

## **Greater Sudbury Development Corporation 2021 Economic Recovery Strategic Plan**

Presented To:	City Council
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Type:	Presentations
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Recommended by:	Chief Administrative Officer

### **Report Summary**

This presentation, presented by Brett Williamson, Director of Economic Development and Andree Lacroix, Chair, Greater Sudbury Development Corporation provides a recommendation regarding the Greater Sudbury Development Corporation's 2021 Economic Recovery Strategic Plan for Council's review and endorsement.

### **Resolution**

THAT the City of Greater Sudbury endorse the 2021 Economic Recovery Strategic Plan developed with the collaboration of the Greater Sudbury Development Corporation Board of Directors in support of economic recovery for the local community, as outlined in the report entitled "Greater Sudbury Development Corporation 2021 Economic Recovery Strategic Plan", from the Chief Administrative Officer, presented at the City Council meeting on April 13, 2021.

### **Relationship to the Strategic Plan / Health Impact Assessment**

This matter relates to objectives under several headings in the 2019-2027 Strategic Plan including Business Attraction, Development and Retention, Economic Capacity and Investment Readiness as well as Create a Healthier Community and Strengthen Community Vibrancy.

### **Financial Implications**

There are no financial implications associated with this presentation.

### **Background**

The City of Greater Sudbury Community Development Corporation (CGSCDC, operating as the Greater Sudbury Development Corporation, or GSDC), is pleased to present the 2021 Economic Recovery Strategic Plan for Council's review and endorsement.

The COVID-19 crisis has taken a significant toll on Greater Sudbury businesses and organizations, resulting in job losses and financial strains for business owners, organizations and employees across multiple sectors. Early on in the process, the GSDC Board of Directors recognized that a continued focus on short, medium and long-term recovery within our community would be necessary to mitigate the impacts of COVID-19.

In response to the impacts of the pandemic on the local economy, the GSDC has developed this Economic Recovery Action Plan in order to focus the board's efforts in supporting local commerce. The plan provides specific, short-term actions geared to economic recovery and further refinements of longer-term goals and objectives in the Greater Sudbury *Strategic Plan 2019-2027*, as well as the GSDC Board's *From the Ground Up* Community Economic Development Strategic plan.

### **Key ways the GSDC Board can support recovery in the region:**

- Create a decision-making framework to prioritize funding for recovery solutions through Community Economic Development, Tourism Development and Arts and Culture funds over the short-term.
- Advocate for change in municipal policies, access to federal and provincial resources, advancement of specific City projects and more.
- Leverage board member contacts, platforms and networks to promote and share information, good news stories, investment attraction and tourism marketing efforts.
- Communicate needs to other partners and stakeholders in order to initiate change.

### **Economic Recovery Strategy Themes**

The 2021 Economic Recovery Strategic Plan includes 25 Actions that fall under four categories with several subsections each:

- 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 & Culture Sector
- Theme 3: ***Supporting our Downtown***
  - Threats to Economic Vitality in the Downtown
  - Support 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 & Television Industry

### **Community Engagement:**

Over several months in 2020, the Economic Development staff team conducted community consultation in conjunction with GSDC Board members to gain a better understanding of current issues facing the business community.

Outreach included focus group discussions and one-on-one interviews with individuals, businesses and organizations, including mining supply and services, tourism, health care, construction and film industry sectors. City staff also developed an online engagement platform with the support of the Communications team in order to give the broader public the opportunity to provide input.

Throughout the pandemic, staff have also completed over 600 outreach calls and visits to businesses across the community to determine concerns and assist with unique solutions for the months ahead. This work has resulted in a number of initiatives already completed or underway:

- A streamlined approach for the City's patio application process for restaurants in Downtown Sudbury and across the community.
- A Business Support Hotline for businesses that require assistance with navigating information related to COVID-19.
- Virtual "coffee chats" and webinars coordinated by the Regional Business Centre to share how businesses from various industries have managed and innovated throughout the pandemic.
- Digital Main Street's ShopHERE initiative to local entrepreneurs as a unique solution for the development of e-commerce within the small business sector

The GSDC's 2021 Economic Recovery Strategic Plan has been developed with the internal resources of Economic Development and Communications staff and is available in both French and English. The Plan itself is attached to this report and will be shared with community stakeholders over the coming weeks and months.

The GSDC Board works closely with the City's Economic Development division to advance the priorities associated with business retention, development and attraction, economic capacity and investment readiness and community vibrancy. The GSDC Board will continue to provide regular updates and consistent communication to Council on its progress made regarding the Actions of the Economic Recovery Strategic Plan, together with the support of staff and in line with the new Operating Agreement now in place.