

	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 May 28, 2024 meeting as presented.</i>	2-5
<b>4. Previous business (10 min.)</b>	
4.1. Refrigerated rink <i>Motion: To direct \$18,500 of the \$20,000 allocated for Snowfest to the Chamber for operations of the refrigerated rink, with the remaining \$1,500 to be used by the Huntsville Festival of the Arts for Snowfest activities.</i>	6
<b>5. Financials – Andrew Buwalda (10 min.)</b> <i>Motion: To accept the updated reserve projection as presented.</i>	7-11
<b>6. Eclipse subcommittee update – Steve Campbell (10 min.)</b> <i>Motion: To approve the downtown installations and associated budget as presented.</i>	12-13
<b>7. ED report – Kelly Haywood (30 min.)</b>	
7.1. Ontario 55+ Winter Games 2026 bid	14-16
7.2. Application review process (Dawn Huddleston)	
7.3. Country Music Association of Ontario 2027 festival and awards	
7.4. Meeting with Town staff on June 25 – all Board members welcome	
<b>8. Marketing plan – roundtable discussion (30 min.)</b>	17-43
<b>9. Closed session</b>	
<b>10. Next meetings and adjournment</b>	
10.1. Next meetings <b>Town meeting</b> , Tuesday, June 25, 2024 at 1:00 p.m., The Terrace Loft (59 Main St. E, entrance at the back off High Street) – Board members welcome <b>Funding application review</b> , Tuesday, July 9, 2024 at 2:00 p.m., location TBD <b>Regular meeting</b> , Tuesday, July 16, 2024 at 2:00 p.m., location TBD <b>(No meeting in August)</b> <b>Regular meeting</b> , Tuesday, September 10, 2024 at 2:00 p.m., location TBD	
10.2. Adjournment <i>Motion: To adjourn the meeting.</i>	



# MINUTES

In-person meeting at 3 Guys and a Stove  
and online via Zoom  
May 28, 2024, 2:00 p.m.



**Present:** Jeff Suddaby, Scott Morrison, Andrew Buwalda, Steve Carr, Chirag Patel, Steve Campbell  
**Regrets:** Ken Patel  
**Staff:** Kelly Haywood, Torin Suddaby; Rhonda Christenson (Zoom)  
**Guests:** Halley Clover, Chamber; Lauren MacDermid, Town of Huntsville

## 1. Welcome and agenda approval

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

*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 meeting minutes

*Motion: To accept the minutes from the May 14, 2024 meeting as presented.*

Moved by: Chirag Patel

Seconded by: Steve Carr

**CARRIED**

## 4. Previous business

### 4.1. Muskoka Hornets

*Motion: To provide the Muskoka Hornets with \$21,000 in support of a new batting cage and bullpen mounds on diamond F at McCulley Robertson.*

Moved by: Scott Morrison

Seconded by: Chirag Patel

**Discussion:** Hornets bring lots of opportunity to town. Asset will be used over many years, so long-term gain. Facility is a Town capital asset and HMATA funds are limited. Hornets enrolment is up. Tournaments are mostly peak season. For future, HMATA could consider funding organizations over multiple years when assets are being developed.

*Motion: To amend the motion to read: To provide the Muskoka Hornets with funding in the amount of \$3,250 from HMATA's 2023/24 budget, with another \$3,250 to follow in 2024/25, in support of a new batting cage on diamond F at McCulley Robertson.*

Moved by: Scott Morrison

Seconded by: Steve Campbell

**CARRIED**

*Motion: To accept the motion as amended.*

Moved by: Scott Morrison

Seconded by: Steve Campbell

**CARRIED**



## MINUTES

In-person meeting at 3 Guys and a Stove  
and online via Zoom  
May 28, 2024, 2:00 p.m.



### 4.2. Rotary Dockfest

**Motion:** To provide the Rotary Club of Huntsville with \$7,000 toward the purchase of two motors and a sea can for the annual Rotary Dockfest.

Moved by: Scott Morrison

Seconded by: Steve Campbell

**Discussion:** Event doesn't lead to heads in beds but does provide a fun activity for visitors. Also a summer event rather than in HMATA's target seasons. But there is value in providing activities that will lead to word-of-mouth marketing. Appreciate the work Rotary does in the community. Could HMATA sponsor the event in some way?

**Motion:** To amend the motion to read: To provide the Rotary Club of Huntsville with a \$1,500 sponsorship for the 2024 Rotary Dockfest.

Moved by: Scott Morrison

Seconded by: Andrew Buwalda

**CARRIED**

**Motion:** To accept the motion as amended.

Moved by: Scott Morrison

Seconded by: Andrew Buwalda

**CARRIED**

### 4.3. Muskoka Pride

**Motion:** To provide Muskoka Pride with \$2,000 in support of 2024 Muskoka Pride Week events.

Moved by: Steve Campbell

Seconded by: Chirag Patel

**Discussion:** Would funding come from marketing budget or community sponsorships? Timing is summer, not clear on impact. Funds would only support Huntsville events. Would help position Huntsville as a more inclusive town, which could encourage people to come to Huntsville outside of Pride Week. Would be interested in working with Muskoka Pride in future. Could they provide us with some of their digital assets?

**CARRIED**

## 5. Conflict of Interest training

Solicitor Rebekah Dunsmore provided an overview of HMATA's conflict of interest policy.

## 6. Eclipse update

Steve Campbell provided an update on behalf of the Eclipse subcommittee.

Proponents (Deerhurst and Sandhill) are still waiting on quotes for infrastructure requirements.

Board may need to call a special meeting to make a decision as time is of the essence.

Downtown, would like to concentrate on King St. walkway (est. \$60,000) and lights in River Mill Park (est. \$28,000). If Board agrees, staff and the subcommittee will continue to explore costs and Town approvals. Board may need to call a special meeting to approve.



## MINUTES

In-person meeting at 3 Guys and a Stove  
and online via Zoom  
May 28, 2024, 2:00 p.m.



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**Discussion:** About 10% of existing light inventory will be used downtown, along with purchase of trees and posts. Those installations will be permanent. For larger partner installation, concern with amount of investment up front. Subcommittee to report back.

### 7. ED Report

#### 7.1. Refrigerated rink

Re: \$18,500 operating costs, staff met with BIA, Chamber, and HFA and all agree that \$20K allocated to SnowFest should be used for the refrigerated rink instead. If funds remain, HFA may still be able to install some snow sculptures or mazes around the rink. May also be a small surplus in the mural budget.

**ACTION ITEM:** Staff to add motion to next meeting.

#### 7.2. Advisory Panel

Kelly Haywood provided an overview of the Advisory Panel structure.

**Discussion:** ED would meet with group for input on approach, as well as funding applications and events (schedule to be determined), and all will be invited to Board meetings and will receive copies of agendas. Should be non-intrusive process that doesn't slow down decision-making.

#### 7.3. Canada Day

Kelly Haywood reiterated Town organizing committee's request for \$5,000 for activities throughout the day.

**Discussion:** This would fund buskers and entertainers at Kent and River Mill Park leading up to the evening fireworks. Not much happening downtown, but not sure it's on HMATA to fund it. Could create Explore Huntsville awareness — opportunity for swag. Chamber moved Campfire Session to River Mill Park. BIA will have Canadian-themed market in Kent Park. No appetite to proceed.

#### 7.4. Marketing update

For information. HFA has requested marketing support to hire a photographer for Nuit Blanche North. Likely \$2,000. Staff to present overall HMATA marketing plan at future meeting.

#### 7.5. Application intake update

Applications are starting to come in. Staff will compile after deadline for presentation to Board.

#### 7.6. Surveys in guest rooms re: Huntsville

Proposing a tent card be printed and distributed to all hotel rooms with Explore Huntsville logo and a QR code linking to a survey. Incentive: monthly draw for \$100 prepaid Visa card. Would focus on guests' experience in and perceptions of Huntsville, not the accommodations.

**Discussion:** Make it clear Explore Huntsville not affiliated with the accommodations. May not generate high interest. Board members will consider.

#### 7.7. Logo update

Meeting with municipal staff – logo will remain as is. Will incorporate Explore Huntsville verbiage in text, taglines, and URL instead.

#### 7.8. Phone/website update

Explore Huntsville website is being revamped, with Lake of Bays references being removed. Will be 3-4 month process. Phone number in the works, to be answered by Chamber staff.



## MINUTES

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### 8. Closed session

***Motion:** To enter closed session.*

Moved by: Steve Carr

Seconded by: Andrew Buwalda

**CARRIED**

***Motion:** To leave closed session.*

Moved by: Andrew Buwalda

Seconded by: Scott Morrison

**CARRIED**

### 9. Next meetings and adjournment

#### 9.1. Next meetings:

Tuesday, June 25, 2024 at 2:00 p.m., The Terrace Loft (59 Main St. E,  
entrance at the back off High Street)

Tuesday, July 16, 2024 at 2:00 p.m., location TBD

Tuesday, September 10, 2024 at 2:00 p.m., location TBD

#### 9.2. Adjournment

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

Moved by: Scott Morrison

Seconded by: Chirag Patel

**CARRIED**

### **SnowFest Operational Breakdown:**

After discussions with the HLOB Chamber of Commerce, the Downtown Huntsville BIA and the Huntsville Festival of the Arts, it was determined that \$18,500 of the \$20,000 committed to SnowFest activities go towards the HLOB Chamber of Commerce to help operate the refrigerated rink in River Mill Park for winter 2024/2025. The remaining \$1,500 will be directed to the Huntsville Festival of the Arts to create Snow Village.

#### **Costs:**

- Teardown: \$5,000
- Site Costs: \$4,500
  - Initial site set up (will not take place every year), water truck, gas & oil for water pump and snowblower, hoses, zip ties, signage & miscellaneous supplies
- Temporary Event Staffing (Flooding & Shoveling): \$5,500
  - Setup assistance, flooding & shoveling
- Insurance: \$500
- Administration Fee: \$3,000
  - **TOTAL: \$18,500.00**
  
- **Snow Village (HFA): \$1,500**

In future years, annual installation costs will include a new liner each year and physical installation – estimating and additional \$6,000 - \$7,500 per year.



**HUNTSVILLE MUNICIPAL ACCOMMODATION TAX ASSOCIATION**

Actual to May 31, 2024

	June	July	August	September	October	November	December	January	February	March	April	May	Total	Budget	22/23	21/22
<b>REVENUE</b>	<b>Actual</b>	<b>Actual</b>	<b>Actual</b>	<b>Actual</b>	<b>Actual</b>	<b>Actual</b>	<b>Actual</b>	<b>Actual</b>	<b>Actual</b>	<b>Actual</b>	<b>Actual</b>	<b>Actual</b>			<b>Actual</b>	<b>Actual</b>
Projected MAT for 2023/2024	167,197	-	-	163,255	-	225,043	-	-	-	-	328,810	193,800	<b>1,078,104</b>	<b>950,000</b>	982,559	905,769
Grants & Funding	-	-	-	-	-	-	-	-	-	-	-	-	-	<b>150,000</b>	-	-
Short Term Investment Interest	1,651	2,539	2,785	2,650	2,723	1,958	1,899	2,037	-	5,109	-	4,000	<b>27,350</b>	<b>10,200</b>	2,047	-
Projected Reserve - Strategic Initiatives (10% of PI)	(16,720)	-	-	(16,325)	-	(22,504)	-	-	-	-	(32,881)	(19,380)	<b>(107,810)</b>	<b>(95,000)</b>	-	-
<b>TOTAL REVENUE</b>	<b>152,128</b>	<b>2,539</b>	<b>2,785</b>	<b>149,579</b>	<b>2,723</b>	<b>204,497</b>	<b>1,899</b>	<b>2,037</b>	<b>-</b>	<b>5,109</b>	<b>295,929</b>	<b>178,420</b>	<b>997,644</b>	<b>1,015,200</b>	984,606	905,769
<b>OVERHEAD EXPENSES</b>																
<i>Operating:</i>																
Bank Fees	4	17	2	1	1	-	-	-	10	-	2	2	<b>39</b>	<b>120</b>	68	9
Consultants ( Strat, Conflict of Interest & Governan	-	-	-	-	-	-	-	-	-	-	-	-	-	<b>15,000</b>	-	-
Insurance	-	-	-	-	-	-	-	1,363	-	-	-	-	<b>1,363</b>	<b>1,350</b>	1,292	1,234
Meetings & Conferences	568	-	-	5,437	1,746	-	-	-	-	-	1,306	1,727	<b>10,783</b>	<b>15,000</b>	1,126	-
Overhead (Office Supplies, Advertising, Telephon	-	-	447	670	483	-	3,185	120	120	1,278	255	5,264	<b>11,823</b>	<b>12,000</b>	-	-
Professional Fees - Accounting & Legal	(9,973)	-	13,560	-	-	-	2,023	9,040	712	1,271	-	10,882	<b>27,515</b>	<b>20,000</b>	7,452	2,500
Directors Meetings & Association Develop.	-	-	-	-	172	-	172	705	-	485	61	532	<b>2,126</b>	<b>13,600</b>	-	-
Payroll- Wages & Benefits	-	-	-	-	-	-	5,859	7,711	9,076	13,001	9,569	19,542	<b>64,758</b>	<b>140,500</b>	-	-
Chamber Admin (July-Dec)	14,125	-	-	14,125	-	-	-	-	-	-	-	-	<b>28,250</b>	<b>28,250</b>	56,500	56,500
Administration & Bookkeeping (Jan - May)	-	-	-	-	-	-	-	742	480	458	356	1,047	<b>3,083</b>	<b>15,000</b>	-	-
<b>Subtotal Operating Expenses</b>	<b>4,723</b>	<b>17</b>	<b>14,009</b>	<b>20,233</b>	<b>2,402</b>	<b>-</b>	<b>11,239</b>	<b>19,681</b>	<b>10,398</b>	<b>16,493</b>	<b>11,549</b>	<b>38,996</b>	<b>149,741</b>	<b>260,820</b>	66,439	60,243
<i>Marketing:</i>																
Digital Marketing	-	-	-	-	-	-	-	-	-	-	1,281	13,898	<b>15,179</b>	<b>92,500</b>	-	-
Market Research	-	-	-	-	-	-	-	-	-	-	-	-	-	<b>15,000</b>	24,165	7,475
Grant & Funding Expenditures	-	-	-	-	-	-	-	-	-	-	-	-	-	<b>150,000</b>	-	-
Website Content	-	-	-	-	-	-	-	-	-	-	-	6,780	<b>6,780</b>	<b>20,000</b>	-	-
2024 - Winter Marketing Campaign	-	-	-	-	-	-	-	-	12,000	-	-	-	<b>12,000</b>	-	-	-
2023 - MTMA	-	-	-	25,000	-	-	-	-	25,000	-	-	-	<b>50,000</b>	-	-	-
2023/24 Voucher Campaign	25	5,200	2,050	1,951	-	-	-	-	-	-	-	-	<b>9,226</b>	<b>75,000</b>	31,024	49,202
<b>Subtotal Marketing Expenses</b>	<b>25</b>	<b>5,200</b>	<b>2,050</b>	<b>26,951</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>37,000</b>	<b>-</b>	<b>1,281</b>	<b>20,678</b>	<b>93,185</b>	<b>352,500</b>	55,189	56,677
<b>Total Overhead Expense</b>	<b>4,748</b>	<b>5,217</b>	<b>16,059</b>	<b>47,184</b>	<b>2,402</b>	<b>-</b>	<b>11,239</b>	<b>19,681</b>	<b>47,398</b>	<b>16,493</b>	<b>12,830</b>	<b>59,674</b>	<b>242,926</b>	<b>613,320</b>	121,627	116,920
<b>Net Available for Disbursement</b>	<b>147,379</b>	<b>(2,678)</b>	<b>(13,274)</b>	<b>102,395</b>	<b>321</b>	<b>204,497</b>	<b>(9,340)</b>	<b>(17,645)</b>	<b>(47,398)</b>	<b>(11,384)</b>	<b>283,098</b>	<b>118,746</b>	<b>754,718</b>	<b>401,880</b>	401,880	<b>788,849</b>

	June	July	August	September	October	November	December	January	February	March	April	May	Total	Budget	22/23	21/22
<b>FUNDS AVAILABLE FOR DISBURSEMENT</b>																
<i>Annual Partnerships</i>																
Chamber (Maple, Beer, Oktoberfest, GGW)	-	-	-	-	-	-	-	-	18,000	-	-	-	18,000	60,000	50,000	100,000
BIA Annual Partnership (To Be Confirmed Events, Murals, etc)	-	-	-	-	50,000	-	-	-	-	-	-	-	50,000	65,000	-	-
HFA Annual Partnership	-	-	-	-	-	-	-	-	-	-	-	-	-	40,000	80,000	-
<b>Subtotal Annual Partnerships</b>	-	-	-	-	<b>50,000</b>	-	-	-	<b>18,000</b>	-	-	-	<b>68,000</b>	<b>165,000</b>	130,000	100,000
<i>Community Tourism Sponsorships</i>																
2023 - Campfire Sessions	25,000	-	-	-	-	-	-	-	-	-	-	-	25,000	25,000	-	-
2023 - CAMA Conference	11,900	-	-	-	-	-	-	-	-	-	-	-	11,900	11,900	-	-
2023 - Hoya Robotics	-	-	-	9,000	-	-	-	-	-	-	-	-	9,000	9,000	-	-
2023 - HLOB Mural - Marketing	15,000	-	-	-	-	-	-	-	-	-	-	-	15,000	15,000	-	-
2023 - HLOB Mural - Revitalization	-	-	-	25,000	-	-	-	15,000	-	-	-	-	40,000	-	-	-
2024 - HLOB River Mill Skating Rink	-	-	-	-	-	-	-	15,000	-	-	-	-	15,000	-	-	-
2024 - Limberettes	-	-	-	-	-	-	-	20,000	-	-	-	-	20,000	-	-	-
2024 - Trisport (Ironman)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2024 - Huntsville Curling Club	-	-	-	-	-	-	-	-	5,000	-	-	-	5,000	-	-	-
Avail for Disbursement - New Product Developme	-	-	-	-	-	-	-	-	-	-	-	-	-	104,100	628,053	81,500
<b>Subtotal Community Tourism Sponsorships</b>	<b>51,900</b>	-	-	<b>34,000</b>	-	-	-	<b>50,000</b>	<b>5,000</b>	-	-	-	<b>140,900</b>	<b>165,000</b>	628,053	81,500
<i>Charities &amp; Not for Profits</i>																
Local Charity (i.e. Hospital Foundation/ Environm	-	-	-	-	-	-	50,000	-	-	-	-	-	50,000	50,000	11,000	10,321
2024 YMCA Job Fair	-	-	-	-	-	-	-	-	-	5,000	-	-	5,000	-	-	-
<b>Subtotal Charities &amp; Not for Profits</b>	-	-	-	-	-	-	<b>50,000</b>	-	-	<b>5,000</b>	-	-	<b>55,000</b>	<b>50,000</b>	-	-
<b>Total Disbursements</b>	<b>51,900</b>	-	-	<b>34,000</b>	<b>50,000</b>	-	<b>50,000</b>	<b>50,000</b>	<b>23,000</b>	<b>5,000</b>	-	-	<b>263,900</b>	<b>380,000</b>	758,053	181,500
<b>Total Overhead Expenses + Disbursement Funds</b>	<b>56,648</b>	<b>5,217</b>	<b>16,059</b>	<b>81,184</b>	<b>52,402</b>	-	<b>61,239</b>	<b>69,681</b>	<b>70,398</b>	<b>21,493</b>	<b>12,830</b>	<b>59,674</b>	<b>506,826</b>	<b>993,320</b>	879,681	298,420
<b>Net Revenue &amp; Overhead+ Disbursement</b>	<b>95,479</b>	<b>(2,678)</b>	<b>(13,274)</b>	<b>68,395</b>	<b>(49,679)</b>	<b>204,497</b>	<b>(59,340)</b>	<b>(67,645)</b>	<b>(70,398)</b>	<b>(16,384)</b>	<b>283,098</b>	<b>118,746</b>	<b>490,818</b>	<b>21,880</b>	104,925	607,349
<b>+Infusion Strat Rsrve / (XFR to Strat Rsrve)</b>	<b>(95,479)</b>	<b>2,678</b>	<b>13,274</b>	<b>(68,395)</b>	<b>49,679</b>	<b>(204,497)</b>	<b>59,340</b>	<b>67,645</b>	<b>70,398</b>	<b>16,384</b>	<b>(283,098)</b>	<b>(118,746)</b>	<b>(490,818)</b>	<b>(21,880)</b>	(104,925)	(607,349)
<b>2023/2024 OPERATING BUDGET SURPLUS/DEFICIT</b>	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

<b>Cash Flow</b>																
Surplus Cash	910,137	-	-	-	-	-	-	-	-	-	-	-	910,137	-	-	-
10% of 2024 MAT to Strategic Initiatives	16,720	-	-	16,325	-	22,504	-	-	-	-	32,881	19,380	107,810	-	-	-
Projected Reserve - Payroll	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Surplus Cash Infusion to balance CY Operating Bd	95,479	(2,678)	(13,274)	68,395	(49,679)	204,497	(59,340)	(67,645)	(70,398)	(16,384)	283,098	118,746	490,818	-	-	-
Eclipse - Season 3	-	-	(200,000)	-	-	-	-	-	-	-	-	180,000	(20,000)	-	-	-
Eclipse - Purchases	-	-	-	-	-	-	-	-	-	-	-	(547)	(547)	-	-	-
<b>Subtotal Surplus Cash</b>	<b>1,022,336</b>	<b>(2,678)</b>	<b>(213,274)</b>	<b>84,721</b>	<b>(49,679)</b>	<b>227,001</b>	<b>(59,340)</b>	<b>(67,645)</b>	<b>(70,398)</b>	<b>(16,384)</b>	<b>315,979</b>	<b>317,579</b>	<b>1,488,218</b>	-	-	-

Funds Available for Disbursement	Actual	Budget	Available
Annual Partnerships	150,000	165,000	15,000
Community Tourism Sponsorships	140,900	165,000	24,100
Charities & Not for Profits	55,000	50,000	(5,000)
<b>TOTAL</b>	<b>345,900</b>	<b>380,000</b>	<b>34,100</b>





**FORECAST - HUNTSVILLE MUNICIPAL ACCOMMODATION TAX ASSOCIATION**

**Forecast vs Budget 2024 2025**

<b>REVENUE</b>	<b>June Forecast</b>	<b>July Forecast</b>	<b>August Forecast</b>	<b>September Forecast</b>	<b>October Forecast</b>	<b>November Forecast</b>	<b>December Forecast</b>	<b>January Forecast</b>	<b>February Forecast</b>	<b>March Forecast</b>	<b>April Forecast</b>	<b>May Forecast</b>	<b>Total</b>	<b>Budget</b>	<b>Act/Fcst 23/24</b>	<b>Actual 22/23</b>	<b>Actual 21/22</b>
Projected MAT for 2023/2024		-	163,000		-	230,000			340,000			167,000	<b>900,000</b>	<b>900,000</b>	1,078,104	982,559	905,769
Grants & Funding	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Short Term Investment Interest	2,917	2,917	2,917	2,917	2,917	2,917	2,917	2,917	2,917	2,917	2,917	2,917	<b>35,000</b>	<b>35,000</b>	27,350	2,047	
Projected Reserve - Strategic Initiatives (10% of Projected M.	-	-	(16,300)	-	-	(23,000)	-	-	(34,000)	-	-	(16,700)	<b>(90,000)</b>	<b>(90,000)</b>	(107,810)		
<b>TOTAL REVENUE</b>	<b>2,917</b>	<b>2,917</b>	<b>149,617</b>	<b>2,917</b>	<b>2,917</b>	<b>209,917</b>	<b>2,917</b>	<b>2,917</b>	<b>308,917</b>	<b>2,917</b>	<b>2,917</b>	<b>153,217</b>	<b>845,000</b>	<b>845,000</b>	997,644	984,606	905,769
<b>OVERHEAD EXPENSES</b>																	
<i>Operating:</i>																	
Bank Fees	8	8	8	8	8	8	8	8	8	8	8	8	<b>100</b>	<b>100</b>	39	68	9
Consultants ( Strat, Conflict of Interest & Governance)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Insurance	-	-	-	-	-	-	-	2,400	-	-	-	-	<b>2,400</b>	<b>2,400</b>	1,363	1,292	1,234
Professional Development & Conferences	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	<b>15,000</b>	<b>15,000</b>	10,783	1,126	
Overhead (Office Supplies, Advertising, Telephone, Dues)	1,216	1,216	1,216	1,216	1,216	1,216	1,216	1,216	1,216	1,216	1,216	1,216	<b>14,586</b>	<b>14,586</b>	11,823		
Professional Fees - Accounting & Legal	(3,750)	1,250	6,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	6,250	<b>20,000</b>	<b>20,000</b>	30,598	7,452	2,500
Directors & Executive Meetings	200	200	200	200	200	200	200	200	200	200	200	200	<b>2,400</b>	<b>2,400</b>	2,126		
Payroll- Wages & Benefits	18,750	18,750	18,750	18,750	18,750	18,750	18,750	18,750	18,750	18,750	18,750	18,750	<b>225,000</b>	<b>225,000</b>	64,758		
Chamber Admin (July-Dec)													-	-	28,250	56,500	56,500
<b>Subtotal Operating Expenses</b>	<b>17,674</b>	<b>22,674</b>	<b>27,674</b>	<b>22,674</b>	<b>22,674</b>	<b>22,674</b>	<b>22,674</b>	<b>25,074</b>	<b>22,674</b>	<b>22,674</b>	<b>22,674</b>	<b>27,674</b>	<b>279,486</b>	<b>279,486</b>	149,741	66,439	60,243
<i>Marketing:</i>																	
Destination Awareness	9,833	9,833	9,833	9,833	9,833	9,833	9,833	9,833	9,833	9,833	9,833	9,833	<b>118,000</b>	<b>118,000</b>			
Website Content	3,220												<b>3,220</b>	-			
Corporate: MCI & Association	8,333	8,333	8,333	8,333	8,333	8,333	8,333	8,333	8,333	8,333	8,333	8,333	<b>100,000</b>	<b>100,000</b>			
Market Research New Initiatives	22,500	7,500	7,500	7,500	7,500	7,500	7,500	7,500	7,500	7,500	7,500	7,500	<b>105,000</b>	<b>90,000</b>			
Extra Spend for Marketing	11,300												<b>11,300</b>	-			
													-	-			
<b>Subtotal Marketing Expenses</b>	<b>55,187</b>	<b>25,667</b>	<b>25,667</b>	<b>25,667</b>	<b>25,667</b>	<b>25,667</b>	<b>25,667</b>	<b>25,667</b>	<b>25,667</b>	<b>25,667</b>	<b>25,667</b>	<b>25,667</b>	<b>337,520</b>	<b>308,000</b>	93,185	55,189	56,677
<b>Total Overhead Expense</b>	<b>72,860</b>	<b>48,340</b>	<b>53,340</b>	<b>48,340</b>	<b>48,340</b>	<b>48,340</b>	<b>48,340</b>	<b>50,740</b>	<b>48,340</b>	<b>48,340</b>	<b>48,340</b>	<b>53,340</b>	<b>617,006</b>	<b>587,486</b>	242,926	121,628	116,920
<b>Net Available for Disbursement</b>	<b>(69,944)</b>	<b>(45,424)</b>	<b>96,276</b>	<b>(45,424)</b>	<b>(45,424)</b>	<b>161,576</b>	<b>(45,424)</b>	<b>(47,824)</b>	<b>260,576</b>	<b>(45,424)</b>	<b>(45,424)</b>	<b>99,876</b>	<b>227,994</b>	<b>257,514</b>	<b>754,718</b>	<b>401,880</b>	<b>788,849</b>

	June	July	August	September	October	November	December	January	February	March	April	May	Total	Budget	Act/Fcst 23/24	Actual 22/23	Actual 21/22
<b>FUNDS AVAILABLE FOR DISBURSEMENT</b>																	
<i>Annual Partnerships</i>																	
Chamber (Maple, Campfire, Tourism Services)			50,000										50,000	50,000	18,000	50,000	100,000
BIA Annual Partnership			32,000										32,000	32,000	50,000	-	
HFA Annual Partnership	45,000												45,000	45,000	-	80,000	
Snowfest								20,000					20,000	20,000	-		
<b>Subtotal Annual Partnerships</b>	<b>45,000</b>	<b>-</b>	<b>82,000</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>20,000</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>147,000</b>	<b>147,000</b>	<b>68,000</b>	<b>130,000</b>	<b>100,000</b>
<i>Community Tourism Sponsorships</i>																	
Avail for Disbursement - New Product Development	6,710	6,710	6,710	6,710	6,710	6,710	6,710	6,710	6,710	6,710	6,710	6,710	80,514	80,514	140,900	628,053	81,500
<b>Subtotal Community Tourism Sponsorships</b>	<b>6,710</b>	<b>6,710</b>	<b>6,710</b>	<b>6,710</b>	<b>6,710</b>	<b>6,710</b>	<b>6,710</b>	<b>6,710</b>	<b>6,710</b>	<b>6,710</b>	<b>6,710</b>	<b>6,710</b>	<b>80,514</b>	<b>80,514</b>	<b>140,900</b>	<b>628,053</b>	<b>81,500</b>
<i>Charities &amp; Not for Profits</i>																	
Local Charity (i.e. Hospital Foundation/ Environment/Affordz)	-	-	-	-	-	-	30,000	-	-	-	-	-	30,000	30,000	55,000	11,000	10,321
<b>Subtotal Charities &amp; Not for Profits</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>30,000</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>30,000</b>	<b>30,000</b>	<b>55,000</b>	<b>-</b>	<b>-</b>
<b>Total Disbursements</b>	<b>51,710</b>	<b>6,710</b>	<b>88,710</b>	<b>6,710</b>	<b>6,710</b>	<b>6,710</b>	<b>36,710</b>	<b>26,710</b>	<b>6,710</b>	<b>6,710</b>	<b>6,710</b>	<b>6,710</b>	<b>257,514</b>	<b>257,514</b>	<b>263,900</b>	<b>758,053</b>	<b>181,500</b>
<b>Total Overhead Expenses + Disbursement Funds</b>	<b>124,570</b>	<b>55,050</b>	<b>142,050</b>	<b>55,050</b>	<b>55,050</b>	<b>55,050</b>	<b>85,050</b>	<b>77,450</b>	<b>55,050</b>	<b>55,050</b>	<b>55,050</b>	<b>60,050</b>	<b>874,520</b>	<b>845,000</b>	<b>506,826</b>	<b>879,681</b>	<b>298,420</b>
<b>Net Revenue &amp; Overhead+ Disbursement</b>	<b>(121,653)</b>	<b>(52,133)</b>	<b>7,567</b>	<b>(52,133)</b>	<b>(52,133)</b>	<b>154,867</b>	<b>(82,133)</b>	<b>(74,533)</b>	<b>253,867</b>	<b>(52,133)</b>	<b>(52,133)</b>	<b>93,167</b>	<b>(29,520)</b>	<b>-</b>	<b>490,818</b>	<b>104,925</b>	<b>607,349</b>
<b>+Infusion Strat Rsrve / (XFR to Strat Rsrve)</b>	<b>121,653</b>	<b>52,133</b>	<b>(7,567)</b>	<b>52,133</b>	<b>52,133</b>	<b>(154,867)</b>	<b>82,133</b>	<b>74,533</b>	<b>(253,867)</b>	<b>52,133</b>	<b>52,133</b>	<b>(93,167)</b>	<b>29,520</b>	<b>-</b>	<b>(490,818)</b>	<b>(104,925)</b>	<b>(607,349)</b>
<b>2023/2024 OPERATING BUDGET SURPLUS/DEFICIT</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>

<b>Cash Flow</b>																	
Surplus Cash	1,488,218	-	-	-	-	-	-	-	-	-	-	-	1,488,218				
10% of 2024 MAT to Strategic Initiatives	-	-	16,300	-	-	23,000	-	-	34,000	-	-	16,700	90,000				
Projected Reserve - Payroll	-	-	-	-	-	-	(150,000)	-	-	-	-	-	(150,000)				
Surplus Cash Infusion to balance CY Operating Bdgt	(121,653)	(52,133)	7,567	(52,133)	(52,133)	154,867	(82,133)	(74,533)	253,867	(52,133)	(52,133)	93,167	(29,520)				
(Less) Chamber in-town Eclipse installation (King St.) 2024/25	-	-	(55,000)	-	-	-	-	-	-	-	-	-	(55,000)				
(Less) Chamber in-town Eclipse installation (Civic Square) 2024/25	-	-	(43,000)	-	-	-	-	-	-	-	-	-	(43,000)				
(Less) Chamber in-town Eclipse installation (Trinity Path) 2024/25	-	-	(24,000)	-	-	-	-	-	-	-	-	-	(24,000)				
(Less) Chamber ice rink chiller 2024/25	-	-	-	-	(175,000)	-	-	-	-	-	-	-	(175,000)				
(Less) Eclipse offsite partner install & procurement costs \$500,000	-	-	(500,000)	-	-	-	-	-	-	-	-	-	(500,000)				
<b>Subtotal Surplus Cash</b>	<b>1,366,565</b>	<b>(52,133)</b>	<b>(598,133)</b>	<b>(52,133)</b>	<b>(227,133)</b>	<b>177,867</b>	<b>(232,133)</b>	<b>(74,533)</b>	<b>287,867</b>	<b>(52,133)</b>	<b>(52,133)</b>	<b>109,867</b>	<b>601,699</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>

Funds Available for Disbursement	Actual	Budget	Available
Annual Partnerships	-	147,000	147,000
Community Tourism Sponsorships	-	80,514	80,514
Charities & Not for Profits	-	30,000	30,000
<b>TOTAL</b>	<b>-</b>	<b>257,514</b>	<b>257,514</b>

**Product Development Forecast as at June 14, 2024**

Current Reserve/Surplus cash balance	1,488,218
Projected Reserve - Payroll	(150,000)
10% of 2024_2025 MAT to Strategic Initiatives	90,000
Carryover Marketing Spend from Prior Year	(29,520)
<i>SUBTOTAL</i>	<i>\$1,398,698</i>
(Less) Chamber in-town Eclipse installation (King St.) <b>2024/25</b>	\$55,000
(Less) Chamber in-town Eclipse installation (Civic Square) <b>2024/25</b>	\$43,000
(Less) Chamber in-town Eclipse installation (Trinity Path) <b>2024/25</b>	\$24,000
(Less) Chamber ice rink chiller <b>2024/25</b>	\$175,000
(Less) Eclipse offsite partner install & procurement costs \$(500,000) <b>2024/25</b>	\$500,000
<i>SUBTOTAL</i>	<i>\$797,000</i>
<b>Balance EO 2024_25</b>	<b>\$601,698</b>

<b>King St.</b>	
	Projected
<b>Light Activations</b>	
Trees	\$20,000.00
<b>Sub-total</b>	<b>\$20,000.00</b>
<b>Installation</b>	
Limbic Media Consultation & Programming	\$5,000.00
Limbic Media Accommodation	\$300.00
Lift Rentals	\$3,000.00
Diesel for Lifts	\$150.00
Plywood for Under Lift	\$250.00
Wire & Plate Installation	\$1,500.00
Mounting Plates & Hardware	\$5,000.00
Guy Wire	\$2,500.00
Engineered Drawings	\$5,000.00
Deck Box	\$350.00
Riggers Staffing	\$2,400.00
Riggers Accommodation	\$600.00
Uhaul Rentals & Gas	\$350.00
Dump Runs	\$50.00
General Help	\$250.00
<b>Sub-total</b>	<b>\$26,700.00</b>
<b>Site</b>	
Signage	\$500.00
Electrical Work	\$750.00
Timers	\$150.00
Zip Ties	\$250.00
Tools / Replacement Parts	\$250.00
<b>Sub-total</b>	<b>\$1,900.00</b>
<b>Contingency</b>	<b>\$5,000.00</b>
<b>TOTAL</b>	<b>\$53,600.00</b>

<b>River Mill Park</b>	
	Projected
<b>Installation</b>	
Limbic Media Consultation & Programming	\$5,000.00
Limbic Media Accommodation	\$300.00

35' Rough Terrain Scissor Lift Rental	\$1,750.00
Diesel for Lift	\$100.00
Plywood for Under Lift	\$250.00
18' Columns	\$10,000.00
Wire & Plate Installation	\$1,500.00
Mounting Plates & Hardware	\$5,000.00
Guy Wire	\$2,500.00
Engineered Drawings	\$5,000.00
Deck Box	\$350.00
Riggers Staffing	\$2,400.00
Riggers Accommodation	\$600.00
Uhaul Rentals & Gas	\$350.00
General Help	\$250.00
<b>Sub-total</b>	<b>\$35,350.00</b>
<b>Site</b>	
Signage	\$500.00
Electrical Work	\$750.00
Timers	\$150.00
Zip Ties	\$250.00
Tools / Replacement Parts	\$250.00
<b>Sub-total</b>	<b>\$1,900.00</b>
<b>Contingency</b>	<b>\$5,000.00</b>
<b>TOTAL</b>	<b>\$42,250.00</b>
<b>Operational (Annual)</b>	
Snow Removal & Checking Lights	\$3,500.00
Insurance	\$0.00
Larger Repairs / Maintenance / Inspections	\$10,000.00
<b>TOTAL</b>	<b>\$13,500.00</b>
<b>TOTAL</b>	<b>\$109,350.00</b>

## **Ontario 55+ Winter Games**

### **Details:**

- Mid-week, winter event with over 1,000 participants
- 2024 event was hosted in Orillia from Tuesday February 6 – Thursday February 8 (2 overnight stays)
- Huntsville has hosted twice previously in 2013 and 2019
- Typically, hosting municipality has contributed funding – this would be substituted with HMATA funding
  - Games Ontario suggests \$40,000
    - Could be offset by grants and sponsorship
  - No cost to submit a bid (outside of staff time)
- Need Town of Huntsville Council Resolution supporting the bid by September 6, 2024
- Changes since Huntsville last hosted:
  - Increased funding from Province of Ontario
  - Participant fees have been reduced
  - Transportation and food service requirements on hosting community have been reduced – less meals provided, only some transportation provided
  - Host community no longer pays or books accommodations – participants do so themselves
- Total Funding provided by the Province of Ontario: \$325,000
  - Event Operating Grant: \$275,000
  - Capital + Legacy/Contingency Funding: \$50,000

### **Quick Facts:**

- Participants: 1,000+
- Sports:
  - Alpine Skiing
  - Badminton
  - Curling
  - Duplicate Bridge
  - Ice Hockey
  - Nordic Skiing
  - Skating
  - Table Tennis
  - Ten Pin Bowling
  - Volleyball
- Local Economic Activity: \$1.5 million+

### **Why Host:**

- Increase economic activity and tourism to the community and region. Thousands of participants and their families will travel to your community resulting in significant local spending.
- Build your local sport hosting resume. The Games provide an opportunity to demonstrate the community's capability to host sporting events both big and small.
- Develop a strong base of qualified volunteers in the community who will support future sport hosting opportunities.
- Build community spirit and pride. The Ontario Games provide a rare opportunity to host participants from all regions of the province.
- Opportunity to host a unique sporting event with unprecedented support and guidance. Ministry staff will directly support your organizing committee and community like no other sporting event.

**Risks:**

- Financial – HMATA would oversee the overall budget and therefore take the risk of any financial loss
- Lack of Volunteers – Games Ontario recommends 400-500 volunteers are needed to successfully operate the Ontario 55+ Winter Games – including roughly 15 GOC members who need to make a significant commitment to organizing the event

**What We Would Need to Do:**

- Hire a Games General Manager and put together a Games Organizing Committee
- Oversee and assist with event logistics including but not limited to:
  - Write Bids
  - Manage Event Budget
  - Select sports, venues, organize equipment
  - Manage participant registration and accreditation
  - Organize accommodations and food services for participants
  - Organize participant transportation
  - Manage volunteers
  - Market the event
  - Organize special events (opening, closing ceremonies, mid-night entertainment)
  - Manage accessibility of the event
  - Organize medical assistance for event

**Deadlines:**

- 2026 Ontario 55+ Winter Games
  - Expression of Interest Due: July 12, 2024
  - Bid Submission Due: September 6, 2024
  - Site Review: September 2024
  - Official Announcement: November 2024
  - Event Dates: February 2026
- 2028 Ontario 55+ Winter Games
  - Expression of Interest Due: November 29, 2024
  - Bid Submission Due: January 10, 2025
  - Site Review: February 2025
  - Official Announcement: April 2025
  - Event Dates: February 2028

**Sample Budget:**

<b>Expenses</b>	
<b>Accommodations</b>	<b>\$5,000</b> Minimal due to format change (may require some room rentals and increase)
<b>Administration</b>	
Staffing	\$120,000
Other	\$30,000
<b>SUB-TOTAL</b>	<b>\$150,000</b>
<b>Food Services</b>	<b>\$75,000</b>
<b>Medical</b>	<b>\$10,000</b>
<b>Marketing / Promotion</b>	<b>\$20,000</b>
<b>Registration</b>	
Accreditation	\$2,500
Registration Kits	\$2,500
<b>SUB-TOTAL</b>	<b>\$5,000</b>
<b>Special Events</b>	<b>\$50,000</b>
<b>Sponsorship &amp; Fundraising</b>	<b>\$5,000</b>
<b>Sport</b>	
Venues	\$35,000
Sport Equipment Rental	\$10,000
Medals	\$10,000
<b>Sub-total</b>	<b>\$55,000</b>
<b>Transportation</b>	
Internal	\$30,000
External	\$10,000
<b>SUB-TOTAL</b>	<b>\$40,000</b>
<b>Volunteers</b>	
Recognition Event	\$5,000
Clothing	\$5,000
Recruitment	\$2,000
Training	\$3,000
<b>SUB-TOTAL</b>	<b>\$15,000</b>
<b>TOTAL EXPENSES</b>	<b>\$430,000</b>

<b>Revenue</b>	
<b>Hosting Grant</b>	<b>\$325,000</b> (\$50,000 Capital & Legacy / Contingency)
<b>Participant Registration Fees</b>	<b>\$75,000</b>
<b>Non-participant Registration Fees</b>	<b>\$2,000</b>
<b>Sport Fees</b>	<b>\$3,000</b>
<b>HMATA Contribution</b>	<b>\$40,000</b> (Could be offset by grants and sponsorship)
<b>Sponsorship</b>	<b>\$25,000</b>
<b>Grants</b>	<b>\$10,000</b>
<b>TOTAL</b>	<b>\$480,000</b>

\*Capital & Legacy / Contingency Fund: \$50,000



**Huntsville**  
MUSKOKA • CANADA

**2024/2025  
MEETINGS, CONVENTIONS + INCENTIVE  
MARKETING STRATEGY**

[explorehuntsville.ca](https://explorehuntsville.ca)



# OUR VISION + MISSION

## VISION

We will become Ontario's most visited year-round destination made possible by our engaged community and tourism industry.

## MISSION

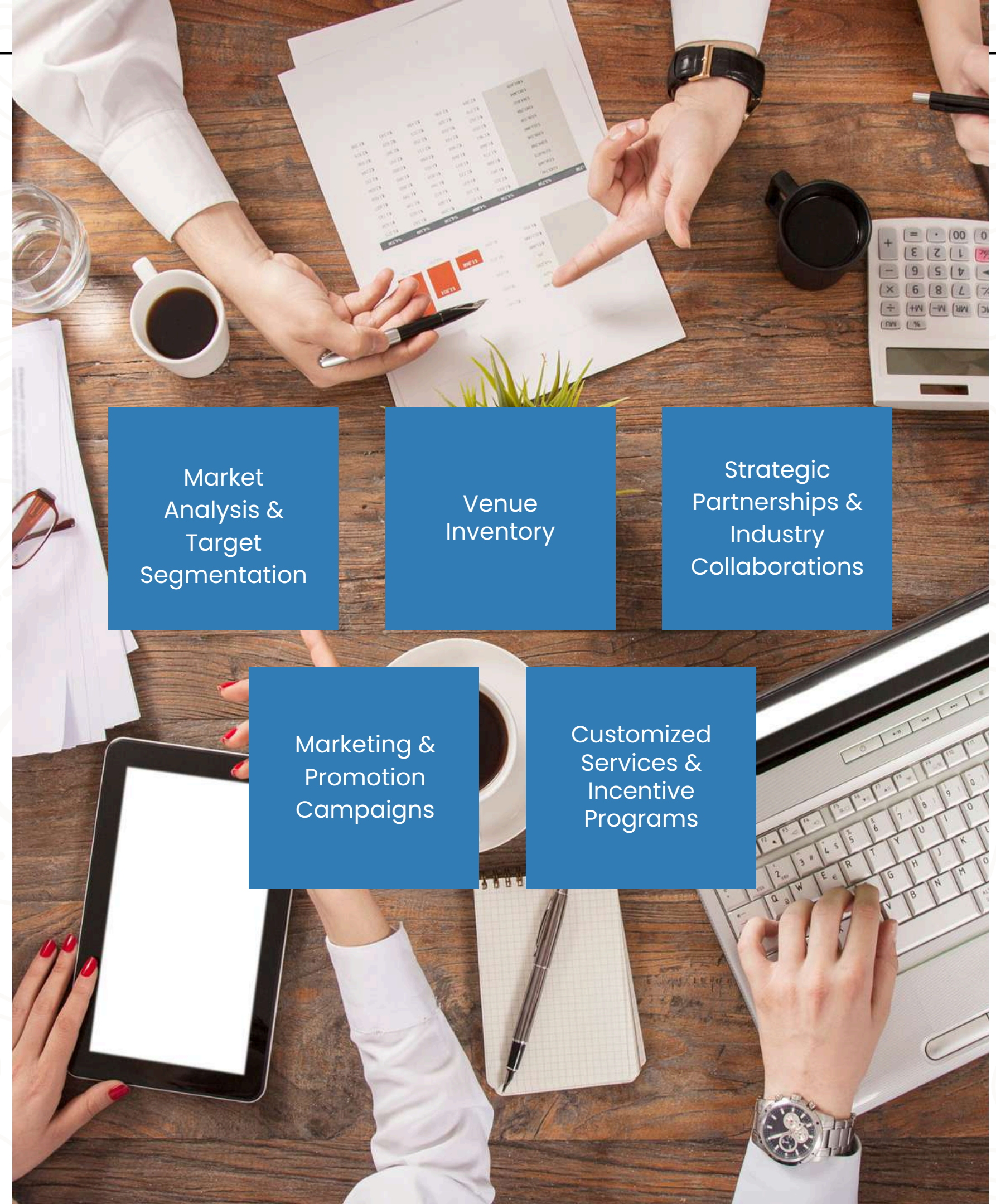
Our mission is to inspire year-round sustainable growth of Huntsville's visitor economy, by working with our local and regional partners to motivate visitors to enjoy our unique brand of community hospitality and Muskoka experiences.





# MEETINGS, CONVENTIONS + INCENTIVE MARKETING

At the heart of our destination development plan lies a commitment to diversifying our offerings and capturing a broader spectrum of the travel market. To this end, we are dedicated to developing a comprehensive strategy aimed at cultivating a robust presence in the meetings, conventions, and incentive (MCI) travel sector. This strategic focus area represents a significant opportunity for growth and revenue generation, as MCI travellers often seek destination options that offer both business facilities and unique leisure experiences.



Market  
Analysis &  
Target  
Segmentation

Venue  
Inventory

Strategic  
Partnerships &  
Industry  
Collaborations

Marketing &  
Promotion  
Campaigns

Customized  
Services &  
Incentive  
Programs

# MARKET ANALYSIS + TARGET SEGMENTATION

We will conduct a thorough analysis of the MCI travel market, identifying key segments, trends, and preferences among corporate clients, meeting planners, and incentive travel organizers. Through this analysis, we will identify target markets and tailor our offerings to meet their specific needs and preferences to fit with our current offerings.

We will attend conferences/conventions and tradeshow to gain insight into trends, emerging technologies, and consumer preferences along with developing relationships with planners.

# VENUE INVENTORY

Recognizing the importance of promoting world-class infrastructure in attracting MCI travellers, we will develop a comprehensive inventory of current and potential meeting spaces (traditional and otherwise) in Huntsville.

# STRATEGIC PARTNERSHIPS + INDUSTRY COLLABORATIONS

We will forge strategic partnerships with local businesses, hotels, event planners, and industry associations to create comprehensive MCI packages that combine meeting facilities with leisure activities, cultural experiences, and entertainment options. By leveraging these partnerships, we can begin to offer unique value propositions that differentiate our destination and attract MCI travellers seeking unforgettable experiences.

A significant aspect of collaborations will be the introduction of a town-wide gift card - the **Huntsville Explorer Card**.

What It's All About: Discover the best of Huntsville with the Huntsville Explorer Card! Designed for adventurous tourists, this community-wide gift card offers unparalleled convenience and access to a variety of local experiences. Use it at multiple stores, restaurants, and attractions to truly immerse yourself in the friendly and welcoming spirit of Huntsville. Whether you're shopping, dining, or exploring, the Huntsville Explorer Card is your key to a fun and memorable visit. Don't miss out—grab your Huntsville Explorer Card today and start your adventure!

A dedicated digital marketing campaign will be created to promote this campaign.

# MARKETING + PROMOTION CAMPAIGNS

We will launch targeted marketing and promotional campaigns aimed at raising awareness of our destination as a premier MCI travel destination. This will include participating in industry trade shows and events, hosting familiarization tours for MCI planners, creating a dedicated Groups and Meetings section on [explorehuntsville.ca](http://explorehuntsville.ca) and leveraging digital marketing channels to reach corporate decision-makers and influencers.

Central to our industry trade shows and events campaign will be a **Virtual Reality** enhancement. Whenever the Explore Huntsville Booth is set up at a show, booth visitors will be able to virtually canoe through the region, wakesurf on our lakes or explore our trails in the winter on Nordic skis. This campaign will involve shooting 360 videos showcasing canoeing, and wakesurfing in the summer, and Nordic skiing in the winter. We will then construct virtual reality stations at trade shows for potential visitors to experience these activities in our region.

# CUSTOMIZED SERVICES + INCENTIVE PROGRAMS

Recognizing the importance of personalized service and incentives in the MCI travel sector, we will develop and promote customized packages and incentives to attract and retain corporate clients and meeting planners. This may include discounted rates, exclusive perks, and tailored experiences designed to exceed the expectations of MCI participants and drive repeat business.

The main incentive program we will focus on for 2024/2025 is the **Stay An Extra Night Campaign**.

If visitors book an extra night at a Huntsville hotel they will receive:

- \$100 off their stay (50/50 split between HMATA and participating accommodation)
- \$50 - Huntsville Explorer Card

A dedicated digital marketing campaign will be created to promote this campaign.

350 packages will be available for the 2024/2025 fiscal. The campaign will launch in late fall 2024.





# MCI BUDGET

<b>Meetings, Conventions &amp; Incentive Marketing</b>	
Huntsville Explorer Card Campaign	\$5,000
Industry Familiarization Tours	\$15,000
Virtual Reality (Filming, goggles, booth setup including interactive paddling, wakesurfing & Nordic skiing activity setup)	\$31,500
Stay An Extra Night Campaign (Accommodation discounts, town-wide dollar incentive, digital marketing)	\$40,000
Targeted Marketing & New Initiatives	\$8,500
<b>TOTAL</b>	<b>\$100,000</b>

**Huntsville**  
MUSKOKA • CANADA

**2024/2025  
DESTINATION AWARENESS STRATEGY**

[explorehuntsville.ca](https://explorehuntsville.ca)



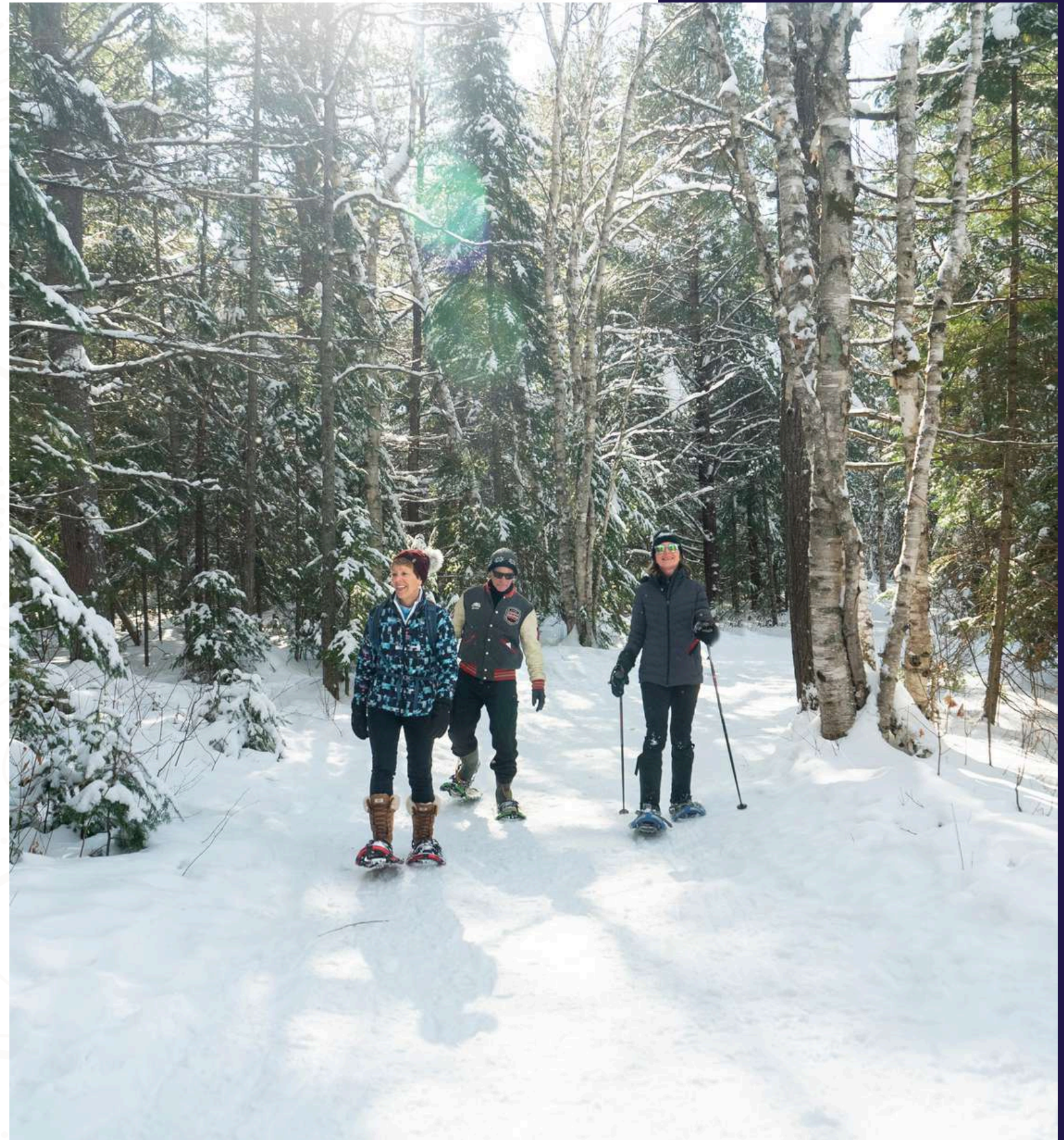
## OUR VISION + MISSION

### VISION

We will become Ontario's most visited year-round destination made possible by our engaged community and tourism industry.

### MISSION

Our mission is to inspire year-round sustainable growth of Huntsville's visitor economy, by working with our local and regional partners to motivate visitors to enjoy our unique brand of community hospitality and Muskoka experiences.





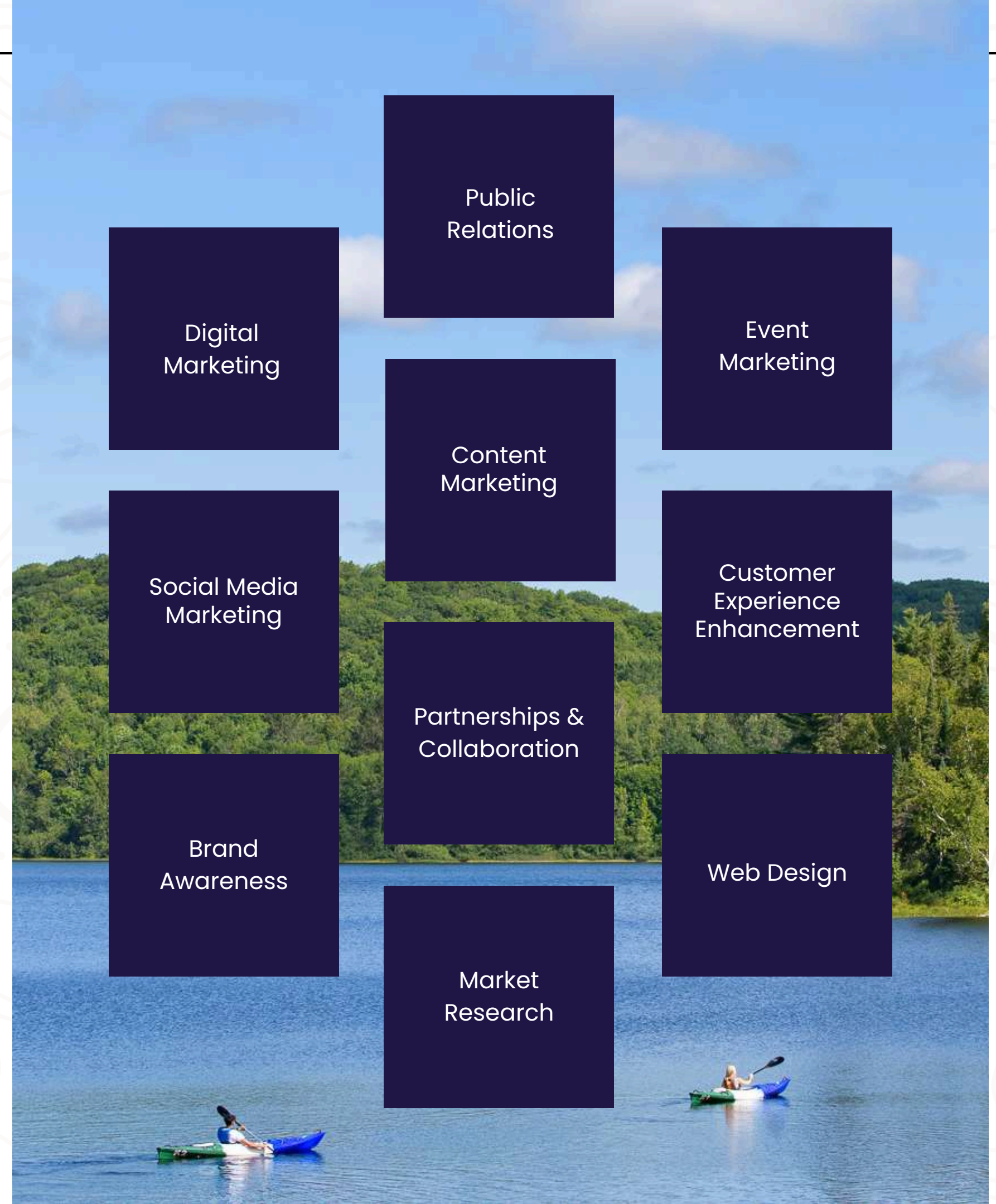
# DESTINATION AWARENESS

Destination Awareness is a crucial aspect of our tourism business plan, as it directly influences the success of our marketing efforts and the overall attractiveness of the destination we promote.

Our strategy for destination awareness involves leveraging our partnership with Muskoka Tourism to enhance a multi-channel approach that combines traditional marketing tactics with innovative digital strategies to reach and engage our target audience effectively.

Through compelling storytelling, captivating visuals, and immersive experiences, we aim to raise awareness about the unique cultural heritage, natural beauty, and diverse attractions of Huntsville, positioning us as a must-visit destination for travellers seeking authentic and memorable experiences.

By fostering greater awareness and understanding of Huntsville, we seek to inspire curiosity, evoke emotions, and ultimately drive visitation, contributing to the sustainable growth and development of the tourism industry in our regions.



Digital  
Marketing

Public  
Relations

Event  
Marketing

Social Media  
Marketing

Content  
Marketing

Customer  
Experience  
Enhancement

Brand  
Awareness

Partnerships &  
Collaboration

Web Design

Market  
Research



## PRIMARY TARGET MARKET

Up & Coming Explorers, Family Memory Builders and Nature Lovers.

Outdoor enthusiast families and/or couples who are actively looking to travel.

Primary Geographic Area:

- GTA
  - Hamilton
  - Brampton
  - Mississauga
  - Vaughan
  - Oakville
  - Markham
  - Barrie

Secondary Geographic Area:

- Toronto

Ages: 30-45

Household Income: Upper Middle Class - \$100,000+





## SECONDARY TARGET MARKET

Outgoing mature couples and sports lovers.

Mid-week, shoulder season visitors – specifically targeting 55+ sporting events.

This group is driven by a love of sports, either watching or participating. Their sports are not necessarily extreme, more in keeping with what is readily available.

Skewing strongly toward those in retirement, these travellers are driven by a desire to maintain their vitality and connection with the world.

Primary Geographic Area:

- GTA
  - Hamilton
  - Brampton
  - Mississauga
  - Vaughan
  - Oakville
  - Markham
  - Barrie

Secondary Geographic Area:

- Toronto

Ages: 55+

Household Income: Upper Middle Class – \$100,000+

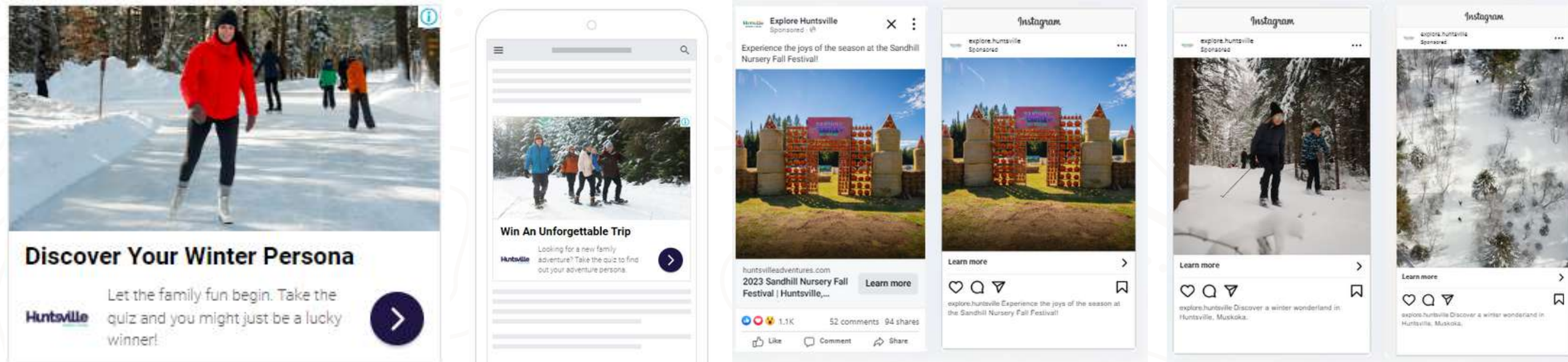


# DIGITAL MARKETING + SOCIAL MEDIA STRATEGY

We will run targeted Google Ads and social media campaigns on platforms like Facebook and Instagram to engage with audiences, share captivating content, showcase Huntsville highlights, and foster community engagement.

This is where we aim to highlight Huntsville as a 4-season destination with over 70% of our digital marketing budget dedicated to promoting the “shoulder season” – autumn, spring & winter.

We also plan to leverage online platforms such as relevant websites, and email marketing tools to increase visibility and attract potential visitors.



# BRAND AWARENESS STRATEGY

We will develop a cohesive brand identity that encapsulates the unique attributes and values of the destination, implementing branding initiatives across various touchpoints including logos, slogans, messaging, and visual assets, and consistently reinforce brand presence through strategic marketing efforts.

**Huntsville**  
**MUSKOKA • CANADA**



# PR STRATEGY

We will cultivate positive media coverage through media releases, media pitches, influencer partnerships, and participation in industry events and trade shows to enhance visibility, credibility, and reputation within target markets.



## Huntsville ON Is Muskoka's Best-Kept Secret & These 8 Must-Try Winter Activities Prove it

Snowshoeing, torch-lit skating trails, spas and more.

February 7, 2023



THINGS TO DO

## 7 adventures that make this Ontario gem the perfect winter getaway

1 year ago • Curiosity Staff

# CONTENT MARKETING STRATEGY

We will create high-quality, informative, and visually appealing content such as blog posts, articles, videos, and virtual tours that showcase Huntsville's attractions, activities, culture, and experiences, thereby engaging and educating potential visitors while driving organic traffic and enhancing search engine rankings.

Key to this plan is building our short-form video database. Short-form video will be our most featured content throughout our digital marketing and social media strategy.

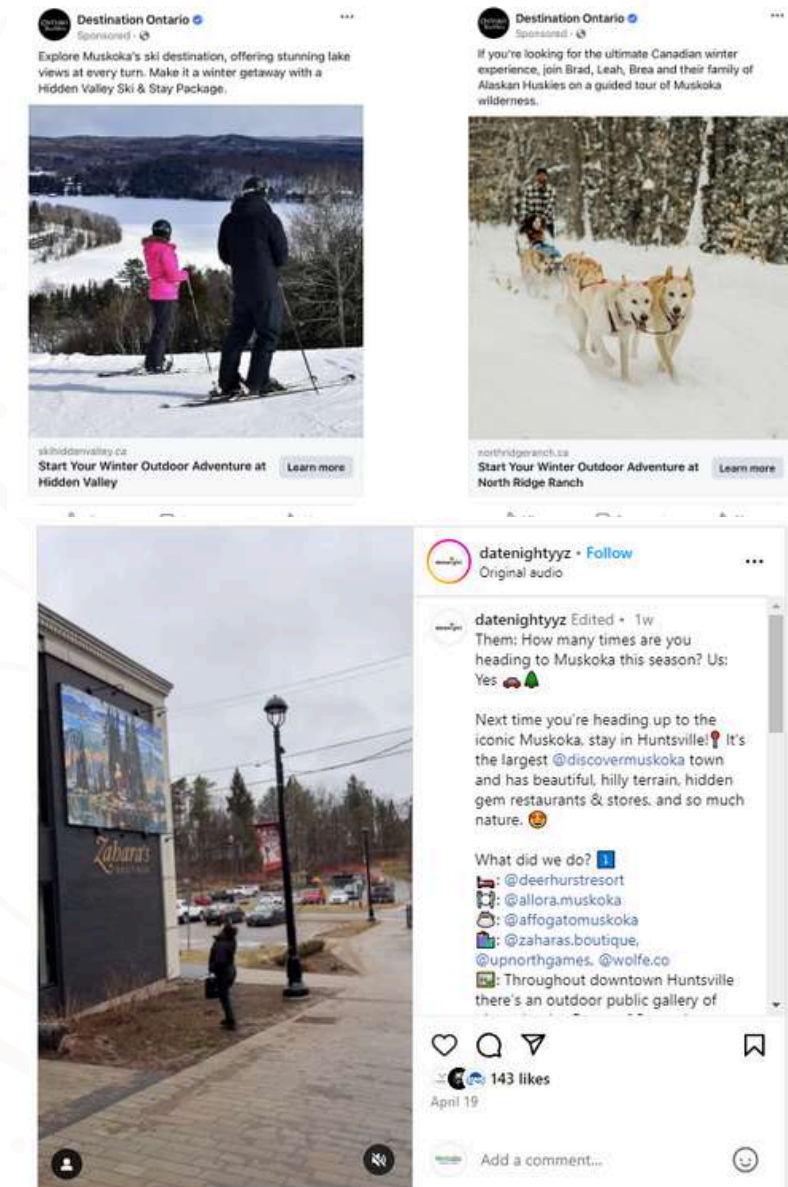


# PARTNERSHIP + COLLABORATION STRATEGY

We will forge strategic partnerships to amplify marketing efforts, expand distribution channels, and cross-promote complementary products and services, thereby reaching broader audiences and maximizing exposure.

## HMATA & Muskoka Tourism

- We will work closely with Muskoka Tourism to raise awareness and attract visitors to Huntsville
- Aim to establish Huntsville as the go-to destination inside Muskoka by developing season specific campaigns
  - Winter 2024/2025 & Spring 2025
  - Campaigns will potentially include (but will not be limited to) digital marketing, influencers, Destination Ontario partnerships, TTC advertising, and media outlets (BLOGTO, Global News, Breakfast Television etc.)



# EVENT MARKETING STRATEGY

We will support, sponsor or market events, festivals, conferences, cultural celebrations and sporting events that showcase Huntsville's unique offerings, attract visitors, and generate buzz, serving as platforms for experiential marketing, networking, and community engagement.

A portion of our digital marketing and social media marketing budget will feature Huntsville's events, aiming to attract a crowd outside of those purely looking for outdoor adventure.

- Events include:
  - Muskoka Music Crawl "Campfire Sessions", Huntsville Festival of the Arts, Concerts on the Dock, Algonquin Theatre performances, Live Music at - Jimmy Joys, Huntsville Brewhouse, Canvas Brewing Co., Music on Main - the Etwell Concert Series, Nuit Blanche North, Muskoka Markets, Muskoka River X, Fall Fair, Oktoberfest Muskoka, Girlfriends' Getaway Weekend, SnowFest, Muskoka Maple Trail & Festival, Craft Beer Festivals, Canada Day Events, Rotary Dockfest & more
    - A weekly event guide will be promoted throughout the year on social channels (@explore.huntsville)



# CUSTOMER EXPERIENCE ENHANCEMENT STRATEGY

We will prioritize visitor satisfaction and loyalty by delivering exceptional customer experiences, personalized services, and memorable interactions, fostering positive word-of-mouth recommendations and repeat visits. We will also leverage customer feedback to continuously refine and enhance destination offerings and services.

By implementing these strategies cohesively and strategically, we will endeavor to raise awareness, capture attention, and position ourselves as a compelling and desirable travel destination in the competitive tourism marketplace.

## In Room Surveys

- Tent cards and/or mirror stickers with a QR Code will be placed in every Hotel room in Huntsville leading to a visitor satisfaction survey
  - Each respondent will be eligible to be entered into a monthly draw for a \$100 prepaid visa
- This survey will enable us to better understand our customers

**HELP US IMPROVE!**

**TELL US ABOUT YOUR EXPERIENCE IN HUNTSVILLE FOR A CHANCE TO WIN!**

**SCAN THE QR CODE AND TAKE A QUICK 5 QUESTION SURVEY TO BE ENTERED INTO A MONTHLY DRAW FOR A \$100 PREPAID VISA CREDIT CARD!**

**Huntsville**  
MUSKOKA • CANADA  
EXPLOREHUNTSVILLE.CA

SCAN  
ME

# MARKET RESEARCH

We will conduct two surveys to better understand travel plans of our target demographic and perceptions of Huntsville in general.

## Pollara Surveys

- Travel Plans of Ontarians to Huntsville
  - 900 online surveys will be sent to Ontario residents who are likely to travel within Ontario in the next year
- Huntsville Travellers Impressions of Huntsville
  - A link to a similar survey will be sent to people who have stayed in Huntsville (provided to accommodation partners and shared with their client lists)

## Why Should We Conduct Market Research?

Market research will help us to:

- Better understand the characteristics and preferences of our customers
- Identify opportunities to increase visitation
- Recognize and plan for problems in the travel industry and in the economy at large
- Monitor the competition in our market
- Diminish risk by making informed business decisions and not just relying on intuition or gut feeling

# WEB DESIGN

Huntsvilleadventures.com will be rebranded to explorehuntsville.ca with a new modern and visually appealing design.

## Explorehuntsville.ca

- New website will incorporate the Explore Huntsville brand (logo & colours) with an added “adventurous” spin
- Current information from [huntsvilleadventures.com](https://huntsvilleadventures.com) will be migrated to new website
- New website will include the following:
  - Listings will be more “blog” like so that they can tell a story and compel potential visitors to want to visit each location listed on the website
  - Improved search functionality
  - Improved events calendar
  - Improved connection to Algonquin and Arrowhead Provincial Parks
  - Addition of all supplied short-term rentals
  - Custom google map organized by categories
  - “Plan your trip” itinerary builder
  - Surveys to find out what visitors thought about their visit to Huntsville
  - AI chat support
  - Custom illustrations to benefit the overall design
  - Featured promotional areas for events and festivals
  - Multi-language support
  - Website will be fully accessible (AODA level 2.0 AA)
  - On-page search engine optimization (SEO) using best practices
    - All images will be tagged for accessibility and SEO

## Why Redesign Our Website?

- 50% of consumers believe that their feelings about a business are influenced by the design of its website
- Design trends change rapidly, and technology is constantly advancing – as a result, the average lifespan for a website is just 1.5 to 2.5 years
  - Latest significant website rebrand took place in 2018
- We need to rebrand our site to better reflect our new community brand and connection to Algonquin & Arrowhead Provincial Parks
- We will increase our website traffic through up-to-date SEO tactics including a more featured blog section
- We will turn more visitors into bookings by featuring hotel accommodations in a more user friendly way
- We will add functionality to improve user experience



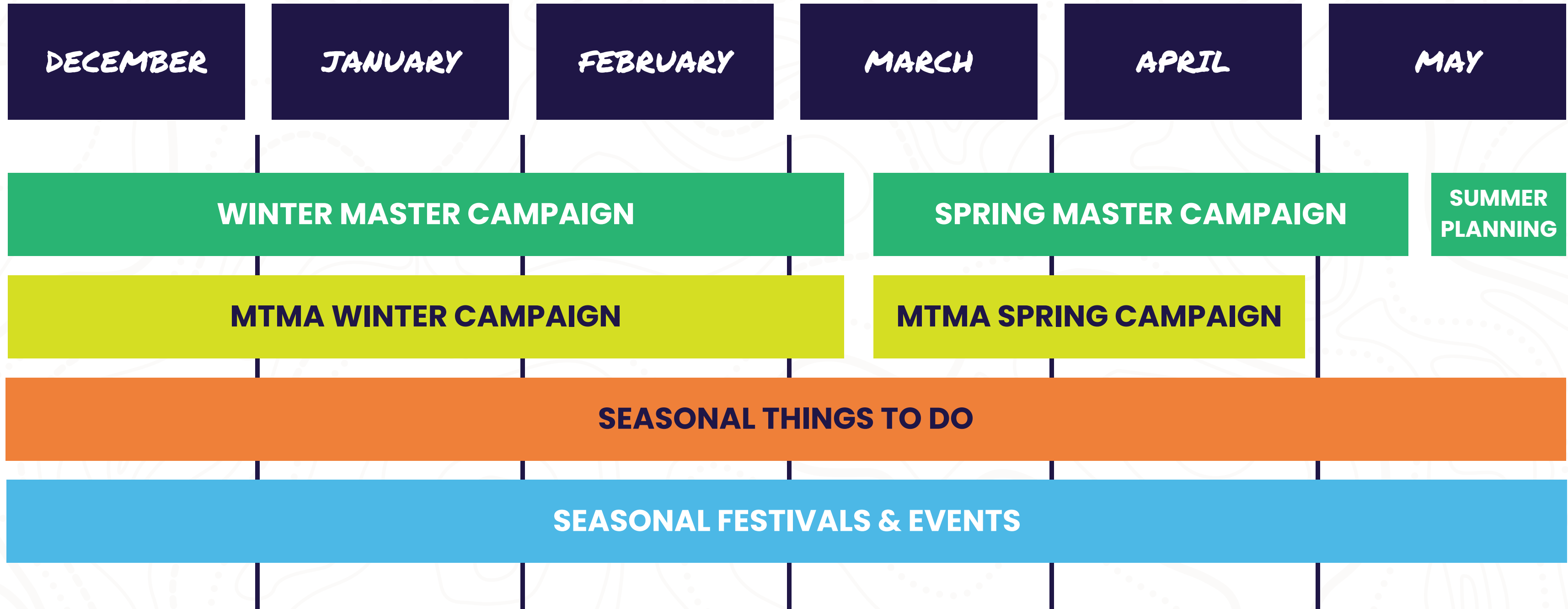
# DIGITAL MARKETING TIMELINE - 2024







# DIGITAL MARKETING TIMELINE - 2024/2025





# DESTINATION AWARENESS BUDGET

<b>Digital Marketing (Explore Huntsville)</b>	
Summer 2024 META (50%) & Google (50%)	\$5,000
Autumn 2024 META (50%) & Google (50%)	\$7,350
Winter 2024/2025 META (50%) & Google (50%)	\$14,000
Spring 2025 META (50%) & Google (50%)	\$10,000
2024/2025 Event & Attraction Support	\$5,000
<b>SUB-TOTAL</b>	<b>\$41,350</b>
<b>Digital Marketing (MTMA)</b>	
Winter 2024/2025	\$25,000
Spring 2025	\$25,000
<b>SUB-TOTAL</b>	<b>\$50,000</b>

<b>Video &amp; Photography</b>	
Build Video & Photography Database	\$11,220
<b>SUB-TOTAL</b>	<b>\$11,220</b>
<b>Web Design</b>	
Explorehuntsville.ca Redesign	\$16,250
Hosting & Monthly Support	\$2,400
<b>SUB-TOTAL</b>	<b>\$18,650</b>

**TOTAL: \$121,220**



# MARKET RESEARCH + NEW INITIATIVES BUDGET

<b>Market Research / New Initiatives</b>	
Pollara Perceptions of Huntsville / Traveller Intention Surveys	\$46,000
Hotel Room Surveys	\$2,000
Huntsville Mountain Bike Association Video	\$5,000
Nuit Blanche North Photography	\$1,500
Tear Off Map Advertising	\$1,000
New Initiatives	\$49,500
<b>TOTAL</b>	<b>\$105,000</b>