



# *Sault Ste. Marie Convention and Visitors Bureau*

LINDA HOATH WORKS  
WITH COMMUNITY  
PARTNERS TO MAKE  
DOWNTOWN SAULT STE.  
MARIE A TRUE  
DESTINATION

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Photos and Story by Phil Eich,  
Storyville Social, as part of the  
Michigan Main Street Story  
Series

The Sault Ste. Marie Convention and Visitors Bureau is a destination marketing organization, but we've now added a second 'M' to become a destination marketing and management organization. We want to help manage Sault Ste. Marie as a destination and make it better.

We have some great partners in this community. It's hard for me to really explain how we are—our EDCs, chambers, DDAs, the CVB and the city—but we're all working to make it better. I especially love all the young people being involved, because I'm not as young! Their enthusiasm, work ethic, and the way they work together is phenomenal. We want to keep them here and that's why we need to work together to make this a better place for everybody, and that's not

something we can do alone.

Making this area better involves working with the DDA and our Main Street program. To me, a downtown is the heart and soul of a city, and our heart and soul is right here in downtown Sault Ste. Marie.

My board of directors is made up of five lodging members and two members at large. One of them is the mayor of Sault Ste. Marie, which is really helpful in a lot of areas. Then I have the CEOs of all five casinos who are all incredibly visionary business people, always looking 10 years down the road. They're not looking at today and asking, 'What can you do for me?' They're looking at what the bigger picture is, and when you have people thinking like that, you've got a great thing.

Then there are the tribes here. They're so welcoming, they're fabulous, and we all work together. I worked for one for almost nine years before this and I felt at home there. The CVB is a public act and for every hotel room that is sold, 5% comes our way to support our work, but even though the Sault tribe doesn't have to pay that 5% with their hotel, they do.

Even today, when I walk downtown, I still feel that feeling of being a part of something, that I'm going to see my friends. I've been in tourism my whole life, and this place is my home because of the people here. It's the people in our community who make it special. Whether it's walking by and just saying hi or supporting them in different avenues, they're always trying to make the community better.

-Linda Hoath, Executive Director of the Convention and Visitors Bureau, Sault Ste. Marie

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# Michigan Main Street Story Series



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