



**ALSO  
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- **SSMEDC** supporting Elliot Lake recovery efforts
- **Twin Saults** work together for regional development
- **Matchmaking** event to connect northern firms with global markets
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- **SSMEDC** assists local lawyer start up a legal practice
- **West End Community Centre** ready for locals and visitors

## REPORT: CFIB reveals Sault Ste. Marie is a great place to do business Sault ranked 2nd in Ontario in entrepreneurial survey

If you're looking for somewhere to live or start a business, Sault Ste. Marie is a pretty darn good place to do it.

And the companies already here are displaying much confidence in the future of the community.

These were the findings in a recent survey published in The Financial Post, the business section of The National Post.

The report, titled *Communities in Boom*, ranked the Sault 23rd in the country and second in the province, ahead of Ottawa and southern Ontario centres like Toronto and London. The

survey, conducted by the Canadian Federation of Independent Business (CFIB), was released in October.

It looked at 103 cities across the country with a population of 25,000 or more. CFIB gathered data on things like business owner optimism, entrepreneur success, quality of life and the perception of Municipal government policy.



**PHOTO: Seen here on CPAC, MP Bryan Hayes comments on the CFIB report during Parliament.**

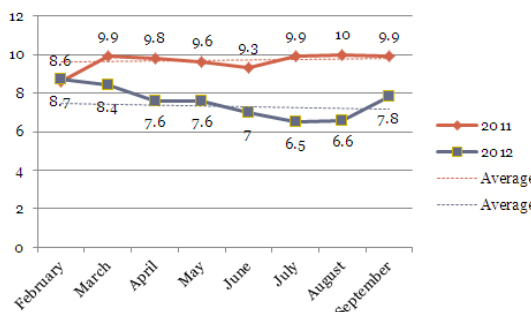
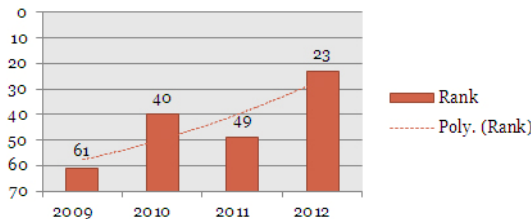
In the report, Sault Ste. Marie scored particularly high on things like life satisfaction, with 91 percent of respondents very satisfied

or satisfied in this regard. Equally significant, the community climbed in its entrepreneurial ranking since the 2011 CFIB survey, jumping from 49th to 23rd Canada.

"We know our community has competitive advantages and quality of life that are tough to match, but it's all ways nice and reassuring when these positions are backed up by a third party," said Don Mitchell, President and Board Chair of the **Sault Ste. Marie Economic Development Corporation**. "As reflected in the survey, business support programs and economic development efforts of the past are paying dividends today."

**Mitchell**

### Comparing local business confidence with unemployment rate



#### CFIB Rank (all of Canada)

Since the initial CFIB study in 2009, Sault Ste. Marie's rank has steadily improved, recognized in 2012 as the 2nd best in Ontario.

#### Unemployment Rate 2011-2012 (to date)

Monthly comparative average unemployment rate lowered 2.1% from 9.6% in 2011 to 7.5% in 2012.

Source: City Planning Department  
Note: No data was available for January 2012, so monthly data was omitted for both years.



**PHOTO: Team Finland strolls down Queen Street during the athlete parade at the opening ceremonies.**



**PHOTO: Thousands of fans pack the Essar Centre to watch a local squad compete against Team Russia.**



**PHOTO: At the closing ceremony, the Essar Centre is converted to a beautiful banquet hall for the athletes.**



**PHOTO: At the 2009 event announcement are (L to R) Tourism SSM's Steve Hollingshead, CARHA President Michael Peski, City Events Manager Trevor Zachary, and City Events Assistant Jen Muio.**

## **SPORT TOURISM: Hockey tournament exceeds expectations CARHA World Cup generates \$13.3M impact**

The data is in. And the results are better than expected.

The 2012 Canadian Adult Recreation Hockey Association World Cup generated about \$13.3 million in economic activity. That was the final tally revealed in a recently-released report from the Canadian Sport Tourism Alliance (CSTA).

Taking place every four years, the week-long event – one of the largest hockey tournaments in the world – was held in Sault Ste. Marie last March. It involved more than 2,300 visitors from around the world.

Athletes, along with their families and friends, were attracted here for not only hockey, but also for area attractions and tours, with event packages including the Agawa Canyon Snow Train and cultural stops like the Canadian Bushplane Heritage Centre.

“Even though we’re a relatively small community, we have unique tourism offerings, which bolstered the 2012 World Cup and helped attract people from all over Canada, the U.S. and Europe,” said Ian McMillan, Executive Director of **Tourism Sault Ste. Marie**, a division of the Economic Development Corporation. “Our attractions, coupled with packed

restaurants and hotels, spread the visitors throughout the community, thereby maximizing their spending.”

In its financial evaluation of events, the CSTA uses the Sport Tourism Economic Assessment Model. STEAM is a comprehensive, industry-accepted model that takes into account visitor spending, along with the indirect fiscal activity generated by it.

In the case of the 2012 CARHA World Cup, the economic impact was calculated at more than \$13 million. Original predictions estimated the event would generate up to \$10 million.

Due to the significant economic impact, Tourism Sault Ste. Marie, in partnership with the City of Sault Ste. Marie, bid on the event several years back. While past World Cups were held in major centres like Toronto and Vancouver, CARHA eventually awarded the 2012 tournament to the Sault, a place they dubbed “The little city with a big heart.”

After earning the hosting rights, Tourism SSM and City staff then went on to help coordinate the event with a local organizing committee.

“This was a total, community-wide team effort,” said Nick Apostle, Commissioner of the

City’s Community Services Department. “Everyone, from all levels of government to the private sector, came together and made the CARHA World Cup a complete success. We knew the event would be huge for the community, but we now know it was bigger than we first thought.”

The 2012 CARHA World Cup was made possible thanks to investments from the City of Sault Ste. Marie, Northern Ontario Heritage Fund Corporation, Fed-Nor - Industry Canada, and the local hospitality sector. Having state-of-the-art facilities like the Essar Centre – used for games, along with the opening ceremonies and closing banquet – also played a key role in the event coming here.

“Everyone came together on this one,” said McMillan, whose Tourism SSM division was also involved with successful bids on the 2010 Scotties Tournament of Hearts, 2011 Hap Ki Do Canadian Open and 2013 Telus Cup. “The success of the CARHA World Cup shows that major events are worth investing in. The return on investment is significant. And with continued support, we’ll be able to go after more large-scale events in the future.”

**OUTREACH ACTIVITY:** Business Sault Ste. Marie supporting Elliot Lake recovery efforts

## Sault Ste. Marie lends a hand to its neighbour

When the roof of the Algo Centre Mall in Elliot Lake collapsed last summer, the impacts were as tragic as they were devastating.

Two people lost their lives.

And with the mall hosting many businesses, dozens were left out of work.

While the tragic loss of life can't be mended, the economic consequences can be mitigated. That's what a number of groups and organizations are working towards.

The City of Elliot Lake, along with the East Algoma Community Futures Development Corporation, has been working with

senior levels of government and regional agencies to provide entrepreneurial support for area residents. Part of the program involves small business training sessions, designed to assist people start their own company.

One of the agencies involved is **Business Sault Ste. Marie**, a division of the Economic Development Corporation. Starting in September, the division has been providing entrepreneur support to Elliot Lake residents, with staff travelling to the city weekly to conduct seminars and consultations sessions.

"There was a need to assist

our neighbours, and we're happy to be a part of the process," said Andrew Ross, General Manager of Enterprise Services for Business Sault Ste. Marie. "When people and groups work together for a common cause, the sky's the limit."

The group effort is being coordinated under the Elliot Lake Centre for Development (ELCD). The organization, set up to support displaced workers and the general public, features various regional partners, including the East Algoma Community Futures Development Corporation, City of Elliot

Lake, Elliot Lake and District Chamber of Commerce, Business SSM, Ministry of Training Colleges and Universities, FedNor, Ministry of Northern Development and the Mines, Sault Ste. Marie and Area Community Development Corporation, Employment Options/College Boreal, and ELNOS.

With so many groups working together to provide support, a number of Elliot Lake residents are in the process of starting a business.

"There seems to be a solid undercurrent of movement towards entrepreneurial development," said Ross.



**PHOTO: Dignitaries, including Premier Dalton McGuinty, at the opening of the ELCD.**



**PHOTO: Andrew Ross, from Business SSM, has conducted many consultations in Elliot Lake.**

**INTERNATIONAL RELATIONS:** Conference focuses on bi-national regional collaboration

## Twin Saults work together for northern development

More than 100 economic development officials, government representatives and entrepreneurs from both sides of the border got together in

October to discuss mutually-beneficial opportunities.

The Conference on Bi-National Regional Collaboration looked at a number of

economic development areas, including transportation, post-secondary education, green energy and manufacturing.

The event was hosted by

the Upper Peninsula Economic Development Alliance, in partnership with the sister cities of Sault Ste. Marie. A number of dignitaries were in attendance, including Roy Norton, Consul General of Canada in Detroit.

Meanwhile, event sponsors included the **Sault Ste. Marie Economic Development Corporation**, U.S. Economic Development Administration, Eastern U.P. Regional Planning and Development Commission, Lake Superior State University, Michigan State University, and the Great Lakes International Trade and Transportation Hub.



**LEFT: Tom Dodds, CEO of the SSMEDC, delivers a keynote speech at the conference.**



**CENTRE: (L to R) Jeannette Tamayo, Regional Director for the Chicago Office of the U.S. Economic Development Administration; SSMEDC President/Board Chair Don Mitchell; Kristen Claus, Executive Director of the Michigan SSMEDC; Tom Dodds, CEO of the Ontario SSMEDC; and Jason Naccarato, VP of Development for the SSM Innovation Centre.**



**RIGHT: At an event hosted by Mayor Amaroso are William Lynn (right), Mayor Pro-Tem of Sault, Michigan, and Randy Tallon, Director of International Relations for Business SSM.**

## BUSINESS MATCHMAKING: 2013 Naturallia International Forum coming to Sault Ste. Marie Event to connect Northern Ontario firms with global markets

Area companies will have an opportunity next fall to generate economic opportunities with counterparts from around the world at a major business matchmaking event.

In November 2013, Sault Ste. Marie will be hosting RDEE Ontario's 3rd Naturallia International Forum. The upcoming event was announced in October at the 2012 forum in Winnipeg.

Additional details on next year's event, including registration info, will be released in the coming months.

The 2013 forum, which will focus on the renewable energy, mining and value-added wood products sectors, is being coordinated by the **Sault Ste. Marie Economic Development Corporation** and the Innovation Centre.

"Building strategic partnerships is essential for strong economic growth and competing in the global economy," said Tom Dodds, CEO of the SSMEDC. "This forum



**Dodds** will increase national and international exposure for small and medium-sized businesses in Northern Ontario, thereby encouraging long-term economic growth in the region."

These comments were echoed by Tom Vair, Executive Director of the Innovation Centre. "We look forward to hosting this significant event, which promises to link businesses and create growth opportunities," he said. "It also represents a great opportunity for Northern Ontario to showcase the dynamic businesses and projects in this region."

RDEE Ontario, an economic development agency, is holding its 2013 Naturallia International Forum in the Sault for several reasons. For starters, it has a solid partnership with the SSMEDC and Innovation Centre.

Also, the community has a strong presence in the renewable energy, mining and val-

added wood products industries. Finally, it's location at the centre of Northern Ontario and on the U.S. border bode well for attendees.

The Naturallia International Forum is expected to include about 150 participating businesses from around the region, country and world.

The event is based on the Centrallia model, an internationally-recognized business-to-business matchmaking system that has brought thousands of companies together since its founding in 1990. At the core of the concept are a series of prearranged one-on-one meetings that allow firms to connect and find ground for common opportunity.

As well, an Experts Village will provide information on topics like exporting, innovation and logistics. Also at the forum, an International Village will gather representatives from each participating country. Finally, on-site visits will create opportunities to

showcase local expertise.

The overall goal is to help companies conduct business between each other, which will create wealth in the communities involved.

While specific info on the 2013 forum in the Sault isn't yet available, prospective participants are welcomed to contact Randy Tallon, the SSMEDC's Director of International Relations, at 705-759-5928 or r.tallon@ssmedc.ca.

Meanwhile, the event is being made possible thanks to support from FedNor. "Our agency understands that the road to prosperity requires partnerships, strategic alliances, commitment and hard work," said Carmen DeMarco, FedNor's Manager of Program Delivery. "Bringing Northern Ontario's natural resource industries to the forefront of the international market is essential and beneficial for building strong, competitive and prosperous northern communities."

## ACCOLADES: Sault Ste. Marie Visitors' Guide wins provincial marketing award

### Tourism Sault Ste. Marie needs larger trophy case

Tourism Sault Ste. Marie's Visitors' Guide received a 2012 Ontario Tourism Award in the Best Printed Collateral Material category.

With its guide, the division of the Economic Development Corporation effectively communicated that there is "something for everyone to do in the Soo," according to the Ontario Tourism Marketing Partnership Corporation.

"Tourism Sault Ste. Marie used the power of storytelling to bring this increasingly popular northern destination to life for its readers and to really draw people into the idea of visiting," said Ronald Holgeron, Interim President and CEO of the OTMPC.

The guide and vacation planner set itself apart from traditional tourism publications by focusing on unique

insights into the community and communicating the quality of local tourism experiences via compelling editorial features and photography, the OTMPC reported. The new approach meant a



**Tourism SSM's Tara Lucarelli and Ian McMillan with the Honourable Michael Chan, Minister of Tourism, Culture & Sport.**

guide filled with stories and deeper information on major attractions, festivals, accommodations and businesses. were judged by an independent, third-party panel of industry and marketing experts.

**SMALL BUSINESS:** Sault lawyer starts his own practice with assistance from the SSMEDC

## Law Office of Gary J. Knox: Open for business

Law school taught Gary Knox everything he needed to know on how to become a lawyer.

However, while his three years spent at Dalhousie University in Halifax, coupled with one year of articling in Sault Ste. Marie, got him ready to enter the legal field, Knox came up a little short with the knowledge needed to begin his own practice.

“That’s one thing that’s not really taught in law school — how to start your business once you finish your degree,” said the 28-year-old, who graduated in 2010. “I found

myself a little lost when it came to the entrepreneurial side of things.”

Enter **Business Sault Ste. Marie**. The division of the Economic Development Corporation provides entrepreneurial support to area residents. With services provided free of charge, its team of advisors provide assistance with things like business planning, cash-flow anal-

ysis and other aspects required to find success in the self-employment field.

“They (Business Sault Ste. Marie) were extremely helpful with my start up,” said Knox. “They’re a big part of the reason I’m operating my own business today.”

Opening in early 2012, the Law Office of Gary J. Knox specializes in criminal and family law, small claims, and wills. For more infor-

mation, contact 705-254-4112.

Meantime, whether dealing with a law office, summer student businesses, large factory or any other type of company, the fundamentals of the start-up and operating process are the same. Essentially, a solid business plan is needed.

“That’s where we come in,” said Zoltan Virag, Acting Small Business Advisor for Business Sault Ste. Marie. “We work with our clients to get them on the right track, which ultimately creates or retains jobs in the city and region.”



**INFRASTRUCTURE:** Grand opening of indoor soccer field great for locals and visitors

## Attention local athletes and tourists: West End Community Centre is open

In many instances, a community feature, built primarily for use by local residents, can also be used to attract tourists.

Case in point: the Waterfront Boardwalk and John Rowswell Hub Trail were developed to increase the quality of life for Saultites. However, the attraction is also used in tourism promotion. Another project is displaying similar traits.

The West End Community Centre, which held its grand opening in October, is expected to be a boom for local athletes and residents in general. The complex features two indoor soccer pitches and the Korah Branch of the public library.

While local residents will get to enjoy the facility for

years to come, Steve Hollingshead is using the centre to increase visitation levels to the city. As Coordinator of Sport Tourism for **Tourism Sault Ste. Marie**, a division of the Economic Development Corporation, his job to bid on tournaments and other events that draw visitors.

“Having a state-of-the-art indoor soccer complex will definitely go a long way in bringing more tournaments and more tourists to the Sault,” said Hollingshead,

who was recently elected to the Board of Directors for Sport Alliance Ontario. “We plan on working with City Council and staff, senior levels of government, and local sports agencies to go after more events, thereby generating economic activity.”

When the Essar Centre was built a few years ago, Hollingshead, working with community partners like the City’s Community Services Department, was able to successfully bid on several major

events, including the 2010 Scotties Tournament of Hearts, 2011 International Hap Ki Do Canadian Open, 2011 OCAA Men’s Basketball Championships, 2012 CARHA Hockey World Cup, and 2013 Telus Cup.

“Now that we have the West End Community Centre in our bid arsenal, we’ll be able to go after events we couldn’t before,” said Hollingshead.

Meanwhile, funding for the \$11.3-million complex came from the Provincial Government and City of Sault Ste. Marie. In the preliminary stages of the project, Tourism Sault Ste. Marie and the Economic Development Corporation sat on the steering committee and aided with government funding applications.



**PHOTO:** Dignitaries cut the ceremonial ribbon at the grand opening of the West End Community Centre.

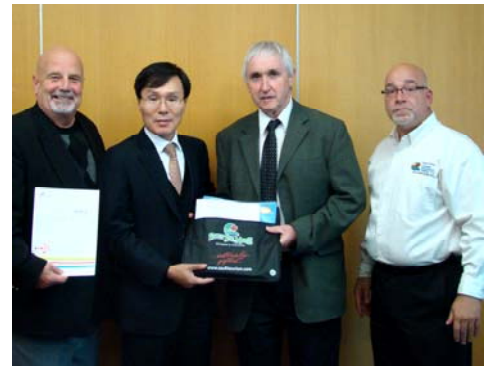
# Out & About: SSMEDC Photo Gallery



**PERFECT FIT:** Overlooking the rooftop solar operation on the City's west end water treatment plant are (L to R) Mike Turcotte and Ted Curry from **Superior Energy Solutions**, along with Andrew Ross, General Manager of Enterprise Services for Business Sault Ste. Marie. When in the start-up process, the company was a client of Business Sault Ste. Marie, a division of the Economic Development Corporation. These and other rooftop solar operations take advantage of the **feed-in-tariff (FIT)** program from the Ontario Power Authority.



**AND THE WINNER IS . . . :** At the 2012 **Chamber of Commerce Awards**, Don Mitchell, President and Board Chair of the Sault Ste. Marie Economic Development Corporation, presents the SSMEDC-sponsored **Environment Award** to Robert Smokowich, manager of the local Wal-Mart. The store received the award, which honours a business that is making our environment better, for its many green initiatives, including hosting an Environmental Fair that invites citizens to bring in and recycle old electronics, plastic bags, medications, tires and batteries.



**INTERNATIONAL RELATIONS:** Visiting the Sault to explore potential economic development opportunities, Yunsik Kim, (second from left), Director General of the Toronto branch of the **Korea Trade-Investment Promotion Agency**, meets with officials from Business Sault Ste. Marie, a division of the Economic Development Corporation. Among with Business Sault Ste. Marie staff were (L to R) Randy Tallon, Director of International Relations & Global Logistics; Executive Director Dave Murphy; and John Febbraro, Director of Industrial Marketing.

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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 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.**