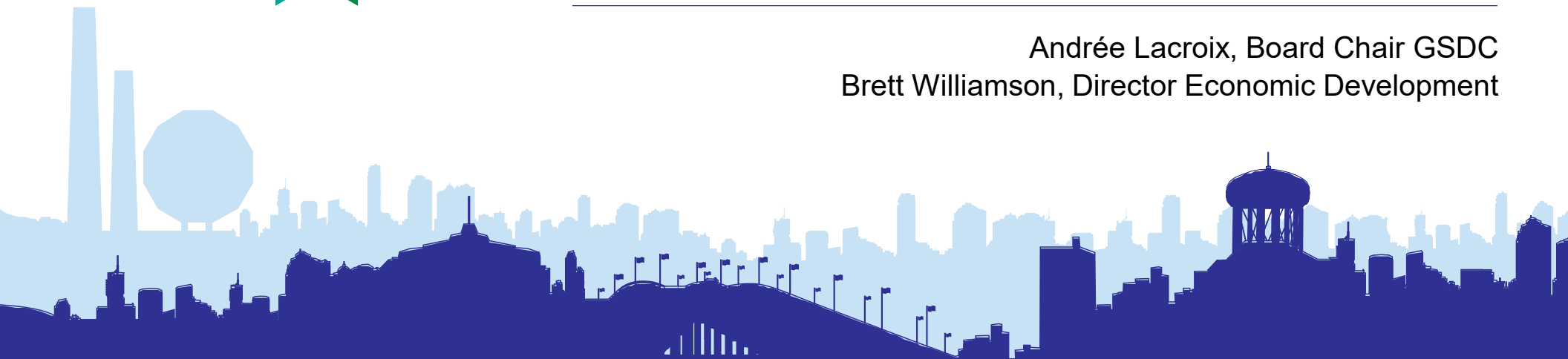




Greater Sudbury Development Corporation **Economic Recovery Strategic Plan**

Andrée Lacroix, Board Chair GSDC
Brett Williamson, Director Economic Development



COVID-19 Challenges and Opportunities

- Businesses significantly impacted.
 - Key sectors: tourism and hospitality, events, fitness industry
- Many businesses pivoted to e-commerce and digital platforms
- Sudburians are eager to support local and explore local
- Greater Sudbury's employment lowest in June 2020
 - Regained nearly half the jobs by Fall 2020
 - COVID challenges have hampered momentum

Key ways the GSDC Board can support recovery

- Create a decision-making framework to prioritize funding for recovery solutions
- Advocate for change in policies, access to federal and provincial resources, support for specific City projects
- Leverage board member networks
- Identify opportunities for collaboration with community stakeholders



Community Engagement

Business Outreach Initiatives:

- Consultation with groups and individual interviews with businesses and organizations
- Online platform for public input through Over To You
- Nearly 700 outreach calls and visits to businesses
- Business Support Hotline
- Streamlined City's 2020 patio application process
- "Virtual coffee chats" and webinars.
- Digital Main Street's ShopHERE powered by Google
- Working with City's Planning and Building Services teams

Themes

Theme 1: Continue to Develop Greater Sudbury's Workforce



Labour Shortages



Talent Attraction

Theme 2: Support Local



Engagement of Leadership



Local marketing



Support the Arts and Culture Sector

Theme 3: Supporting our Downtown



Threats to Economic Vitality in the downtown



Support for the vulnerable population downtown

Theme 4: Encouraging Greater Sudbury's Business Growth and Development



Improving processes and prioritizing focus



Access to Broadband



Digital Transformation and E-Commerce



Mining Industry



Marketing of the Film and Television Industry

Theme 1: Continue to Develop Greater Sudbury's Workforce



Focus
Labour Shortages



Focus
Talent Attraction

Theme 1: Continue to Develop Greater Sudbury's Workforce



Focus

Talent Attraction

- Collaborative approach: Economic Development, Communications, support of GSDC Board
- Multi-year approach will grow and develop
- Retain existing talent, attract new residents and support employers
- Build on Rural & Northern Immigration Pilot
- Leverage Greater Sudbury's competitive advantages and quality of life

Theme 2: Support Local



Focus
**Engagement of
Leadership.**



Focus
Local Marketing



Focus
**Support the Arts &
Culture Sector**

Theme 3: Supporting Our Downtown



Focus

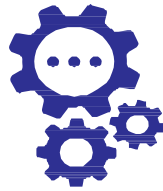
**Threats to Economic Vitality in
the downtown**



Focus

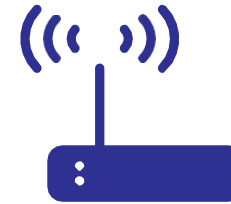
**Support downtown
vulnerable population**

Theme 4: Encouraging Greater Sudbury's Business Growth and Development



Focus

**Improving processes and
prioritizing focus**



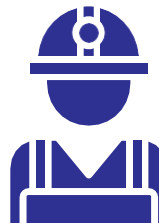
Focus

Access to Broadband



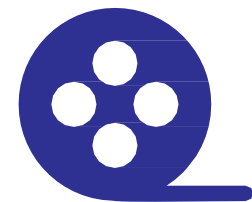
Focus

**Digital Transformation
& E-Commerce**



Focus

Mining Industry



Focus

**Marketing Film and
Television Industry**

Thank you and questions

