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## AGENDA

In-person meeting on **Tuesday, February 13, 2024 at 2:30 p.m.**

Huntsville Public Library (7 Minerva St.), Friends Room

Zoom link: <https://us02web.zoom.us/j/84173242471?pwd=OTFSS11cHdLUWdkR0JsQzFYWmFmQT09&from=addon>

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	Page #
<b>1) Welcome and Agenda Approval</b> <i>Motion: To accept the agenda as presented.</i>	
<b>2) Declaration of Conflict of Interest</b>	
<b>3) Approval of Meeting Minutes</b> <i>Motion: To accept the minutes from the January 30, 2024 meeting as presented.</i>	<b>3-7</b>
<b>4) Presentations (15 min each)</b>	
a) Festival of the Arts	<b>8-17</b>
b) Chamber of Commerce	<b>18-40</b>
<b>5) Sponsorship formula review</b>	
<b>6) Previous business (15 min)</b>	
a) Huntsville Curling Club accessibility funding	<b>41-42</b>
b) Municipal ice covering	
c) Affirmation of e-vote for winter marketing campaign <i>Motion: To affirm the Board's unanimous electronic decision to allocate \$12,000 for a winter marketing campaign.</i>	
<b>7) Huntsville Brand – Lauren MacDermid and Lisa Spolnik</b>	
<b>8) TPA update</b>	
<b>9) ED report</b>	
a) Delegation proposals – Knights of Columbus, YMCA job fair	
b) ROMP – Rural Ontario Medical Program	
c) ED report	<b>43-46</b>
d) Draft funding application	<b>47-50</b>



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### 10) Closed session

- a) Draft budget

### 11) Next meetings and adjournment

- a) Next meetings:
  - Tuesday, March 5 at 2:30 p.m., Holiday Inn Express & Suites
  - Tuesday, March 26 at 2:30 p.m., HfA Studio (58 Main St. E – the entrance is off Dara Howell Way across from River Mill Park)
  - Tuesday, April 16 at 2:30 p.m., location TBD
- b) Adjournment
  - Motion:** *To adjourn the meeting.*



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## MINUTES

In-person meeting at the Active Living Centre, and online via Zoom  
January 30, 2024, 2:30 p.m.

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

The Chair noted that the following items will be deferred: 7. Huntsville brand presentation (Lisa Spolnik) and 8. TPA update (Kirstin Maxwell).

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

Moved by: Scott Morrison

Seconded by: Andrew Buwalda

**CARRIED**

#### 1.2. Downtown Huntsville BIA rep

The Chair acknowledged that Rachel Hunt has resigned from the Board as the Downtown Huntsville BIA representative and welcomed Steve Campbell to the Board as the BIA's new representative. Steve provided a brief bio.

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

### 3. Approval of meeting minutes

**Motion:** *To accept the minutes from the January 9, 2024 meeting as presented.*

Moved by: Chirag Patel

Seconded by: Andrew Buwalda

**CARRIED**

### 4. Presentation – Huntsville Curling Club

The HCC president, Ron Kreutzer, provided an overview of the club's efforts to make its facility fully accessible, at which point it will be the only fully accessible curling club in the Muskoka region. Fundraising is underway, and some renovations have been completed already. The club is seeking financial support from HMATA to help with further renovations. Two possible options were presented: one-time funding of \$30,000, which could be split into three annual payments of \$10,000 each, and which would be recognized on a donor wall and HMATA could receive 10-year naming



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rights for the kitchen or lounge area; or one-time funding of \$20,000, which would support installation of the portico and installation of the new front entrance and which would be recognized on a plaque.

Funding ask to be discussed by the Board at the next meeting.

### 5. Financials and investment update (Andrew Buwalda)

The Secretary/Treasurer provided an overview of financials to date and forecast to the end of the fiscal year (May 31, 2024). Grants to be removed from forecast going forward, unless there are active applications or funds have been received. Funds available for disbursement to the end of the fiscal year: \$29,100.

Short-term investments are being finalized with Scotiabank: \$400,000 will be moved into a 388-day GIC at 5.2% and \$218,000 into a cashable GIC at 4.25%.

The main motion was amended to include these details.

**Motion:** *To accept the financials and investments as presented, including short-term investments at Scotiabank of \$400,000 into a 388-day GIC at a rate of 5.2% and \$218,000 into a cashable GIC at a rate of 4.25%.*

Moved by: Chirag Patel

Seconded by: Scott Morrison

**CARRIED**

### 6. Previous business – Muskoka Tourism funding

The Chair reminded the Board of the details of Muskoka Tourism's request for funding: \$25,000 for a Huntsville-specific spring marketing campaign. Recommended that focus be on spring campaigns only.

**Discussion:** Good opportunity because HMATA does not have any assets in market currently; Board should consider if it wants to focus on product development and engage Muskoka Tourism for awareness; as other MATs come online in other Muskoka municipalities, there is the potential for diluted messaging – Huntsville has the opportunity to be in a leadership position given its accommodation and experience assets compared to other municipalities; Muskoka will always have a stronger brand than Huntsville on its own; should HMATA be putting more funds into marketing rather than supporting events?

**Motion:** *To provide \$25,000 to the Muskoka Tourism Marketing Association for a Huntsville-focused spring marketing campaign.*



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---

Moved by: Scott Morrison  
Seconded by: Andrew Buwalda  
**CARRIED**

### 7. Huntsville Brand

Presentation by Town staff has been postponed to a future meeting.

The ED noted that Town staff are concerned that Visit Huntsville will cause confusion with their frequent call to action, “visit Huntsville.ca”. Propose Explore Huntsville, which would engage both activity and locals even that’s not HMATA’s mandate – it’s more inclusive.

**Discussion:** Don’t necessarily feel there would be confusion, but consensus is to switch to Explore Huntsville (explorehuntsville.ca) because it feels more active; Town does get a lot of tourism inquiries which HMATA staff will work to change; may be worthwhile to develop a landing page for visithuntsville.ca that directs people to either the Town for municipal info or Explore Huntsville for tourism info.

**Motion:** To replace Visit Huntsville and visithuntsville.ca with Explore Huntsville and explorehuntsville.ca as HMATA’s public-facing tourism brand.

Moved by: Andrew Buwalda  
Seconded by: Chirag Patel

**CARRIED**

### 8. Sponsorship formula and funding applications

ED reviewed adjusted formula and suggested that funding bands be used to determine the percentage of revenue an organization is eligible for. The formula would then be applied, after which more subjective criteria could be considered.

**Discussion:** Should events that would happen anyhow be funded? It’s a question worth asking, but does not have to result in a ‘no’. Also need to consider if recurring annual events are supported in perpetuity, or if HMATA should focus on underwriting new events and ventures to help them become self-sustaining. There still needs to be a funding cap, regardless of how much the formula indicates they are eligible for. Also consider that brand awareness, which can be hard to measure, is part of HMATA’s mandate, and large-scale, professional events that are marketed internationally also have value. Need to also consider the overall impact on the tourism economy (both small and large hotels/resorts, restaurants, other tourism operators). The formula is just one tool, and the funding decision will also be informed by the organization’s application and presentation. HMATA’s financial constraints also need to be taken into account – dollars spent on community activations



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takes away from marketing and vice versa. Intake periods need to be established (twice per year suggested).

### 9. ED report

#### 9.1. Delegation proposals

Ironman to present at next meeting, along with Huntsville Festival of the Arts. More information to come regarding Knights of Columbus tournament.

#### 9.2. Business plan update

To be discussed in closed session due to human resources component.

#### 9.3. Website transition

Staff have begun migrating Huntsville Adventures content, which has been hosted by the Chamber, to HMATA's site. Lake of Bays tourism information needs to be stripped out.

#### 9.4. Winter marketing campaign

Information to come via email for Board's consideration – a digital push with a contest package for February and March.

### 10. Closed session

**Motion:** To enter closed session at 4:38 p.m.

Moved by: Andrew Buwalda

Seconded by: Chirag Patel

**CARRIED**

**Discussion:** budget and staffing.

**Motion:** To leave closed session at 5:45 p.m.

Moved by: Andrew Buwalda

Seconded by: Chirag Patel

**CARRIED**

### 11. Next meetings and adjournment

- Next meetings:
  - Tuesday, February 13 at 2:30 p.m., Huntsville Public Library, Friends Room
  - Tuesday, March 5 at 2:30 p.m., Holiday Inn Express & Suites
  - Tuesday, March 26 at 2:30 p.m., location TBD



## MINUTES

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- Adjournment  
***Motion:*** *To adjourn the meeting at 5:49 p.m.*  
Moved by: Scott Morrison  
**CARRIED**



**HUNTSVILLE**  
**festival of the arts**

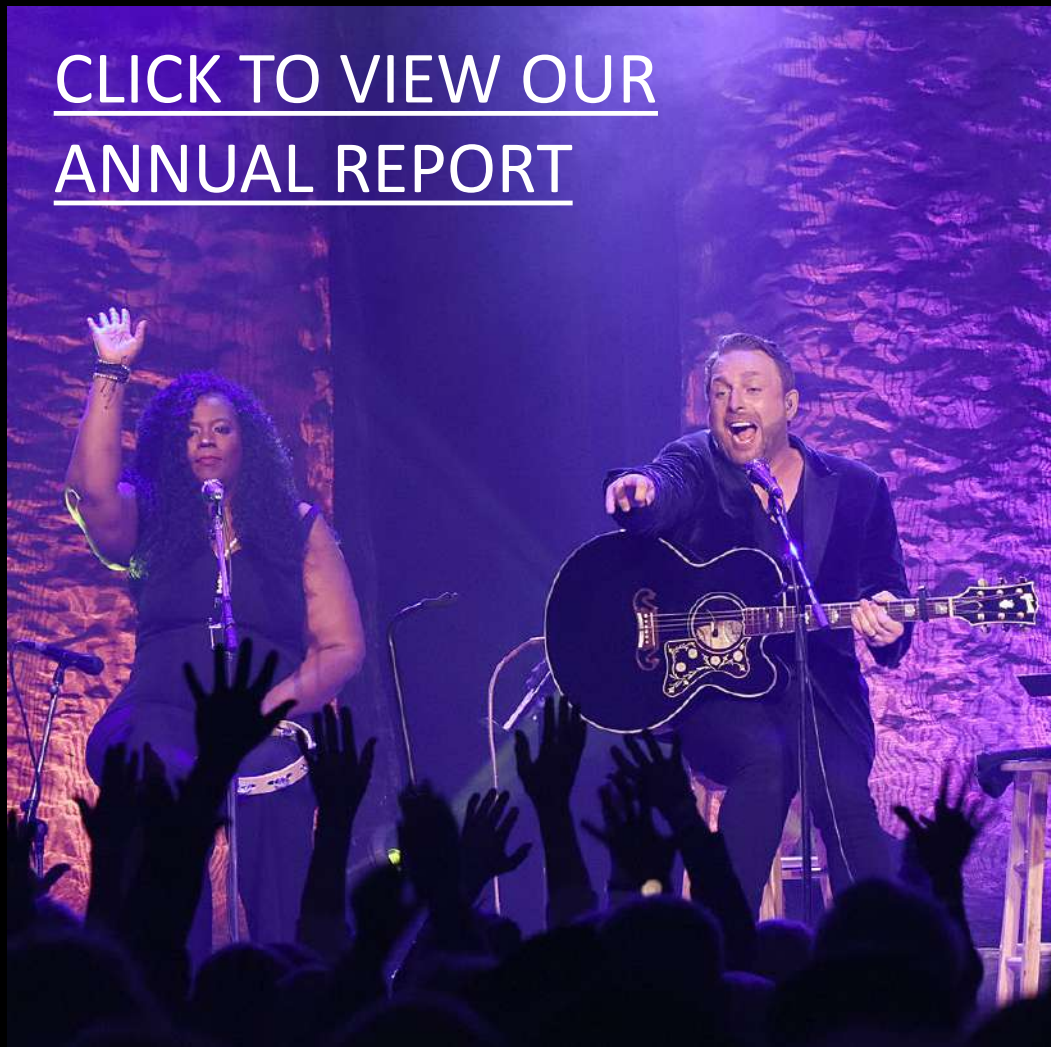


# OUR BIGGEST YEAR YET

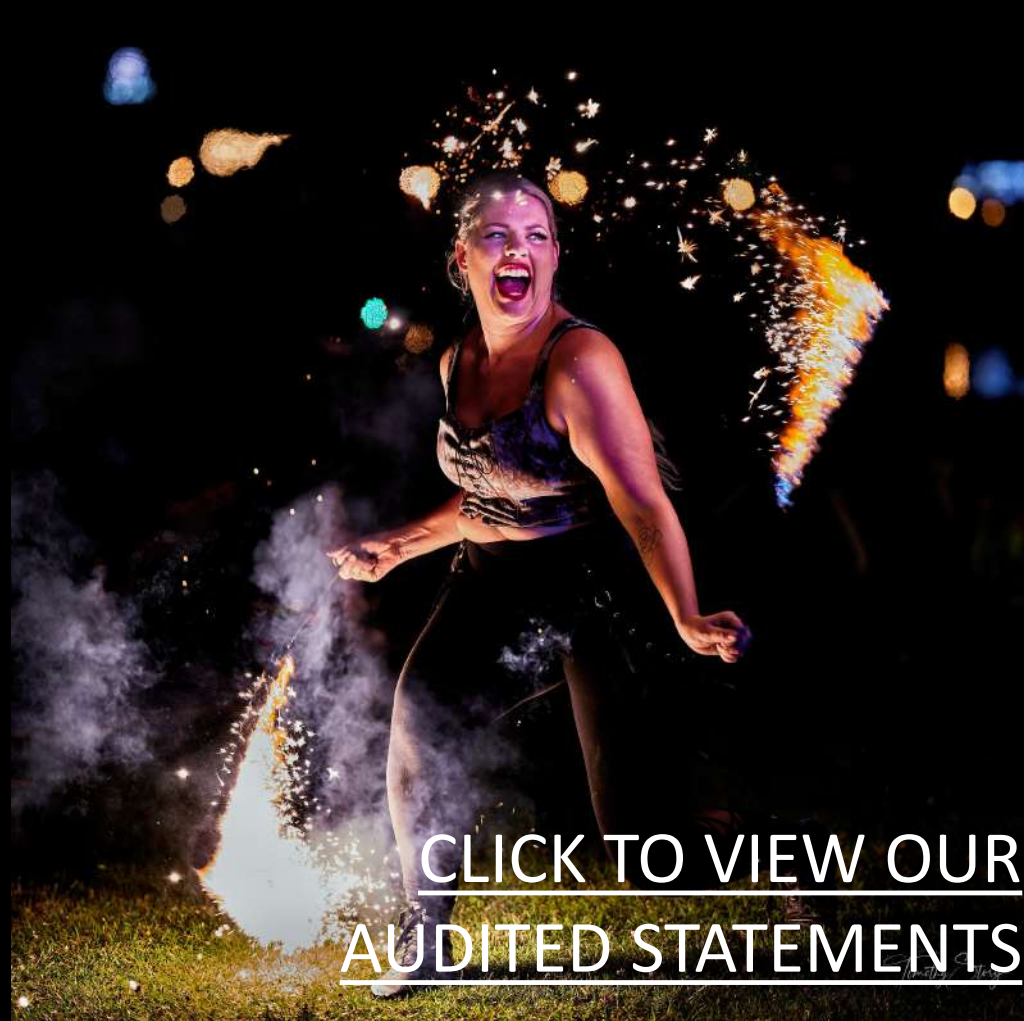
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	2022-23	2021-22
ATTENDANCE	40,087	25,276
# OF CONCERTS & EVENTS	78	54
REVENUES	\$ 1,138,097	\$ 764,639
ECONOMIC IMPACT	5.3 Million	3.6 Million

[CLICK TO VIEW OUR ANNUAL REPORT](#)



[CLICK TO VIEW OUR AUDITED STATEMENTS](#)



# 2022-23 DIRECT SPENDING

<b>Deerhurst Shows</b>			
4924 Tickets Sold			
Hotel Rooms (avg 25.5%)	1256	\$ 226,011.60	avg \$180/rm
F&B Before Show (avg 72%)	3545	\$ 124,084.80	avg \$35/person
F&B During Show (0.97 drinks/person)	4776	\$ 44,753.74	avg \$9.37/drink
F&B After (avg 39%)	1920	\$ 17,283.24	avg. \$9/person
		\$ 412,133.38	
<b>Algonquin Theatre Shows</b>			
10,380 Tickets Sold			
Hotel Rooms (avg 12%)	498	\$ 62,280.00	avg \$150/rm
F&B Before Show (avg 41%)	4256	\$ 148,960.00	avg \$35/person
		\$ 211,240.00	
<b>Events</b>			
18,620 Visitation			
Hotel Rooms (avg 10%)	1862	\$ 279,300.00	avg \$150/rm
F&B (avg 41%)	7634	\$ 190,855.00	avg \$25/person
		\$ 470,155.00	
<b>Total Direct Spending</b>		<b>\$1,093,528.38</b>	



# HMATA SUPPORT \$50,000

- **CONCERTS AT DEERHURST**  
BARENAKED LADIES, GLORIOUS SONS, AMANDA MARSHALL, HOWIE MANDEL, DALLAS SMITH, COLIN MOCHRIE, MATTHEW GOOD
- **CONCERTS AT ALGONQUIN THEATRE**  
54-40, GLASS TIGER, THE NUTCRACKER, DONOVAN WOODS, GOOD LOVELIES, GEORGE CANYON, GOWAN
- **SUMMER ENHANCEMENTS**  
COTTAGE COUNTRY DRAG WEEKEND, MONTHLY STAND UP COMEDY NIGHTS & BOAT IN MOVIES

## EXPENSES

Artist Fees & Accommodations	\$750,000.00
Rentals and Production	\$250,000.00
Marketing & Promotion	\$200,000.00
Administration	\$100,000.00
<b>TOTAL EXPENSES</b>	<b>\$1,300,000.00</b>

## REVENUE

Earned Revenue	\$950,000.00
Public Funding	\$100,000.00
Sponsors & Memberships	\$180,000.00
HMATA Partnership	\$50,000.00
In-Kind Contributions	\$20,000.00
<b>TOTAL REVENUE</b>	<b>\$1,300,000.00</b>

## HMATA FUNDS

Deerhurst Artist Fees	\$30,000.00
Algonquin Theatre Artist Fees	\$ 7,500.00
Summer Enhancements (Drag & Comedy Artist Fees)	\$ 7,500.00
Marketing (Digital Advertising)	\$ 5,000.00
<b>TOTAL INVESTMENT</b>	<b>\$50,000.00</b>



# OUR FOCUS

- SHOULDER SEASON ENHANCEMENT
- MID WEEK CONCERTS
- MARKET PROGRAMMING SERIES PACKAGES
- ACCOMMODATION & F/B OFFERS





# CHALLENGES

- INCREASED COSTS
- INCREASED REGIONAL COMPETITION
- CONSUMER HABITS

# SOCIAL IMPACT OF OUR WORK

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ENHANCING QUALITY OF LIFE THROUGH

- CULTURAL & BRAND IDENTITY
- HEALTH & WELLNESS
- EDUCATION & LEARNING
- CREATIVITY & INNOVATION
- COMMUNITY ENGAGEMENT
- INCLUSION
- JOB OPPORTUNITIES

**ECONOMIC IMPACT = PRICELESS**





# THANK YOU





# 2024/2025 HLOB CHAMBER TOURISM EVENT CAMPAIGN PLAN



# INTRO

WITH HMATA SUPPORT, THE HLOB CHAMBER OF COMMERCE PLANS TO FOCUS ON 3 SIGNIFICANT, LONG-TERM TOURISM EVENT CAMPAIGNS FROM, AS WELL AS ASSISTING ALL TOURISM EVENTS IN OUR COMMUNITY.

FOR OUR OWN SIGNATURE EVENT CAMPAIGNS, WE WILL FOCUS ON CAMPAIGNS THAT INCREASE OVERNIGHT VISITATION, HAPPENING OVER MULTIPLE NIGHTS AND MULTIPLE WEEKS.

NOT ONLY ARE THESE EVENTS SIGNIFICANT TOURISM EVENTS THAT DRAWS THOUSANDS OF PEOPLE TO OUR AREA EACH YEAR, BUT THEY HAVE ALSO BEEN DEVELOPED AS MARKETING CAMPAIGNS TO HELP KEEP HUNTSVILLE ON THE MAP, AND TOP OF MIND FOR FUTURE TRAVELERS WHILE LEAVING A LASTING IMPRESSION ON THOSE IN HUNTSVILLE WHO EXPERIENCE THE EVENTS.

## EVENTS:

- MUSKOKA MAPLE TRAIL & FESTIVAL
- MUSKOKA MUSIC CRAWL "CAMPFIRE SESSIONS"
- HUNTSVILLE SNOWFEST & ENTERTAINMENT SERIES

## TOURISM EVENT SUPPORT:

- EQUIPMENT RENTAL PROGRAM

## ADDITIONAL:

- REFRIGERATED RINK



**2023/2024 FISCAL**



**THE MUSKOKA MAPLE TRAIL & FESTIVAL IS BACK  
FROM MARCH 8 - APRIL 27, 2024!**

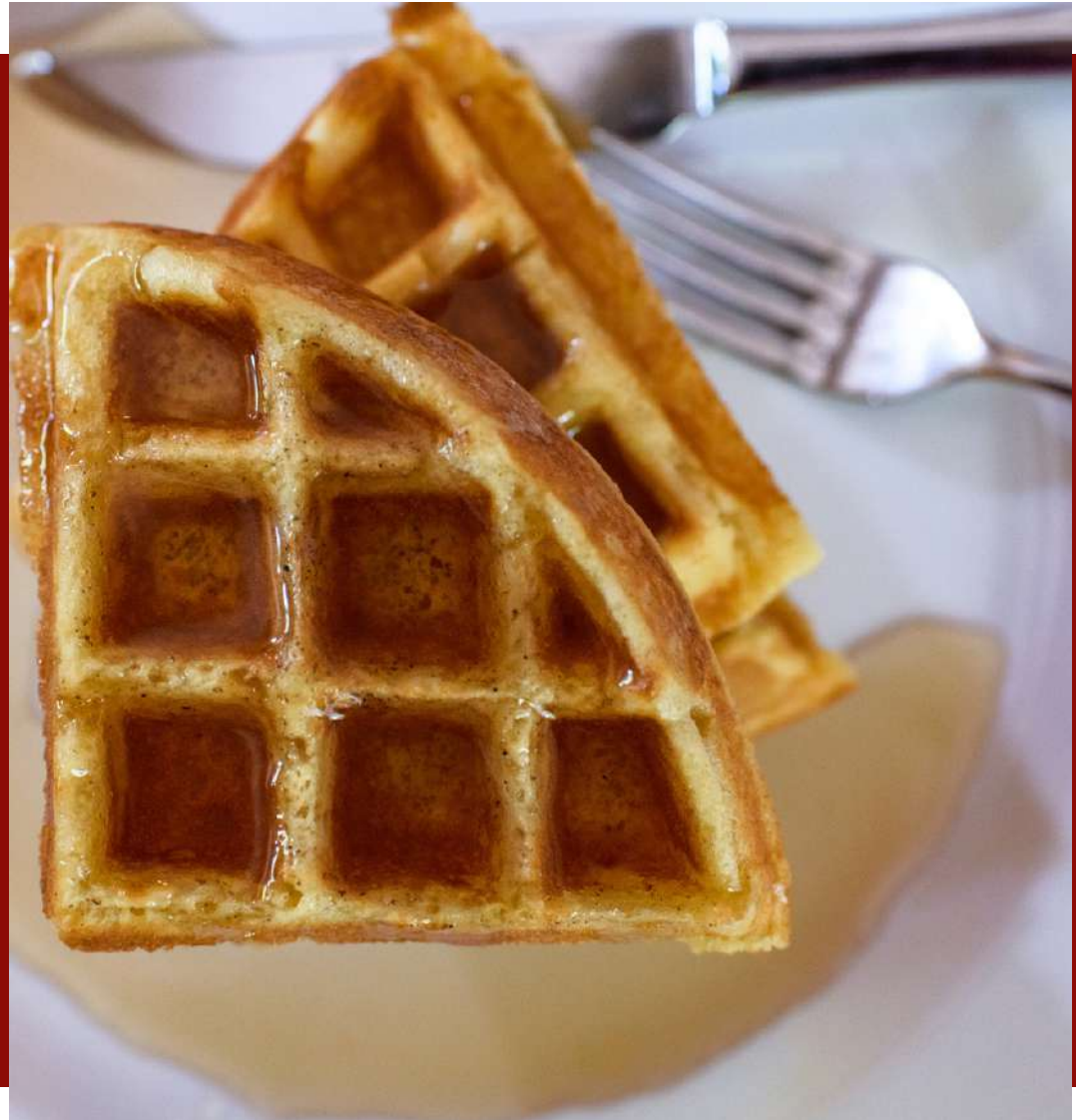
**THE STREET FESTIVAL IS BACK ON MAIN STREET IN  
DOWNTOWN HUNTSVILLE ON SATURDAY APRIL 27,  
2024, FROM 9AM-5PM, AND IS A FAMILY FRIENDLY  
EVENT CELEBRATING THE CULMINATION OF THE  
MAPLE HARVEST IN MUSKOKA.**

**IT IS A FULL DAY OF FUN AND ACTIVITIES,  
VENDORS AND DISPLAYS, LIVE MUSIC, STREET  
PERFORMERS AND, MOST IMPORTANTLY – SO  
MUCH DELICIOUS FOOD!**



# MAPLE TRAIL

THE MOST CANADIAN OF CULINARY TRAILS, THE MUSKOKA MAPLE TRAIL RETURNS MARCH 8 - APRIL 26, 2024. THE TRAIL FEATURES STOPS ACROSS MUSKOKA THAT HAVE INFUSED LOCALLY HARVESTED MAPLE SYRUP INTO THEIR CULINARY OFFERINGS. FROM MAPLE DRIZZLED WAFFLES TO SMOKEY-MAPLE RIBS, MAPLE CRAFT BEER TO MAPLE GELATO, THE TRAIL WILL ENABLE GUESTS TO DISCOVER THE INCREDIBLE DEPTH OF CANADA'S MOST BELOVED NATURAL PRODUCT.



THE MUSKOKA MAPLE TRAIL IS HOSTED IN PARTNERSHIP WITH MUSKOKA TOURISM (NO FUNDING FROM HMATA WILL BE SPENT ON BUSINESSES OUTSIDE OF HUNTSVILLE).

## REVENUE

HLOB CHAMBER OF COMMERCE: \$1,000

MAPLE FESTIVAL VENDOR FEES: \$3,000

MAPLE TRAIL LISTINGS: \$2,500

BUSINESS PARTNERSHIPS: \$2,500

HMATA: \$18,000

TOTAL: \$27,000

## EXPENSES

ENTERTAINMENT & ACTIVITIES: \$8,050

VENUE & SITE RENTALS: \$2,935

MARKETING (DIGITAL & PRINT): \$2,630

VOLUNTEERS: \$825

EVENT LABOUR: \$750

MUSKOKA TOURISM MAPLE TRAIL  
SUPPORT: \$2,500

CHAMBER ADMIN (EVENT  
ADMINISTRATION, EVENT INSURANCE,  
MILEAGE, MISC. SUPPLIES): \$9,310

TOTAL: \$27,000

# WHERE YOUR CONTRIBUTION WILL BE SPENT

1

ENTERTAINMENT &  
ACTIVITIES

2

VENUE & SITE

3

MARKETING  
(DIGITAL & PRINT)

4

FREE ENTRY!





**2024/2025 FISCAL**



**THE CAMPFIRE SESSIONS WILL RETURN  
IN 2024!**

**GUESTS WILL VISIT UNIQUE AND  
PICTURESQUE VENUES IN HUNTSVILLE  
AND EXPERIENCE QUINTESSENTIAL  
MUSKOKA AS THEY SIT BY A ROARING  
FIRE AND ARE SERENADED BY TALENTED  
MUSICIANS EVERY FRIDAY & SATURDAY  
NIGHT FROM JUNE 28 - AUGUST 31, 2024  
(INCLUDING BONUS CANADA DAY  
WEEKEND SHOWS ON JUNE 30 & JULY  
1).**

**THAT MEANS 22 - FREE, INTIMATE,  
FIRESIDE SHOWS TO SEND YOUR GUESTS  
TO THIS SUMMER IN HUNTSVILLE.**



## REVENUE

HMATA: \$22,000

SPONSORSHIP: \$5,500

PROVINCE OF ONTARIO (EXPERIENCE  
ONTARIO GRANT): \$7,300 (PROJECTED)

TOTAL: \$27,500

\*IF THE MUSKOKA MUSIC CRAWL  
"CAMPFIRE SESSIONS" RECEIVES  
PROVINCIAL FUNDING, \$7,300 FROM THIS  
BUDGET WILL BE RETURNED TO HMATA

## EXPENSES

MUSICIANS: \$8,800

TEMPORARY EVENT STAFF: \$3,300

SITE (FIREWOOD, WATER, PERMITS):  
\$2,000

MARKETING (DIGITAL & PRINT): \$4,450

CHAMBER ADMIN (EVENT  
ADMINISTRATION, EVENT INSURANCE,  
MILEAGE, MISC. SUPPLIES): \$8,950

TOTAL: \$27,500

# HOW YOUR CONTRIBUTION WILL BE SPENT

1

MUSIC

2

TEMPORARY EVENT  
STAFF

3

SITE COSTS

4

MARKETING  
(DIGITAL & PRINT)



# HUNTSVILLE SNOWFEST

STARTING JANUARY 9, 2025, RIVER MILL PARK WILL ONCE AGAIN TURN INTO A WHIMSICAL WINTER PLAYGROUND.

THE RINK WILL BE OPEN AT ALL TIMES (WEATHER PERMITTING) WITH LIGHTS ON EACH NIGHT UNTIL 9PM, BUT ON FRIDAY NIGHTS, SATURDAY AFTERNOONS AND SUNDAY AFTERNOONS, THE CHAMBER WILL HAVE STAFF ON-SITE TO LIGHT A FIRE, AND PLAY CANNED MUSIC TO ENSURE AN INCREDIBLE SKATING EXPERIENCE.

THE WINTER FULL OF ACTIVITIES WILL RAMP UP TO THE SNOWFEST CELEBRATION IN RIVER MILL PARK. SNOWFEST WILL TAKE PLACE ON SATURDAY FEBRUARY 22, 2025 AND FEATURE LIVE MUSIC, ON-ICE PERFORMERS, ADDITIONAL BUSKERS, INTERACTIVE ACTIVITIES, ICE SCULPTING, MAPLE TAFFY ON ICE, HOT CHOCOLATE, MARSHMALLOW ROASTING AND WILL BE HIGHLIGHTED BY SKATING AND THE RETURN OF SNOW VILLAGE.



## SNOWFEST ENTERTAINMENT SERIES

WHEN THE RIVER MILL SKATING RINK LAUNCHES ON JANUARY 9, 2025, THE SNOWFEST ENTERTAINMENT SERIES ALSO RETURNS!

THE SNOWFEST ENTERTAINMENT SERIES TAKES PLACE EVERY SATURDAY (& FAMILY DAY SUNDAY) FROM JANUARY 11 - MARCH 15, 2025. THE SERIES FEATURES A WIDE RANGE OF ON-ICE & OFF-ICE PERFORMANCES TARGETED TOWARDS FAMILIES EVERY SATURDAY AFTERNOON AT THE RINK.



## REVENUE

BUSINESS PARTNERSHIPS (RINK BOARD SPONSORS): \$15,000

DOWNTOWN HUNTSVILLE BIA (PROJECTED): \$5,000

TOH (IN-KIND SITE RENTAL & PERMITS - PROJECTED): \$6,210

HMATA: \$20,000

TOTAL: \$46,210

## EXPENSES

RINK INSTALL & TEARDOWN: \$6,630

MUSIC & ENTERTAINMENT: \$5,000

WEEKLY ENTERTAINMENT SERIES ENTERTAINMENT: \$5,000

SITE (FIRE, WATER, GAS, SIGNAGE, WASHROOMS): \$7,095

SITE RENTAL & PERMITS: \$6,210

TEMPORARY EVENT STAFF: \$2,100

MARKETING (DIGITAL & PRINT): \$3,100

VOLUNTEERS: \$100

SPONSOR RECOGNITION: \$2,475

CHAMBER ADMIN (EVENT ADMINISTRATION, EVENT INSURANCE, MILEAGE, MISC. SUPPLIES): \$8,500

TOTAL: \$46,210

# REFRIGERATED RINK

CURRENTLY WRITING AN ONTARIO TRILLIUM FOUNDATION CAPITAL GRANT TO REFRIGERATE THE RIVER MILL SKATING RINK & PAINT THE OUTSIDE OF THE BOARDS INTO A MURAL.

WITH REFRIGERATION, ANTICIPATED SEASON WOULD OPERATE FROM START OF NOVEMBER - END OF MARCH. THE SURFACE ONLY NEEDS +8 TO FREEZE.

IF GRANT IS SUCCESSFUL, THE TOTAL BUDGET WOULD BE IMPACTED, HOWEVER HMATA FUNDED ACTIVITIES WOULD NOT. THE ENTERTAINMENT SERIES WOULD STILL RUN STARTING JANUARY 11 FOR 10 WEEKS, AND ADDITIONAL FUNDS WILL STILL GO TOWARDS ENTERTAINERS AT SNOWFEST AND SITE COSTS.

FOR YOUR CONSIDERATION:

IF HMATA IS INTERESTED IN FUNDING TO GUARANTEE A DOWNTOWN REFRIGERATED RINK AND EXTENDED SKATING SEASON, WITH THE OPTION TO RETURN FUNDS IF GRANT IS SUCCESSFUL, THE BUDGET IS AS FOLLOWS:



**\*PREVIOUS BUDGET NOT APPLICABLE IF  
REFRIGERATED RINK BUDGET IS APPROVED**

## **REVENUE**

**ONTARIO TRILLIUM GRANT: \$154,065**

**BUSINESS PARTNERSHIPS (RINK BOARD  
SPONSORS): \$15,000**

**DOWNTOWN HUNTSVILLE BIA  
(PROJECTED): \$3,000**

**TOH (IN-KIND SITE RENTAL & PERMITS -  
PROJECTED): \$6,210**

**HMATA: \$174,065 (\*IF WE RECEIVE  
PROVINCIAL FUNDING, \$154,065 FROM  
THIS BUDGET WILL BE RETURNED TO  
HMATA**

**TOTAL: \$198,275**

## **EXPENSES**

**RINK INSTALL & REFRIGERATION: \$119,030**

**TEARDOWN: \$4,000**

**BOARD MURAL: \$25,000**

**SITE (FIRE, WATER, GAS, SIGNAGE,  
WASHROOMS): \$4,795**

**LIGHTS: \$2,060**

**SITE RENTAL & PERMITS: \$6,210**

**TEMPORARY EVENT STAFF: \$3,960**

**SNOWFEST EVENT: \$15,000**

**WEEKLY ENTERTAINMENT SERIES  
ENTERTAINMENT: \$5,000**

**MARKETING (DIGITAL & PRINT): \$3,100**

**SPONSOR RECOGNITION: \$1,620**

**CHAMBER ADMIN (EVENT ADMINISTRATION,  
EVENT INSURANCE, MILEAGE, MISC. SUPPLIES):  
\$8,500**

**TOTAL: \$198,275**

# WHERE YOUR CONTRIBUTION WILL BE SPENT

1

MUSIC &  
ENTERTAINMENT

2

WEEKLY  
ENTERTAINMENT  
SERIES

3

SITE COSTS

POTENTIAL: RINK REFRIGERATION





**THE MUSKOKA MAPLE TRAIL & FESTIVAL  
WILL RETURN FROM MARCH 7 - APRIL 26,  
2025!**

**THE STREET FESTIVAL IS BACK ON MAIN  
STREET IN DOWNTOWN HUNTSVILLE ON  
SATURDAY APRIL 26, 2025, FROM 9AM-5PM.**

**THE TRAIL RETURNS MARCH 7 - APRIL 25,  
2025 TO HIGHLIGHT THE MAPLE IN OUR  
REGION.**



## REVENUE

MAPLE FESTIVAL VENDOR FEES: \$3,000

MAPLE TRAIL LISTINGS: \$2,500

BUSINESS PARTNERSHIPS: \$2,500

HMATA: \$18,000

TOTAL: \$26,000

## EXPENSES

ENTERTAINMENT & ACTIVITIES: \$7,050

VENUE & SITE RENTALS: \$2,935

MARKETING (DIGITAL & PRINT): \$2,630

VOLUNTEERS: \$825

EVENT LABOUR: \$750

MUSKOKA TOURISM MAPLE TRAIL  
SUPPORT: \$2,500

CHAMBER ADMIN (EVENT  
ADMINISTRATION, EVENT INSURANCE,  
MILEAGE, MISC. SUPPLIES): \$9,310

TOTAL: \$26,000

# WHERE YOUR CONTRIBUTION WILL BE SPENT

1

ENTERTAINMENT &  
ACTIVITIES

2

VENUE & SITE

3

MARKETING  
(DIGITAL & PRINT)

4

FREE ENTRY!



# EVENT EQUIPMENT RENTAL PROGRAM

## WHAT'S IN THE PROGRAM?

- TABLES, CHAIRS, SOUND GEAR, BARRICADES, BLEACHERS, 2-WAY RADIOS, PROJECTORS, GENERATOR, START/FINISH LINES, GARBAGE & RECYCLING BINS, LIGHTS, STAGE, SAFETY VESTS & MORE!

## WHO CURRENTLY USES THE PROGRAM?

- OPEN TO ALL TOURISM EVENTS IN HUNTSVILLE!
  - ANNUAL USERS INCLUDE BIA, HFA, ROTARY CLUBS, TOH, LIBRARY, MUSKOKA HERITAGE PLACE, JOB FAIR, HUNTSVILLE LEGION, IRONMAN 70.3, TRIMUSKOKA, OVERLAND NTH, SANDHILL NURSERY, LIMBERLOST CHALLENGE, HUDSON HAIR SALON, CURLING CLUB & MANY MORE
    - 39 RENTALS IN 2023 - STARTING TO INCREASE BACK TO PRE-COVID LEVELS

NEED \$15,000 TO KEEP THE PROGRAM GOING - WE INTEND TO LEVERAGE THIS FUNDING AND APPLY FOR A FEDNOR GRANT FOR AN ADDITIONAL \$15,000 TO PURCHASE NEW EQUIPMENT IN 2024.

NEW EQUIPMENT WILL ENABLE US TO RELAUNCH THE PROGRAM AND PROMOTE TO ALL EVENTS CONSIDERING COMING TO HUNTSVILLE IN ADDITION TO THE ALREADY ESTABLISHED USERS.



# LET US FILL UP YOUR YEAR WITH EVENTS! BEGINNING OF MARCH 2024 - END OF MAY 2025

2024																														
March							April																							
S	M	T	W	T	F	S	S	M	T	W	T	F	S																	
25	26	27	28	29	1	2	31																							
3	4	5	6	7																										
							1	2	3	4	5	6	28	29	30	1	2	3	4											
May							June							July							August									
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S			
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5	6	7	8	9	10		9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25							
19	20	21	22	23	24	25	23	24	25	26	27	28	29	30	31	1	2	3	4	5	6									
26	27	28	29	30	31	1	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28			
September							October							November							December									
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S			
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8	9	10	11	12	13	14	6	7	8	9	10	11	12	3	4	5	6	7	8	9	10	11	12	13	14	15	16			
15	16	17	18	19	20	21	13	14	15	16	17	18	19	10	11	12	13	14	15	16	17	18	19	20	21	22				
22	23	24	25	26	27	28	20	21	22	23	24	25	26	17	18	19	20	21	22	23	24	25	26	27	28	29				
29	30	1	2	3	4	5	27	28	29	30	31	1	2	24	25	26	27	28	29	30	29	30	31	1	2	3	4			
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2025																											
January							February							March							April						
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29	30	31	1	2	3	4	26	27	28	29	30	31	23	24	25	26	27	28	30	31							
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**\*POTENTIAL TO HOST THE RIVER MILL SKATING RINK  
FROM NOVEMBER 1, 2024 - MARCH 31, 2025  
(REFRIGERATION & WEATHER DEPENDENT)**

**WE WILL ALSO CONTINUE TO ORGANIZE THE MUSKOKA 2/4 CRAFT BEER FESTIVAL AND LEND SUPPORT TO OKTOBERFEST MUSKOKA, HUNTSVILLE'S GIRLFRIENDS' GETAWAY WEEKEND AND MANY INCREDIBLE LOCAL EVENTS.**

# SUMMARY

## EVENTS:

- 2024 MUSKOKA MAPLE TRAIL & FESTIVAL
  - \$18,000
- 2024 CAMPFIRE SESSIONS
  - \$22,000 (WITH THE POTENTIAL RETURN OF \$7,300)
- 2024/2025 SNOWFEST & ENTERTAINMENT SERIES
  - \$20,000 (INCORPORATED INTO REFRIGERATED RINK BUDGET IF APPROVED)
- 2025 MUSKOKA MAPLE TRAIL & FESTIVAL
  - \$18,000

## TOURISM EVENT SUPPORT:

- HUNTSVILLE EVENT EQUIPMENT RENTAL PROGRAM ADMINISTRATION
  - \$15,000

## ADDITIONAL:

- REFRIGERATED RINK
  - \$174,065 (WITH THE POTENTIAL RETURN OF \$154,065)





## HMATA sponsorship formula - Curling

# of participants overnight	288		
# of participants daytime spend (\$100 pp)	578	\$125	
# of parents/supporters <i>(where appl.)</i>			
# of rooms projected	288		
# of night stay projected	2		
\$ cost of room night: (adr)	\$150		
Total Room Revenue:	\$86,400		
Plus Local Spending (\$125 pp)	\$72,250		
TOTAL Potential Revenue	\$158,650		
% of Revenue (3)	\$4,760	3%?	Bands

### *Other Variables:*

Will the event take place in the winter/spring?

Yes: (0)

No: (-\$2000)

Weekday

Wknd: (0)

WkDy: (+\$1000)

Does this event align with our environment values

No (-1000)

Does this event have an international profile?

Yes (+2000)

No (zero)

Does this event have a provincial profile?

Yes (+1000)

No (zero)

**Total Eligible/Up To contribution: \$4,760**

# Visit Huntsville

## Funding Support Percentage Grid

### Purpose

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

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

	100-500 RN	501-750 RN	751+ RN	
<b>Band 3</b>	2%	3%	4%	Generates room nights; few other economic impacts
<b>Band 2</b>	3%	4%	5%	Generates room nights; meaningful, measureable economic impacts
<b>Band 1</b>	4%	5%	6%	Generates room nights; meaningful (3+ variables), measureable economic impacts; positive PR, future growth, marketing opportunities

### Proposal Type 2 - Supports Tourism with Marketing Campaign and/or Investment

Will the event take place in the winter/spring?

Yes: 1  
No: 0

Weekday

Wknd: 1  
WkDy: 2

Does this event align with our environment values (*human-powered, budgeted for carbon offsets, or plan*) ?

Yes 1  
No 0

Does this event have an international profile?

Yes 2  
No 0

Does this event have a provincial profile?

Yes 1  
No 0

# HMATA EXECUTIVE DIRECTOR

## Board Report

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**February 13, 2024**

Greetings HMATA Directors –

The following items are descriptions of activities that I have been involved with since we last met, or are updates on ongoing HMATA projects. Please contact me anytime if you have any questions or would like to discuss. I am so grateful for your time, expertise, and interest in the betterment and positive development of Huntsville.

Thank you for your confidence in me,  
Kelly

### **Funding Application Review \*Action\*:**

Directors and Staff/Partner Support: *Please review and provide comments regarding the enclosed funding application draft for approval at the March 5 board meeting. I would like to propose intakes in June and January every year. While we expect there will be amendments after the first intake, the process will evolve.*

### **Farewell Rachel Hunt/Welcome Steve Campbell**

*Enormous thanks to Rachel Hunt for her unwavering support and dedication to HMATA from its inception. Rachel's enthusiasm and vision for HMATA and Huntsville have shaped the policies, values, and development of this organization. While the board regretfully accepted her resignation, I am so pleased to be welcoming Steve Campbell to the board as a representative of the Downtown BIA. Steve offers a wealth of strategic business experience having worked around the world in developing an exceptionally successful business. Steve and his wife Noreen have 'retired' in Huntsville (hardest working unpaid employees I know!). They own 58 Main Street East which will soon be home to FatFace clothing and accessories, a growing retail brand from the U.K. As Steve and Noreen are also huge supporters of arts and culture, the Festival of the Arts has also been their tenant in their lower, River Mill Park-facing unit for many years. Thank you, Steve, for offering your valuable time and expertise to this board.*

### **MTMA Board**

*Although I am not a voting member of the Muskoka Tourism Marketing Agency at this time, I have been invited to continue to attend MTMA Board meetings. At the last meeting, on Friday, January 26, the board met to review a new brand change along with impressive marketing statistics and the new development of the visitor's guide and MTMA map. MTMA is aggressively pursuing new memberships and developing excellent marketing partnerships and relationships with District and Provincial stakeholders and operators.*

### **AMCTO (Association of Municipal Clerks and Treasurers of Ontario)**

Parliamentary Meeting Protocol Course

*I have enrolled in and am actively engaged in the 'stimulating' learnings of meeting protocol.*

*This course was recommended to HMATA by the Town of Huntsville to ensure good governance and meeting procedure protocol. I have completed lesson one of eight (final assignment and exam on May 13). Each assignment and quiz is every two weeks.*

## Mural Project Update

The Chamber of Commerce is working diligently to revive and upgrade the Downtown Mural Gallery. I meet with the Chamber team weekly on the progression of this prominent and highly sought-after tourism product.

- Four murals have been repainted completely on alupanel (a better material for added longevity). These will go back to their original locations.
- Two other murals need to be relocated (previous locations no longer suitable).
- Plans for at least seven existing murals to be touched up in the spring.
- A new mural will be painted in the Summit Centre lobby by Janine Marson over the next couple of weeks. This will be a marketable event and the community can be involved in painting. This will generate more interest in the project in the winter season. This is a partnership with the Town of Huntsville.
- Three new murals will be painted in the spring.
- Plans for a large-scale mural (separate federal funding) are in the works for the wall of Pharmasave. This will be a GO7 theme but an original work by muralist Tim Webb.
- The launch of these revived and new murals has been proposed to be combined with the Huntsville Festival of the Arts 'Arts Crawl' campaign in June.
- All new signage will be installed at each downtown mural in the spring. These will include sponsors.
- The website has been completely revamped (<https://www.groupofsevenoutdoorgallery.com>) and a narrated tour has been produced, developed, and included on the website for the outdoor gallery.

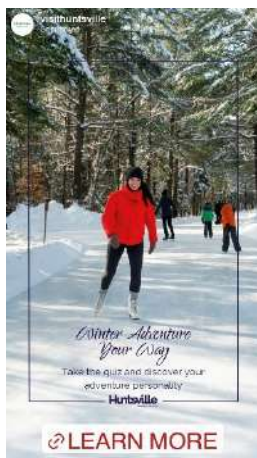
## Winter Marketing Campaign Update

The campaign launched Monday, February 5 with ads pushing visitors to the online quiz: <https://huntsvilleadventures.com/quiz/>

Results as of Friday, February 9 at 2:30 p.m.: Focused the first week on running ad tests across META and Google to determine which copy and images/video perform the best.

Between three ads we have seen the following:

- META Ad 1: 176,866 impressions / 1538 clicks to quiz / 0.42 cost per click



- META Ad 2: 215,186 impressions / 1020 clicks to quiz / 0.63 cost per click



- Google Ads: 13,600 impressions / 888 clicks to quiz / 0.69 cost per click
  - All results based on a roughly \$600 / ad spend to date

Final results of testing will come Monday, February 12, when it will be determined which ads to use for the rest of the campaign. If current results remain the same, the majority of the campaign spend will focus on Facebook and Instagram ads using the red winter jacket ad (#1), with a portion of the budget remaining to go to Google Display ads as we see a significant number of clicks compared to impressions. Family-friendly ad copy is proving to be the most popular to date.

Campaign is seeing great impact to date. The full wrap report will be available after March 14.

### Eclipse Walk With Light - Next Steps

The Chamber of Commerce has been contracted to establish a presence for Eclipse Walk With Light installations downtown. The initial investment by HMATA was \$200,000, and although the intention for the installations was the fall of 2023, several complications arose. The Chamber is re-evaluating the downtown installations and will be presenting a revised proposal at the February 15 Eclipse discussion meeting.

On February 5, Jeff Suddaby (Chair), Andrew Buwalda (Treasurer, Deerhurst GM), Andrew Nieder (Deerhurst), Torin Suddaby (Chamber of Commerce), and I met to review potential site options at Deerhurst Resort in preparation for this meeting. I will also be meeting with the Town of Huntsville to discuss viable options at Muskoka Heritage Place or other municipal sites next week.

I would appreciate your attendance via Zoom on Thursday, February 15 at 2:30 p.m. (or your input in advance).

### Chamber/Tourism Transition

Continued discussion is necessary for the transition of tourism marketing and development with the Chamber of Commerce. While this will be part of HMATA's business plan, staff have begun the changeover of the tourism website (huntsvilleadventures.com) and all tourism social media channels to Explore Huntsville. Several other aspects need to be sorted – i.e. event equipment management, tourism customer service, tourism map, Volunteer Muskoka, community event support, etc. Ongoing.

### RTO12/Catalyst Housing

The RTO12 Board had its planning session and there is a new direction on a couple of items, including a new marketing approach to avoid duplication moving forward.

Additionally, RTO12 would like to host a meeting to bring everyone up to speed on what this project (training of community segments, housing) is all about and also would combine a presentation on marketing opportunities for the next fiscal to interested folks (there will be pay-to-play opportunities moving forward ... also something new for the RTO). RTO12 will also be organizing town halls to present the BOP / Catalyst Housing throughout the region, so all stakeholders will have an opportunity to participate.

The survey re: labour gaps is out and there has been a decent response, but the RTO12 team is looking for more participants to move forward with the project. The survey will also be incentivized moving forward, with the likelihood being that RTO12 will fund some content development and promotion for a few who participate (draw names).

### **Business Plan Development and Research**

The annual business plan is still in development. The next stage is the board's approval of the proposed draft budget to determine the priority focus for marketing initiatives. Direction from the board to date has been to focus on corporate/group marketing, digital marketing, partnership and sponsorship disbursement/support and product development.

**Corporate/association group research:** in anticipation of this element of the business plan, I have met with and will be meeting with operators to investigate campaigns and promotions for shoulder-season/mid-week extensions.

**Municipal** – Regular Council Meeting, General Committee, TPA update, community brand, physician recruitment, rink floor

I will attend the Town of Huntsville's Regular Council and General Committee meetings going forward and will report relevant tourism activities and opportunities. Both meetings in January had agenda items such as the approval of the 2024 Municipal Budget, The Town of Huntsville's Strategic Plan

(<https://huntsvilleon.civicweb.net/document/78841/Town%20of%20Huntsville%20Strategic%20Plan.pdf?handle=28F861DDE5234CE0A6C409E2B0EADADE>), delegations by local community groups, Muskoka Heritage Place updates, MSCLE Project update, year-round ice at the Canada Summit Centre, Community Improvement Plan, etc.

Our TPA feedback is currently being circulated to TOH senior staff. I will be meeting with the team on Monday, February 12 and will have additional information to report at the Board meeting.

The community brand that was developed in partnership with HMATA in 2022 is ready to launch now that the DMMO is 'official'. Lauren MacDermid and Lisa Spolnik will be presenting to the board at the next meeting and I will continue to meet with them to help facilitate the launch.

I am working with Lauren and the Muskoka Area Ontario Health Team on physician and medical professional recruitment. There will be several requests coming forward to host medical students and/or medical professionals who are considering relocation to Huntsville. I will attend meetings as needed to help where possible.

Thanks for reading – see you this Tuesday at 2:30 at the Huntsville Public Library!

### **KELLY HAYWOOD**

Executive Director, HMATA  
Huntsville Municipal Accommodation Tax Association  
kelly@huntsvillemat.com | huntsvillemat.com  
705-788-5847





## HMATA Funding Application

**\*Draft\***

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

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

### **Organization information**

Organization name:

- a. Legal name
- b. Operating name

Address:

Website:

Contact name, title, phone number, email:

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

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

### **Project information and objectives**

Project name:

Project category:



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

Project description:

Project start date:

Project end date:

Project location:

Project goals and objectives:

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

### **Assessment and performance measures**

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

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

Provide a description of how your proposed project...

...is collaborative

...is creative

...is progressive

...is inclusive

...focuses on our natural environment

Estimated number of event attendees from outside Muskoka:

Estimated number of local (Muskoka) event attendees:





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

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

How will you measure the success of your project?

What is your capacity to develop and deliver this project?

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

### **Economic benefits**

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

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

How will you measure actual overnight stays for your project?

What other economic spillover will your project have?

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

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

### **Communications/marketing plan**

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

What marketing/promotional tactics will you use?

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



## **Project budget and funding**

Please upload your project budget.

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

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

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

What will HMATA funds be used for?

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

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

## **Certification**

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

Signature of authorized representative:

Date: