



AGENDA

In-person meeting on **Tuesday, January 9, 2024 at 2:30 p.m.**, Holiday Express Inn & Suites (100 Howland Dr.)
Zoom link: <https://us02web.zoom.us/j/83906276896?pwd=SVAXa1hyYTVqbG5XMWVGNVdDMUtJdz09&from=addon>

| | Page # |
|---|--------|
| 1) Welcome and agenda approval <i>Motion: To accept the agenda as presented.</i> | 1 |
| 2) Declaration of conflict of interest | |
| 3) Approval of meeting minutes <i>Motion: To accept the minutes from the Nov. 14, 2023 meeting as presented.</i> | 2-3 |
| 4) Muskoka Tourism marketing presentation, Val Hamilton (20 mins) | 4-13 |
| 5) HMATA sponsorship evaluation discussion and example (20 mins) – Kelly Haywood | 14 |
| 6) Previous business (20 min) | |
| a) Ontario Gymnastics Championships <i>Motion: To support the Muskoka Limberettes Gymnastics Club in the amount of \$_____.</i> | |
| b) CSC ice surface covering | |
| c) Affirmation of e-vote <i>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.</i> | |
| 7) TPA update (15 mins) – Kelly Haywood | |
| 8) Business plan update (30 min) – Kelly Haywood <i>Motion: To approve Visit Huntsville as HMATA's public-facing tourism brand.</i> | |
| 9) Delegation procedure and proposal review (20 min) – Kelly Haywood | |
| a) Huntsville Curling Club | 15-30 |
| b) MSCLE | 31-39 |



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10) Next meetings and adjournment

a) 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., location TBD

b) Adjournment

Motion: *To adjourn the meeting.*



MINUTES

In-person meeting held at The HUB and on Zoom
November 14, 2023, 2:30 p.m.

Present: Jeff Suddaby, Scott Morrison, Steve Carr, Marisa Kapourelakos, Rachel Hunt, Andrew Buwalda, Bob Stone
Regrets: Chirag Patel
Staff: Kelly Haywood, Dawn Huddlestone; Halley Clover, Rhonda Christenson, Torin Suddaby (Zoom)
Guests: Lauren MacDermid, Town of Huntsville; Ellen Selby, Downtown Huntsville BIA (Zoom)

1. Welcome and agenda approval

The meeting was called to order at 2:30 p.m.

Moved by: Scott Morrison

Seconded by: Andrew Buwalda

CARRIED

2. Declaration of conflict of interest – Steve Carr has a business relationship with the Muskoka Limberettes.

3. Approval of meeting minutes

Motion: To accept the minutes from the October 24, 2023 meeting as presented.

Moved by: Rachel Hunt

Seconded by: Marisa Kapourelakos

CARRIED

4. Presentations

4.1. CSC ice surface cover, Greg Pilling, Town of Huntsville (Simone Babineau in attendance)

The Town of Huntsville is seeking HMATA's support to purchase temporary flooring to cover the ice surface in the Don Lough Arena. The Town is aiming to have ice installed in that rink almost year-round. Flooring could ensure its use for other purposes (trade shows, concerts, etc.). Town and HMATA could jointly look for grant opportunities. Ask: \$227,400.

4.2. Ontario Gymnastics Championships, Chantelle Armstrong et al., Muskoka Limberettes

The Muskoka Limberettes are seeking HMATA's support to improve the event experience for athletes, coaches/judges, and attendees, potentially including: upgraded athlete gift, welcome reception and/or gifts for coaches/judges, volunteer appreciation and/or t-shirts with partner logos, brochures for visitors highlighting where to eat, stay, and shop. Ask: \$50,000.

4.3. Post-presentation discussion re: guidelines for presenters

Options discussed included: limiting presentations to one per meeting; asking presenters to send a video in advance and then limit in-person presentation/Q&A to 10 minutes; need to ensure that Board has opportunity to see the passion of these groups; need a filtering process



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to ensure asks are something HMATA would consider funding; could consider intake periods for proposals to be reviewed by a committee of the Board.
Staff to make a recommendation at a future meeting.

5. Financials

5.1. Audited financials

- **Motion:** *To approve the 2020 audited financials as presented.*
Moved by: Scott Morrison
Seconded by: Marisa Kapourelakos
CARRIED
- **Motion:** *To approve the 2021 audited financials as presented.*
Moved by: Steve Carr
Seconded by: Marisa Kapourelakos
CARRIED
- **Motion:** *To approve the 2022 audited financials as presented.*
Moved by: Rachel Hunt
Seconded by: Marisa Kapourelakos
CARRIED
- **Motion:** *To approve the 2023 audited financials as presented.*
Moved by: Scott Morrison
Seconded by: Steve Carr
CARRIED

5.2. Savings deposit update

Tabled

5.3. Payroll registration

Staff noted that this is in progress – documents need to be filed before the payroll account can be set up. Payroll will be processed manually in the meantime.

5.4. Cash flow/revenue update

Tabled

5.5. Staff computer

Motion: *To approve up to \$2,500 for purchase of a laptop for the Executive Director.*

Moved by: Scott Morrison

Seconded by: Marisa Kapourelakos

CARRIED



MINUTES

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November 14, 2023, 2:30 p.m.

6. TPA update

Tabled (the TPA is still being reviewed by the Town's legal counsel, and will then come to HMATA for review).

7. Business plan framework

7.1. Organization name/brand

Discussion regarding a public-facing name. The Chair suggested Tourism Huntsville. Other recommendations and discussion included: using the Town of Huntsville's community tourism brand for continuity, and adding the new name to the logo; ensuring that brand guidelines are followed.

7.2. Registration of names and logo

Staff to contact solicitor to ensure name can be registered.

7.3. Tourism logo vs corporate logo

There will be no distinction – the organization will have one identity.

7.4. Business relationships

- Huntsville Lake of Bays Chamber of Commerce:
HMATA reps met with the Chamber of Commerce Board re: relationship between the entities, including tourism services (i.e. a visitor information centre or other physical location) and marketing, to identify which 'lane' each entity (as well as Muskoka Tourism) will occupy and where there will be overlap, to avoid duplication of efforts. Want to ensure that funds the Chamber receives from HMATA, in addition to any received from the MAT off the top, are being used for separate purposes. Both organizations are keen to work together, and other initiatives were also discussed. A follow-up discussion has been scheduled.
- Muskoka Tourism (MTMA):
Chair and ED spoke with Muskoka Tourism ED regarding partnering to leverage marketing opportunities for leisure visits to the area. HMATA staff would still produce marketing assets and do some external marketing, but will leverage MTMA's reach and focus more on marketing to attract corporate/association business (e.g. conferences), weddings, etc. as well as other partnerships and product development. MTMA to present seasonally to the HMATA Board, next on Jan 9.
- Huntsville Festival of the Arts:
Desire to focus efforts more on larger concerts in shoulder seasons, or perhaps a small festival.



MINUTES

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7.5. Floor 13

ED recommends engaging consultants at Floor 13 again (or another third party) for market research to inform business plan.

7.6. Scoring partnerships

Focus on economic impact – i.e. how much hotel/restaurant/etc. revenue will be generated by an event, and what percentage of that does HMATA want to contribute to the organization to support their efforts. Will also depend on what the funds will be spent on, and how that will correlate with HMATA's visitor attraction efforts.

7.7. Timeframe

By Jan. 31, business plan needs to be complete. Goal is to have next fiscal year's budget completed and approved by Mar. 31.

8. Proposed meeting schedule for 2024

Staff presented the meeting calendar for the coming year. For information only.

9. Christmas luncheon

The Chair reminded the Board of the coming Christmas luncheon, where a cheque will be presented to the Huntsville Hospital Foundation.

10. Next meetings and adjournment

- Next meetings:
 - Tuesday, December 5 at 12:00 p.m., 3 Guys and a Stove (Christmas Luncheon – no agenda)
 - Tuesday, January 9 at 2:30 p.m., Holiday Inn Express & Suites
 - Tuesday, January 30 at 2:30 p.m., TBD

- Adjournment

Motion: *To adjourn the meeting at 4:41 p.m.*

Moved by: Andrew Buwalda

Seconded by: Scott Morrison

CARRIED

MUSKOKA

2023 Review & 2024 Proposal



Overview – 2023 Campaigns

Goal: Muskoka Tourism will specifically engage in a marketing campaign focused on Huntsville, ON. Using the Discover Muskoka brand to amplify the attractions, accommodations and unique features of Huntsville further. Driving interest and inspiring a visit to Huntsville, specifically midweek.

Method: A diversified media plan using a mix of placements to reach as many potential travellers as possible.

Audience: Toronto/GTA (+ Rest of Ontario where possible), all genders, Interested in Muskoka, Arts, Culture, travel, outdoor adventures

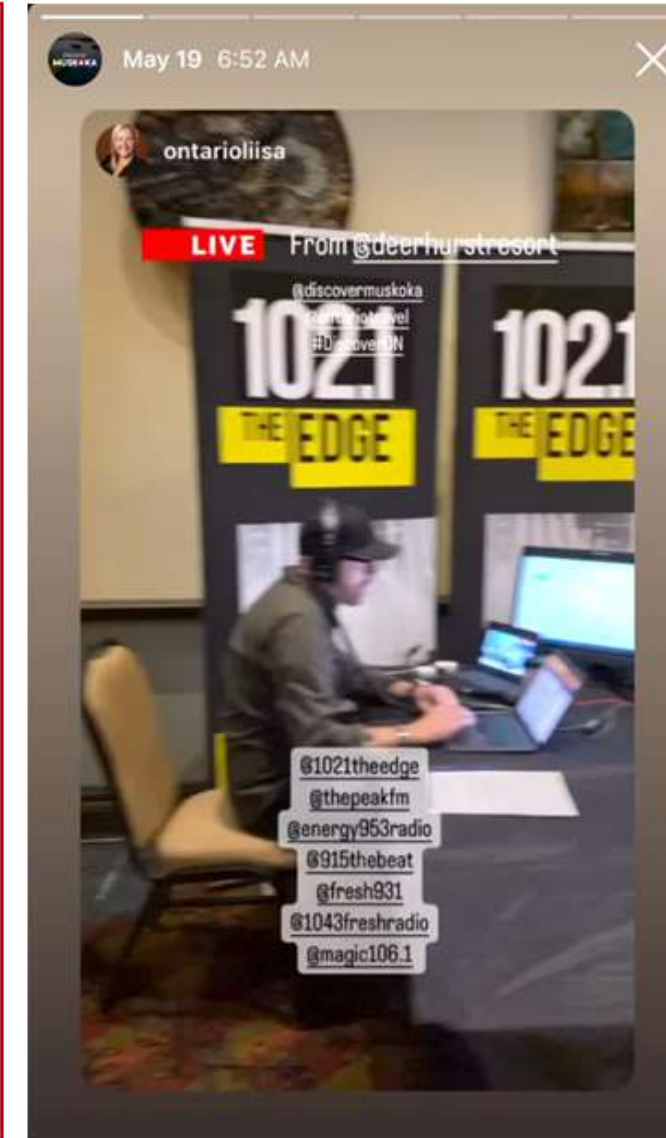
| 2023 HMATA X MTMA PARTNERSHIP | | | | |
|-------------------------------|-----------------|----------------|-------------------|--------------------------------------|
| Season | Spend | Value | Impressions | Details |
| WINTER | \$20,000 | \$50,000 | 11,638,662 | 2022/23 Destination Ontario Campaign |
| SPRING | \$5,000 | \$23,000 | 1,766,010 | 7 Corus Radio Stations |
| FALL | \$25,000 | \$35,000 | 7,551,718 | Diversified Marketing Plan |
| TOTAL | \$50,000 | 108,000 | 20,956,390 | |

Corus Radio in Muskoka



- Live on Friday, May 19th from Deerhurst Resort in Huntsville
- Explored Huntsville on May 18th
- \$26,000 in media from 7 Corus Radio Stations.
- **Total Reach: 1,849,584**
- **Total airtime minutes dedicated to Muskoka: 89+**
- Destination Ontario: \$16,000
- HMATA: \$5,000
- Deerhurst Resort: \$3,700 + 7 getaways with meals, all rooms/food (21 people)
- MTMA worked with Destination Ontario to identify location and segments
- In Huntsville the crews explored Algonquin Outfitters, Affogato, Nutty Chocolatier, Group of 7 Murals

REACH: 1,766,010



- The Edge 102.1 (Toronto)**
T: @the-edge I: @1021theedge
- Maura Grierson
- Scott Tucker
- Chris Bundas
- Alicia Bell
- Marco Lima
- Harrison Mercer
- The Peak 95.1 FM (Collingwood)**
T: @thepeakfm I: @thepeakfm
- John Eaton
- Melanie Case
- Joy Iatham
- Energy 95.3 (Hamilton)**
T: @Energy953Radio I: @energy953radio
- 91.5 The Beat (simulcast) (Kitchener)**
T: @915thebeat I: @915thebeat
- Scott Fox
- Kot Callaghan
- Myranda Weller
- Fresh Radio Barrie 93.1**
T: @931freshradio I: @fresh931
- Matt McLean
- Tara Dawn Winston
- Elizabeth Raschewski
- Fresh Radio Kingston 104.3**
T: @1043FreshRadio I: @1043freshradio
- Monica Lapaine
- Jesse Reynolds
- Magic 106.1 (Guelph)**
T: @magic1061 I: @magic106.1
- Lisa Richards
- Brent Freeman
- Sydney Norheim



FEATURED OPERATORS – FACEBOOK NEWSFEED ADS

Creative will be carried through Facebook and Instagram newsfeed ads.

Destination Ontario Sponsored

Skating through the forest at Arrowhead is definitely a winter bucket list activity. Avoid the crowds and head there mid week for the ultimate skate trail experience.



ontarioparks.com
Start Your Winter Outdoor Adventure at Arrowhead Provincial Park [Learn more](#)

Like Comment Share

Destination Ontario Sponsored

Enjoy all that Muskoka's premier resort has to offer this winter, including a host of outdoor activities like skating, snowshoeing and starlit walks. Then wrap up each day with a cozy night by the fire.



deerhurstresort.com
Start Your Winter Outdoor Adventure at Deerhurst Resort [Learn more](#)

Like Comment Share

Destination Ontario Sponsored

Take an unforgettable walk through the seasons and cycles of the moon on this interactive sound-to-light forest night walk at Muskoka Heritage Place in Huntsville.



eclipselightwalk.com
Start Your Winter Outdoor Adventure at Eclipse "Walk With Light" [Learn more](#)

Like Comment Share

FEATURED OPERATORS – FACEBOOK NEWSFEED ADS CONT'D

Destination Ontario Sponsored

Explore Muskoka's ski destination, offering stunning lake views at every turn. Make it a winter getaway with a Hidden Valley Ski & Stay Package.



skihiddenvalley.ca
Start Your Winter Outdoor Adventure at Hidden Valley [Learn more](#)

Like Comment Share

Destination Ontario Sponsored

If you're looking for the ultimate Canadian winter experience, join Brad, Leah, Brea and their family of Alaskan Huskies on a guided tour of Muskoka wilderness.



northridgeranch.ca
Start Your Winter Outdoor Adventure at North Ridge Ranch [Learn more](#)

Like Comment Share

FEATURED ARTICLES – INSTAGRAM STORY ADS



MUSKOKA MUST DO: ECLIPSE WALK WITH LIGHT IN HUNTSVILLE

Plan your winter **outdoor** adventure

#Discover**ON**



5 WINTER WONDERLAND GETAWAYS TO HUNTSVILLE

Plan your winter **outdoor** adventure

#Discover**ON**



REDISCOVER THE MAGIC OF WINTER IN MUSKOKA

Plan your winter **outdoor** adventure

#Discover**ON**

Date: Jan 9, 2023 - Feb 19, 2023

Partner: Muskoka Tourism (MTMA)
Total Media Budget: \$50,000
Start Date: Jan 16, 2023
End Date: Feb 19, 2023
Traffic to: discovermuskoka.ca

Marketing Qualified Leads
Attracting prospective visitors



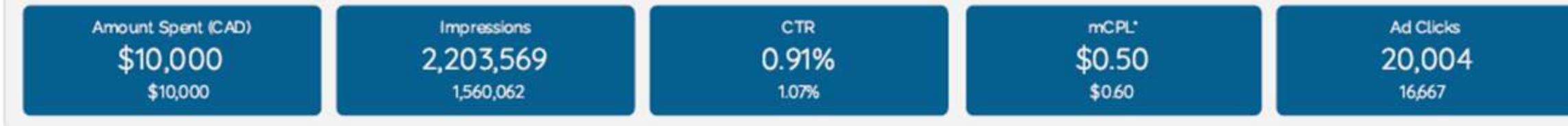
Overall Performance

OVERALL PERFORMANCE SUMMARY

Partner Performance



Operator Performance



*mCPL = Media Cost Per Lead
 - Tagged sites = Amount Spent (CAD) / Total Sessions
 - Untagged sites = Amount Spent (CAD) / Total Ad Clicks
 *Total Leads to Partners = Partners Sessions (tagged sites) + Ad Clicks from Operators (untagged sites)

Muskoka Tourism Performance

2023 Fall Marketing – HMATA (Pg 1)



@Wellness Travelled
https://www.instagram.com/reel/CyTNpaXukj_/?hl=en

IMPRESSIONS:
1,853,014

COST:
\$5,600

@TheLostTwo
https://www.instagram.com/p/CyYbTf_OhpY/?hl=en

IMPRESSIONS:
292,641

COST:
\$5,183



@ExplorewithKress
https://www.instagram.com/p/CyYbTf_OhpY/?hl=en

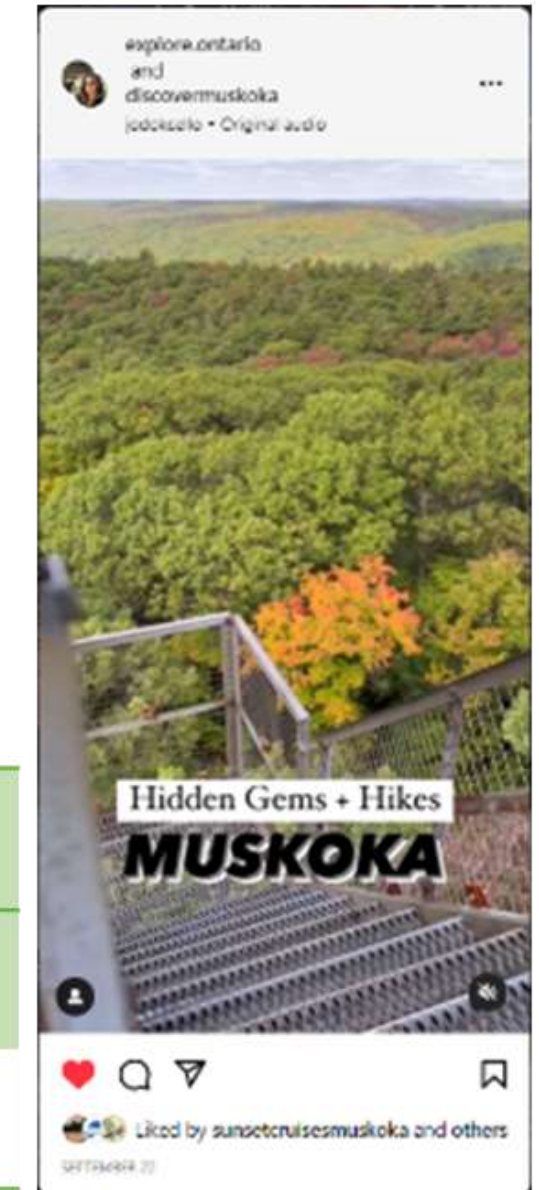
IMPRESSIONS:
159,023

COST:
\$900

@Explore.Ontario
https://www.instagram.com/p/Cxfka8HL3_O/?hl=en

IMPRESSIONS:
378,053

COST:
\$1,500



Total Influencer Impressions: 2,682,731

Total Cost: \$13,183

2023 Fall Marketing Campaign

Period: September 1st – October 15th

Total Spend MTMA: \$30,000

Total Partnership Spend: \$29,000

Media Partners

Spend

Impressions Final

- Influencers**

\$13,183

2,685,034

@Wellness Travelled

\$5,600

1,853,014

@TheLostTwo

\$5,183

292,641

@ExploreOntario

\$1,500

378,053

@ExplorewithKress

\$900

169,023

The Globe and Mail – Print ¼

\$2,500

374,000

- Destination Ontario Content Piece
- “Insider’s Guide to Huntsville in Fall”

\$13,333

4,104,346
Ad Clicks 62,368

- Huntsville Destination Ads

\$4,450

257,644 - Ad Clicks 5,026

- Oktoberfest Muskoka Ads

\$600

180,694 - Ad Clicks 3,469

- Local Moose FM – What’s Happening in Huntsville

Partnership

40,000

- Local Cogeco TV – What’s Happening in Huntsville

Partnership

15,000

TOTAL

\$34,066

7,551,718


TOTAL COST TO HMATA

\$25,000

2023 Fall Marketing Creative Board

Discover Muskoka
Sponsored · 🌐

Spend your day exploring Muskoka and the night rockin' with some of Canada's biggest names. Dean Brody, David Wilcox ...See more




discovermuskoka.ca
3 Award Winning Artists Coming to Huntsville [Learn more](#)

👍 Like 🗨 Comment ➦ Share

Geordie N... 35 comments 59 shares

Discover Muskoka
Sponsored · 🌐

Incredible events are happening this fall in Muskoka set against awe-inspiring fall colours. Highlights include Nursery Nights at Sandhill Nursery, Gravenhurst Autumn Art Tour, Halloween Spooktacular at Santa's Village, fall fairs, Bala Cranberry Festival, Oktoberfest Muskoka, Bachman & Bachman at JW Marriott, plus SO much more. Plan your trip!



discovermuskoka.ca
Muskoka Must-Do Fall Events [Learn more](#)

👍 Like 🗨 Comment ➦ Share

452 16 comments 91 shares




INSIDER'S GUIDE TO HUNTSVILLE IN FALL

Muskoka
#DiscoverON

[LEARN MORE](#)

Destination Ontario
Sponsored · 🌐

A visit to Huntsville in the fall means you'll get to experience the best parts of summer lake life plus so many more amazing autumnal indulgences, all without the crowds.




discovermuskoka.ca
Plan Your Fall Outdoor Adventures in Muskoka [Learn more](#)

👍 Like 🗨 Comment ➦ Share

Discover Muskoka
Sponsored · 🌐

The Muskoka Music Crawl was so successful this summer it continues on this fall. Catch different live acts at different venues across Huntsville every Friday and Saturday evening. No cost to attend! Sit around the campfire and enjoy your favourite cottage country tunes 🍂



discovermuskoka.ca
Muskoka Music Crawl Continues On! [Learn more](#)

👍 Like 🗨 Comment ➦ Share

Kelly Hayw... 7 comments 25 shares

Discover MUSKOKA



Dear Ontario,
For as far as I can see the sky is electric in colour. The biggest and brightest canvas I've ever seen. With every paddle, hike, bend in the road, it just keeps getting better. It's time for you to come see it for yourself.

Yours truly,
Muskoka

CRANBERRY ROUTE
MUSKOKA

HUNTSVILLE
A Gateway to World-Renowned Algonquin Park
Peaceful. Adventure. Spirit.

CRANBERRY CAPITAL OF ONTARIO
Come for the fall colours, stay for the cranberry harvest. The **Muskoka Cranberry Route** features over 40 unique cranberry offerings across Muskoka, including craft brews, desserts, speciality dining and overnight packages. Don't miss **Muskoka Lakes Farm & Winery** to take in their annual harvest, including the cran-tastic plunge!
Plan Your Trip:
MuskokaCranberryRoute.ca
September 18 - October 15

ART & CULTURE HOTSPOT
Huntsville is a community within Muskoka and is the gateway to world-renowned Algonquin Park. Serving up spectacular art and culture from the exploration of Tom Thomson, the Group of Seven Outdoor Gallery, the mesmerizing Algonquin Theatre and phenomenal live music acts year-round.
Some upcoming highlights include:
Great Lake Swimmers - September 30
Jenn Grant - October 15
Ben Caplan - October 22
Hawkeye Workmen - October 26
Dean Brody - November 11
Susan Aglukark V.I.P.'s - December 1

MORE GREAT UPCOMING MUSKOKA EVENTS

| | | | | | |
|--|---|---|---|--|--|
|  BATHURST MUSKOKA OCT 20 - 22 |  BALA CRANBERRY FESTIVAL OCT 13 - 15 |  GIRLFRIENDS AT THE GRANGE OCT 13 - 15 |  ECLIPSE OCT 13 - 15 |  MUSKOKA ARTS & CRAFTS MARKET OCT 13 - 15 |  SANTA'S VILLAGE NOV 1 - 12 |
|--|---|---|---|--|--|

Plan your Muskoka adventure!
DISCOVERMUSKOKA.CA

Scan for the up-to-date Fall Colour Report

2024 Marketing Campaign

Period: Spring & Fall

Total Spend: \$50,000

| Media Partners | Spend | Value | Impressions Estimates |
|--|-----------------|-----------------|-----------------------|
| • SPRING (In market: March – April) | \$25,000 | | 3,000,000 |
| Broadcast with Global Morning | \$5,000 | \$25,000 | 750,000 |
| Influencer visits (up to two) TBD Food/travel focus | \$5,000 | \$5,000 | 450,000 |
| Maple Season Ads (META, Google Discovery, Youtube) | \$13,500 | \$13,500 | 1,800,000 |
| Creative | \$1,500 | \$4,000 | - |
| • FALL (In market: Mid-August – Mid-October) | \$25,000 | | 3,975,000 |
| Destination Ontario Inclusion: Winter Drive Markets (1 Dedicated Article) Upstate Michigan/Ohio/New York | \$10,000 | \$22,000 | 2,500,000 |
| Influencer visits (up to three) Adventure/travel focus | \$7,000 | \$7,000 | 525,000 |
| Huntsville Destination Ads (Meta, Google Discovery, Youtube) | \$6,500 | \$6,500 | 950,000 |
| Creative | \$1,500 | \$4,000 | - |
| • Local Moose FM – What’s Happening in Huntsville | Partnership | \$5,000 | 40,000 |
| • Local Cogeco TV -- What’s Happening in Huntsville | Partnership | \$1,000 | 15,000 |
| TOTAL | \$50,000 | \$93,000 | 7,030,000 |

LIMBERETTES (May 2-5, 2024)

| | | |
|----------------------------------|-----------|--------------|
| # of participants | 1200 | |
| # of parents | 500 | |
| # of rooms booked | 500 | |
| # of night stay: | 2 | |
| \$ cost of room night: (adr) | \$200 | May 3-5 |
| Total Room Revenue: | \$200,000 | |
| Plus Local Spending (\$123.6 pp) | \$148,320 | CRA per diem |
| TOTAL Potential Revenue | \$350,722 | |
| % of Revenue (3) | \$10,522 | 3%? |

Other Variables:

| | | |
|--|-----------------|---------------------------|
| Shoulder Season? | | Confirm dates |
| Yes: (+2000) | 2000 | |
| No: (-\$2000) | | |
| Shoulder Season Wknd/WkDy | | |
| Wknd: (-\$1000) | -1000 | |
| WkDy: (+\$1000) | | |
| One-off or Annual Event? | | |
| One-off (-\$1000) | -1000 | |
| Annual (+1000) | | |
| Does this event align with our environment values? | | How will we measure this? |
| Yes (+500) | 500 | |
| No (-500) | | |
| What is your spend on Marketing? | | |
| Over \$2000 (+1000) | | |
| Under \$2000 (zero) | 0 | |
| Does this event have an International profile? | | |
| Yes (+2000) | | |
| No (zero) | 0 | |
| Does this event have a Provincial profile? | | |
| Yes (+1000) | 1000 | |
| No (zero) | | |
| Total Eligible/Up To contribution: | \$12,022 | |

Other considerations:

| | |
|--------------------------------|---|
| Capacity to deliver? | Anecdotal, but important... we have to find a way to measure this |
| Winter? | |
| Budget size (small vs large) | |
| Inaugural vs Recurring? | |
| What is their contingency plan | Something to add to an application |
| Marketing Plan | Also would need to measure this |



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



**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



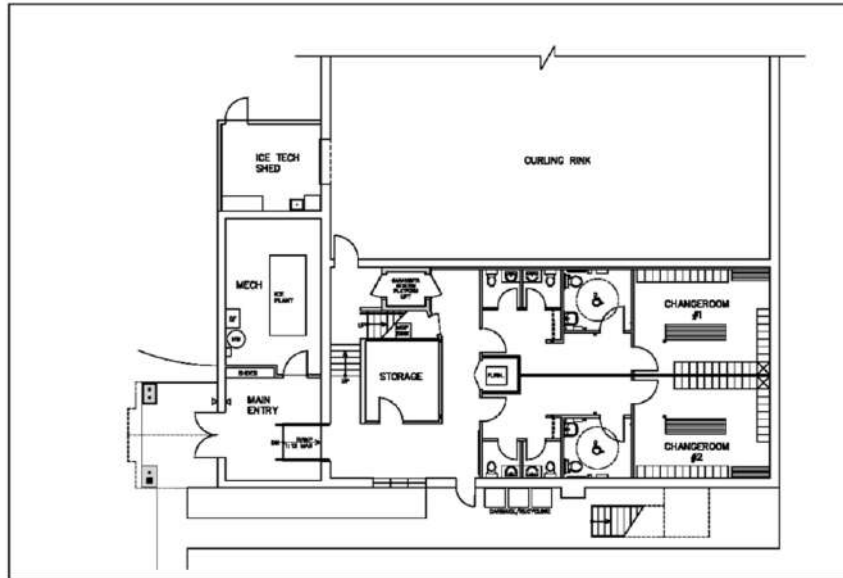
2024 building front with new automatic double doors, portico, and facelift

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

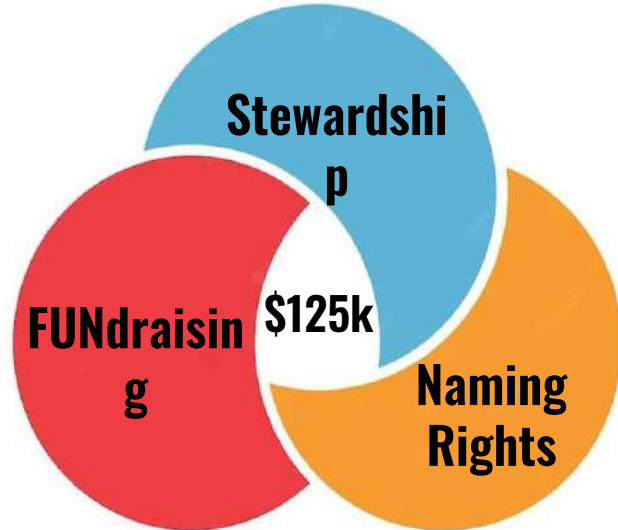


What is Access125?



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.

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

Our Request for Support



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 |
| TOTAL | 160 | \$40,000 |

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.



the muscle project

MOVEMENT, STRENGTH, CONDITIONING, &
ACTIVE LIFESTYLES FOR EVERYONE



HMATA PROPOSAL

JANUARY 2024

Presented By:

RICH TRENHOLM

NATASHA CORBETT

Project Co-Leads, TriMuskoka

OUR VISION

To design and install a centrally located, publicly accessible **network of fitness, exercise, and sports parks** such that they are **inclusive** for all ages, fitness levels, physical abilities, regardless of primary place of residence and socioeconomic status.



WHY NOW?

Only **1 in 5 adults** meet the recommended combined aerobic and muscle strength activity guidelines

COMMUNITY HEALTH BENEFITS

- prevents many chronic diseases
- maintains independence in the aging population
- establishes activity as a social norm for youth
- primary treatment for mental health
- fundamental treatment of obesity

TRENDS

- Increased demand for unstructured activities
- Use of technology
- Growing focus on Health and Wellness
- Inflation and interest rates increasing resulting in less dispensable income

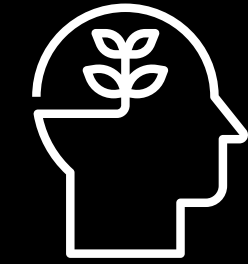
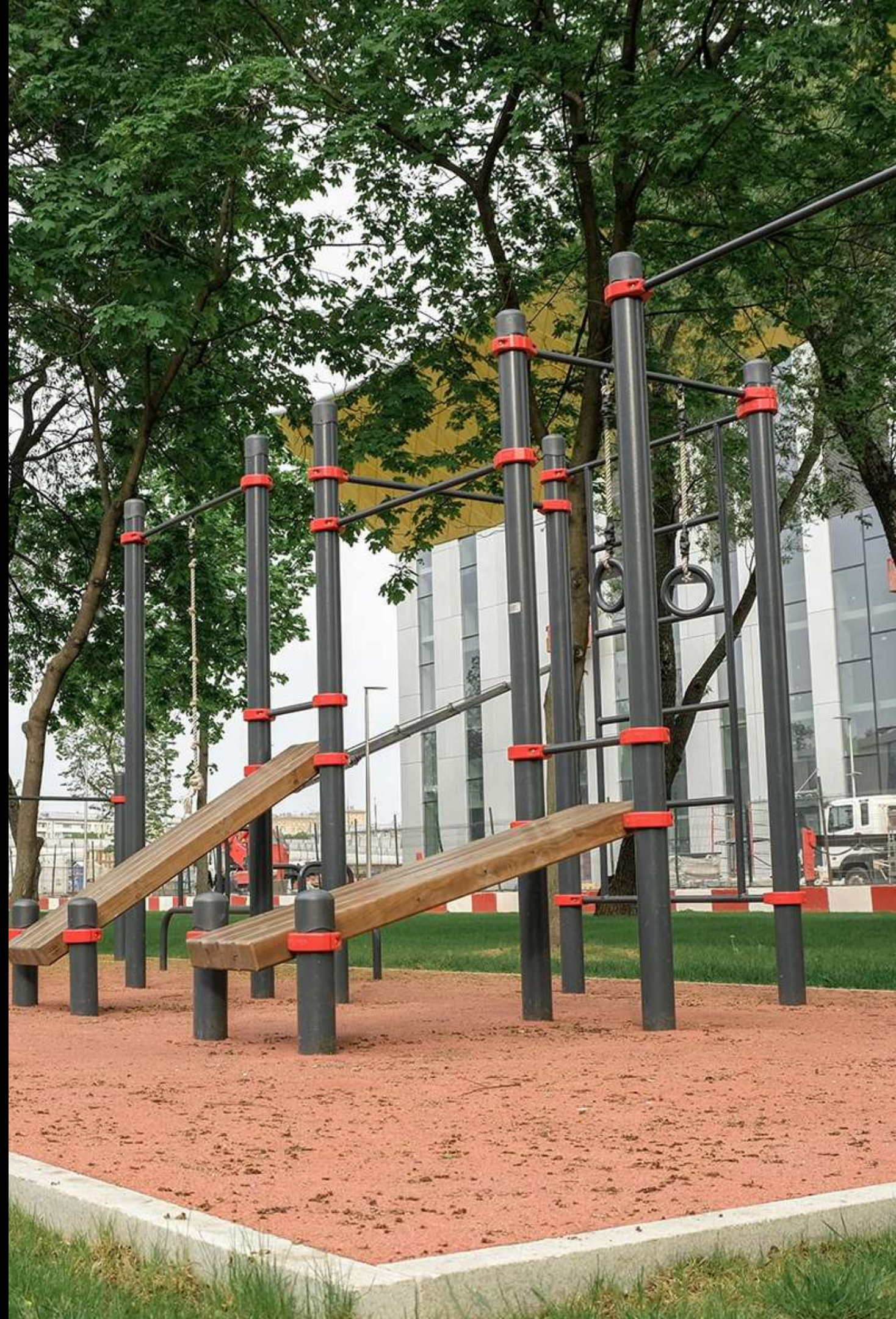
We are working with the **Town of Huntsville** to actively address these issues with the Community Services Master Plan & Waterfront strategy

THE PLAN



THE NETWORK

- Multiple fitness parks installed in publicly accessible and centrally located parks
- Connected by a trail system as developed by Active Transportation Committee



THE PROGRAM

- Web/App based and freely accessible programming designed by fitness and rehab professionals
- Scalable to fitness levels, ages, and abilities
- Useable by individuals and groups alike



**THREE SEASON
OUTDOOR TRAINING SPACE**

**CENTRALLY LOCATED FITNESS PARKS WILL
BE INSTALLED IN EXISTING PARK LOCATIONS
TO PROMOTE ACTIVE PLAY AND PHYSICAL
FITNESS FOR ALL AGES, ABILITIES,
SOCIOECONOMIC LEVELS**

BUILT FOR ACCESSIBILITY AND INCLUSIVITY

- Exercise friendly surface
- At grade and entranceway ramps to allow for accessibility
- Integrated drainage throughout surface
- Surrounding benches for integrated exercises and recovery
- Consideration for shade generating structures

LOCATED FOR COMMUNITY HEALTH AND ACTIVE TOURISM

- Community members of all ages and abilities including sports teams and schools
- Growing number of tourists seeking active and wellness tourism, specifically in natural environments

OUTDOOR FITNESS PARK CONCEPTS



TOURISM BENEFITS

- **40% of travellers** plan their vacations centered around **outdoor activities**, and this number is growing
- On average, they **spend more** than the average tourist within the destination
- Tourists actively choose one community over another **by the services and infrastructure available** within the community.

The MSCLE Project Fitness Parks will support and enhance the active tourism market by:

- creating **unique opportunities** for visiting tourists which will have them choose our community over a neighbouring one by virtue of having enhanced, accessible, available, and affordable fitness infrastructure
- **engage them to coming back time and time again.**



OUR ASK

Up to **\$200,000** to cover installation costs of the first fitness park

| | ESTIMATES |
|--|------------------|
| EQUIPMENT COSTS | \$67,000 ✓ |
| SITE ENGINEERING, DESIGN, PREPARATION & INSTALLATION | \$200,000 |
| PROGRAMING & ADMINISTRATION | \$100,000 ✓ |
| TOTAL | \$367,000 |

PARTNERS

