



# **TERRACE BAY ECONOMIC UPDATE**

**FEBRUARY  
2009**

*Produced by the Township of Terrace Bay Municipal Staff*

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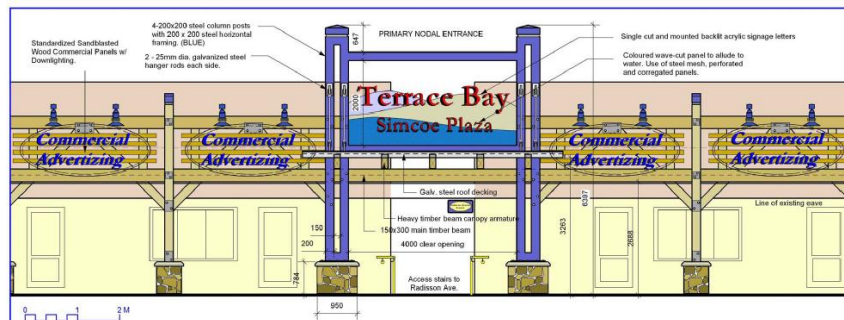
This document outlines some of the projects completed or ongoing in the Terrace Bay region in the past six months.

## **TERRACE BAY PULP INC.**

The Terrace Bay Pulp Inc. operation carried out a scheduled shutdown for preventative maintenance in October which also involved the installation of the new steam turbine for power cogeneration. The mill had a temporary shutdown in November to reduce high pulp inventories and restarted again in December. The construction of a deep-water port on Hydro Bay is continuing with the road having been cut and environmental approval received. An indefinite idling of the older #1 mill portion of the operation occurred in January due to poor market conditions.



## **DOWNTOWN REVITALIZATION PROJECT**



Funding applications have been submitted for the Terrace Bay Downtown Revitalization Project and a response from the Provincial and Federal government is expected in March/April 2009. The business community has shown incredible support for the project with numerous letters of support. Council is strongly supportive of this project and its goal of rejuvenating the highway corridor. This project is Phase 1 of the overall revitalization of Terrace Bay and the Master Plan for the entire project is available for download at [www.terracebay.ca/business](http://www.terracebay.ca/business).

The project will involve the following:

- Renovation of the existing Simcoe Plaza canopy to make it more consistent and safe
- Construction of a free standing structure in front of the canopy to market the plaza
- Streetscaping/ landscaping upgrades to make the plaza more attractive and barrier free
- Improvements to the former theatre area into a primary walkway and sitting area
- Construction of a lookout beacon to 'hook' tourists into the downtown area
- Creation of new entrance, major attraction, and directional signage based on the theme of Lake Superior, forestry, and the Slate Islands

## **MCCAUSLAND HOSPITAL LONG-TERM CARE PROJECT**



The McCausland Hospital Long-Term Care project is ongoing with the tender period closing in March 17, 2009. The project will involve building a 22-bed facility attached to the hospital and lead to the creation of 20 jobs. The community contribution raised to date for this project is over \$1.65 million.

## **TERRACE BAY PUBLIC LIBRARY AND CULTURAL ENHANCEMENT PROJECT**

The Township of Terrace Bay has received funding from the Building Canada Fund to renovate sections of the vacant St. Martin School to provide for the relocation of the Terrace Bay Public Library and creation of a full-service community auditorium. The project has a total budget of \$1.9 million and is complementary to the activities of the Superior Seniors Club in renovating the South wing into the Seniors Activity Centre. Engineering will begin immediately and construction is scheduled for Spring/Summer 2009.



## **HIRING OF A NEW CHIEF ADMINISTRATIVE OFFICER/CLERK**

The Township of Terrace Bay recently completed the hiring process for the position of Chief Administrative Officer/Clerk as an offer was accepted by Mr. Carmelo Notarbartolo. Carmelo brings excellent experience through his employment with the Town of Marathon and the Township of Manitowadge as well as at two different chartered account firms in Thunder Bay. He has a finance and administration background and is currently enrolled in Level 3 of the CGA programme. Carmelo will start his position with Terrace Bay on March 9, 2009. Council would like to recognize the hard work of the outgoing Chief Administrative Officer/Clerk Richard Beare and wish him a happy retirement!

## **NEW COMMUNITY CENTRE ROOF**

A grant from the municipal infrastructure investment initiative (MIII) through the Provincial government was utilized to cover the necessary costs in replacing the Community Centre roof.

The roof was completed in September using "Terrace Bay royal blue" in line with the theme of the Downtown Revitalization project and the Highway Banners.



From Left: Community Development Supervisor Dean Main, Councilor Rick St. Louis, Minister of Northern Development and Mines Michael Gravelle, Mayor Mike King, and Councilor Jody Davis

## **EXPANSION OF STEWART GUARDIAN PHARMACY**

Chris and Sandra Stewart have purchased 31 Simcoe Plaza with the goal of expanding the product and service offering of Stewart Guardian Pharmacy. The new location will provide an additional 800 square feet, which will allow for enhanced one-on-one counselling services and a fresh look to the business.

The tentative timeline for the expansion is for engineering services to begin immediately with construction during the Spring and a grand opening in Summer 2009.



## **NEW HOME HARDWARE SIGNS AND SERVICE**



The local Home Hardware store was purchased by Robin and Heather Gordon in 2008 and they continue to make enhancements to the business. One of the most easily visible is the attractive new signage they have installed on the front of the building. The Gordon's have also increased the offering of the business by focusing on product growth areas like wood pellets.

## **INVESTMENT READINESS ACTIVITIES**

Township of Terrace Bay municipal staff have been carrying out a variety of different activities to better prepare the region for potential investment. Satellite imagery is being acquired and available municipal property is being appraised and inventoried. These projects are funded through a grant from the Northern Communities Investment Readiness program and build on previous activities found on the site selector portion of the Terrace Bay website.

## **BUSINESS INTERVIEWS**

The Township of Terrace Bay conducted one-on-one interviews with local businesses in August/September 2008. A two person team composed of member of administration and a member of council met with different businesses to explain the Downtown Revitalization project and seek feedback on municipal projects and activities. A variety of opportunities to work with local businesses were identified and another round of interviews is planned for Spring 2009.

## **NEW SEARS CATALOGUE SALES MERCHANT LOCATED IN THE PRINT SHOP**

The Print Shop on Simcoe Plaza has recently begun offering Sears Catalogue Sales Merchant services and will provide a location for residents to pick up their Sears purchases. Customers can also directly order large appliances such as refrigerators, ranges, dishwashers, and washer/dryers at the Print Shop.

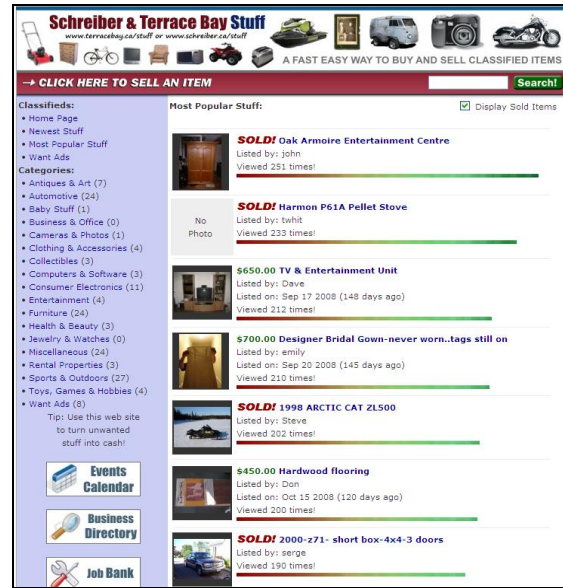
The service entrance is located at the rear of the building and hours of operation are 9:30am-5:00pm from Monday to Friday and 10:00am-2:00pm on Saturday.



## NEW WEBSITE CLASSIFIEDS SECTION

The municipal website, which was jointly redesigned with the Township of Schreiber and launched in November 2007, continues to grow. A classified section was added for residents to sell their stuff and generate some money to hopefully be reused in the local economy. The classifieds are free to use and allow residents to post as many products they would like to sell. It also allows residents to put wanted notices for items they are trying to find.

As of February 2009, 149 items were available for purchase on the classified section and over 40 items had been sold. The mini poll showed 90 percent of users thought the site was excellent.



## 2007/2008 MUNICIPAL WEBSITE STATISTICS (UNIQUE VISITORS)

The following are the website statistics over the past 12 month period up to November 2008:

### Web Pages Shared with Schreiber

- Community Calendar – 157,000
- Business Directory – 67,000
- Job Bank – 24,000
- Send a Post Card – 8,300
- Tourism Maps – 5,000
- Guest Book – 4,400
- Regional Attractions – 4,400
- Area Videos – 3,400

### Individual Terrace Bay Web Pages

- Terrace Bay Home Page – 37,000
- Terrace Bay Real Estate – 7,100
- Living in Terrace Bay – 6,700
- Terrace Bay Tourism – 5,400
- What's New – 5,100
- Recreation – 4,900
- Economic Development – 4,400
- Municipal Contacts – 3,400

The website has some incredible features and provides extensive current and historical information on the Terrace Bay region. Residents and businesses are encouraged to use this effective means of receiving information as much as possible – [www.terracebay.ca](http://www.terracebay.ca).

## HIGHWAY COMMERCIAL PROPERTY DEVELOPMENT

The highway commercial development on Millennium Road has sold two lots (SPG gas station and Thunder Bay Telephone cellphone tower) and is actively marketing the remaining four lots. Annual traffic on this section of Highway 17 is estimated at 800,000 non-local users and the development is situated directly across from Terrace Bay Pulp Inc.

The installation of sewer infrastructure is almost complete and roadwork will be completed this Summer. For more information on the lots, please visit [www.terracebay.ca/hc](http://www.terracebay.ca/hc).



## **TERRACE BAY HIGH DEFINITION MARKETING VIDEO**

An overall marketing video for Terrace Bay has been developed by local videographer Ryan Kenny to advertise the uniqueness of our region to the world. It is located throughout the municipal website and features exciting activities like surfing mixed with the general beauty of our everyday life. A large portion of the project involved the creation of a marketing commercial for the highway commercial properties available on Millennium Drive. The project was proudly supported by FedNor and NOHFC.



*Surfing on Lake Superior in Terrace Bay*

The video is showcased at [www.terracebay.ca/video](http://www.terracebay.ca/video)

## **SALE OF THE FORMER MUNICIPAL OFFICE**

The former municipal office at 31 Simcoe Plaza was sold in January 2009 as council accepted the successful bid from Stewart Guardian Pharmacy. The bid was directly in line with the appraised value for the property. The Pharmacy will be expanding their operations and the relocation will involve significantly more retail space. Council is very supportive of the expansion and believes it will increase the health services offering to residents.

## **RECREATION AND LEISURE REPORT**

A recreation and leisure report has been developed by consultant Michael Squier based on the feedback of residents. The project was funded by the Communities in Action Fund and involved a direct mail survey and use of focus groups to determine ways to enhance recreation and leisure in the Township. The study has been presented to council for future consideration and one of the main recommendations of upgrading equipment was immediately implemented. Over the next several months, the community development committee will evaluate the recommendations.

## **SHOP AND DINE TOURISM SIGNS**

New tourist attraction signs were installed in the Summer as part of a Local Initiatives funding grant from Superior North Community Futures Development Corporation.

The signs are located on the West and East entrance points into Town along Highway 17. The message of “Shop and Dine” was created to encourage tourists to investigate local businesses on their way through the Township.



## **HEALTH PROFESSIONAL RECRUITMENT**

The Township of Terrace Bay has assisted local health care with marketing the region to potential health professionals by designing a variety of new marketing materials. The print and online documents are featured at [www.terracebay.ca/health](http://www.terracebay.ca/health) which is a web page in cooperation with the Township of Schreiber. Additionally, other online resources like HealthForceOntario ([www.hfo.ca](http://www.hfo.ca)) are being regularly updated and utilized to their full potential.

Terrace Bay is dedicated to expanding its healthcare offering to current and future residents and views healthcare as a growing part of the local economy.

### **ASSISTANCE WITH THE TERRACE BAY DRAGFEST**

Municipal staff has been assisting the Terrace Bay Dragfest organizing committee with identifying potential sources of funding and ways to continue to grow the highly successful annual event. The Dragfest committee is organizing the 11<sup>th</sup> Annual Dragfest and the event is an extremely important driver of the Terrace Bay economy.



### **ASSISTANCE WITH THE GREEN TRADESHOW**

The Township of Terrace Bay is assisting a local volunteer group organized by SERG Co-op Inc. with the development of a Green Tradeshow on May 2, 2009 from 12:00 noon - 4:00pm at the Terrace Bay Arena. The tradeshow will educate residents and businesses on green technologies and products available and has the potential to lead towards new green oriented jobs being created in the community.

### **TERRACE BAY WATER INTAKE LINE**

The municipality received funding to assist with the construction of a new water intake pipe. The project is in cooperation with Terrace Bay Pulp Inc. and construction began in Summer 2008. The budget for this development is approximately \$5 million and is progressing on schedule for a March 31 completion.



### **TERRACE BAY SEWER PROJECT**

Terrace Bay has also received funding for the addition of sewer services for the highway commercial lot development across from Mill Road. This service is being added through the use of directional drilling and will be completed during the 2009 construction season.

### **THE LAKE SUPERIOR NATIONAL MARINE CONSERVATION AREA**



In October 2007, Prime Minister Stephen Harper and the Province of Ontario announced the creation of the Lake Superior National Marine Conservation Area and an investment of \$36 million over the next 10 years. An interim management committee has been meeting regularly to develop a management plan. Terrace Bay is the Eastern Gateway to the National Marine Conservation Area.

**UPCOMING REGIONAL EVENTS:** April 21-25: Dudley Hewitt Hockey Tournament in Schreiber, May 2: Green Tradeshow, May 30: Senior 3B Games, July 1: Canada Day Festivities, July 13-19 Schreiber Heritage Days, and August 3-5: Terrace Bay Dragfest.

*This is still a new publication developed by the Township of Terrace Bay and if you have any feedback or wish to include information in the next printing, please email [info@terracebay.ca](mailto:info@terracebay.ca).*

*This is just some of the activities in the township and should not be taken as a definitive list.*

**Terrace Bay is Extremely Proud of the Support Received from its Government Partners:**

