

the pulse

SAULT STE. MARIE ECONOMIC DEVELOPMENT NEWS

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NOT TOO SHABBY: Local stimulus projects now total well over \$100 million

Add bridge plaza to list of green-lighted projects

With recently-announced government stimulus packages, millions of dollars are flowing through Sault Ste. Marie. The latest project to receive the green light is the new federal bridge plaza, which has a price tag of more than \$40 million.

Prime Minister Stephen Harper was in town this month to make the much-needed funding announcement.

When you add this with past announcements, the future of Sault Ste. Marie continues to shine with opportunity.

"These economic times are difficult, but they can also bring opportunity," said Bruce Strapp, CEO of the Sault Ste. Marie Economic Development Corporation. "The government's infrastructure stimulus packages are designed to help the economy bounce back, and communities can benefit tremendously from this spending. The Sault has taken advantage of these programs and is building new infrastructure that will support our economic future."

Among Sault Ste. Marie's stimulus projects include:

- \$22 million new building for the Algoma Public Health Unit
- \$16 million Biosciences and Technology Convergence Centre at Algoma University
- \$16 million campus rebuild for Sault College
- \$28.4 million Invasive Species Centre

"We look forward to more announcements in the months to come," said Strapp.



DELIGHTED (right): Mayor John Rowswell at the bridge plaza announcement.

MEET N' GREET (left): Prime Minister Stephen Harper with Greg Punch, SSMECD President and Board Chair.



TOURISM: CMFL championship draws close to 5,000 spectators at Rocky DiPietro Field
Steelers national title also a win for local tourism



It was a day few in attendance will forget any time soon — especially the ones wearing the blue and gold home jerseys.

When the Sault Steelers beat the Edmonton Stallions for the Canadian Major Football League championship Sept. 19, the game brought more than one victory.

Win # 1: A national title for

the Steelers in front of their hometown fans.

Win # 2: A great day for thousands of local and visiting football enthusiasts.

Win # 3: An opportunity to show the league that the Sault is serious about football, which could lead to more events in the future.

With so many positives attached to the game, Tourism

Sault Ste. Marie was proud to help the Steelers make the bid to host the championships.

"We knew it would be a great way to showcase our city and a fantastic experience for the fans," said Steve Hollingshead, Coordinator of Special Projects & Sports Tourism for Tourism SSM. "I think everyone there would agree that it was a very special day."

INTERNATIONAL RELATIONS: Sault hosts delegations from Brazil; Vietnam

Visitors keen on alternative energy and forestry sectors

Add two more entries to the fast-growing list of countries interested in Sault Ste. Marie and the opportunities found within.

In September, delegations visited from Brazil and Vietnam. The former toured Elementa's waste-to-energy facility, while the latter was interested in the forestry sector.

The Vietnamese group, made up of timber importers, met with executives from the Ontario Wood Products Export Association, which sponsored the delegation's Sault Ste. Marie visit. The group also met with representatives from Natural Resources Canada's Great Lakes Forestry Centre and the Sault Ste. Marie Economic Development Corporation.

The goal of the meeting was to link the Northern Ontario forestry sector with its east Asian counterpart.

The Vietnamese visitors were also hosted and greeted by Mayor John Rowswell, Ward 4 Councillor Lou Turco and other community leaders.

The recent delegations join a growing list of countries that are showing interest in Sault Ste. Marie, including Austria, Spain, Slovakia, Israel, Dubai and the U.S. Much of the global frenzy centres around Elementa Group's revolutionary waste-to-energy project in the Sault, which is literally turning heads around the world.

"Every day, our community seems to be getting a higher profile on the world stage," said Randy Tallon, Di-

rector of International Relations & Global Logistics for Development Sault Ste. Marie. "The city determined that we needed to diversify, and attracting international business is a great way to do that."

Tallon cited a focused effort by Mayor Rowswell and City Council as a main reason for the recent success of global trade missions.

"They had the vision and charged Development Sault Ste. Marie with marketing the city globally and organizing inbound and outbound trade missions," said Tallon.

Sault Ste. Marie is set to partake in upcoming outbound missions to Italy and Mumbai, India. The latter will involve Mumbai-based Essar Group.

OUT & ABOUT: INTERNATIONAL RELATIONS PHOTO GALLERY



The Vietnamese delegation (Tuy Dinh, Hien Tong, Hien Tran and Hai Ly) with Mayor Rowswell, Coun. Lou Turco, SSMEDC Vice-President Don Mitchell and GLFC Director General Ted VanLunen.



John Febraro (right) of Development Sault Ste. Marie greets Dinh Tuy from the Trade Commissioner Service of Canada.



Len Zwierschke, Elementa's Executive Vice-President, shows what city garbage looks like after its shredded and before it's converted into a clean synthetic gas.



The Brazilian delegation (Sergio Brandao, Marco Nishigaki and Jose Manuel Mondelo), with Don Haycock from Conestoga-Rovers and representatives from Elementa.

SMALL BUSINESS & TOURISM: New gaming business to host e-sports tournament

Business Profile: Never Ending Games

A new gaming centre in Sault Ste. Marie is getting some well-deserved attention.

Never Ending Games opened its doors about one month ago, and the business is already gaining a reputation as a low-cost place to enjoy high-calibre computer games. Charging customer just \$3 per hour to play, many locals are taking advantage of the opportunity and using one of its many stations.

“You can really play all the top games every month, and it still won’t cost as much as the price of buying a single game,” said co-owner John Garside.

Before Never Ending Games took shape, Garside, along with fellow entrepreneur Matt Silva, took a trip to Enterprise Centre Sault Ste. Marie. The division of the SSM Economic Development Corporation helped with business planning, financing options and other start-up aid.

“They pointed us in the right direction,” said Garside, who

served in the Canadian Armed Forces. “They steered us in many right directions, actually.”

One of these directions was to the government funding sources available to small businesses in Northern Ontario.

“This is a great example of what can happen when you take a good idea and add some professional advice,” said Terri Chiarello, ECSSM’s Small Business Development Advisor. “At the Enterprise Centre, we provide that advice.”

Since opening, another opportunity has presented itself. Never Ending Games, along with fellow Sault business Legacy Gaming Network, is hosting an international e-sports tournament Oct. 31 to Nov. 2 at the Great Northern Hotel and Conference Centre.

The event will be the first of its kind for Sault Ste. Marie.

With more than 2,000 delegates expected to attend — almost all from out of town —

and a significant economic impact, Tourism Sault Ste. Marie is helping to organize and promote the event.

For further details, visit www.mylgn.com.

TOP: Never Ending Games’ team training room, used for group-oriented games.

MIDDLE: Terri Chiarello, Small Business Development Advisor for Enterprise Centre SSM, worked with Never Ending Games on business planning and funding options.

BOTTOM: Tourism SSM’s Steve Hollingshead (centre) discusses the e-sports tournament with Legacy Gaming Network’s Jeff Cardoso (right) and John Garside.



Sault Ste. Marie hitting the big screen

Light. Camera. Action!

Longfellow, a dark comedy, will begin shooting in Sault Ste. Marie next month. The area’s magnetic landscape, which appeals to tourists, is also getting attention from movie makers.

“It’s a beautiful place,” said Julien Favre, the movie’s Executive Producer. “We’re really excited to be here.”

Knowing the economic benefit that comes with a movie production, Tourism Sault Ste. Marie helped the film crew with sight selection and other matters.

“We were received with open arms,” said Favre. “Everyone really made us feel like we were wanted.”

The benefit to Sault Ste. Marie is twofold, said Rosalie Graham, Coordina-

tor of Meetings & Conventions for Tourism SSM. First the financial gain that comes from hotel room nights, catering, rentals and local crew employment.

Second, there’s a marketing component, which includes film credit for the city and the word-of-mouth promotion that comes with a movie shoot.

And that’s a wrap.



SMALL BUSINESS: Nominate someone for a Bridges to Better Business award

Ladies and gentlemen, it's award season

Small business plays a vital role in the Canadian economy. Help recognize the importance of this sector in the Algoma District by nominating a deserving candidate for one of the following honours:

- Young Entrepreneur Award, given to an individual, 34 years and younger, whose successful business has been in operation for one year or longer.
- Bridges to Better Business Award recognizes an individual or business that incorporates

Green initiatives into a firm.

- Summer Company Award is given to an accomplished regional entry in the province's youth self-employment program.
- Alynn Burke Award of Excellence goes to a person in the Algoma District who champions youth and youth entrepreneurship.

The winners will be announced at the annual Bridges to Better Business event Thursday, Nov. 19 at Al-

gom's Water Tower Inn. Enterprise Centre Sault Ste. Marie will host the ceremony.

For more information, contact Melissa Cuglietta, ECSSM's Marketing & Communications Coordinator, at 705-541-7077 or visit www.ecssm.com.

THREE'S COMPANY: Anthony Oraziotti (centre), last year's Alynn Burke Award winner, with SSMEDC CEO Bruce Strapp (right) and ECSSM General Manager Andrew Ross.



EDC staff help raise money for new hospital equipment

Several staff members at the Sault Ste. Marie Economic Development Corporation were involved in recent fundraisers to help purchase digital mammography equipment for the new Sault Area Hospital.

Two luncheons, held at the Art Gallery of Algoma and Norgoma this summer, were organized by Marg VanLandeghem and

Charlotte Wiseman, with fellow EDC workers also pitching in.

Hundreds of dollars were raised. "The equipment will help diagnose breast cancer, especially in people under 40, which will ultimately save lives," said VanLandeghem. "I thank all the participants and volunteers who made the event a success. This is a worthy cause and something

that will benefit the community."

VanLandeghem also gave kudos to all the sponsors for helping out, including Pino's Get Fresh, A&P Churchill Plaza, Odd Fellows Hall, Tree Top Adventures, Old Stone House, Viola Gibson, Personal Fit Catering, Barbara D'Orazio, Air Canada Jazz, Xango, and Mary Kay Cosmetics.

NEW BLOOD: Lindsey Errington becomes newest member of the SSMEDC

Tourism SSM welcomes new Administrative Assistant

Tourism Sault Ste. Marie, along with the entire SSM Economic Development Corporation, is very pleased to announce that Lindsey Errington has joined its team of professionals.

The Sault Ste. Marie native recently assumed the position of Administrative Assistant, making her the division's primary customer service representative. With tens of thousands of tourism inquiries each year, it's Errington's job to answer questions while promoting the city

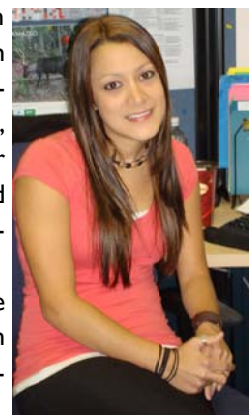
to travellers from around the world.

A graduate of Algoma University, she studied History, Geography and Languages. Errington's fourth-year History thesis on the early development of the Sault Ste. Marie area is a tremendous asset for her current position, as it allows her to inform visitors – and potential visitors – of the region's rich and cultured past.

Errington's knowledge of the French and Italian languages is also an asset, especially when

handling foreign tourism inquiries. This, coupled with her years of customer service in the retail sector, makes her a perfect fit for Tourism Sault Ste. Marie and the SSM Economic Development Corporation.

"Lindsey's experience speaks for itself," said Ian McMillan, Executive Director of Tourism Sault Ste. Marie. "With her background, I'm confident that she'll help expand the local tourism sector."



WELCOME: Lindsey Errington recently joined Tourism Sault Ste. Marie.

Ground broken at Sault College and Algoma University Sept. 25

RIGHT: Mayor John Rowswell speaks at Sault College's official announcement for its new multi-million dollar academic wing.



RIGHT: MPP David Orazietti addresses the crowd at the announcement for Algoma University's \$16 million Biosciences and Technology Convergence Centre.



BELOW (L to R): SSMEDEC CEO Bruce Strapp with John Milloy, Ontario Minister of Training, Colleges and Universities, and MPP Orazietti. SSMEDEC has been a strong partner of both Algoma University and Sault College for many years.



RIGHT: The Sault College groundbreaking ceremony with (R to L) MP Tony Martin; John Milloy, Ontario Minister of Training, Colleges and Universities; MPP David Orazietti; Sault College President Ron Common; Mayor Rowswell; and Ben Pascuzzi, Chair of Sault College's Board of Governors.



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Sault Ste. Marie
**ECONOMIC
DEVELOPMENT
CORPORATION**

The Sault Ste. Marie Economic Development Corporation recognizes the financial support it receives from the City of Sault Ste. Marie. As well, it recognizes the strong backing it receives from the Mayor, Council and City staff team. The SSMEDEC also thanks the federal and provincial governments, and its many other partners, for their financial support.

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.