

Vision

Sault Ste. Marie's downtown waterfront will be a thriving urban experience that supports tourism and promotes associated business opportunities.



Destiny Sault Ste. Marie in collaboration with private and public sector partners is working to foster both community and economic growth in the downtown waterfront.

The revitalization and continual improvement promotes tourism, and other recreational, retail and residential opportunities. Further development of our downtown waterfront will create an internationally renowned tourism attraction and unique community destination.

This marketing package is meant as a tool to articulate a powerful vision for the future of Sault Ste. Marie's downtown waterfront, as well as explore further developments and associated investment opportunities.



One of North America's Oldest Meeting Places

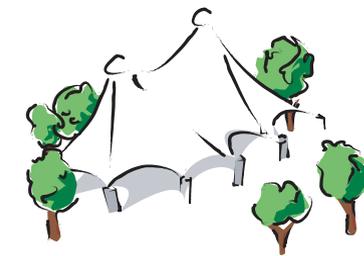
Once known as Bahweting, an Algonquian word for “fast flowing water over rocks,” this area was a meeting place for First Nations people to fish, trade and socialize. Historically, this area has witnessed the presence of fur traders, missionaries, explorers, settlers, soldiers and entrepreneurs.

Rooted by a rich history and culture dating back over 2,500 years, Sault Ste. Marie is nestled in the heart of the Great Lakes along historic St. Marys River. Sharing an international border with the United States, it is a gateway city to the Algoma region where one will find a beautiful landscape of Northern Ontario.



From an ancient meeting ground for First Nations people to today's multi-cultural community, the river remains the source of the city's cultural, economic and recreational prosperity.

Photo courtesy of the Sault Ste. Marie Museum



We've Been Meeting Here For 2,500 Years

Inspired by our location's early beginnings as a meeting place, our waterfront has been developed to enhance its prominence as a place where the gathering of people continues.

Located on the boardwalk, the impressive 22,000 square foot outdoor Roberta Bondar Tent Pavilion and Marina is named after our city's own Roberta Bondar, Canada's first woman astronaut. Locals and visitors come together to share in a variety of social activities, festivals and concerts. Next to the Tent Pavilion is the Roberta Bondar Marina. This boater facility offers 38 slips and 137 metres of dock-face serviced with power and water hook-up to visiting boaters.

During July, August and September, luxury cruise ships stop here on voyages they make around the Great Lakes. Among them, the cruise-ship MV Columbus - with 400 passengers, the 225-passenger Arcadia and the 90-passenger Le Levant disembark at the Pavilion, minutes from a variety of recreational and cultural activities. Docked along the marina is the museum ship Norgoma, dedicated to preserving the rich marine heritage of the Great Lakes.



Historic St. Marys River

In 2000, the St. Marys River was designated a Canadian Heritage River, recognized for its outstanding natural, cultural and recreational values.

A plaque commemorating the designation reads: Connecting Lakes Superior, Huron and Michigan, the St. Marys River is the key hydrological, ecological and transportation link in the Great Lakes system. Since its birth less than 10,000 years ago at the end of the most recent Ice Age, this historic river, though only 125 km long, has been a vital artery leading to the heart of the continent and beyond.

The Boardwalk

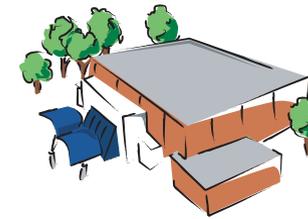
Once a depot for industrial storage, Sault Ste. Marie's waterfront was lined with docks, tanks and warehouses. Today, the boardwalk and other developments have replaced any remnants of industrial remains, exposing the natural beauty of the river and surrounding area. Along with easy access to a variety of recreational opportunities such as world class angling, many enjoy the scenery overlooking the St. Marys. The Boardwalk stretches over 2,300 metres from the Great Lakes Power Plant on Canal Drive to the Roberta Bondar Park and the Civic Centre. An additional 900-metre easterly extension will result in the boardwalk successfully connecting most of the recreational, cultural and visual "experiences" that the downtown waterfront has to offer.



Community Connection

Over the past several years, the Boardwalk has become a favourite local spot. As a destination, it has also become popular with tourists who have discovered it. More than a walkway, it's our connection to the various cultural and historical attractions along the downtown waterfront; linking our past, present and future.

Sault Ste. Marie celebrates a strong connection with its past. Through dedicated community volunteerism and support from various funding groups, the Sault Ste. Marie Museum, The Ermatinger/Clergue National Heritage Site, and the Canadian Bushplane Heritage Centre remain key elements in the downtown waterfront.



Housed in the historic hangar where the original concept of waterbombing was invented and developed, the Canadian Bushplane Heritage Centre is rated by a national publication as one of Canada's best Museums.

The Old Stone House at The Ermatinger/Clergue National Heritage Site, is the oldest stone house northwest of Toronto.

The Sault Ste. Marie Museum is housed in the city's first Post Office. This historical landmark, built between 1904-1906 is known for its distinctive clock tower.

To promote these historical landmarks, the 4Culture partnership is a joint marketing effort by the Art Gallery of Algoma, the Sault Ste. Marie Museum, The Ermatinger/Clergue National Heritage Site, and the Canadian Bushplane Heritage Centre. Located in a cluster at the easterly end of the downtown waterfront, their close proximity to each other geographically creates a strong cultural neighbourhood. Extending the boardwalk to the Canadian Bushplane Heritage Centre will make for easier access to these attractions.



Experience Sault Ste. Marie

The downtown core offers a variety of urban experiences for all ages. Additional historical opportunities exist including 19th century churches along with notable points of interest. This rich history adds to the charming mix of big-city amenities and small-town convenience. Mingle in the city's main commercial district and indulge in the downtown experience. Shop in our mall or boutiques, dine in one of many highly rated restaurants and eateries, catch an Ontario Hockey League Greyhound game for some excitement, or start your day on the Agawa Canyon Tour Train and finish with an evening of entertainment. All of these activities are just a short walk from each other.



Agawa Canyon Tour Train

Over 3 million people have enjoyed the train tour since the first picnic area was cleared in 1952. Drawing upwards of 65,000 visitors each year, the train departs from the depot next to the Station Mall for a one-day journey that will take you 183 km into Canada's pristine wilderness.



Sault Canal National Historic Site

Originally built in 1895, the Sault Canal was the largest and busiest lock in the world and is recognized for its engineering achievement with the creation of the last link to an all-Canadian waterway connecting Lake Superior to the Atlantic Ocean. Today, 300,000 people pass through the locks annually.



Casino

Sault Ste. Marie is home to Ontario's first charity casino. With a distinctly northern appeal, the addition of the Casino in 1999 expanded the variety of entertainment options available in Sault Ste. Marie. With over 800,000 annual visitors, the casino offers 450 slot machines and 20 table games, along with a variety of entertainment.



Station Mall

As the largest shopping centre within a 241 km radius, the Station Mall draws over six million shoppers per year. Built along the water in 1972, it has expanded through the years to over 130 stores, a Galaxy Cinema with 12 cinema screens, and 500,000 square feet of retail space.



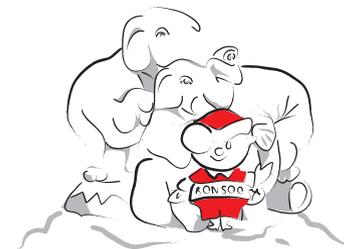
Civic Centre

Built in 1974, the Civic Centre is a focal point on the waterfront for its distinctive contemporary design. Its gold tint glass and brown porcelain steel panels make it highly visible from the waterfront.



Roberta Bondar Place

Opened in 1992, this large office complex was designed to integrate with the downtown waterfront and provide a working environment to over 600 federal and provincial government staff.



Spirit of the Community

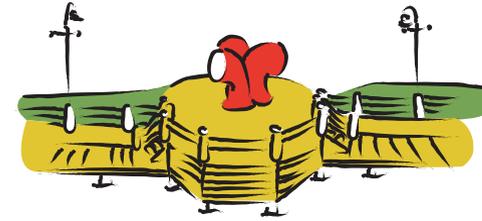
Sault Ste. Marie's downtown core has evolved into the heart and soul of the community. Turn of the century storefronts and landmarks such as the Court House and Post Office building exist among a variety of newer buildings like the Federal Building on Bay Street.

Tree-lined with Victorian-style lamps, Queen Street maintains a charming authenticity while providing an array of retail shops, restaurants, and services to meet the needs of today's consumer. Planned changes will enhance the downtown community.

As the social centre for many community celebrations, the historic downtown core attracts parades and festivals such as the annual Rotaryfest and Buskerfest.

One of Sault Ste. Marie's most popular winter festivals is the Ontario Winter Carnival Bon Soo. Since its inception in 1963, "Bon Soo" has grown to be one of Canada's largest winter carnivals. In 2001, 2002 and 2004, this hometown carnival was selected as one of the top 50 Ontario Festivals.





Tourism and Economic Impact

The City of Sault Ste. Marie recognizes the importance of fostering community growth as well as creating development as an economic stimulus. The community is working together to promote its assets, creating a variety of tourism opportunities.

Tourism is one of Northern Ontario's most important industries, accounting for direct expenditures of \$1.64 billion in 2001. Currently, Sault Ste. Marie is a tourism leader in Northern Ontario. In addition to a variety of full-service hotel facilities, convention venues, and several popular attractions, the downtown waterfront boasts one of its largest attractions, the Agawa Canyon Tour Train. This along with the Sault Ste. Marie Charity Casino, and a variety of attractions and services make Sault Ste. Marie's downtown waterfront a key development opportunity.

The community has made a strong commitment to tourism marketing by creating a unified program aimed at cooperatively marketing area attractions. Tourism Sault Ste. Marie, a division of the Sault Ste. Marie Economic Development Corporation is a unique public/private sector partnership, dedicated to the development and promotion of tourism. With a strong financial commitment from both the City and industry partners, Tourism Sault Ste. Marie has been successful in tapping into federal and provincial programs to ensure that over \$2 million is spent on an annual basis to market Sault Ste. Marie as a year round tourism destination.

Live, Work, Play, Invest

Close proximity to a large U.S. market coupled with clusters of attractions is one of the unique characteristics that the City continues to build on. Aligning itself with future development trends and implementing a coordinated plan with a variety of growth strategies is currently underway.

Waterfront Walkway Extension – The City’s celebrated Boardwalk presently extends more than 2 km. The City has secured funding to extend the Boardwalk easterly another 900 m to the Canadian Bushplane Heritage Centre. As part of this project, The Ermatinger Old Stone House will be further restored and new exhibits added.

New Sports and Entertainment Centre – Developed in partnership with Tourism Sault Ste. Marie, this new multi-purpose facility will become a cornerstone of the Downtown when completed in September 2006. With a capacity

of 5,000, it will host large conventions, trade shows, concerts and sporting events. The new building will also be home to the Ontario Hockey League’s Soo Greyhounds.

Animation Centre – The Art Gallery of Algoma has an extensive collection of animated art, including full length animated features and well known cartoons such as “Super Dave Osbourne.” The Gallery has completed a detailed feasibility study and is interested in partnering with a private or public sector organization to develop an Animation Centre.

Downtown Development Program – The City is working with the Downtown Association to develop a strategic plan for the area that includes both public improvements and private sector opportunities. Emphasis will be on the incentives necessary to generate new investment.

Parks Canada Sault Canal - Plans to further develop this National Historic Site include a new interpretive centre, opening up additional buildings to the public and better on-site parking. The City is currently in discussions with the Federal Government to facilitate implementation.

New Truck Route – The new truck route will be completed in 2006 and provide a direct connection between the International Bridge and the Provincial highway system. This will remove heavy truck traffic from the Downtown area and create a safe, clean, quiet, pedestrian friendly environment.

Gateway Site – The City is currently in negotiations with a developer to construct a major tourism project on this 14-acre waterfront property opposite the Casino. Plans include a major tourist attraction based on an art, culture and heritage theme; a new centre for the performing arts; a new Agawa Canyon Tour Train station and railway museum;

a major full service hotel; restaurants and retail space. The total cost is estimated at more than \$50,000,000 CDN.

East End Development Site - 10 acres of prime waterfront property adjacent to the Canadian Bushplane Heritage Centre has huge potential for residential, commercial, tourism or mixed use development.

Clergue Park – Approved plans for this area include the expansion of the existing park to connect with the Civic Centre, extensive landscaping and water features, and improved parking for both the library and Art Gallery. The reconstruction of Russ Ramsay Way is scheduled for completion in the summer of 2006.

Canadian Bushplane Heritage Centre – With the addition of an Object Theatre in Spring 2004, efforts are underway to ensure the ongoing success of this unique tourist destination and preserve its distinct Northern Ontario heritage and history.



The new Sports and Entertainment Centre

We've Come a Long Way

Over the past 35 years, a remarkable transformation has occurred on the waterfront resulting in a transformed community spirit and economic growth along the St. Marys River.

Development includes:

- Relocated industrial uses
- Completed more than 2,300 m of boardwalk along the St. Marys River
- Constructed a major urban park with a marina and large tent pavilion, used for festivals, concerts, conferences, and trade shows
- Construction of 65,000 square foot casino
- Repair and reopening of the 100-year old Sault Locks
- The Sault Ste. Marie Civic Centre and Sault Ste. Marie Public Library
- Expansion of Station Mall with more than 500,000 sq. ft. of retail space
- Construction of the 340,000 square foot Roberta Bondar Place: headquarters for the Ontario Lottery Gaming Corporation along with other Provincial and Federal Ministries
- Expansion of Canadian Bushplane Heritage Centre
- Construction of several waterfront hotels

- Relocation of Clergue Blockhouse and the continued development of the Ermatinger/Clergue Heritage site
- Construction of new Provincial Tourist Information Centre next to the International Bridge Plaza
- Construction of residential condominiums

The forward thinking approach implemented by Sault Ste. Marie to fully integrate the downtown waterfront into the city urban fabric as a multi-use area with facilities and attractions has enriched Sault Ste. Marie.

Our success results from a number of factors that distinguish Sault Ste. Marie as a premier northern waterfront community, including: strategic location and proximity to the US, a formidable history, landmarks, St. Marys River, renowned boardwalk, among many others.

Today as recreation needs and leisure pursuits increase, ongoing development remains the priority.



Bright Future

Sault Ste. Marie's Downtown Waterfront: One of Ontario's great attractions.

Not only a destination, but a world-class experience.

