



# Quarterly Report



## July 2019

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**SAULT STE. MARIE**

# Arts & Culture

## Community Art Project

The first stage of FutureSSM's Community Art Project (CAP) is coming to a close mid-July 2019. By working with community partners and local youth, FutureSSM has been successful in revitalizing neighbourhoods, providing mentorship opportunities for youth, celebrating local history, promoting arts & culture and creating economic opportunities. Over 300 youth have been involved in CAP since it kicked off in January of this year.

Partners and sponsors involved in the project include:

Algoma District School Board	Kiwanis Club of Lakeshore Foundation
Equipment World	Color Your World and Cloverdale Paint
Village Media	Batchewana First Nation
Holiday Inn & Express	Days Inn & Suites
Quality Inn & Suites	Michaels
GFL Memorial Gardens	Algoma Veterans Association
Royal Canadian Legion Branch 25	Shaw Spotlight
Sault Ste. Marie Museum	Compass Imaging Group
The Beanstalk Project	Soo Greyhounds
District of Sault Ste. Marie Social Services	The Sault Ste. Marie Downtown Association
Administration Board	
The Canadian Bushplane Heritage Centre	Sault College Graphic Design Program

Initiatives of the project include:

### **GFL Memorial Gardens Mural Project**

May 23, 2019 marked the official unveiling of three murals located in the GFL Memorial Gardens designed by local youth. In total 40 students from the Algoma District School Board high schools submitted artwork that was displayed at the unveiling. The experience was extremely positive for both the students and the local partners. Click [HERE](#) to watch a Shaw Spotlight video of the project.

"I've been teaching for over 20 year, and in the past I see our youth wanting to go away, leave Sault Ste. Marie. But now, I see a transition where with [mural art] projects like this, they are becoming invested in our community, and that is so critical to keeping them here and working towards making our community our place that we all love and adore. To see the students being appreciated for the work that they did was extremely rewarding."

- Sarah Constable, Leader of Experiential Learning, ADSB



Students at the kick-off event in March



Mural designed by Tylar O'Brien located in the War Memorial



Mural designed by Braxton Blake located in the Hockey Hall of Fame



Mural designed by Magnolia Lui located in the Hockey Hall of Fame

## Traffic Wrap Project and Sault College Grad Show, May 2, 2019

On May 2, 2019, the Sault College Graphic Design graduating class, in partnership with FutureSSM, held their grad show, 'Designers Block' at the Sault Ste. Marie Museum. The event showcased work done by students throughout the year, including traffic box wrap designs that were part FutureSSM's Community Art Project.

"The Graphic Design class really enjoyed participating in the City Traffic Box project. It provided a 'real-life' project, allowing students to showcase their creativity and create a link to the City. Each student came up with their own unique thematic series of 10 traffic box designs, with the ultimate goal to communicate and represent aspects of Sault Ste. Marie for locals and visitors. During creative development, students presented their designs to classmates, the course professor along with a representative from FutureSSM, enabling a collaborative feedback process. The final designs were presented to a committee at City Hall, which was a great learning experience. The class would like to thank FutureSSM for this tremendous opportunity to be a part of engaging in the arts to help build a more vibrant City of Sault Ste. Marie!"

- Sault College Graphic Design students (graduating class of 2019)



The 2019 Sault College Graphic Design students at their Grad Show, Designers Block



Traffic box wrap designed by Alexa McGregor

## Public furniture

FutureSSM partnered with the District of Sault Ste. Marie Social Services Administration Board - Ontario Works, and the Canadian Bushplane Heritage Centre Construction Training Program to build public furniture that is now being used by businesses in Sault Ste. Marie's downtown core.



Participants in the Ontario Works Construction Training Program in front of Muskoka chairs they built



Muskoka chairs in front of Shabby Motley Handcraft on Queen Street



## Public Pianos

After putting out a public call for pianos to be donated to a community art project, the response was overwhelming; over 16 pianos were donated in just over 48 hours. A partnership between FutureSSM and the Algoma District School Board, this project has already proved to bring a sense of community to our downtown, and has provided a valuable opportunity for 40 secondary students enrolled in the Arts and Culture Specialist High Skills Major program at White Pines and over 80 elementary school students from East View, Grand View, Anna McCrea and Pinewood Public Schools.



## Downtown Mural Project

A partnership between FutureSSM and the Sault Ste. Marie Downtown Association, the 2019 Downtown Community Mural Project consisted of five large-scale murals in the downtown core. For the months of June and July, both local and out of town artists revitalized our downtown through public art, while also mentoring local youth in the process. Community Mural Block Parties providing programming in partnership with local businesses and organizations also took place in conjunction with the development of the murals to increase foot traffic downtown and celebrate the artists' work.



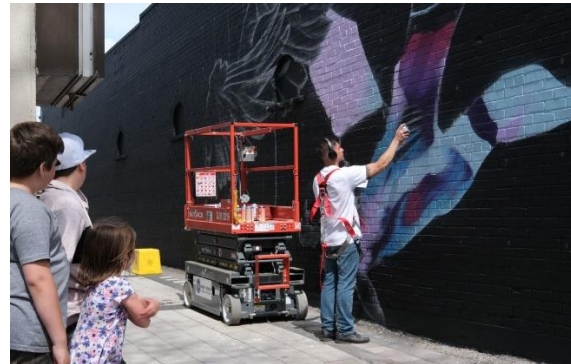
Artist Darren Emond in front of his mural at Outspoken Brewing



Mural by Rihkee Strapp and Misiikenh Kwe at Soo Blasters



Artist Patrick Hunter in front of his mural at the new Sootoday headquarters



Artist Alexander Bacon works on his mural in the Paul Mall alley way

## Community Cultural Plan

FutureSSM is currently working with Lord Cultural Resources on the development of the final plan. A draft version has been submitted, and the FutureSSM Arts & Culture Action Team is currently reviewing and revising the document alongside project staff.

## Film, Television & Digital Media

FutureSSM has been successful in attracting several productions to Sault Ste. Marie. Between March and July, three feature films, one full-length web series and two children's television episodes have filmed in the community. In total these productions, along with two location scouts have brought in approximately \$3,150,000 direct spend in the city and approximately \$1,732,500 in indirect spend. They also created positions for over 135 Full Time equivalent positions and 100 Part Time equivalent positions to local residents. Productions include Hallmarks' *Wooden Santas*, *My Roommate's an Escort* and a *Grand Romantic Gesture*.

Katie Uhlmann of *My Roommate's An Escort* had this to say about filming in Sault Ste. Marie:

"My Roommate's an Escort is the first project I have filmed in your city. Our entire team has been blown away by the hospitality and enthusiasm we were met with. We had an incredible



experience filming in Sault Ste. Marie. As my company grows, I am excited to bring more production back to the Soo.”

- Katie Uhlmann, Owner/Director, Katie Chats Inc.

## Labour Force Development

### The Rural and Northern Immigration Pilot Program

Sault Ste. Marie has been selected as one of 11 communities across Canada to participate in the Northern and Rural Immigration Pilot. Our community now has an additional tool to help address the skilled labour shortage and grow the local population. With 23% of Sault Ste. Marie's workforce over the age of 55, employers in the community will be looking to replace more than 9,000 workers. The pilot project is designed to invite newcomers with special skills sets to Canada and make rural or Northern communities their home.

FutureSSM will continue to work with the Sault Ste. Marie Economic Development Corporation, the Sault Ste. Marie Local Immigration Partnership and other partners to support this pilot so it can be as successful as possible in growing our community.



The Rural and Northern Immigration Pilot announcement, Sault Ste. Marie, June 14, 2019

### Spousal Recruitment Advisory Committee

In partnership with the city's top employers, FutureSSM have convened a Spousal Recruitment Advisory Committee (SRAC) designed to promote the hiring of spouse/partners' of newly hired employees who have relocated to Sault Ste. Marie. We recognize that spousal/partner employment is a key factor in the recruitment and retention of newly hired employees. Some objectives of SRAC include fostering introductions, networking and promoting candidates for jobs across the city as well as helping employees learn about their new community.



The first ever Sault Ste. Marie Spousal Recruitment Advisory Committee meets at City Hall in June

### Moving to Sault Ste. Marie Webinar Series

In partnership with the Newcomer Centre of Peel, FutureSSM has held two webinars in June as part of an ongoing series that encourages skilled workers to move to Sault Ste. Marie. The first webinar featured the Sault Ste. Marie Local Immigration Partnership, the second Algoma Steel Inc.

### Indigenous Employment Roundtables



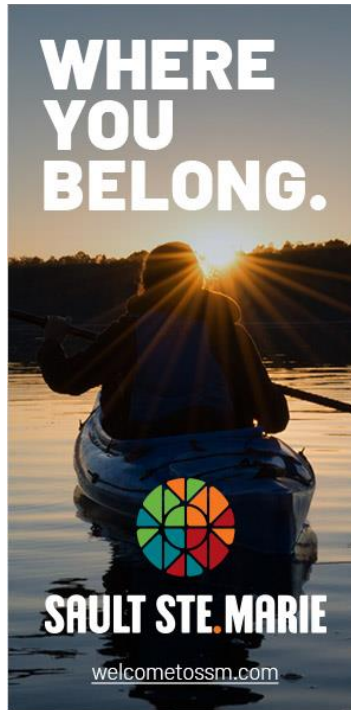
Participants of the latest Indigenous Employment Roundtable at City Hall



# Community Branding & Promotion

## New brand & Visual Identity for Sault Ste. Marie

A new brand and visual identity for Sault Ste. Marie was approved by City Council on May 21, 2019. Whether we're competing for businesses, travelers, new residents or students, the way we tell our story matters. Visual identity, branding & promotional efforts are part of FutureSSM's larger community vision to build a place where people want to visit, live and do business. A phased-in approach to brand implementation is currently in currently underway by City staff.



Website [www.welcometossm.com](http://www.welcometossm.com)

As part of FutureSSM's efforts to retain, recruit and repatriate people to Sault Ste. Marie, a new website has been developed to showcase all that Sault Ste. Marie has to offer, including high quality job opportunities, short commute times, affordability and an exceptional lifestyle. The website also includes positive video stories of people who have made the move to or returned to Sault Ste. Marie. A job portal allows employers who are either seeking to fill professional positions that are hard to fill or high in volume to upload jobs, and a resume bank encourages job seekers to upload their CV, increasing their chances of being connected to the right employment opportunities. Targeted ads to promote the new website have been ongoing in the month of June.



### Video Series

Linked to the broader efforts to promote our community and build local pride, a series of promotional videos has been developed that align with Sault Ste. Marie's new brand story. Videos that appear on [www.welcometossm.com](http://www.welcometossm.com) and social media include vignette style videos of stories of people who have moved or returned to Sault Ste. Marie, and more general 'lifestyle' videos that showcase Sault Ste. Marie's diversity, natural and man-made amenities and work-life balance.



# Energy & the Environment

## Climate Change Coordinator

On June 24, 2019, Emily Cormier began her new role at FutureSSM's Climate Change Coordinator.

Emily has experience in the Canadian private, public and non-profit sector with a focus on natural resources and energy planning. She has worked on energy conservation projects for commercial and industrial organizations in Northwestern Ontario for Synergy North, and the Economic Development Corporation of Wawa where she lead the development of the Wawa Municipal Energy Plan, which won the 2017 Ontario Sustainable Energy Association (OSEA) Community Project of the Year. Her experience also includes planning and operations on Forest Resource Inventory (FRI) projects across Ontario, and working in a policy analyst capacity for the Federal Government including the Department of Fisheries and Oceans and Public Safety in Ottawa.

Emily holds an Honours Bachelor of Social Sciences in International Development and Globalization from the University of Ottawa and Master's in International Business with a Specialization in Project Management from Hult International Business School.

Emily is responsible for leading climate change adaptation and Greenhouse Gas (GHG) reduction initiatives including, conducting a community level GHG emission inventory for Sault Ste. Marie.

# 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. EDI data for Sault Ste. Marie indicates that many children are entering the school system in Sault Ste. Marie below their counterparts in three out of five areas tested: Physical Health and Well-Being, Social Competence, and Emotional Maturity.

A Needs Assessment was conducted by FutureSSM's Social Equity Coordinator for the Early Years System Plan. Themed highlights from the findings include outdoor/field trips, nutrition, parent education, family support, access to social services, special needs and professional development and schools.

Working collaboratively, the DSSMSSAB Early Years Services and the Social Equity Coordinator proposed the Early Years Service 5 Goals for the system service plan. These goals include:

**Goal 1:** Advance the Early Years system and service provider infrastructure to consistently deliver quality services.

**Goal 2:** Informed Early Years system and community partners build opportunities for collaboration.



**Goal 3:** Increase the number of Registered Early Childhood Educators through provision of essential supports.

**Goal 4:** Clear and regular communication of the Early Years Services.

**Goal 5:** Recognize the many diverse needs of families in planning and implementing programming.

Continued contribution and direction provided to the Child & Family Network on the development on their strategic plan to include key actions necessary to decrease vulnerability rates in the Early Development Indicator domains.

## Poverty Reduction

### Definition of Poverty

Through community discussions at various levels, it was determined that a single definition and clear and common understanding of poverty was required to help align efforts to reduce and eliminate poverty. Feedback was coordinated across 17 different organizations, in addition to community consultations, to arrive at the following definition:

*Poverty is a condition of someone who lacks the resources and means to acquire and maintain a basic level of living standards and to facilitate their desired level of participation in society.*

### Workforce Entry

Due to labour shortages and high turnover, hospitality, retail and labour have been identified as the three key sectors to focus on regarding workforce entry as it relates to poverty reduction. The Workforce Entry group recently held a meeting with the Hospitality sector, engaging five major hotels to deliver experiential, tailored 8-week training programs to 50 Ontario Works participants by the end of August. These programs will teach technical on-site job training, provide 4 weeks of soft skills development, and an on-site 'internship style' placement with employers. The hope is that participants in the program will transition into the workforce and become gainfully employed for the long-term.

## Improving Indigenous Relations

### Murdered Missing Indigenous Women and Girls LGBT2SQQIA Gathering

FutureSSM's Social Equity Coordinator organized and hosted the Murdered Missing Indigenous Women and Girls LGBT2SQQIA Gathering on June 25 and 26<sup>th</sup> with the Indigenous Women's Anti-Violence Task Force funded through the National Inquiry into Missing and Murdered Indigenous Women and Girls. The gathering was to honor the spirits of missing and murdered Indigenous women and girls and offer support to families and survivors of violence.

The IWAVTF has since been notified that it has been selected to receive funding from the MMIWG Commemorative Fund in the amount of \$50,0000 through Missanbie Cree First Nation over the next two years to deliver another gathering and other activities that recognize MMIWGLGBT2SQQIA and its impacts in SSM.

### **Nendaaswin**

The Social Equity Coordinator has re-engaged those involved in the Improving Indigenous Relations Action Team. Nendaaswin, the new name for the team will be working closely with FutureSSM on Indigenous inclusion and initiatives. Outreach has expanded to include other potential members who align with futureSSM's four pillars.

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

#### **Safe Walks**

The Social Equity Coordinator co-hosted a safe walk that took place in the Gore Street and Albert Street area that identified areas of concern to people living in the area.

A Women's Only Safe Spaces Walk will take place in the evening on July 24, 2019 in partnership with the Downtown Association and the Sault Ste. Marie City Council members to identify area of concern between Pim Street and Dennis Street.