



## ECONOMIC UPDATE

*Produced by Terrace Bay Municipal Staff*

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This document provides a snapshot of the Terrace Bay economy over the past 9-12 months. If looking for more information, visit [www.terracebay.ca](http://www.terracebay.ca) or [www.facebook.com/yourterracebay](http://www.facebook.com/yourterracebay) or follow us on Twitter [@yourterracebay](https://twitter.com/yourterracebay).

### BIG PLANS AT AV TERRACE BAY INC.

Terrace Bay's major employer AV Terrace Bay Inc. has some promising plans for the future. The company held an information session with the business community on June 11, 2013. The company was very transparent with CEO Giovanni Iadeluca outlining the operations of the mill, some of the challenges they are facing, and their future projects which include Natural Gas and a new Cogeneration Turbine to produce power. Department managers also gave presentations discussing topics like health & safety, environmental initiatives, operations, and woodlands. Mr. Iadeluca explained how the mill has invested \$26 million in the past year which was considered in the plan when the Aditya Birla Group bought the mill. The purchase was a strategic long-term investment by the \$40 Billion dollar Aditya Birla Group that the business community should be very excited about with some great things on the horizon. The current number of employees stands at 370 workers and the operation is consisting recruiting workers to grow. The Aditya Birla Group has been in existence since 1857. The company owns and operates several lines of business around the world, their revenue at the end of 2012 was approximately \$40 billion US and they employ an estimated 133,000 employees in total. Aditya Birla currently operates four dissolving pulp facilities with two in New Brunswick, one in India, and one in Sweden.



### TERRACE BAY RECOGNIZED IN BEST OF THE LAKE CONTEST

Terrace Bay was recently recognized with numerous awards in the prestigious Lake Superior Magazine "Best of the Lake" contest. Lake Superior Magazine has been holding the contest for the past 34 years and voting surveys are featured online and in the magazine.

Some of the areas Terrace Bay was recognized include:

- Best Place for a Day Outside
- Best Shoreline to Stroll – Terrace Bay Waterfront
- Best Swimming Beach – Pumphouse Beach
- Best Public Lake-View Spot – Terrace Bay Waterfront
- Best Family Lodging – Drifters Motel in Terrace Bay
- Best Casual Dining – Drifters Restaurant in Terrace Bay
- Best Spot to Find a Regional Gift – Hummingbird Haus in Terrace Bay
- Best On-The-Water Experience – Kayaking/Boating to Slate Islands in Terrace Bay



## LAKE SUPERIOR WATERFRONT FOR SALE

As part of the sale of the local pulp mill, the previous owners have had to sell 4,500 acres of pristine Lake Superior waterfront property in the boundaries of Terrace Bay. The land includes some of the most beautiful bays in Canada and also features lakefront property on Hays Lake. The process is nearing its completion in February 2014 with some contracts of sale being negotiated. The Township of Terrace Bay has publicly shown interest in some of the property and is working with developers on potential housing and development projects.



## MCCAUSLAND HOSPITAL PASSES ACCREDITATION WITH FLYING COLOURS



The McCausland Hospital was recently awarded a 96% score on its Accreditation review. The review is conducted by Accreditation Canada and compares the Hospital to national standards in Healthcare. McCausland CEO Adam Brown said "This is a tremendous score that all those involved in providing care to our community members, should be proud of." Some quotes from the final report: "Staff are caring towards their patients", "The leadership team is a strong team committed to quality of patient care", "Patient satisfaction is high", and "Patients receive excellent care from a dedicated team of physicians, nurses, physiotherapists and pharmacists". The Township would like to congratulate our healthcare partners on this great recognition!

## THE MCCAUSLAND COMMITMENT TO CARE CAMPAIGN ON ITS WAY

The McCausland Hospital initiated an ambitious fundraising campaign to raise funds for essential medical equipment in August 2013. Six months into the Commitment to Care Campaign, an impressive \$60,000 out of the \$151,250 has been fundraised for a much needed modern x-ray machine at The McCausland Hospital. In partnership with visionary donors, such as the Aguasabon Chamber of Commerce, Investors Group Jason Nesbitt, the John Andrews Foundation, The McCausland Hospital Auxiliary, the McLean Foundation, the North Shore Family Health Team, Ontario Power Generation, Superior Classics Car Club, and the Township of Terrace Bay, The McCausland Hospital is well on its way to providing seamless healthcare to the surrounding communities of Terrace Bay, Schreiber, Rossport, Jackfish, and Pays Plat First Nation. If you would like to support the Commitment to Care Campaign, please visit us online at [www.mccauslandhospital.com](http://www.mccauslandhospital.com) to make a secure online donation.



### **WATERFRONT FEASIBILITY STUDY**

As outlined in the Strategic Plan of Council, the Municipality recently began work on a feasibility study to identify ideas for development of the Terrace Bay Beach and Aguasabon Golf Course areas. The Planning Partnership was hired as the Consultants for the project and the study received extensive public feedback and advice from a Steering Committee. The study hosted another open house in January 2014 for public feedback and a report should be finalized in March 2014. A funding contribution was received of \$130,000 from FedNor for the project as well as a contribution from the Northern Ontario Heritage Fund Corporation.



### **CHAMBER OF COMMERCE CONTINUES TO GROW**

The Aguasabon Chamber of Commerce saw one of its most productive years yet in 2013, with much more planned for 2014. The Aguasabon Chamber of Commerce has become a strong voice for businesses in the region, advocating for active relationships in our business community through capacity developing initiatives. These initiatives have included major networking opportunities such as the Suds N' Dogs Golf Tournament and the newly developed Business After 5 program, as well as continuing long standing traditions such as the Moonlight Madness events, which saw an added twist in 2013 with the inclusion of the Poker Run which drew mass amounts of shoppers to our local businesses. The Chamber has also increased its transparency through their monthly Chamber Chats in the Terrace Bay/Schreiber Newspaper, and released a revitalized New Residents' Guide for the communities of Terrace Bay, Schreiber, Rosspoint, & Jackfish. For 2014, the Aguasabon Chamber is planning a Business Awards Gala for April 16th that will recognize business excellence in our communities.



### **HOUSING STUDY COMPLETED FOR TERRACE BAY**

With the growth in the local economy, housing has become a key area of interest for the Town. In January 2014, the Municipality received the Housing Opportunities Study which was completed by the Planning Partnership to determine the demand for accommodations over the next 5-10 years. The study involved interviews with the major employers to identify their housing needs and retirement projections with the goal of attracting a developer for a new residential build. The study forecasted two levels of minimal growth and some growth which showed a need for 195 - 251 housing units (including multi-residential style) over the next 10 years. The Township has invited a company that sells pre-engineered homes to visit the Township on March 5 to educate residents on the process. Terrace Bay has 15 vacant building lots that it has begun to market to relocating residents by hiring local Real Estate Broker Gordon Moorey from Apex Realty. The housing study will also be used in discussions with developers on potential subdivisions and larger housing projects.



An example of a pre-engineered home

## **JON HALL HIRED AS NEW CAO FOR TERRACE BAY**

The Mayor and Council of the Township of Terrace Bay were recently pleased to announce Mr. Jon Hall has accepted the position of Chief Administrative Officer / Clerk. Jon Hall has over six years of experience in Municipal government with the past four years at his most recent position as the Clerk for the Township of Schreiber. He has significant experience with the economy of Northwestern Ontario and understands the issues facing the Township of Terrace Bay. Jon is expected to take over as the new Chief Administrative Officer / Clerk in March 2014.



## **CAREER FAIR PARTICIPATION**

Township of Terrace Bay staff attended a career fair at Lakehead University with representatives from AV Terrace Bay Inc. The Municipality is working with its industry partners to attract future engineers, foresters and other positions while as showing off jobs available in other fields like physicians and sales. Terrace Bay, in partnership with the Northwestern Ontario Immigration Portal, also attended the Newcomers Expo in Toronto in September. The Township felt it was a great opportunity to market the Municipality and some of the jobs available at the Mill and other businesses as well as businesses that are for sale.



## **MEETING WITH FINNISH DISTRICT HEATING EXPERTS**

A meeting was held in October with a Finnish delegation made up of experts on District Heating technology. Representatives from the Township, Schools, Hospital, and AV Terrace Bay met with the experts to brainstorm ideas for a possible district heating system in Terrace Bay one day. The partners are always looking for ways to improve efficiency and lower heating costs and really appreciated the great feedback from the Finnish experts. At one time there was a district heating system of this type in Terrace Bay and although it is still just in the idea phase, the partners received some great information to consider.

## **SOCIAL MEDIA TRAINING COURSES**

The Aguasabon Chamber of Commerce, in partnership with Terrace Bay have planned a variety of social media courses for its business community. On February 5<sup>th</sup> they held a LinkedIn training course and will be holding a Facebook training course and a Tripadvisor Training course. This builds on a Facebook workshop held in 2013 that had 15 people in attendance from a wide variety of businesses. Some of the topics discussed included – Why Use Facebook, How to Setup a Facebook Page, Tips on Postings, What Not to Do, How to Use with Twitter, and the Advertising and Research systems of Facebook. Feedback from the Facebook Workshop Survey was very positive with attendees saying the workshop was valuable and they would recommend the training to others.



## **FOREST TENURE PROCESS CONTINUES**

Terrace Bay has been involved in the new Enhanced Sustainable Forestry Licensing program with its neighbouring communities, first nations, MNR, and industry partners to work towards a community based model of managing the Kenogami Forest. The Township is looking forward to a successful conclusion to the process.

## CANADA DAY EVENT

Terrace Bay held its annual Canada Day Celebrations at different venues throughout the Municipality. Canada Day is a full-day family event in the Community with some of the activities including fireworks, annual shore lunch, a family beach party and a Canada Day ceremony.



## LAKE SUPERIOR DAY IN TERRACE BAY

Residents and tourists alike converged on Terrace Bay Beach to enjoy the beautiful weather and celebrate the world's largest fresh water lake. The Municipality, and its Community partners Parks Canada, EcoSuperior and the local Power Squadron, host the annual Lake Superior Day with fun activities and great food. The day began with a volunteer cleanup of Terrace Bay Beach followed by free boat charters and tandem kayaking. Parks Canada staff members carry out a variety of fun activities for kids as well as a guided hike along the shores of Lake Superior to nearby Danny's Cove explaining some of the local vegetation along the way. EcoSuperior also had a major impact on the event with reusable bags for visitors and free pocket ashtrays to go along with their message to smoke responsibly and try to keep cigarette leftovers away from the water where they can harm wildlife. Terrace Bay Council volunteers for the event and the Municipality discounts food for visitors and provides activities for kids including remote control boats races which they then held a draw for the boats provided by Terrace Bay Home Hardware.



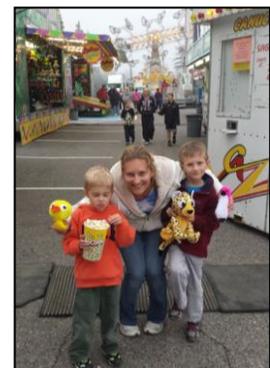
## 2013 DRAGFEST ATTRACTS THE VISITORS

The 2013 Dragfest was another huge success with visitors coming from throughout Canada and the United States. The event attracted 240 cars and over 8,500 visitors to the three day drag racing festival which also featured a show & shine, vendors, and great food. This was the 15<sup>th</sup> consecutive year for the event which is operated by a dedicated group of volunteer organizers. This year's event was special in that it was scheduled as part of the circuit for the Wild Bunch and racers received points for their performance. Congratulations to Terrace Bay's Sheri Notarbartolo (pictured) who won the 2013 Terrace Bay Dragfest Sportsmen Class! Many thanks to all of the incredible volunteers for this special event!



## MIDWAY CARNIVAL A HIT IN SIMCOE PLAZA

Canucks Amusements from Winnipeg was able to add Terrace Bay to its schedule and visitors to the Carnival gave it rave reviews. Families from throughout the region came out to take in the great assortment of rides. There was something for all ages with four smaller rides for toddlers and younger kids as well as larger favourites like the Zipper, Sizzler, Tornado and Sky Master for teenagers and adults. Everyone seemed to enjoy the fun carnival games and food and appreciate the location in Simcoe Plaza. The last time the carnival came to Terrace Bay was 1997 and attendees remarked that they hope it will be back on an annual basis.



## LIGHTHOUSE STREET FESTIVAL REACHES NEW HEIGHTS

The 2013 Lighthouse Street Festival was a huge success with new addition the BMX Stunt Show. Jagger Sports Co travelled from Montreal and put on two 20 minute demonstrations of gravity defying jumps for the crowd to enjoy. The BMX Stunt Show was covered by a financial contribution from Superior North CFDC as funded by FedNor through the Local Initiatives Contribution program. The Street festival began at 12pm with sidewalk sales and food specials and then the activities started at different times. Some of the activities included Eric the Juggler, Dottie the Clown, bingo, street dance and music from DJ Mario from Santi Sounds, music from the Age Gap Band, beer gardens, giant inflatables, and more. A Slam Dunk contest was held with proceeds going towards the McCausland Hospital Commitment to Care Campaign.



Photo by Rick Main

## BMX TEACHING CLINIC

Approximately 50 people turned out for an informative teaching clinic by BMX professionals Jagger Sports Co. on Saturday August 24<sup>th</sup>. The clinic was organized by the Township of Terrace Bay with a financial contribution from Superior North CFDC and funded by FedNor through the Local Initiatives Contribution program. Jagger Sports showed the kids how to complete some basic tricks and to ensure safety was always a high priority.



## KIDS INVENT TOYS CAMP

The first Kids Invent Toys camp in Terrace Bay was held from July 29<sup>th</sup>-31<sup>st</sup> and was hosted by the Northern Ontario Youth Entrepreneurship Initiative (funded by FedNor and the Ontario Trillium Foundation) which was run through Superior North CFDC. Eleven kids from Terrace Bay and Schreiber came out to invent their own toys and learn about the business of selling toys. Many creative toys were made, such as a tank big enough for a child to fit in, a beautiful camping play set, the Scorebot 3000, and a wide variety of board games. The kids visited Stewart Pharmacy, where owner Chris Stewart showed the kids his toy display, discussed how his toys were set up, and explained the process of how toys go from worldwide factories to the shelves in Stewart Pharmacy.



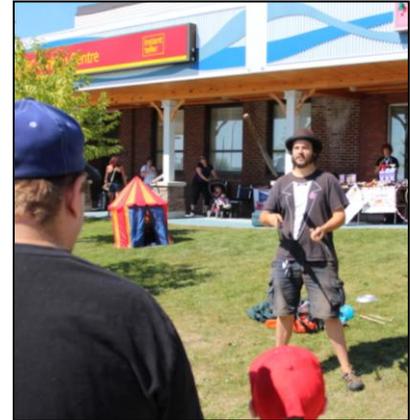
## MASTERS TOURNAMENT BEST ATTENDANCE YET

The local Aguasabon Golf Course had its best attendance ever for its annual Masters Golf Tournament with 40 teams signed up and over 10 teams on a wait list. The teams battled difficult weather conditions with Team Untinen from Thunder Bay hitting back to back scores of 59 to win the event by 3 strokes. Local Dave Desrosiers (pictured) was the 2013 Masters Honouree for his incredible contribution to the course over the years.



## UPCOMING EVENTS IN 2014

- Facebook Training for Businesses – February 12
- Tripadvisor Training for Businesses – February 19
- Pre-Engineered Homes Open House – March 5
- Chamber of Commerce Business Awards Gala – April 16
- Green Tradeshow – May 10
- Canada Day – July 1
- Heritage Days in Schreiber – July 13-20
- Lake Superior Day – July 20
- Dragfest – August 1, 2, 3
- Lighthouse Street Festival – August 22
- Fall Crafts Fair – September 7



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



**Superior North CFDC**  
**SADC Supérieur Nord**



**Parks  
Canada**

**Parcs  
Canada**