

Abstract



Invest Sault Ste. Marie - Sault Ste. Marie's Manufacturing Sector

Category: Other Promotion - Video

Purpose of Project

The Sault Ste. Marie Economic Development Corporation began executing its Invest Sault Ste. Marie strategy in 2016. The targeted marketing program is designed to enhance the community's economic development capacity and performance in key sectors. Its focus is two-pronged: developing a solid foundation of data and analysis to help identify and create opportunities for local business, and enhancing investment attraction programming for the community.

This initiative is proposed to ensure that the city is well-positioned to attract investment and increase trade opportunities for local companies. The purpose of this program is to further develop the competitive position for Sault Ste. Marie to attract new investment and to enable local businesses and industries to be more competitive.

The goal of the promotional video on *Sault Ste. Marie's Manufacturing Sector* was to provide a short overview of the city's competitive advantages in manufacturing and to showcase some of the diverse manufacturing operations. A number of thriving local companies were featured, including Paverdeck, Northern Superior Brewing, Pollard Bank Note, SIS Manufacturing, EACOM, Heliene Solar and Outspoken Brewing. Watch the video at: https://www.youtube.com/watch?v=wVilnWom_G8.

Effectiveness / Meeting Objectives

The video was launched in April 2018. It has been used in targeted marketing campaigns to external companies, site selectors and corporate real estate personnel. All of the feedback received has been positive. The video has been a key component of the Invest Sault Ste. Marie program. Over the past two years, a number of external companies have set up operations in the community, including:

- Createch Group, a subsidiary of Bell that provides support for Microsoft's Dynamic 365 service;
- AVJET, a Quebec-based company that supplies fuel to the aviation sector;
- The regional head office of Gateway Casinos & Entertainment, a B.C.-based gaming firm that operates all Northern Ontario casinos;
- Diverse Computing, a Florida-based criminal justice software agency;
- UMG Media, an e-sports firm that host competitive gaming tournament around the world; and
- B&E Automotive Technologies, an auto parts manufacturer.

Challenges & Changes Made

An early challenge in this initiative was to find a way to tell the story of Sault Ste. Marie and why it's a great place for business. To overcome this challenge, we set up interviews with representatives from a number of firms who spoke on why the city's competitive advantages work for them. Some examples given are: strategic location at the centre of Canada and U.S. border, low-cost real estate, community partnerships, and human resource expertise stemming from the city's rich manufacturing history.

Target Audience

The Manufacturing Sector video was created to target entrepreneurs, companies and site selectors from outside the community. The goal was to create a short video that explained why the community is a great place to do business. Based on the feedback received, this goal was attained in spades.