

Sault Ste. Marie Economic Development News



Sault Ste. Marie
**ECONOMIC
DEVELOPMENT
CORPORATION**

October 2008

The month of October continues to bring challenging news on the fluctuating financial markets around the world. Sault Ste. Marie will once again have to be resilient and entrepreneurial to overcome this challenge.

The SSMEDC, through the support of its clients and partners, has seen some recent success and wants to share it with the community.

The SSMEDC recognizes the financial support it receives from the City of Sault Ste. Marie. As well, it recognizes the strong support it receives from the Mayor, Council and City staff. The SSMEDC also thanks the federal and provincial governments, and its other partners, for their continued support.

The SSMEDC is the City's lead economic development agency. It works with Destiny SSM to ensure an aggressive strategy to diversify the local economy. The four SSMEDC divisions – Development SSM, Tourism SSM, Enterprise Centre SSM and Corporate Services – work to attract investment, business, tourism and other economic opportunities to the community.

The Board of Directors and staff at SSMEDC are proud to present the following news items:

Pod building on Sault's Green identity

Pod Generating Group is working with Development SSM and City staff to build Canada's largest solar energy farm in Sault Ste. Marie. The project is a \$360-million investment. When complete, the site will produce 60 megawatts of renewable electricity, enough to power around 21,000 homes.



Similar panels will be used at the local solar energy farm

With recent advancements, the project is expected to be in operation by mid-2010. The construction and maintenance of the solar farm

will create jobs and help market Sault Ste. Marie as an environmentally-friendly community.

"Today, as we become more aware of how critical energy consumption is, Sault Ste. Marie has positioned itself as one of the leading communities in North America in the development of alternative energy sources, such as solar, wind and bio-fuels," says Don Mitchell, Development SSM Co-Chair and SSMEDC Treasurer.

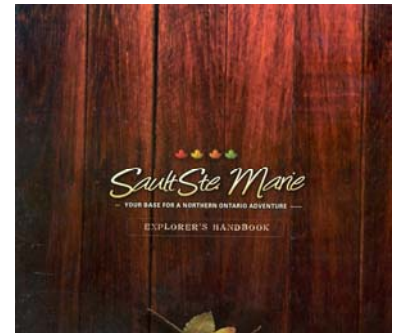
Tourism SSM adds to trophy case

Tourism Sault Ste. Marie has received one of the highest honours in marketing when it took home the Best Printed Collateral Material Award at the provincial government's Ontario Tourism Awards this month.

The nod went to its Explorer's Handbook and map, which markets Sault Ste. Marie as a world-class outdoor vacation destination.

"It's a great honour," says Ian McMillan, Executive Director of Tourism SSM. "We were the only recipient from Northern Ontario, which says a lot about the quality of our marketing material and certainly speaks highly of Lucidia, the agency that designed the publication."

The full-colour guidebook and map are made from environmentally-friendly material.



Explorer's Handbook

City to host World Ringette Championships

Sault Ste. Marie will host the 2008 International Ringette Federation's World Club Ringette Championships next month.

Tourism SSM helped make the successful bid with the Sault Ringette Club. The event is expected to draw

more than 1,100 visitors to the community.

“Hosting the championships is another great opportunity to showcase Sault Ste. Marie’s world-class sports and accommodation facilities,” says Steve Hollingshead, Tourism SSM’s Coordinator of Special Projects and Sports Tourism.

Having a state-of-the-art arena, the Essar Centre, went a long way in the successful bid.

Marketing campaign launched

SSMEDC works to make Sault Ste. Marie a better place to live, learn, work and play. To share its accomplishments with the public, its Corporate Services division began an online marketing campaign – Momentum – in September.

The website, www.momentumssm.com, features video testimonials and articles that highlight four success stories – one for each SSMEDC division. The campaign was launched with the release of the SSMEDC 2007 Annual Report. Both were presented to City Council, and both have been well-received.

Sunwing flights filling up

Want to escape the frigid Northern Ontario winter? You’re not alone.

Ticket sales for Sunwing Airlines’ direct flights from Sault Ste. Marie to Cuba and Mexico are progressing very well.

Development Sault Ste. Marie and the SSM Airport Development Corporation hosted a community launch event last month to officially introduce Sunwing’s chartered air service for Sault Ste. Marie. Around 1,000 citizens attended and learned more about the airline and its new charter flights.

The Sault Ste. Marie Airport Development Corporation is undergoing expansion to accommodate this and future charter and scheduled air services.

Successful summer for Café Natura

Try to find an empty seat at Café Natura. On most days, it’s not an easy task.

It was a largely successful summer for the business, which opened in August. With the help of Enterprise



Centre SSM, the owners received significant funding from the provincial government’s Northern Ontario Heritage Fund Corporation. The grant helped Café Natura open its doors and start serving healthy treats to the public.

“Without the Enterprise Centre, we wouldn’t have been able to do everything exactly how we wanted,” says Kelly Burton, who owns the Elgin Street café with two partners.



A typical busy day at Café Natura

High School Business Plan Competition coming to town

Through the efforts of Enterprise Centre SSM, Sault Ste. Marie will host the 2008 Regional/Provincial High School Business Plan Competition.

“This event will create awareness and stimulate business interest within youth in the community,” says Andrew Ross, Acting General Manager of Enterprise Centre SSM. “It’s a great opportunity for the region.”

The competition is taking place at the Canadian Bushplane Heritage Centre Saturday, Nov. 8.



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Mission Statement

The Sault Ste. Marie Economic Development Corporation is a non-profit organization, funded by public and private partners, whose goal is to be the community’s leader in supporting and promoting an environment that generates sustainable employment in a healthy, growing and diversified economy.