

CITY COUNCIL RESOLUTION

Date: March 7, 2011

Agenda Item

5(n)

MOVED BY
SECONDED BY

Councillor
Councillor

P. Mick
L. Turco

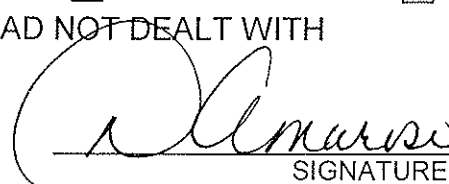
Resolved that the report of the Co-Chairs Celebrate 100! Team dated 2011 03 07 concerning Celebrate 100! *1912 – 2012* Update – Tourism Sault Ste. Marie / Sault Ste. Marie Economic Development Corporation be received as information.

☒ CARRIED
☐ REFERRED

☐ DEFEATED
☐ OFFICIALLY READ NOT DEALT WITH

☐ AMENDED

☐ DEFERRED


SIGNATURE

☐ C.A.O.
☒ City Solicitor
☒ Comm. Finance/Treasurer
☒ Comm. Eng. & Planning
☐ Comm. Human Resources

☐ Comm. Community Services
☐ Comm. P.W. & Transportation
☐ City Clerk
☐ Fire Chief
☐ Police Chief

☐ Mayor
☐ Dir. Libraries
☐ E.D.C.
☐ Cons. Authority
☒ D. IRVING ✓



2011 03 07

Mayor Debbie Amaroso
and members of City Council
Civic Centre

RE: CELEBRATE 100! *1912 – 2012* UPDATE
TOURISM SAULT STE. MARIE / SAULT STE. MARIE ECONOMIC
DEVELOPMENT CORPORATION

Tourism Sault Ste. Marie and the Sault Ste. Marie Economic Development Corporation have taken the lead role on external marketing of Celebrate 100!


An activity report of TSSM/SSMEDC relating to the Celebrate 100! Project is provided under separate cover for the information of Council.

RECOMMENDATION

That City Council continue to support Celebrate 100! by receiving this report as information.

Respectfully submitted,


Councillor Susan Myers
Chair Management and Administration
Celebrate 100! Team


Councillor Terry Sheehan
Chair SSMEDC Liaison
Celebrate 100! Team

Attachment



TOURISM

Sault Ste. Marie

a division of the SSMEDC

CELEBRATE 100

TSSM/SSMEDC – Update – February 18, 2011

Tourism Sault Ste. Marie and the Sault Ste. Marie Economic Development Corporation have undertaken the following activities relating to the CELEBRATE 100:

- TSSM new web site has the CELEBRATE 100 logo placed on the home page, with a direct link to the CELEBRATE 100 web site. As actual events get developed as part of the celebration, they can be uploaded to the events calendar on the TSSM web site as well.
- TSSM has taken delivery of the new 2011 Visitors Guide. This 62 page publication is distributed to all Ontario Travel Information Centres, all regional travel centres, as well as to a number of travel shows in Canada and the U.S. It is also used as the main fulfillment piece for the thousands of inquiries received at the TSSM office throughout the year. It is also provided to each passenger that rides aboard the Agawa Canyon Train Tour, throughout the summer and fall.

The CELEBRATE 100 logo and reference to the celebration, along with the web site is prominently featured on the Mayor's welcome Message page in the guide

- Any special announcements that CELEBRATE 100 wants to make can be uploaded to both the Sault Ste. Marie and the Northern Ontario Face Book pages at any time
- The CELEBRATE 100 logo and web site will be included in the Festivals and Events pages in the upcoming Agawa Canyon Vacation Packages brochure. 40,000 copies of this brochure will be produced and is distributed to all inquiries regarding the Agawa Canyon Train Tour, through both the TSSM office as well as the ACR office.
- TSSM will soon be putting together the 2011 International Festivals and Events Brochure (including Sault Ste. Marie, Michigan events) and will include a section for CELEBRATE 100. 35,000 copies of this brochure are printed and distributed.

2.

- As part of the new web design, TSSM has incorporated an online reservation system, that currently allows consumers to book hotel rooms and vacation packages, such as Searchmont Ski packages and this summer, the Agawa Canyon Packages. The accommodation partners of TSSM are open to discussing creating new packages involving special events that may be created for CELEBRATE 100. Depending on the actual event, details would have to be worked out independently
- TSSM staff person is the “content manager” for making sure Sault Ste. Marie information is uploaded to the Ontario Tourism Northern Web Portal and will continually add any information, relating to CELEBRATE 100 that is provided to her through the Committee
- TSSM is starting to develop the video content that will run on the new audio/video system aboard the Agawa Canyon Tour train when it re-launches in June 2011. There will be opportunity to feature segments about CELEBRATE 100 activities
- SSMEDEC/TSSM staff – Dave Murphy, Ian McMillan and Andrew Ross, along with City Councillor Terry Sheehan met with Chamber of Commerce General manager Shelly Barich on February 16 and provided an update to her regarding CELEBRATE 100. It was agreed to keep a regular communications line open with the Chamber.

The Chamber was willing to act as a good communications vehicle to the business community, highlighting any CELEBRATE 100 activities, as well as encourage members to think of ways to create events and participate

All agreed it would be good to encourage all businesses and organizations to consider using the CELEBRATE 100 logo wherever possible. Also discussed was the creation of “marketing kits” for businesses to purchase, so as to promote the event throughout the year.

Some discussion around how when the Chamber celebrated their 100th anniversary a “commemorative coin” was produced and used as legal tender in SSM businesses. It was a successful fundraiser for them at the time