



**2024**  
**Annual Report**

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# SAULT DOWNTOWN ASSOCIATION

## MISSION STATEMENT

**The Sault Ste. Marie Downtown Association will deliver value to its membership, be a catalyst for, and support, them in creating a self-empowered downtown that thrives through the activation of its spaces, places and people.**

## BOARD OF DIRECTORS

**Nicholas Rosset, Chair**, Safety & Security Subcommittee Chair

**Paul Scornaienchi, Vice-Chair**, Governance and Plaza Subcommittees Chair

**Kristi Cistaro, Treasurer**, Finance Subcommittee Chair

**Angela Caputo, Director**, City Council Representative

**Angela Romano, Director**, Communications Subcommittee Chair

**Jacob Rendell, Director**, Grants Subcommittee Chair

**Marnie Stone, Director**, Parking Subcommittee Chair

**Micheal McAdams, Director**, Events Subcommittee Chair

**Tamar Tucker, Director**, Beautification Subcommittee Chair

## STAFF

**Nicholas Luck**, Executive Director

**Ashton Carter**, Coordinator

**Micheal Vincent**, Beautification Associate

# MANDATE 1976

**for the following objects, this is to say:**

- TO foster and advance the interests of those who are engaged in or who are directly or indirectly connected with industrial, commercial, financial and professional undertakings and endeavours in the central commercial business area of the said City of Sault Ste. Marie; pertaining to or affecting their business or professional undertakings and endeavours in the central business area of the said City of Sault Ste. Marie;
- TO represent the members of the Corporation in any matters pertaining to or affecting their business or professional undertakings and endeavours in the central commercial business area of the said City of Sault Ste. Marie;
- TO support, oppose or promote, as the case may be, any contemplated legislation by provincial, municipal or other authorities insofar as the same may affect the central business community of the said City of Sault Ste. Marie;
- TO endeavour to achieve a closer relationship and a better understanding among the members of the central business community of the said City of Sault Ste. Marie;
- TO gather statistics of commercial, industrial, financial and professional businesses in other matters calculated to be of use and assistance to the members of the Corporation;
- TO endeavour to settle differences among its members and promote good relations and a closer understanding between the members and the community;
- TO co-operate with other organizations, whether incorporated or not, which have objects similar in whole or in part to the objects of the Corporation; and
- Subject to The Mortmain and Charitable Uses Act and The Charitable Gift Act, to collect moneys by way of donations or otherwise, to accept gifts, legacies, devices and bequests and to hold, invest, expend or deal with the same for charitable or patriotic purposes or generally the furtherance of the objects of the Corporation;

# MUNICIPAL COUNCIL



2024 was a challenging, but exciting year to be a part of Sault Ste. Marie's downtown. Council approved the Downtown Revitalization Project for Brock to Elgin St. The Downtown Plaza has been a wonderful addition to the downtown and I am very proud of the turnout for the 1st Annual New Year's Eve Puck Drop, which saw over 3000 attendees. It was wonderful for me to see this motion come to life both as a member of Council and SDA Board member. I have also proposed a Downtown Food Truck Park and am awaiting staff's report on that. I am proud to continue to support the development of the downtown by bringing new ideas forward and bolstering support for events.

**Ward 3 Councillor, Angela Caputo**

# CHAIR REPORT

Dear Members, Stakeholders, and Community Partners,

It is with great pride that I present the 2024 Annual Chair's Report for the Sault Downtown Association BIA. This past year has been one of modernization, resilience, and community-driven progress. As we continue to navigate an ever-changing economic and social landscape, our commitment to enhancing and promoting our downtown remains steadfast.

Throughout the year, we have prioritized initiatives aimed at supporting local businesses and driving economic activity. Our efforts have included business retention and attraction programs, marketing campaigns, and collaborations with local entrepreneurs. The SDA facilitated information events, workshops, and training sessions, ensuring that our members have the tools and knowledge needed to thrive in our Downtown. In an effort to strengthen our advertising and marketing efforts the SDA undertook a rebranding process that yielded a fresh new look. We look forward to a strong impact getting our messaging out to the community.

Resurfacing of part of Queen Street had a major impact on our membership this year. Our staff worked diligently to coordinate and implement assistance for our membership. We also promoted and advocated for our members through this challenging time. In 2024, we invested in various beautification projects, including seasonal decorations, improved lighting, and enhanced public spaces. Our street-cleaning and graffiti removal programs ensured that downtown remained a clean and inviting environment for all.

Bringing people together is at the heart of what we do. Over the past year, we hosted and supported numerous events, including festivals, parties, markets, and holiday celebrations. These events not only contributed to community spirit but also provided a boost to local businesses by increasing foot traffic and visibility.

As we move into 2025, our focus will be on expanding our support for our membership, we are planning to boost our program to fill vacant buildings; further improving the downtown streetscape with decorating initiatives to unify and beautify the area; and strengthening our advocacy efforts. Results from the BR&E study will help drive future strategies and our overall direction.

I would like to extend my heartfelt gratitude to our Board of Directors, dedicated staff, volunteers, and community partners for their support and hard work. Your passion and commitment are what make the Sault Downtown Association a success.

Sincerely,  
Nicholas Rosset  
Chair, Sault Downtown Association

# EXECUTIVE REPORT

This year we continued to be your voice. We forwarded your concerns of the impacts of the Queen Street construction to project management every step of the way, we organized a townhall in regards to changes to parking and compiled recommendations based on your direct feedback to officials, we met with the Minister of Small Business and brought forward your concerns and needs to the national level.

Main Street is the place to do business! We had 16 new Members open up on Queen Street this year complimenting the existing business mix and providing more options for visitors and residents to choose to shop local and to shop downtown. Our organization actively supports new and existing businesses to access all the supports available to help sustain and grow their operations. In partnership with the Community Development Corporation and the Chamber of Commerce we have been undergoing a Business Retention & Expansion project to identify both the short term and long term needs for SMEs here in Downtown and the wider community.

This year we hosted 14 events/festivals and supported more than 25 events in the downtown and wider community. These events included our block parties, Halloween on Queen, Greyhound Tailgate Parties, Courtyard Concerts, Clean Ups, The Longest Garage Sale, Poutine Feast, Vivid Art Festival, and Moonlight Magic events. On our Downtown events calendar we saw hundreds of events listed in the core.

Our Beautification Team was hard at work keeping Queen Street tidy. In 2024, we removed thousands of pounds of litter off the streets and parking lots through our operations and clean up events. We responded to over 60 individual Member dispatches for clean up including sand and snow removal, landscaping, and graffiti removal.

Day-to-day we strive to bring improvements to the public realm in Downtown to make the core vibrant and centred in place. With our partners, we delivered three new large scale murals during Vivid Art Festival, installed street lighting with our Light Queen Street for the Holidays initiative, and will bring forward more projects for enhancing the public realm in 2025.

We will continue to serve you through our ongoing and new initiatives, bolster our advertising and marketing, carve new strategic partnerships to improve our main street and main streets across Northern Ontario, direct more housing density in the core through development and redevelopment, and improve our service capacity to strengthen Sault Ste. Marie's downtown. Thank you for your investment in the Sault Downtown Association and we are so excited to support you in 2025.

Nicholas Luck  
Executive Director

# 2024 AGM MINUTES

**March 20, 2024 / 6:00 PM / The Grand Theatre**

**Board Members:** Nicholas Rosset, Chair; Paul Scornaienchi, Vice-chair; Kristi Cistaro, Treasurer; Angela Romano, Director; Jacob Rendell, Director.

**Staff:** Nicholas Luck, Executive Director; Ashton Carter, Coordinator; Micheal Vincent, Beautification Associate.

**Attendees:** Maggie McAuley, City of Sault Ste. Marie; Darrel Maahs, AECOM; Salvatore Marchese, City of Sault Ste. Marie; Katie Marchese, Sault Community Career Centre; Rick Talvitie, AECOM; Tamar Tucker, Tamar's Trends; James Wishon, Camera Craft; Lisa Bruni, His Hers Home; Jennifer Johnson, iCA Immigration; Trish Mitchel, Venue; Aaron Craig, The Queen's Tarts; Joshua Ingram, Tourism Sault Ste. Marie; Tessa Vecchio, City of Sault Ste. Marie; Gail Maich, Silver Threads; Tom Vair, City of Sault Ste. Marie; Robert Peace, Rolling Pictures; Krista Nolan, Mane Street Cafe & Lounge; Jon Young, Mane Street Cafe & Lounge; Mel Taylor, Rad Zone; Marissa Fragomeni, Life's a Stitch; Heather McClelland, Vision & Optical Boutique; Joby McClelland, Vision Optical & Boutique; Wanda Maki, The Grand Theatre; David Helwig, SooToday; Tracy Theriault, Duke of Windsor.

**Regrets:** Angela Caputo, City Council Representative; Stephanie Harman, Director; Michael McAdams, Director.

**Call Meeting to Order: 6:12 PM**

**Approval of the 2024 AGM Agenda**

- Moved by James Wishon; Seconded by Jake Rendell. AIFNO.

**Approval of the 2023 AGM Minutes**

- Moved by James Wishon; Seconded by Paul Scornaienchi. AIFNO.

**Chair Report/Executive Report**

- Nicholas Rosset presented the Chair Report.

**Presentation of the 2023 Audited Financials**

- Eric Pino presented the Downtown Association 2023 audited financials.

# 2024 AGM MINUTES

## **Approval of the 2023 Audited Financials**

- Moved by Kristi Cistaro; Seconded by Jake Rendell. AIFNO.

## **Presentation of the Proposed 2024 Budget**

- Kristi Cistaro presented the 2024 Budget as written.

## **Approval of the Proposed 2024 Budget**

- Moved by Robert Peace; Seconded by Kristi Cistaro. AIFNO.

## **Presentation of the 2024 Summer Moon Festival Update**

- Josh Ingram presented the 2024 Summer Moon Festival Update as written.

## **Presentation of the Queen Street Improvements Phase 1**

- Maggie McAuley presented the Queen Street Improvements Phase 1 as written, followed by Darrel Maahs presenting the Queen Street Improvements Phase 1 as written, followed by Tessa Vecchio presenting the Queen Street Improvements Phase 1 as written.

## **Adjournment**

- Moved by Kristi Cistaro; Seconded by Paul Scornaienchi. AIFNO.
- Meeting adjourned.

# 2025 BUDGET

BOARD OF MANAGEMENT OF QUEENSTOWN, THE SAULT STE. MARIE  
CENTRAL BUSINESS DISTRICT IMPROVEMENT AREA

Statement of Financial Activities and Accumulated Surplus  
2025 Budget, with Comparative Information for Year ended December 31, 2024

	2024 BUDGET	2024 ACTUAL	2025 BUDGET
<b>Revenue:</b>			
Assessments	\$ 218,847	\$ 218,847	\$ 218,847
Grants & Other	9,922	16,630	61,476
Events	73,600	53,511	78,600
Digital Main Street	12,310	12,310	-
Rental Income	300	8,407	300
Interest	1,791	1,741	1,791
<b>TOTAL REVENUE</b>	<b>\$ 316,770</b>	<b>\$ 311,446</b>	<b>\$ 361,014</b>
<b>Expenses:</b>			
Events & Activities	88,377	71,539	82,511
Wages & Benefits	149,054	147,096	206,891
Digital Main Street	12,310	10,452	-
Rent	21,712	22,063	22,063
Office	6,232	9,586	7,850
Professional Fees	5,300	8,260	5,700
Meetings & Seminars	2,775	3,439	3,775
On Street Costs	4,350	1,377	12,300
Assessments written-off and rebates	6,541	9,711	7,000
Amortization of Tangible Capital Assets	3,000	3,869	3,000
Insurance	2,868	2,524	2,524
Telephone and Internet	2,000	1,937	2,000
Promotion & Marketing	12,500	12,719	4,850
Miscellaneous	470	1,135	550
<b>TOTAL EXPENSES</b>	<b>317,489</b>	<b>305,707</b>	<b>361,014</b>
Annual (deficit) Surplus	- 719	5,739	0
Funds Pulled from Reserve			
Accumulated Surplus, Beginning of Year	150,468	150,468	156,207
Accumulated Surplus, End of Year	\$ 149,749	\$ 156,207	\$ 156,207

# BEAUTIFICATION

## **BEAUTIFICATION SUBCOMMITTEE**

Keeping downtown tidy and beautiful is strategically important for promoting the area. Actively responding to litter, graffiti, sweeping, snow clearing, and maintaining public and private property is crucial in this pursuit.

### **Operations**

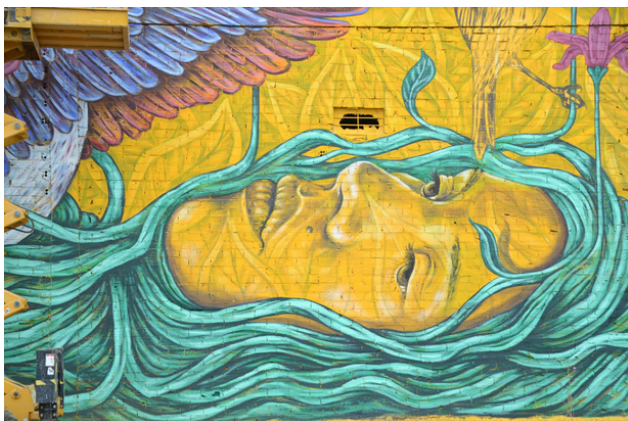
Our Beautification Team was hard at work keeping Queen Street tidy. In 2024, we removed thousands of pounds of litter off the streets and parking lots. We responded to over 60 individual Member dispatches for clean up including sand and snow removal, landscaping, and graffiti removal. We also conducted walkabouts with the subcommittee to identify issues, compiled reports, and responded to those issues.

### **Light Queen Street for the Holidays**

Through our generous funders, Community Development Corporation and the PUC, we were able to source holiday lights and install them along Queen Street for the winter season of 2025. We will continue this initiative moving forward to beautify and keep Queen Street bright during the darkest months of the year.

### **Public Art/Vivid Art Festival**

Since the launch of the Community Art Project (CAP), with our partners, we have realized 22 murals in the Downtown Area. 12 of those murals are in the BIA. The CAP expanded into a wider community arts and culture festival now known as Vivid Art Festival. For CAP in 2025, we are planning to continue hosting the arts and culture festival in September again and will be actively reach out to Members who wish to engage and participate in the festival.



## BEAUTIFICATION

### Downtown Cleanups

In 2024, we hosted two downtown clean ups to remove litter from sidewalks, streets, and parking lots in the BIA. In 2025 we are planning to organize three clean ups and support a Clean North clean up in the downtown. Thank you to all those who volunteered their time to tidy up the downtown including those from the Algoma East Masons, Your Neighbourhood Credit Union, Clean North volunteer members, and community members.



### 2025

This year we plan on engaging in a number of beautification projects including public realm infrastructure improvements. We will be studying public spaces such as the King St. Alleyway and the Queenstown Commons for opportunities to enrich these spaces and make them safer. We will be engaging with neighbours to identify issues and gather ideas to create a improvement plan. We are also pursuing installing cigarette waste receptacles on street lamps throughout the membership to reduce litter from sidewalks and our waterways.



# COMMUNICATIONS

## COMMUNICATIONS SUBCOMMITTEE

Communications are vital for keeping the Membership and our stakeholders updated and informed on the happenings and opportunities in downtown. In 2024 we engaged with the Membership and following actively with monthly newsletters, mailouts, weekly events announcements, social media outreach, and physical outreach.

In 2024 we continued supporting our membership with active communications and marketing initiatives. This includes monthly newsletters, a downtown jingle, blog features, daily social media activity, announcements, construction updates, advertising, etc.

### **2024 Key Performance Indicators:**

#### **EMAIL:**

- 53 email campaigns.
- Open rate: 47.5% compared to national average for NPOs of 26.6%.
- Click rate: 3.2% compared to national average for NPOs of 2.7%.

#### **ADVERTISING:**

- 10 boosted social media campaigns.
- Ad Media Solution QR codes linking to Sault Downtown website explore page in all hotel rooms including Holiday Inn Express, Comfort Inn & Suites, Days Inn, and the Sleep Inn. Projecting 47,000+ engagements in 2025.
- Weekly events calendar ads and monthly real estate listings ads.
- 2 Billboards.
- SooNow distributed twice to 120 locations.
- 2 radio advertising campaigns.
- 8 SooToday advertising campaigns.

#### **SOCIAL MEDIA:**

- 172 Instagram posts.
- 200 Facebook posts.
- 1881 Stories published.
- Facebook Followers: 4204.
- Instagram followers: 3539.
- X followers: 2202.
- Combined following: 9945.

# COMMUNICATIONS

## WEBSITE

- 26K visitors +5% compared to 2023.
- 22K unique visitors +7% compared to 2023.
- 40K page views.

## SOURCE OF WEBSITE VISITS

- 15.5K Google.
- 5.8K Direct.
- 2.5K Facebook.
- 511 Bing.
- 1.2K Other.

## TOP 3 PAGES

- 12.9K Events Calendar.
- 4.6K Home.
- 1.9K Commercial Space for Rent/Lease.

## 2025

This year we will be hiring a full-time social media and marketing intern to focus entirely on marketing and advertising the downtown. The Marketing and Social Media Intern will be responsible for the execution and implementation of new and ongoing marketing initiatives. This includes social media communications, advertising campaigns, monthly newsletters, content creation, website updates, and managing relationships with SDA members and partners.

We will also direct our efforts to connecting with tourism partners and popular destinations to reach new audiences as well as exploring new advertising opportunities to drive more visitors to the downtown.



# BR+E

As part of our ongoing efforts to support and strengthen the local business community, we are excited to invite you to participate in an important initiative focused on downtown **business retention and expansion** in partnership with the Sault Ste. Marie Community Development Corporation and the Sault Ste. Marie Chamber of Commerce.

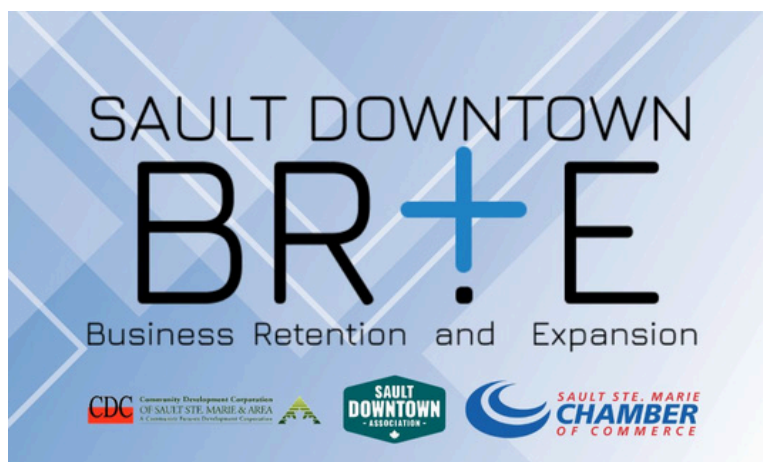
Our program is modeled after the Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA) **Business Retention and Expansion (BR+E) program**, which has successfully helped many communities across Ontario. The BR+E program is designed to engage local businesses in identifying opportunities and challenges within their communities and industries, ultimately helping to ensure the continued growth and success of our downtown core.

## Why Participate?

By taking part in this initiative, you will have the opportunity to:

- Share your insights about your business experience and challenges in the downtown area.
- Provide valuable feedback to help guide local economic development efforts.
- Connect with other business owners and collaborate on strategies for business expansion and sustainability.
- Access resources and tools to help improve your business operations and enhance your long-term success.

Our goal is to work collaboratively with businesses like yours to ensure that downtown remains a thriving, vibrant place for both current and future generations. Your participation will play a key role in shaping the future of our local business landscape.



## BR+E

### How It Works

Participating businesses will be asked to complete a confidential survey that covers a variety of topics such as:

- Current business challenges and opportunities.
- Infrastructure and service needs.
- Workforce and skills development.
- Ideas for improving the downtown business environment.

Following the survey, there will be follow-up consultations to discuss key findings and help develop tailored action plans to address specific needs.

We are confident that your input will have a positive impact on both your business and the broader downtown community.

### Next Steps

**If you are interested in participating, please fill select a time and date in the calendar below.**

If you have any questions regarding the BR+E Project, please reach out to [info@saultdowntown.com](mailto:info@saultdowntown.com) or call 705-942-2919.

Thank you for your continued commitment to the success of downtown Sault Ste. Marie. We look forward to collaborating with you to create a stronger, more resilient downtown business community.

**[www.saultdowntown.com/downtownssmbrebooking](http://www.saultdowntown.com/downtownssmbrebooking)**



# EVENTS

## EVENTS SUBCOMMITTEE SUMMARY

Events and activities are vital for promoting the Downtown as a place to enjoy, a trip enhancer for visitors to the Sault, and create a sense of place and community pride in the Downtown. Events bring people together, foster an ecosystem for cooperation and collaboration as well as create third spaces for people to congregate in the heart of the city to shop and support our community.

This year we hosted 14 events/festivals (15,000+ attendees) and supported more than 25 events in the downtown and wider community. These events included our block parties, Halloween on Queen, Greyhound Tailgate Parties, Courtyard Concerts, Clean Ups, The Longest Garage Sale, Poutine Feast, Vivid Art Festival, and Moonlight Magic events. On our Downtown events calendar we saw hundreds of events listed in the core.

At our Annual General Meeting we will be presenting our 2025 events calendar. To ensure your input was included, we distributed an online survey, a phone survey, a webinar, and an in-person open house to collect as much input as possible to steer the direction of the events in 2025. We are also seeking to align closely with Downtown Plaza events to maximize reach and visitor traffic to festivals and events hosted in the core.



## EVENTS

# 2025

## Downtown Events Calendar

**April 19**  
Downtown  
Cleanup Event

Queen St. East  
(Pim - Dennis)

**May 9**  
Downtown  
Cleanup Event

Queen St. East  
(Pim - Dennis)

**May 17**  
Longest Garage  
Sale

Queen St. East  
(Pim - Dennis)

**June 14**  
Festival of Beer  
Sault Downtown  
Plaza  
SDA Kids Zone

**June 20 - 21**  
Queen St. Cruise  
Location & Road  
Closure TBD

**June 27 - July 1**  
Poutine Feast  
Sault Downtown  
Plaza

**June 30**  
SDA Street Party  
Queen Street East  
(Pim - Spring)  
Road Closed

**July 6 - 7**  
Giovanni's  
Italian Festival  
(date may change)  
R.B. Pavilion

**July 17 - 19**  
Rotary Fest  
SDA Block Party  
Square One (East -  
Brock)  
Road Closed

**August 7**  
SDA Street Party  
Queen Street East  
(Spring - Dennis)  
Road Closed

**August 13 - 17**  
Fringe North Fest  
Location TBD

**September 19-21**  
VIVIDArt Fest  
Location TBD

**September - TBA**  
Greyhounds  
Season Opener  
Square Six (Bruce  
-Dennis)  
Road Closed

**October 18**  
Downtown  
Cleanup Event  
Queen St. East  
(Pim - Dennis)

**October 25**  
Halloween  
on Queen  
Queen St.  
(Pim - Dennis)

**November 20**  
Moonlight Magic  
Queen St.  
(Pim - Dennis)  
Road Closed

**December 31**  
NYE Downtown  
Puck Drop  
Sault Downtown  
Plaza

## EVENTS

Beyond DTA organized events, the downtown area (Pim Street to Huron Street-Wellington Street to the water) saw another surge in activity this year. We will continue to support and promote events held in the downtown. We will also strive to make organizing events easier for businesses, organizations, community groups, etc. to enable more activations in the core and to empower the Membership and others to execute exciting new events.

**We would like to thank our generous sponsors for our events season including:**

**TENARIS**  
**SOOTODAY**  
**COMMUNITY DEVELOPMENT CORPORATION**  
**ONTARIO LOTTERY AND GAMING**  
**PUBLIC UTILITIES CORPORATION**  
**TOURISM SSM**  
**LILLIE FINANCIAL**  
**ALGOMA UNIVERSITY**  
**WINDSOR PLACE RETIREMENT RESIDENCE**



# GOVERNANCE

## GOVERNANCE SUBCOMMITTEE

The Downtown Association board is a board of governance. It sets out policy for management and delegates the responsibility for implementation of the policy to an executive director. Board governance responsibility is typically to advise and support the board in the areas such as legal and regulatory changes, financial and strategic reporting, environmental impact assessment and reporting.

This year in 2024 included the following governance items:

- Increased inclusiveness and implementation of land acknowledgements.
- Friendly reminders to board of directors with code of conduct during meetings with protocols and perceived conflict of interest.
- Update the memorandum of understanding with the City of Sault Ste. Marie for best practice protocols, financial accountability, insurance and indemnification, services and beautification.
- Review possibility of duplicating the memorandum of understanding with the City of Sault Ste. Marie and extending to the Public Utilities Commission.
- New memorandum of understanding with the City of Sault Ste. Marie for "Community Art Project (Vivid Art Festival 2024)."
- New memorandum of understanding with Algoma Maker's Market for events.
- In progress with the OBIAA (Ontario BIA Association) review of the *Municipal Act Consultation Report* and recommendations for positive change for BIAs.
- In progress with the review of AWIC report - *Bringing your Governing Documents in Line with Ontario's Not-for-Profit Corporations Act*.

# QUEEN ST. IMPROVEMENTS

The Queen Street Improvements Phase 1 project was awarded in late April 2024. The scope of the work extended from Elgin Street to Brock Street and included:

- New asphalt, curbs, concrete sidewalks, and paving stone boulevards areas
- Full reconstruction of underground pipes between Elgin Street and March Street
- Upgrades to storm sewer system including installation of new catch basins throughout.
- Improvements to watermain valves and hydrants
- New planters, soil cells and tree grates

Work progressed steadily throughout the season until winter conditions required a temporary pause. As soon weather allows, the Contractor will return to complete the paving stone boulevards and planters between Brock Street and Spring Street, as well as between March Street and Elgin Street. Additional finishing touches this spring will include the installation of benches, bike racks and signage. Also, with the receipt of NOHFC funding, the project will be extended to bring these same improvements from Brock Street to East Street which will continue when conditions allow in the spring.

We understand that construction can be disruptive, and we sincerely appreciate your patience. During Phase 1, the Contractor worked hard to keep traffic flowing, minimizing road closures, and maintaining pedestrian access throughout the site. During this next phase, we remain committed to keeping businesses, residents and the Downtown Association informed as we move forward.

AECOM will continue with sending weekly email updates about construction activities, including any impacts caused by the ongoing work. If you haven't already done so, you can provide your contact information to stay informed.

Thank you for your ongoing support. We look forward to delivering a revitalized Queen Street that benefits the entire community.

**Maggie McAuley, Engineering Division, City of Sault Ste. Marie**

# PARKING

## PARKING SUBCOMMITTEE SUMMARY

This subcommittee is dedicated to overseeing the parking inventory in the BIA and the liaison with city departments, property owners, and the public related to parking enforcement and management.

This year, the subcommittee brought forward new initiatives and reforms to parking in the downtown. Initiatives included:

1. Parking Town Hall was organized in response to a city council approved parking agreement between the North Shore Tribal Council and the Sault Ste. Marie Housing Corporation. Based off member and community input, the Sault Downtown Association approved 7 recommendations to ease concerns and find solutions to the potential impacts of the agreement. See: *Downtown Association Membership Parking Solution Report to the City of Sault Ste Marie*.
2. The committee met with city staff to provide recommendations for parking signage and wayfinding signage. These recommendations are currently being processed by Public Works and Corporate Communications and are set to be implemented into the Queen Street Improvements Project.
3. A letter was sent to members to implement best practices and courtesies surrounding the usage of on-street parking, to prioritize customers for on-street parking.
4. Research on equivalent cities and their respective parking enforcement models were forwarded to city staff for consideration.
5. Advocacy for a free two hour complimentary parking in all of municipally owned parking spaces downtown.

The parking committee will continue to develop on these initiatives and work closely with city departments to determine solutions and efficiencies related to parking downtown that is convenient for visitors and residents alike.

# SAFETY & SECURITY

## SAFETY & SECURITY SUBCOMMITTEE

Safety and security is paramount and top of mind for many in our membership and actions to ensuring safeguards are in place to protect properties and businesses as well as ensuring there is a environment in which patrons and visitors feel safe to shop, work, and live downtown is a top priority.

### Security Patrols

In June 2024, NorPro downtown security patrols was resumed with foot patrols between East and Dennis Street along Queen Street and will continue into 2025. Data provided by the City of Sault Ste. Marie detailed below:

### Downtown Patrol Report

Report Template	Category	Year Month AM or PM	2024										Totals	
			(01) Jan	(06) Jun	(07) Jul	(08) Aug	(09) Sep	(10) Oct	(11) Nov	(12) Dec				
Downtown Patrol-Garbage Report	[N/A]	AM	1											1
Downtown Patrol-Shift Summary	[N/A]	AM	16											16
		PM	4											4
DWT - CMHA Report	[N/A]	AM			1	17	5	6	7	5				41
		PM			7	21	19	11	12	7				77
DWT - Contact report	[N/A]	AM		3	9	16	4	3	2	2				39
		PM		1	53	51	33	27	15	20				200
DWT - Police/EMS Report	[N/A]	AM			4	1		2						7
		PM			2	6		1						9
Norpro Uniform Request	[N/A]	PM			1			2						3
Tour Multi Exception	[N/A]	AM	16											16
		PM	4											4
<b>Totals</b>			<b>41</b>	<b>4</b>	<b>77</b>	<b>112</b>	<b>61</b>	<b>52</b>	<b>36</b>	<b>34</b>	<b>417</b>			

## SAFETY & SECURITY

### Canadian Mental Health Association Downtown Ambassadors

Downtown Ambassadors continued work in the downtown in 2024. This vital service interacts with those in need, directs those in need to appropriate services, business check-ins, disposal of paraphernalia, and more. KPIs from 2024 include **2576 client interactions, 153 calls for support, 1247 needles picked up**, and more. For further data, please contact us for full summary.

### Police Services

The Sault Ste. Marie Police Service is establishing Division 2, a new downtown police station located at 180 Brock Street is aimed at enhancing safety and police presence in the area. Initially, the facility will support Traffic Services, Bicycle Patrol, and Dynamic Patrol initiatives to address community concerns and improve response times.

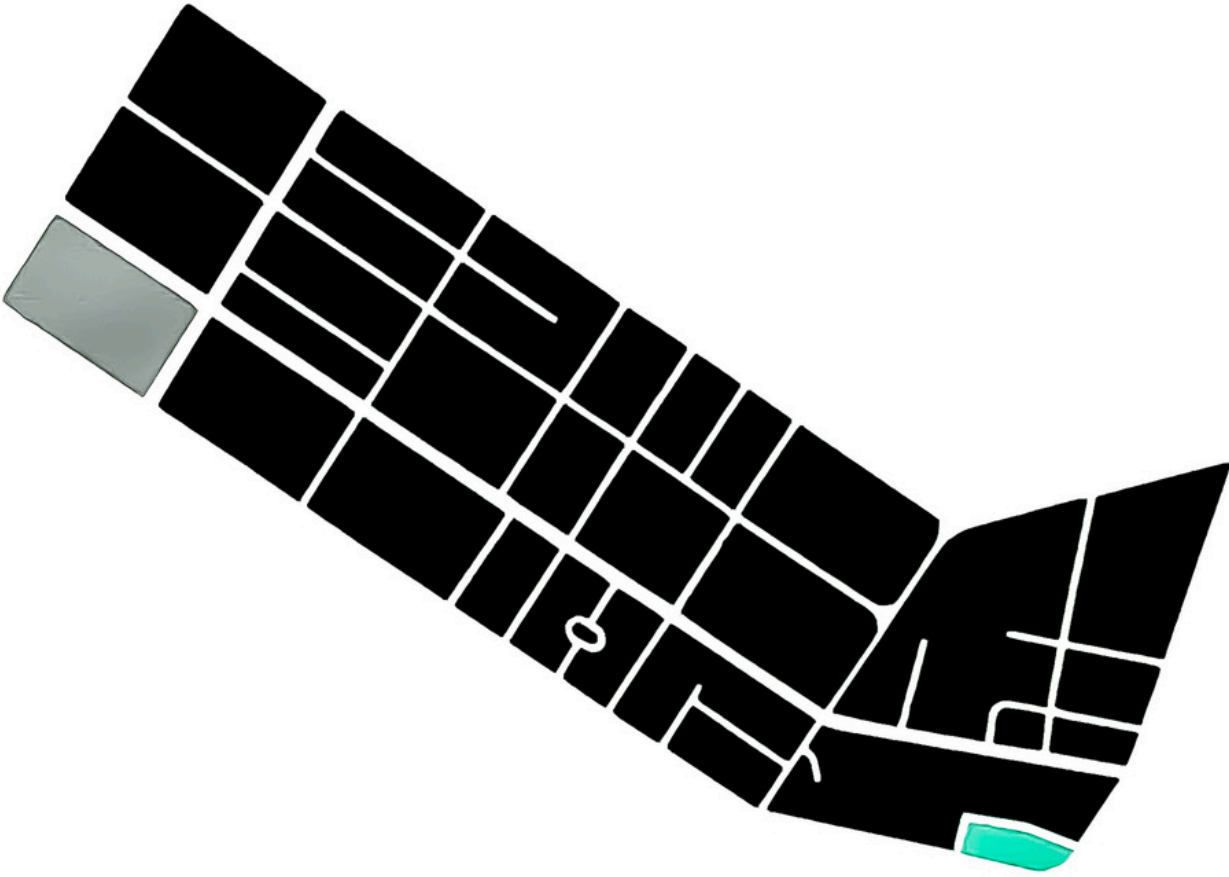
Future plans include integrating partner agencies such as Crime Stoppers and Victim Services Algoma to expand support services in the downtown core. The station is being developed in partnership with St. Luke's Cathedral under a 10-year agreement. This initiative aligns with ongoing efforts to create a safer and more vibrant downtown environment for residents, businesses, and visitors.

Division 2 is set to begin operations on April 1, 2025.

### Zero Vacancy

The Zero Vacancy program is being renewed in 2025 with a new model of delivery. This will be an incubator program with a subsidized rent for a new business to occupy a vacant retail space on Queen Street. The Sault Downtown Association will cover a large portion of the rent and work with the landlord as well as local economic/business development agencies to ensure the business is set for success with the goal for the enterprise to become a long term tenant and compliment the existing business mix while also reducing commercial vacancies downtown.

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