

# Quarterly Report

October 2019



**SAULT  
STE. MARIE**

futureSSM 

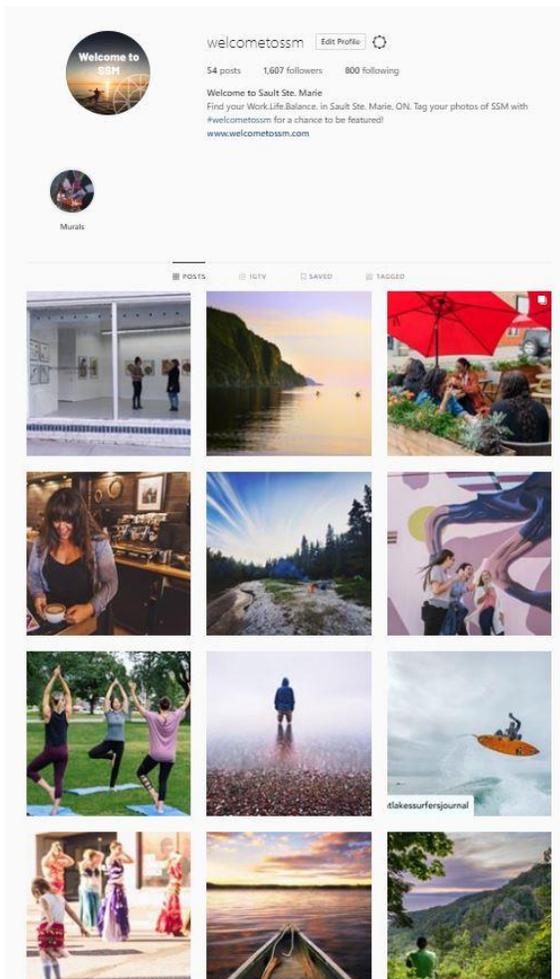
# Community Promotion

An external communications strategy has been developed by FutureSSM staff to build upon the work done to date, and provide a cohesive plan forward to sell Sault Ste. Marie as an ideal place to raise a family, start a business, launch a career or return home.

The goal of the strategy is to attract people to Sault Ste. Marie in order to rejuvenate an ageing workforce and increase the overall population. At its foundation, the plan seeks to introduce Sault Ste. Marie in a new, unexpected and exciting way that changes the narrative of our community.

While we believe the message will resonate with all demographics, the core audiences of the strategy are young professional millennials and families (including former Saultites) aged 25 – 40 who are unattached to a community or job, are looking for a more affordable, balanced lifestyle and a new career. Key messages define Sault Ste. Marie's work-life balance and affordability in an urban setting with quick access to outdoor adventure.

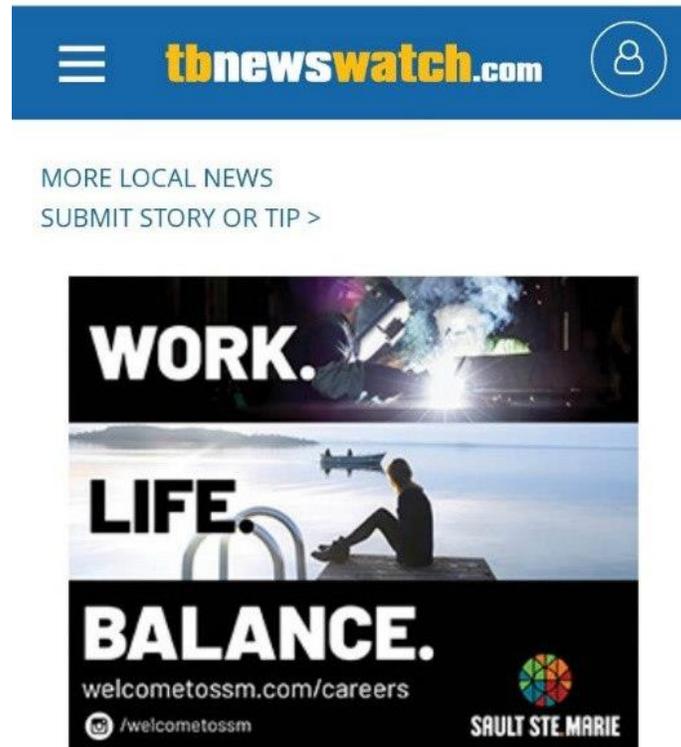
With all communication materials, we want to evoke an emotional connection to Sault Ste. Marie that is real and authentic. A revamped Instagram page, @welcometossm presents photos that communicate an experience in Sault Ste. Marie. The imagery is vibrant, welcoming and personal and provides a glimpse into how people feel while visiting or living here. A professional photographer, Randie Leanne Photos has been hired through FutureSSM to capture high quality photos of experiences and people in Sault Ste. Marie and area.



FutureSSM has also engaged Cavera Inc. to conduct some PPC ('pay per click') marketing campaigns through Facebook, Youtube and Google to promote [www.welcometossm.com](http://www.welcometossm.com) and the linked social media profiles on Facebook and LinkedIn. Email marketing campaigns will also be undertaken through this process to reach people who are considering moving to Sault Ste. Marie.

In August 2019, FutureSSM undertook paid advertising opportunities to target laid off Bombardier workers in Thunder Bay. This work has been picked up by local and regional media outlets, including Sootoday and CBC.

<https://www.cbc.ca/news/canada/thunder-bay/sault-ste-marie-targeting-bombardier-workers-1.5279173>). Example of ad below:



An additional 'Sault Ste. Marie Story' video vignette has recently been posted to the [www.welcometossm.com](http://www.welcometossm.com) , garnering lots of interest and positive comments from those in Sault Ste. Marie and those thinking about moving to the community. The video features Teni and Gabriel Araba who moved to Canada from Lagos, Nigeria and settled in Sault Ste. Marie with their three children.



In the coming months, more vignettes will be produced, in addition to other videos highlighting family life in Sault Ste. Marie and winter adventure. An earned media strategy is also under development, targeting national publications with unique and positive stories about Sault Ste. Marie.

## **Arts & Culture**

### **Community Art Project**

The planning for the next stage of FutureSSM's Community Art Project (CAP) has begun with efforts to develop community partnerships, public art projects as well as festivals and events that can act as tourist attractors for the city, while also developing our local artists and arts, culture and heritage sector practitioners. The next stage will see the further development of current projects with greater involvement and participation of those partners as well as new partnerships being developed to help support and grow these projects as community lead initiatives.

Several initiatives from 2019 will continue in a similar configuration (DTA Mural Project, Traffic Box Wrap Project, Street Furniture Project) while others will evolve and/or change to suit needs and desires of partner participants both new and existing (Public Art Projects with ADSB, Indigenous & Youth Organizations and others). New partnerships that integrate arts, culture and community development are being explored with Algoma University as well as a partnership with the Arts Council of Algoma and other community youth groups. Youth mentorship and sector development will continue to be a major focus of these initiatives.

### **Community Cultural Plan**

On Sept 23, 2019, City Council approved the Community Cultural Plan 2019-2024. Work will now begin on the development of the plan implementation strategy in consultation with community arts, culture and heritage stakeholders, partners and city staff. The ACAT Committee as well as community stakeholders will actively be involved in that development.

### **Other Community Collaborations**

FutureSSM has assisted the Arts Council of Algoma in the development of a project grant proposal to the Ministry of Training, Colleges and Universities (MTCU), which was successful and will further the development of that organization through staff and resources further enabling it to better service the arts and culture sector in SSM.

FutureSSM has again collaborated with the DTA and the ECNHS to support Culture Days 2019 (Sept 27-28). FutureSSM and DTA will be providing an art and culture tour of the downtown, featuring murals (from the 2019 mural project) and other historic and architectural highlights in the downtown. Participants will have the opportunity to paint a parking space mural in a parking bay on Queen St. as part of the event. The mural will be a paint by number type artwork to engage the community in the creation process (focus is on process and hands-on involvement). Light refreshments will also be available. There will be two tours on Fri Sept 27 at 1:45 and 2:30 pm starting and ending at the ECNHS.

## Film, Television & Digital Media

FutureSSM continues to see an increase in film production volume and interest. The Film, Television and Digital Media Coordinator is currently working with another feature film production filming in Sault Ste. Marie. This will be the fourth feature film to shoot in Sault Ste. Marie in 2019 in addition to the one full-length web series and two children's television episodes that have previously filmed in the community this year. To date film production in Sault Ste. Marie had generated approximately \$3,150,000 direct spend in the city and approximately \$1,732,500 in indirect spend. We anticipate an increase to these numbers when the current feature film wraps production in Sault Ste. Marie in early November. The latest production has hired approximately 26 local Crew Members and our community will see approximately 47 visitors from Norway, Germany, Southern Ontario and Northern Ontario to the community, working as crew and cast on the production.

FutureSSM continues to work with producers and location managers looking to film in the area. A number of producers have expressed interest in Sault Ste. Marie for 2020, and are currently submitting applications to NOHFC Film and Television Industry Projects stream.

David Gordian producer of "Happily Ever After", "Love of my Life", "The Bet", "Getting to Know You" and his latest feature "A Grand Romantic Gesture" (all filmed in Sault Ste. Marie) had this to say about filming in Sault Ste. Marie:

"We love filming in The Soo. More important: I know that cast, whether from the UK or LA, always go home raving about their experience here."

Mary Petryshyn was the Production Manager for "A Grand Romantic Gesture"; this was her first filming experience in Sault Ste. Marie. She had this to say about her filming experience:

"I was impressed in many ways with working in the Soo. The local production people were excellent and the city in general opened its arms to support us in every way possible. "

## Environmental Sustainability

### Community Greenhouse Gas Emissions Inventory

The City of Sault Ste. Marie (the City) is one of over 60 communities across Canada that have been funded by the Federation of Canadian Municipalities (FCM) Municipalities through the Climate Innovation Program (MCIP) program to increase staff capacity with regards to either climate mitigation and/or adaption. The City plans to focus its efforts on mitigation by developing a plan to reduce community greenhouse gas emissions. The first step of this process is the creation of a community GHG emissions inventory. On September 9, 2019, the City signed a resolution to join the Partners for Climate Protection (PCP), which offers a 5-milestone framework intended to guide municipalities towards the development of a climate action plan. The 5-milestones include:

1. Creating a baseline emissions inventory and forecast;
2. Setting emissions reduction targets;
3. Developing a local action plan;
4. Implementing the local action plan,
5. Monitoring progress and reporting results.

FutureSSM has been working with local energy distributors, municipal staff and external agencies to collect aggregate community emission metrics that will be used for milestone one – creating a baseline emissions inventory and forecast. Where data is not available, provincial averages will be utilized. Once the emission source data collection process is complete, consumption volumes will be input into the PCP emissions inventory tool. The tool will calculate greenhouse gas emissions by source in Sault Ste. Marie. A strategy on sharing these results with the community is being developed. This data will set the stage for completing Milestone 2 and Milestone 3 of the PCP program. The estimated date of completion of the GHG emissions inventory is late Fall 2019.

## **Climate Risk Workshop**

The City of Sault Ste. Marie is one of five cities in Northern Ontario working to manage and assess the risks of climate change. Together, the municipalities form the Northern Climate Change Network (NCCN). With support from the Ontario Climate Risk Institute (CRI), members of the NCCN have been working on assessing their vulnerability to climate change and developing adaptation solutions to manage risks and increase resilience.

FutureSSM in partnership with the Ontario CRI has organized a half-day workshop focused on Climate Change risks in Sault Ste. Marie. The workshop will focus on developing a common understanding of how our climate is changing in the region and how that may present risks to City assets and operations, and well as to residents and local businesses. The objective of the workshop is to build understanding and support for climate change work in Sault Ste. Marie, as well as understand different approaches to climate change adaptation and risk assessment.

The workshop is being facilitated by the Ontario CRI and is taking place on September 30<sup>th</sup> at City Hall. Invitees include an array of municipal staff, as well as external agencies and organizations including, but not limited to Garden River First Nation, the PUC, the Ministry of Natural Resources and Forestry, the Sault Ste. Marie Innovation Centre, Algoma Public Health, and the Sault Ste. Marie Region Conservation Authority. The workshop will also give attendees the opportunity to learn about the Community GHG Emissions Inventory project.

## **Labour Force Development**

### **Rural and Northern Immigration Pilot (RNIP)**

In June 2019, Sault Ste. Marie was selected as one of 11 communities across Canada to participate in the Rural and Northern Immigration Pilot program (RNIP). Over the past several months, the RNIP project team (FutureSSM, City of Sault Ste. Marie, Economic Development Corporation of Sault Ste. Marie, Sault and Area Local Immigration Partnership and the Sault Community Career Centre) have been in discussions with Immigration, Refugee and Citizenship Canada (IRCC) project officers who have been assigned to work with our community for the duration of the RNIP program.

As part of these discussions, both parties have conducted engagement sessions with various community stakeholders. They have also been working on a Memorandum of Understanding, recommendation and settlement supports criteria in preparation for the RNIP program.

Interest has been high, as 1300 applicants have already reached out to the Labour Force Development Coordinator. There are an estimated 1150 resumes in the WelcomeToSSM database and 150 more inquiries in the LFDC email account.

For the week of September 23<sup>rd</sup> – 27<sup>th</sup>, IRCC project officers will be in Sault Ste. Marie to train the RNIP project team in preparation for the November 2019 rollout of the program.

### **Ontario Works Transition to Work: Hospitality**

A new pilot program designed to address local workforce entry and labour shortage needs in the hospitality sector kicked off in September in partnership with FutureSSM, the District of Sault Ste. Marie Social Services Administration Board (DSSAB), the Workforce Entry Subcommittee and local hotels.

The Hospitality Training Program runs for 4 weeks, and offers people in receipt of Ontario Works (OW) with hands on training at local hotels. The program is designed to provide real-life training opportunities with a focus on social skills development and hotel related technical skills training. Needs of employers were in the following areas: housekeeping, front desk, breakfast service, culinary and maintenance. The end goal is that participants would receive full time employment in the sector.

In total, 43 placements were secured with 12 hotels and one restaurant participating including The Water Tower Inn, Quality Inn & Suites, Johnny's Chophouse and Bar, Quattro Hotel, Days Inn, Sleep Inn, Holiday Inn Express, Comfort Inn, Microtel, The Northlander, Super 8, Delta Hotel and Fairfield by Marriott.

This initiative is being piloted through the Workforce Entry Subcommittee under the FutureSSM Social Equity Pillar. Later this fall, the program will be applied to other sectors identified by the Subcommittee, including retail, security and labour/construction.

Workforce Entry subcommittee members include the District of Sault Ste. Marie Social Services Administration Board (Ontario Works); City of Sault Ste. Marie (FutureSSM); Sault Ste. Marie Chamber of Commerce; Sault Community Career Centre; Employment Solutions; Algoma Workforce Investment Corporation; Ministry of Training, Colleges and Universities; Huron-Superior Catholic District School Board; United Way, Economic Development Corporation of Sault Ste. Marie; John Howard Society and Sault College.

### **General Motors Oshawa Information Session**

On Wednesday, September 18<sup>th</sup>, FutureSSM's Labour Force Development Coordinator and Algoma Steel traveled to Oshawa General Motors to conduct an information session for GM workers impacted by the upcoming plant closure. Future SSM presented on the top reasons to move to Sault Ste. Marie, the WelcomeToSSM website's labour force portal and promoted various positions that are currently available in the city. Algoma Steel presented on their numerous job opportunities and walked participants through their applicant tracking system. Each presentation was followed by a Question and Answer period. Interest was high as Algoma Steel indicated there were several participants who met their skilled trades criteria. According to General Motors, Sault Ste. Marie is the only region outside of the GTA that has been actively engaged with them in efforts to recruit some of their workforce.

Presentations have been made to the Indigenous Youth Job Connect and the Sault Area Construction Association Lunch and Learn

# Social Equity

## Early Development Instrument

The Early Development Instrument (EDI) is used across Canada and internationally to measure children's ability to meet age appropriate developmental expectations. Because of Sault Ste. Marie's efforts in improving EDI outcomes for children, the work of the Social Equity Coordinator has involved two strategic planning sessions with key community organizations to help design actions for each goal identified in the Early Years System Plan.

As a result, there has been several drafted actions under the five goals. The primary focus of the plan is collaboration amongst service providers and community partners to improve EDI scores, as articulated by the following goal: *An informed Early Years system and community partners build opportunities for community collaboration that support improved outcomes for children and families by addressing EDI vulnerabilities.*

Actions listed under this goal, are meant to complement the work of and direction provided by the Algoma Leadership Table and the Social Equity Action Team throughout the implementation of EDI Strategic actions forthcoming.

Social Equity has also been providing continued contribution to the Child & Family Network. The Child and Family Network is a community planning table that is working to improve the outcome of children in SSM comprised of multiple organizations who work directly with children and their families. This table is assisting with the implementation of strategic actions as it relates to the EDI.

The newest iteration of the Early Development Instrument (EDI) scores have been compiled for SSM and are awaiting final approval from the District of Sault Ste. Marie Administration Board before the data can be released. This is expected to take place in October.

## Poverty Reduction

The Social Equity Coordinator along with the United Way, NORDIK Institute, Algoma Workforce Investment Corporation and the Sault Ste. Marie Innovation Center completed Tamarack Institute's Vibrant Communities pilot program webinar series in August. This six part series led the group through the development of a baseline community report of poverty as it pertains to the work of the Poverty Roundtable. The priority areas of focus include housing, workforce entry, food security and essential services. The scope of the work on the report involves creating outcomes/goals per priority area and the creation of metrics per goal as well as literature reviews for each area. The preliminary draft goals have been brought forward to the Social Equity team to provide feedback on the work thus far. It is anticipated that this report will be presented in October.

## Improving Indigenous Relations

Nendaaswin (nen-daa-swin): Nendaaswin in Anishinaabemowin means how you are related to everything in your environment, people, animals, air, tree etc. It is the breath we share within our environment. Nendaaswin is the name of the Indigenous Action team working with FutureSSM. The Nendaaswin Action team met at the end of July. FutureSSM brought forward the different activities and initiatives related to improving Indigenous relationships within SSM to the team. Team members expressed how the word "Biindigen" on the city buses were being met with positive responses by Indigenous community. Suggestions were offered to FutureSSM

to work towards becoming visually more inclusive and input was provided to the Community Culture Plan.

## **Safe, Welcoming & Inclusive Community**

A Women's Only Safe Spaces Walk was held on July 24th downtown on Queen Street. The walk was organized in partnership with the Downtown Association and FutureSSM. The walk was intended for women to identify areas where there may be issues of concern in the downtown area as well as offer suggestions for improvement in public spaces as it pertains to women's issues.

Two city councilors were in attendance along with other community members. Main highlights include that there are no public restrooms readily available downtown, once businesses are closed there is a lack of lighting on Queen street and because the streets have no foot traffic and periodic vehicle traffic, the absence of people in the area increases feelings of being unsafe. A follow up consultation took place with Sault Ste. Marie Chief of Police to ensure that any issues that arose during the walk may be accommodated with the SSMPS.

## **Youth Outreach**

There will be several dates in which the FutureSSM will be attending local high schools and community spaces to ask youth for their input on what they would like to see at these spaces, what they feel would increase their participation at these spaces and other considerations. The two areas include a public outdoor space in respect to the Plaza development and an education hub.

Special engagement will be taking place with Indigenous youth which includes asking for their suggestions on how Indigenous youth inclusion in the arts. Youth outreach and engagement began taking place on September 18. (photo: Grade 11 Environmental Science class at White Pines September 23, 2019).

