or financial statements.

11. Return or Withholding of Payments

- a. If the Town, during its inspection or audit of any such documents, contracts, records, claims, and accounts determines that any payment made by the Town to the Fund has been used by the HMATA for any purpose other than specified in the herein

- agreement, HMATA shall, immediately upon request from the Town, remit such amounts requested back to the Fund and provide evidence of same to the Town within two weeks of the initial request from the Town. Should HMATA fail to do so, the Town may withhold any future payments of the MAT otherwise payable to HMATA, until such a time as the appropriate amount has been returned to the Fund.
- b. If the Town deems administration deliverables to be unsatisfactory, any further payments of the MAT otherwise payable to the HMATA may be withheld by the Town until such time as items are delivered to the satisfaction of the Town, acting reasonably.
 - c. There will be no interest earned by the HMATA and payable by the Town on any fund withheld for any period of time for the reasons noted above.

12. Default

- a. Each of the following constitute an event of default under the terms of this agreement, the proof of which to the contrary at all times lies upon the HMATA:
 - i. HMATA becomes bankrupt or insolvent, goes into receivership, or takes the benefit of any statute from time to time being enforced relating to bankrupt or insolvent debtors;
 - ii. An order is made, or resolution passed for the winding up or for the surrender of the charter of the HMATA, it forfeits its charter, or it is dissolved;
 - iii. HMATA ceases actual *bona fide* operation for a period of 30 consecutive days;
 - iv. HMATA has knowingly submitted false or misleading information to the Town; and
 - v. HMATA is in breach of the performance of, or compliance with, any term, condition, or obligation on its part to be observed or performed pursuant to this agreement, including the enactment and adherence to a Strategic Plan.

13. Remedies on Default

- a. If,
 - i. an event of default as specified in Article 12 occurs; or
 - ii. an event of default specified in Article 12 occurs and is not remedied within 10 business days (the "Default Rectification Period") after receipt by the HMATA of notice of default, or a plan satisfactory to the Town to remedy such event of default is not implemented within such period and fully and diligently carried out,

then, the Town may exercise the following remedies, in addition to any remedies otherwise available in this agreement or at law, namely:

- i. Terminate this Agreement and any further obligation of the Town to transfer MAT payments collected;
- ii. Direct any MAT payments collected by the Town to an alternative eligible tourist entity;
- iii. Immediately demand the return of any MAT funds controlled by the HMATA at the time of default back to the Town or direct the transfer the funds to an alternative eligible tourist entity confirmed in writing by the Town;
- iv. Any assets owned by the HMATA purchased with MAT funds be transferred to the Town; and/or
- v. Require HMATA to pay all or part of the amount at issue forthwith to the Town.

14. Interim of Suspension of Payment

- a. In the event that the Town gives HMATA notice of default, the Town shall have no obligation to make any further payments under this agreement until HMATA has provided sufficient evidence, as determined by the Town acting in its sole discretion, that HMATA is compliant with the terms of this Agreement within the Default Rectification Period.

15. Waiver of Breach

- a. In the event of a breach of any provision of this agreement by one party, no action or failure to act by the other party shall constitute a waiver of any right or duty afforded by that party under this agreement, nor shall any such action or failure to act constitute an approval of or acquiescence in any such breach, except as may be specifically agreed to in writing.

16. Termination

- a. This agreement shall terminate on December 31, 2025, or at the option of the Town in the event any of the following occurs:
 - i. At the expiration of the Default Rectification Period outlined in Article 13;
 - ii. The enabling statutory authority for the Municipal Accommodation Tax is repealed or rescinded so as to substantially limit or deprive the Town of the ability to collect the Municipal Accommodation Tax;
 - iii. The Town and the HMATA agree in writing at any time to the termination of this Agreement; or
 - iv. The Town gives the HMATA 90 days' notice of its intention to terminate this Agreement.
- b. Upon termination of this Agreement, the Fund balance, less legal and binding commitments, along with the organization's assets, will revert back to the Town for distribution by the Town for tourism-related initiatives.

17. Severability of Provisions

- a. If any of the provisions of this agreement shall be found to be illegal or invalid, such illegality or invalidity does not render the whole agreement illegal or invalid, but the agreement shall be construed as if it did not contain the illegal or invalid provision or provisions, and the rights and obligations of the parties shall be construed and enforced accordingly.

18. Relationship

- a. Nothing in this agreement shall constitute the HMATA a local board of the Town, or constitute the Town and the HMATA general partners or joint ventures, or constitute either the Town or the HMATA the agent of the other, or be deemed to authorize the Town or the HMATA to contract for or incur any obligation on behalf of the other.

19. Confidentiality

- a. For the purposes of the *Municipal Freedom of Information and Protection of Privacy Act*, the Town's access to information hereunder is subject to the HMATA's assertion at all material times that all such documents, contracts, records, claims, and accounts are supplied to the Town in confidence.

20. Assignment

- a. The HMATA shall not assign all or any part of its rights or obligations under this agreement to a third party without the Town's written consent.

21. Duration and Renewal of Agreement

- a. This agreement commences on the date hereof and:
 - i. Continues in full force and effect until December 31, 2025, subject to earlier termination of this agreement as provided herein; and
 - ii. Both Parties agree in writing to convene six (6) months prior to the termination of this agreement to discuss the extension of this agreement.

22. Amendment to Agreement

- a. In the event that the Town desires or proposes an amendment to this Agreement, the Town shall provide written notice to the HMATA in accordance with this Agreement. The Town shall require a response from the aforementioned within ten (10) business days. In the event that the HMATA desires to propose an amendment to this Agreement, it shall provide Notice to the Town and the Town shall be subject to the same response time as set out above. In the event that an Agreement to amend or modify this Agreement is reached between the Town and the HMATA, such amendment may only be made by written agreement (reviewed and approved by legal counsel for both parties, as determined by each party), and signed by all parties hereto. If neither party can come to terms on the proposed amendment, it does not constitute cause to terminate this agreement.

23. Notice

- a. If any notice is required to be given by the Town to the HMATA with respect to this Agreement, such notice shall be mailed, delivered, emailed to:

HMATA
Box 5143
Huntsville, ON P1H 2K5
info@huntsvillemat.com

or such other address of which the HMATA has notified the Town, in writing, and any such notice mailed, delivered, or sent by facsimile transmission shall be deemed good and sufficient notice under the terms of this Agreement.

- b. If any notice is required to be given by the HMATA to the Town with respect to this Agreement, shall be mailed, delivered, emailed, or sent by facsimile transmission to:

The Corporation of the Town of Huntsville
37 Main Street East
Huntsville, ON P1H 1A1
Attention: Economic Development Officer
Fax: (705) 788-5153
Email: lauren.macdermid@huntsville.ca

or such other address of which the Town has notified the HMATA, in writing, and any such notice mailed, delivered, emailed, or sent by facsimile transmission shall be deemed good and sufficient notice under the terms of this Agreement.

IN WITNESS WHEREOF the Town and the HMATA have hereunto affixed their respective corporate seals, attested by the hands of their respective officers duly authorized in that behalf.

THE CORPORATION OF THE TOWN OF HUNTSVILLE

Dan Armour

Signed with ConsignO Cloud (2024/04/08)
Verify with verifio.com or Adobe Reader.



Per: _____

Mayor, Nancy Alcock

Tanya Calleja, Clerk

Signed with ConsignO Cloud (2024/04/08)
Verify with verifio.com or Adobe Reader.



Per: _____

Clerk, Tanya Calleja

THE HUNTSVILLE MUNICIPAL ACCOMMODATION TAX ASSOCIATION

Per: _____

Chair, Jeff Suddaby

Per: _____

Vice Chair, Scott Morrison



HMATA Board Meeting Schedule for 2024

Proposed revisions

To ensure that the HMATA Board meets regularly to conduct business, the following schedule is recommended with meetings only being rescheduled if quorum cannot be met. Per the HMATA bylaws, special meetings of the board may be called at any time at the discretion of the Chair, the Vice Chair, or any two (2) Directors. Agenda packages will be distributed via email for review at least four(4) days prior to the meeting.

Tuesday, May 7, 2:30 p.m. – Muskoka Grand Luxury Lodge (84 Swallowdale Rd)

Tuesday, May 28, 2:30 p.m. – 3 Guys and a Stove (143 Hwy 60)

BEGIN MONTHLY MEETINGS (for discussion)

Tuesday, June 18, 2:30 p.m.

Tuesday, July 16, 2:30 p.m.

No meeting in August

Tuesday, September 10, 2:30 p.m.

Tuesday, October 8, 2:30 p.m.

Tuesday, November 12, 2:30 p.m.

No meeting in December (social only, TBD)