



**The Corporation of the
City of Sault Ste. Marie**

C O U N C I L R E P O R T

June 2, 2025

TO: Mayor Matthew Shoemaker and Members of City Council
AUTHOR: Karen Marlow, Manager of Purchasing
DEPARTMENT: Corporate Services
RE: Augmented Reality Historical Exhibits – Ermatinget Clergue
National Historic Site

Purpose

The purpose of this report is to obtain Council approval to award for Augmented Reality (AR) Historic Exhibits at the Ermatinger Clergue National Historic Site services commencing June 3, 2025.

Background

The proposal was publicly advertised and notification provided to all firms on the bidders list. Proposals were required to be submitted for consideration no later than 3 p.m. on May 16, 2025.

Analysis

Proposals from seven proponents were received prior to closing deadline: 10546950 Canada Inc, Leith ,ON; Immersa Studios Ltd, Toronto , ON; Dot Dot Limited, Auckland Region; Exar Studios Inc, London, ON.; Department , Studio Creatif Inc, Montreal QC.; Swim Media, Toronto, ON; Future House Studios, Pleasant Grove , Utah. The proposals received have been reviewed and evaluated by a committee comprised of staff from CDES and IT Services. It is the consensus of the evaluation committee that the proponent scoring the highest in the evaluation process is Exar Studios Inc.

Financial Implications

Exar Studios Inc. proposed fees of \$173,050 + HST. Funding will be provided through a FedNor contribution of up to \$195,000 with additional funding sources to support the project including \$20,000 from the Tourism Development Fund and \$39,000 from the site's capital funding.

Strategic Plan / Policy Impact / Climate Impact

This program aligns with the Corporate Strategic Plan in the Service Delivery focus area as it continues to assist in delivering an interactive experience while facilitating excellent customer service to citizens and tourists visiting our historic sites at ECHNS.

Recommendation

It is therefore recommended that Council take the following action:

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Resolved that the report of the Manager of Purchasing dated June 2, 2025 concerning Augmented Reality Historical Exhibits be received and that the proposal from Exar Studios Inc. of \$173,050 + HST be approved.

Respectfully submitted,

Karen Marlow

Manager of Purchasing

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