

JULY 2009

# the pulse

SAULT STE. MARIE ECONOMIC DEVELOPMENT NEWS

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## Whatcha gonna do with all those tires?



Add another notch to Sault Ste. Marie's alternative energy belt. The city will be home to a cutting-edge project that will recycle used tires.

Ellsin Environmental has contracted Environmental Waste International's Green technology, called "Reverse Polymerization," to be used in a pilot demonstration facility in the Sault. Construction begins in September and is expected to be complete in early-2010.

The EWI process breaks down tires into their original parts: steel, carbon black and oil. Separated, each component is valuable and can be reused for a variety of purposes, including power generation.

The project's initial phase will create 25 jobs with another 30 when the site is operational. Long-term job creation could be

as high as 600.

Development Sault Ste. Marie, a division of the SSM Economic Development Corporation, has worked with Ellsin over the past year on funding applications, site selection and other start-up aid.

"Helping local businesses expand and attracting external ones is our mandate," said John Febraro, the division's Acting Executive Director. "The Sault is leading the way in Green technology, and this project is further proof."

The provincial government's Northern Ontario Heritage Fund Corporation provided \$2 million to help move the initia-

tive forward. At a July 16 press conference, Premier Dalton McGuinty said he was pleased to announce "another project that contributes to the Sault's Green completion."

Also present were Mayor Rowswell, members of City Council and the City staff team, and MPP Orazietti.

"Establishing this new innovative business in our city will help foster job creation and further establish Sault Ste. Marie as a leader in Green technology," said Orazietti.

Ellsin thanked many groups for their support, including the SSMEDC, Mayor and City, local MPP office, and provincial government.



**TEAM EFFORT (L to R):** DSSM's John Febraro, EWI President/CEO Stephen Simms, Premier McGuinty, MPP Orazietti, and Ellsin President/CEO Robert Maier.

## Going Green makes sense . . . and dollars

Going Green has become a trend for large firms as of late. However, small businesses can also benefit.

That was the message Enterprise Centre Sault Ste. Marie was spreading when the organization attended the Green Expo in Desbarates

earlier this month.

The division of the SSMEDC operated an information booth at the event. The message: Being energy efficient and environmentally friendly is good for business.

"There are often cost-saving benefits in the long term," said

Andrew Ross, ECSSM General Manager. "But it's also about building a strong reputation and community image. Going Green just makes sense."

Community Quality Improvement, an organization administered by SSMEDC, was also present at the expo.

# If you build it, they will work

Sault Ste. Marie's construction projects are gearing up, and they promise to create jobs and stimulate the economy

Current and upcoming construction projects in Sault Ste. Marie total millions of dollars in investments. These recently-announced investments, many of which are a part of government stimulus packages, will create jobs and provide much-needed infrastructure for the city.

Below are some highlights from Service Canada's May and June Northeast Ontario Labour Market Monitor, though additional sources are also used:



## Construction

- At a cost of \$22 million, the Algoma Public Health Unit is getting a new facility.
- \$5 million is being used to extend the Hub Trail and Waterfront Walkway along the St. Mary's River.
- City Council approved the construction of a \$21-million head office for the Sault Ste. Marie Public Utilities Commission. The facility is expected to be completed by 2012.
- A new office building, which Industry Canada intends to lease for about three dozen federal employees, was approved for the city's downtown.
- Construction of a 35,000 square-foot addition to the Sault Ste. Marie Wal-Mart commenced in May.
- Construction of an 83-unit Marriott Fairfield Inn and Suites began on Great Northern Road. More than 30 jobs will be created upon completion.

## Educational Services

- Algoma University is getting \$16 million in funding for a 32,000 square-foot Biosciences and Technology Centre.
- Sault College is receiving \$16 million from the senior levels of government to

build a new academic wing.

- Nearly \$10 million is being used to expand St. Patrick Elementary School.

## Transportation & Tourism

- CN Rail and the Northern Ontario Heritage Fund Corporation announced a \$10 million initiative, which was spearheaded by Tourism SSM. The project involves the purchase and refurbishment of 16 rail cars and three locomotives for the Agawa Canyon Tour Train. The fleet will accommodate 900 passengers with the aim to restore the attraction back to annual levels of 80,000 riders.
- With a bid from Tourism SSM, the city was picked to host the 2012 Canadian Adult Recreational Hockey Association World Cup. With 120 teams and a multi-million-dollar economic impact, it will be one of the largest events ever held in the city.

## Manufacturing

- Essar Steel Algoma recalled all laid off workers by late-July. Also, 600 salaried employees resumed their regular 40-hour work week in June after a four month, 32-hour/week Work-Sharing.
- Essar started its 70-megawatt cogeneration facility in June. The \$135-million project will reduce its reliance on the provincial power grid by 50 per cent and its nitrous oxide emissions by 15 per cent.
- St. Marys Paper announced in late-July that it would return to

full production on Aug. 13.

## Public Administration

- The new Northern Ontario Entrepreneurs Program was announced by the Northern Ontario Heritage Fund Corporation in May. It expands upon a program formerly targeted to young entrepreneurs to include people of any age who want to start a business. The program offers up to \$125,000 in conditional grant funding. For more information, contact Enterprise Centre SSM at 705-759-2616 or [t.chiarello@ssmedc.ca](mailto:t.chiarello@ssmedc.ca).

See Service Canada labour market reports at [www.servicecanada.gc.ca](http://www.servicecanada.gc.ca). For more information on these projects, contact the Development Sault Ste. Marie team at 705-759-5432 or [j.febbraro@ssmedc.ca](mailto:j.febbraro@ssmedc.ca).

## Gov't funds invasive species centre

Invasive species, you're on notice. The federal and provincial governments have joined forces to fund a research centre in Sault Ste. Marie. The goal: combat alien invasive species that threaten Canada's wildlife. And while they're at it, jobs will be created.

The Government of Canada is providing \$13.4 million towards the project with another \$15 million coming from the province. The centre will be located at the Great Lakes Forestry Centre.

Science Enterprise Algoma, which is now a part of the SSM Innovation Centre, was instrumental in attracting government funding for this project.

"The persistent effort of a number of individuals, including Errol Caldwell (from seA), can't go unnoticed," said John Febbraro, Acting Executive Director of Development SSM.



Caldwell

During the infancy stage of the initiative, Caldwell presented the invasive species centre idea to the SSMECD Board of Directors and City Council. Both bodies supported it.

Also instrumental in the project were MPP Orziatti, Mayor Rowswell and the City staff team, and MP Martin, said Febbraro. "This is a great example of everyone coming together."

# The summer of youth entrepreneurship

Want to take an outdoor adventure in Wawa or Chapleau? Got a hankering for some mouth-watering sushi? Too busy to keep your lawn neatly trimmed?

For all of these questions, and many more, Summer Company is the answer. The provincial self-employment program, administered regionally by Enterprise Centre SSM, provides grants to students to start a seasonal business.

Take Julien Mantello, for instance. The Algoma University Business Administration graduate had to study for his MBA entrance exam this summer, meaning a nine-to-five job would be difficult at best.

Instead, the craftsman decided to operate his own business. Summer Company gave him the opportunity to start North Forest Furniture, which sells high-quality wood products, while he hit the books.

“Summer Company gave me

flexibility to work my own hours,” said Mantello, who begins his MBA at Carleton University in the fall. “It’s really working out great so far.”

Peter Stinnissen is another prime example of the entrepreneurial spirit in Algoma. The Grade 11 Wawa student, who spends his summers at a family farm on St. Joseph Island, saw an opportunity and took action.

“I went to the farmer’s market in the Sault and noticed there was a demand for pickling vegetables,” he said. “My dad had heard about Summer Company through advertisements and word of mouth, and he told me about it.”

From that, the wheels started turning and Peter Pickles Patch was born. The Summer Company offers cucumbers, beans, onions and other fresh, chemically-free vegetables, which will be fully grown and sold at the Sault farmer’s market on

Foster Drive in mid-August.

Meanwhile, Stinnissen is using part of his Summer Company funding to buy products to help grow his crops. He’s also using the grant to promote his business throughout the region.

These are just two of many examples. In everything from the outdoor expeditions offered by Momentum Adventures, to the grass maintenance at Our Lawn Care, Summer Company provides entrepreneurial opportunity for youth while servicing the district.

With 19 companies receiving approval from the Entrepreneurship Branch of the Ministry of Economic Development and Trade, the program had one of its best years on record in Algoma. See list of Summer Companies below.



**SUMMER DRIFTIN':**  
A driftwood picture frame from North Forest Furniture.



## 2009 Summer Company Directory

Business located in Sault Ste. Marie unless otherwise stated. For business contacts and other information, visit [www.ecssm.com](http://www.ecssm.com).

**Captain Tilley Park Canteen** (Goulais River) provides drinks, snack food items and other candy.

**CG Lawn Enforcement** provides basic and complex lawn care.

**The Glass Star** (Chapleau) specializes in the creation and sales of custom made stained glass pieces.

**Green Grass Lawn Care** provides affordable and professional lawn care services.

**Hot Dawgz Hockey** is a hockey camp for players ages 13 to 15 that helps improve skating, shooting and other skills.

**Katz Konez** (Goulais River) is currently the only ice cream shop in Goulais.

**Kawamoto Sushi** provides healthy Japanese food to the community of Sault Ste. Marie.

**Kevin’s Home & Property Maintenance** specializes in deck repair/refinishing, landscaping, wrought iron railing refinishing and other services.

**Leap After Leap** is a children’s day camp that provides a safe environment for kids ages seven to 17.

**Momentum Adventures** (Chapleau and Wawa) offers canoe/kayak expeditions, surf camps and other adventures.

**Northern Star Basketball Academy** provides basketball development programs for youth ages 10 to 18.

**North Forest Furniture** produces high-quality products made from carefully selected pieces of wood.

**Our Lawn Care** provides lawn maintenance services.

**Peter Pickles Patch** (Richards Landing) offers organically-grown vegetables without artificial fertilizers or pesticides.

**R & R Clean and Stain** provides cleaning, staining, and painting of decks and fences.

**Spin On Spinners** makes tackle boxes and other fishing equipment.

**WebEnuity** is a web and graphic design firm.

## Cruise ship sets anchor on the Sault's waterfront

Following the wake of other cruise ships, the Clelia II docked on the Sault Ste. Marie waterfront in July.

The luxury vessel carries 100 passengers and 60 crew members and will set its anchor in the Sault a dozen times this summer.

Tourism Sault Ste. Marie, a division of the SSM Economic Development Corporation, helped bring the ship to the area. Ian McMillan, the division's Executive Director, is Co-Chair of Cruise Ontario, which is part of the Great

Lakes Cruising Coalition.

The groups host familiarization tours, designed to attract cruise vessels to the region and benefit the tourism industry.

"The ship itself is the same wherever it goes. What makes the trip different are the land excursions," said McMillan. "We

show cruise ship operators what the Sault area has to offer, how it's unique and why it should be a stop on the tour."

This promotion has attracted other cruise ships to Sault Ste. Marie in the past, including the 500-passenger MS Columbus. More familiarization tours are taking place this summer, with the goal of drawing additional cruise vessels to the Great Lakes over the next few years.



**ANCHORS DOWN:** The Clelia II (above), equipped with a luxury lounge (left) and other amenities, docks on the Sault Ste. Marie waterfront 12 times this summer.



**"The ship itself is the same wherever it goes. What makes the trip different are the land excursions. We show cruise ship operators what the Sault area has to offer, how it's unique and why it should be a stop on the tour."**  
 - Ian McMillan, Tourism SSM

## Nominations being accepted for Alynn Burke Award

Enterprise Centre Sault Ste. Marie is now accepting nominations for the Alynn Burke Award of Excellence.

The annual distinction recognizes an individual who champions youth entrepreneurship and is active in the youth community. Nominations will be accepted until Friday, Sept. 4.

Alynn Burke was a Sault Ste. Marie Economic Development Corporation employee until her sudden and tragic death in February 2004. The 24-year-old held the position of Youth Business Development Coordinator with Enterprise Centre Sault

Ste. Marie.

The award given in her name both honours and remembers Burke, who touched so many lives.

For more information about the award, or to nominate someone, visit [www.ecssm.com](http://www.ecssm.com) or contact Melissa Cuglietta, Enterprise Centre Sault Ste. Marie's Marketing & Communications Coordinator, at 705-541-7077, 1-800-565-

4507 or [m.cuglietta@ssmedc.ca](mailto:m.cuglietta@ssmedc.ca).

The winner will be presented at Enterprise Centre SSM's Bridges to Better Business event in November. Last year's winner was Anthony Oraziotti, who volunteered countless hours with ECSSM's Summer Company and High School Business Plan Competition programs.



**REMEMBERING:** Former ECSSM employee Alynn Burke, who passed away in 2004.



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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 SSMEDC 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.

## Province helps TSSM promote Agawa Canyon Train Tour

To accompany the \$10-million investment into the Agawa Canyon Train Tour, Tourism Sault Ste. Marie received \$60,000 from the provincial government to promote the new-and-improved attraction across North America. The funding, which is being used for niche marketing in the U.S. and southern Ontario, was announced in late-June.

"This investment will help boost tourism in Sault Ste. Marie and raise the profile of this region as a great place to visit and explore," said Ontario Tourism Minister Monique Smith. "By promoting the Agawa Tour Train, we will encourage visitors to stay longer, spend more and experience all the region has to offer."

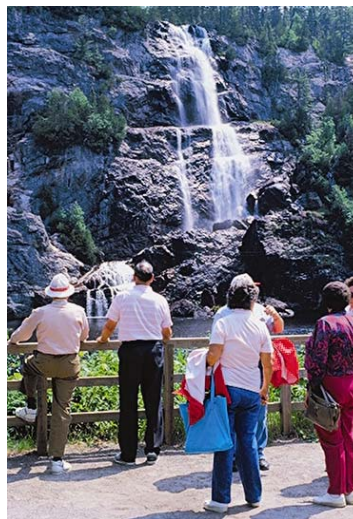
Spearheaded by Tourism Sault Ste. Marie, the \$10-million train tour en-

hancement was a joint investment from CN Rail, which owns the attraction, and the provincial government's Northern Ontario Heritage Fund Corporation. The initiative involves updating train tour coaches. This additional investment will help spread this message to the masses.

"With a revitalized Agawa Canyon Train Tour, it is vital that we tell consumers this iconic attraction is ready to provide an improved vacation experi-

ence," said Ian McMillan, Executive Director of Tourism SSM. These comments were echoed by local MPP David Orziotti.

"Our government has delivered the financial resources necessary to significantly improve the passenger experience on the Agawa Canyon Tour Train, which is our community's most prominent tourist attraction," he said.



**SERENITY:** The natural beauty of Agawa Canyon continues to draw thousands of tourists each year. The recent investments will ensure more travellers visit the attraction in the future.