

The Greater Sudbury Development Corporation (GSDC) is the economic development arm of the City of Greater Sudbury. Consisting of an 18-member board of directors and supported by City staff, the GSDC acts as a catalyst for economic development initiatives and supports the attraction, development and retention of business in the community.



# from the ground up



**2020**  
annual report





As a key collaborator focused on the economic development goals of the City of Greater Sudbury, the Greater Sudbury Development Corporation (GSDC) navigates a dynamic landscape. The GSDC works with the City to promote, encourage and foster economic development in order to increase investment and job creation in the community.

In my time with the GSDC Board and in my role as Chair, I must recognize the incredible and unprecedented experience that was 2020. The COVID-19 pandemic has affected all of us in many ways, and the impact has been especially significant on our small businesses and non-profit organizations. Nevertheless, Greater Sudbury has demonstrated resilience. Following the global financial crisis in 2008, our local mining supply and service sector diversified portfolios, making it possible to weather this most recent economic downturn. Our small businesses pivoted at the onset of the pandemic to adjust to provincial health guidelines; their creativity and resilience has been inspiring. Like the true Sudburians we are, our community came together and supported our businesses by purchasing more of their goods locally, getting takeout from local restaurants or participating in virtual experiences.

We know we have a long road ahead to recover from this pandemic. The priority of the GSDC Board is to prepare for reopening our economy and to provide support for our businesses and non-profit partners. To align with this goal, the GSDC Board established an Economic Recovery Committee to develop the GSDC's Economic Recovery Strategic Plan, which focuses on four key themes. The plan was approved by our Board in January 2021 and endorsed by City Council in April 2021.

Beyond the pandemic in 2020, the GSDC Board developed its Diversity Policy, implemented a new Operating Agreement with the City of Greater Sudbury, and launched the new Tourism Development Fund as a reinvestment of Municipal Accommodation Tax (MAT) revenues. These efforts and others are certainly achievements we can celebrate; the GSDC's 2020 Annual Report is a reflection of these accomplishments.

I would like to thank the talented volunteers who serve on the GSDC Board and its sub-committees. Your time and effort make considerable contributions to our community. The work of the GSDC Board is also supported by the dedicated staff within the City of Greater Sudbury's Economic Development division, and on behalf of the Board, I would like to extend our thanks to them for their work over the last year.

We look forward to what 2021 has to offer and we truly believe that when our economy does reopen, we will come back stronger than ever.

Thank you,

**Andrée Lacroix**  
Chair, Greater Sudbury Development Corporation

## ► Economic Recovery and COVID-19

### Economic Recovery Committee

In response to the impacts of the pandemic on the local economy, the GSDC Board established an Economic Recovery Committee tasked with developing an Economic Recovery Strategic Plan in order to define the role of the Board in supporting economic recovery in Greater Sudbury.

In support of these efforts, the City of Greater Sudbury's Economic Development team conducted various consultations together with GSDC board members through focus group discussions and one-on-one interviews with individuals, businesses and organizations.

A public engagement platform was created to give all residents the opportunity to provide input. Staff reached out to a number of different sectors including mining supply and services, health care, construction and the film industry.

The results of the consultations and draft action plan are currently under review by the GSDC Board's Economic Recovery Committee.

**The plan will be launched in early 2021.**



▶ **2020 GSDC Investments through the  
Community Economic Development Fund (C.E.D.)**

Through the City of Greater Sudbury and City Council, the Greater Sudbury Development Corporation administers the Community Economic Development Fund (C.E.D.). C.E.D. funding is limited to not-for-profit entities within the City of Greater Sudbury. The project must provide an economic benefit to the community and align with the Economic Development Strategic Plan “From the Ground Up”.

**Total new project funding approved in 2020: \$867,303 \***

Project	Detail	Total Investment
Northern Ontario Exports Program	Pan-Northern export development program led by ONEDC in support of Northern Ontario based SMEs.	<b>\$21,000</b>
Northern Ontario Defence Readiness Program	Pan-Northern program designed for Northern Ontario SMEs participation in defence industry procurement and industrial trade benefit (ITB) opportunities.	<b>\$20,000</b>
Laurentian University	Scoping study for proposed Centre for Mine Waste Biotechnology.	<b>\$60,000</b>
Cambrian College	Renovation, expansion and new equipment for proposed Battery Electric Vehicle Laboratory (BEVL).	<b>\$250,000</b>
Workforce and Immigration Program	Funds to support the Rural and Northern Immigration Pilot program over a three-year period	<b>\$265,000</b>
Collège Boréal Backflow Prevention Training	Support for the creation of a training facility to offer Backflow Prevention training in both French and English to licensed commercial and industrial plumbers - the first of its kind in Northeastern Ontario	<b>\$22,303</b>
Indie Cinema	Support for hiring of a Theatre Manager as part of organizational development.	<b>\$20,000</b>
CION Film Studio	Support for the development of a business plan, management and partnership model for a film studio in Greater Sudbury.	<b>\$250,000</b>

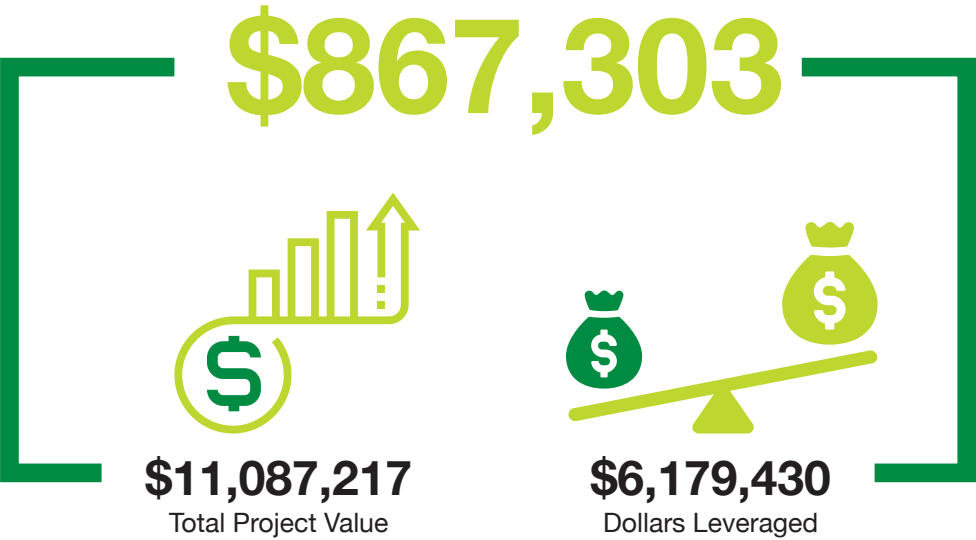
*\*Note: annual reporting for the Community Economic Development Fund has changed for 2020 to only include new projects approved in 2020. In some cases, the approved funding is for multiple-year commitments. The C.E.D. approved funding total for 2020 should not be compared to previous years as the data reporting has changed.*

**Additional initiatives supported through C.E.D. in 2020 through previous multi-year commitments:**

- NORCAT Underground Test Mine
- MineConnect (formerly SAMSSA)
- Starter Company Plus
- CION
- Collège Boréal ChatBot
- March of Dimes
- HSNRI
- Centre for Excellence in Mining Innovation (CEMI)



**Total new project funding approved through C.E.D. in 2020:**



# ▶ A Robust Entrepreneurship Ecosystem

## Sudbury Catalyst Fund

In 2017, the GSDC Board of Directors identified the creation of a new Greater Sudbury based venture capital fund as one of its priorities and established a working group to achieve this priority. The GSDC has invested \$1 million towards its establishment which leveraged additional funding from the Nickel Basin Federal Development Corporation for \$1 million and FedNor with \$3.3 million. These investments bring the total value of the Sudbury Catalyst Fund (SCF) to \$5.3 million. The Sudbury Catalyst Fund is a unique \$5 million venture capital fund administered by the Nickel Basin Federal Development Corporation in collaboration with the City of Greater Sudbury, FedNor, and NORCAT. Established with the goal to accelerate the growth of scalable tech startups, the SCF brings together a variety of partners and angel investors eager to build Northern Ontario’s entrepreneurial ecosystem by investing in and supporting a diversified portfolio of high-growth companies.

**The SCF officially launched in February 2020 with a public event held at La Fromagerie. Since its launch last spring, the Fund has made has made the following two investments:**

- A \$250,000 investment into FORTAI to commercialize its ADMMIT technology, an autonomous mobile inventory management system that tracks, delivers and manages material movement in real time, from purchase to consumption, and links to planning and inventory controls. Additionally, the company has designed and developed a customizable and mine-ready container called the SmartCube, which works in conjunction with the ADMMIT platform.
- A \$250,000 investment in Verv Technologies, a Sudbury based medtech startup that has developed an accurate and inexpensive platform for home-based biochemistry testing.

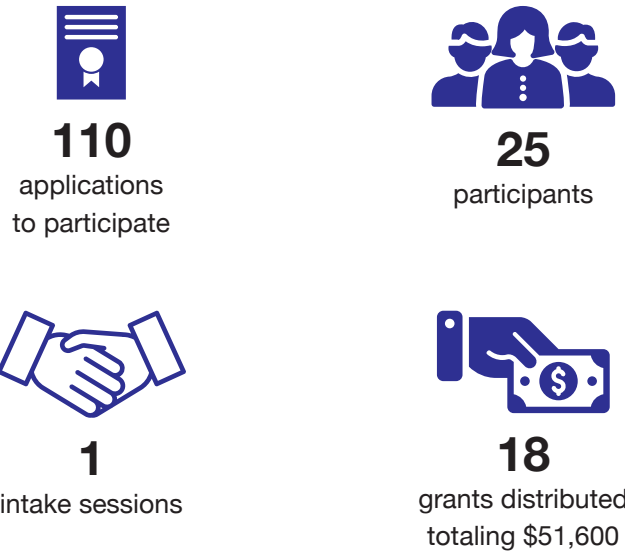


## Sudbury Incubator

The City of Greater Sudbury, NORCAT, the Greater Sudbury Chamber of Commerce and the Regional Business Centre have developed a partnership to establish a Downtown Business Incubator. The goal of the Incubator is to create a hub of economic activity in Greater Sudbury through collaborative office space and programming that supports early stage, innovative, high growth potential business startups across a spectrum of sectors/industries. Economic Development staff pursued various provincial and federal funding sources, explored programming best practices and evaluated potential locations for the project. Once all of the projected funding is in place, it is anticipated that the project will commence in 2021.

## Starter Company Plus

Through the Regional Business Centre, the Starter Company Plus program provides mentoring, training and the opportunity of a grant up to \$5,000 to start, grow or buy a small business. The program is partially funded through the GSDC.



## New retail stores and restaurants opened



### Restaurants

- Hurry Curry
- J's Roadhouse Bar & Grill
- Overtime Sports Bar - Chelmsford (2nd Location)
- 7 Star Dumpling House - Lasalle (2nd Location)
- Zorros Chophouse
- Little Caesars Pizza - Val Caron Location
- Sahar of Sudbury
- Stack Brewhouse



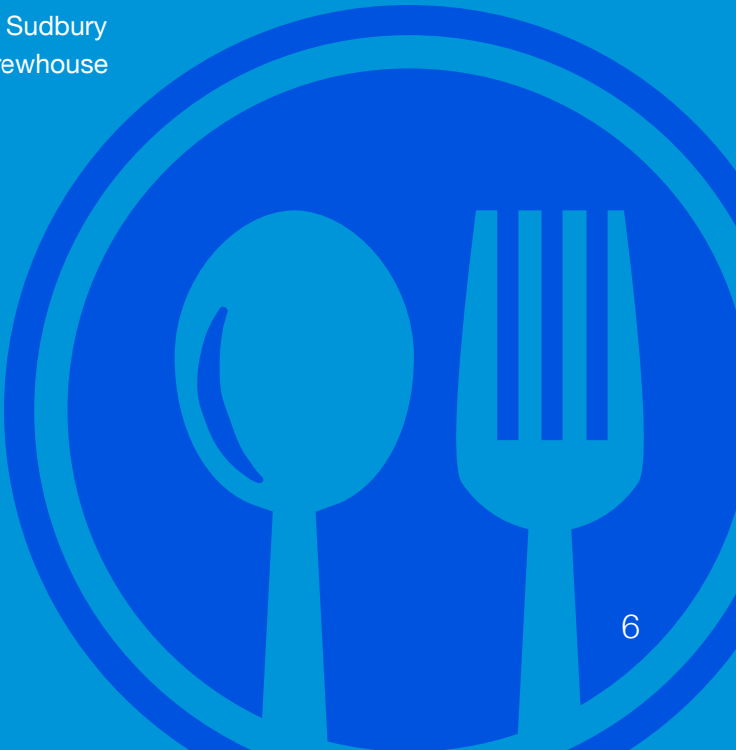
### Breweries

- Optimist Brewery & Kitchen



### Retail

- Bombay Spices
- Charmed Aroma





## ▶ A Welcoming and Open Community

### Rural and Northern Immigration Pilot Program

The City of Greater Sudbury was chosen as one of 11 communities to participate in the Rural and Northern Immigration Pilot Program (RNIP), through Immigration, Refugees and Citizenship Canada. This program works to address local labour force shortages while encouraging immigration and population growth. In 2020, 11 recommendations were granted through the RNIP and aggressive targets have been set for 2021.

GSDC has three Board members who sit on the RNIP Community Selection Committee and have contributed to detailed discussions on candidates being considered through the program.

GSDC has also supported this initiative with an investment of \$135,000 in 2020 to administer the program and market Greater Sudbury to a national and international audience. Funding applications, which leveraged the above amount secured from the GSDC Board in 2020, were submitted to federal funding agencies in order to continue the program through to the end of 2022.

## ▶ Workforce Development

Through the support of the GSDC, a key focus in 2020 was to develop and launch the RNIP program. Staff met with a number of employers in the community in order to discuss workforce shortages and gaps and determine which occupations and sectors the program can support. This included discussions with the Greater Sudbury Chamber of Commerce as well as the Northern Policy Institute, resulting in targeting of a number of skilled and in-demand occupations. Assessment criteria were also developed and finalized in order to ensure that specific human capital factors support workforce development, including work experience, knowledge of both official languages, age and priority occupations.

## ▶ Local Immigration Partnership

In 2020, the Sudbury Local Immigration Partnership (LIP), hosted within Economic Development, started its new five-year agreement with Immigration, Refugees and Citizenship Canada. The Sudbury LIP developed a new strategic plan that will be published in 2021. The main objective of this plan is to increase retention rates in the community. One of the main projects to achieve our retention outcomes is the development of a marketing campaign focusing on the importance of immigration and celebrating Sudbury's cultural diversity.



**\$135,000**

Rural and Northern  
Immigration Pilot Program  
Funding



**11**

Applicants  
approved

One of **11**  
communities  
selected across  
Canada



## ▶ A Highly Skilled and Creative Workforce

### NORCAT Underground Centre

By the end of 2020, NORCAT was close to completing the construction of their new Surface Facility at the NORCAT Underground Centre. This project had a final budget of \$4.5 million with funding from both FedNor and NOHFC and support from the GSDC of \$300,000.

The new facility has already resulted in signed leases with 10 companies looking to expand into Sudbury's innovation market, with most being international clients. Examples include Exyn Technologies and Godelius. In addition, the new facility has facilitated an expansion of NORCAT's onsite training opportunities for local and international clients.

The surface facility expansion has enabled NORCAT to respond to forecasted demand in the global innovation ecosystem and demonstrates NORCAT's commitment to continuing their position as the world's "one-stop shop" for all that is the future of mining technology and innovation.

### Cambrian College Battery Electric Vehicle Laboratory (BEVL)

The GSDC, with unanimous support from Greater Sudbury Council, approved financial support of \$250,000 towards a Battery Electric Vehicle Laboratory (BEVL) within the Centre for Smart Mining at Cambrian College. With a total project cost of \$2,827,237, the proposed facility will be unlike any other in Canada and will provide a unique opportunity for Greater Sudbury to attract and retain vehicle technology companies and professionals who require specialized equipment for product development and commercialization.

It is estimated that the project will create three permanent and six temporary positions, as well as a host of contract positions for students working on specific projects within the BEVL. In addition to employment benefits, the project will support long-term revenue streams for the Cambrian Centre for Smart Mining through private sector use of the facility. Once funding from other sources is secured, Cambrian College will also explore the creation of a BEVL Industrial Research Chair who will coordinate and lead a robust suite of research activities.



**CAMBRIAN  
COLLEGE**



**\$250,000**  
GSDC Investment



**\$2,827,237**  
Total Project Cost



**3**

Permanent  
employees



**6**

Temporary  
employees



## ▶ A Quality of Place and Lifestyle That is Second to None

### 2020 Place des Arts Building Takes Shape

Construction of the \$30 million Place des Arts continued in 2020 despite a brief delay due to a shutdown in the spring. The team was able to adapt to COVID-19 and quickly implemented requirements to follow physical distancing guidelines for workers. Over the course of the year, the building frame took shape, with floors and stairways completed, exterior walls clad and windows installed.

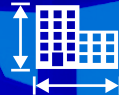
The GSDC Board has supported the efforts of Place des Arts and its member organizations since the earliest days of the collaborative project in 2011. In 2016 and 2017, the GSDC provided over \$100,000 in funding for various components of the project which will result in a francophone arts and cultural hub for downtown Sudbury.



**\$100,000 +**  
GSDC Investment



**\$30 million**  
Total Project Cost



**40,000**  
square feet of floor space



**10,000**  
square feet of office and collaborative work space



**320 seat**  
concert hall



**120 seat**  
multifunctional studio



contemporary art gallery



a bistro



gift boutique/bookstore



early childhood arts centre

### Employment Land Strategy

The Employment Land Strategy will help ensure that the City of Greater Sudbury is well positioned to respond to emerging economic opportunities and can continue to support a diversified economy now and into the future. The strategy will consider future economic and labour force trends, demand for employment, employment land supply, feasibility of development and incentives to meet anticipated demand.

This strategy will provide the City of Greater Sudbury an opportunity to examine opportunities and issues in more detail and ensure that its land use policies, fiscal policies, infrastructure and services are aligned and consistent with best practices. It also provides the opportunity to explore the role of municipal industrial parks within a modern economy.

The results of the strategy may also guide the development of financial incentive programs and policies that will assist with the marketing and promotion of employment lands to better position the City of Greater Sudbury to attract new investment and capitalize on local business expansion opportunities.

The project and associated recommendations are nearing completion and a final report is expected in the fall 2021.

## ▶ The Global Leader in Mining Supply and Services Industry

### Northern Ontario Exports Program

The fourth phase of the Northern Ontario Exports Program was approved for funding with \$1.6 million from FedNor, \$1.6 million from NOHFC and \$21,000 from the GSDC. The fourth phase was launched in April 2020 with the goal of helping firms reach new markets outside of Ontario.

In 2020, the Northern Ontario Exports Program approved 32 companies for funding through the Export Marketing Assistance Program, including 15 companies from Greater Sudbury. Total funding allocated for local businesses is \$205,100, leveraging upfront company spending of \$773,850.

The City of Greater Sudbury's Economic Development division and its partners at Ontario's North Economic Development Corporation were the recipients of a prestigious Economic Development Council of Ontario (EDCO) Award for leading the highly successful Northern Ontario Exports Program.



**\$21,000**  
GSDC Investment



**15**  
Greater Sudbury-based companies supported



**\$205,100**  
NOE Funding given to Greater Sudbury companies

### MineConnect

Over the past three years the GSDC has supported the transition to a new path for continued growth and influence within the international mining sector. In 2020, the GSDC approved support of \$60,000 fulfilling their approved total commitment of \$245,000 over three years. The impact of this support has been tremendous including:

- The successful recruitment of both an interim Executive Director and subsequent new Executive Director.
- A new MineConnect website and launch of a robust marketing campaign which now supports global lead generation and promotion for Northern Ontario mining supply and services companies.
- Dramatic growth of the MineConnect membership well above pre-COVID levels.
- A robust trade program including the facilitation of a mission to Chile by eight companies visiting five mine sites in early 2020.
- The successful proponent to lead the Nevada 'In-Market' representative initiative as funded by the Northern Ontario Exports Program.
- The redevelopment and adoption of a new governance structure that solidifies MineConnect's future growth.

These positive developments would not have been possible without the invaluable support of the GSDC that resulted in leveraged funding from MineConnect and others to over \$1 million.

▶ A Nationally Recognized Centre of Artistic Excellence, Vibrancy and Creativity

In 2019/2020, funding from the Arts and Culture Operating Grant Program supported the community by assisting in generating revenue and job creation. Total economic impact includes:



\$4,114,509

in public sector revenue



\$1,745,238

in private sector revenue



\$1,845,347

in earned revenue



84,414

in public attendance at activities



50,010

attendance at arts learning activities



1,105

arts and culture activities for the public



55

new works created



131

staff positions supported

Based on 2019/2020 Operating Grant statistics submitted by grant recipients to CADAC (Canadian Arts Data / Données sur les arts au Canada)

Established in 2005, the City of Greater Sudbury’s Arts and Culture Grant Program stimulates the growth and development of this important economic sector, increases its potential to attract and retain a talented and creative workforce and is an investment in the quality of life for all residents.

Operating	Project	
Carrefour francophone de Sudbury	\$54,500	Afrofest Sudbury\$2,200
Centre franco-ontarien de folklore	\$10,000	Branch Collective\$2,000
Cinéfest Sudbury	\$52,000	City of Lakes Music Society\$1,150
Cultural Industries Ontario North	\$8,073	Crestfallen Theatre\$2,500
Éditions Prise de parole	\$34,500	Downtown Sudbury Art Crawl\$2,500
Galerie du Nouvel-Ontario	\$44,700	Fierté Sudbury Pride\$2,800
Jazz Sudbury	\$30,500	India-Canada Association\$2,999
Le Salon du livre du Grand Sudbury	\$34,500	NISA / Northern Initiative for Social Action\$2,999
Le Théâtre du Nouvel-Ontario	\$52,000	No Strings Attached Community Band\$1,000
Les Concerts La Nuit sur l'étang	\$13,500	Northern Debut Nord\$2,000
Myths and Mirrors Community Arts	\$23,500	Northern Ontario Railroad Museum and Heritage Centre\$4,500
Northern Lights Festival Boréal	\$42,000	N’Swakamok Native Friendship Centre\$6,000
Sudbury Indie Cinema	\$9,500	Nuit Blanche\$2,999
Sudbury Symphony Orchestra	\$23,500	Oddhawks\$2,000
Sudbury Theatre Centre	\$32,000	Pat the Dog Theatre Creation\$9,250
YES Theatre	\$15,000	Queer the Deck\$2,000
Total	\$479,773	Sudbury Arts Council\$10,000
*Actual amounts granted from the Project stream may be different from allocated amounts, due to scope change requests and some projects not proceeding as a result of COVID-19.		Sudbury Performance Group\$2,000
		Sudbury Writer’s Guild\$1,500
		Sudbury Youth Orchestra\$1,500
		We Live Up Here Urban Arts\$19,500
		Wordstock Sudbury Literary Festival\$5,000
		Young Sudbury Singers\$3,500
	Total	\$91,897

Arts and Culture Grants



39

total grants provided



\$571,670

total value of grants provided



\$91,897

total value of grants in support of project-based arts activities



\$479,773

total value of grants provided for operational support to local arts organizations



16

total grants provided for operational support to local arts organizations



## ► One of Ontario's Top Tourism Destinations

### Tourism Development Fund

The Tourism Development Fund (TDF) was established by the GSDC for the purposes of promoting and growing the tourism industry in Greater Sudbury. The TDF directs funds for tourism marketing and product development opportunities and is managed by the GSDC's Tourism Development Committee.

The Tourism Development Committee, a sub-committee of the GSDC Board, is composed of Board members and tourism leaders in our community.

The TDF is supported by the revenue generated by the municipal accommodation tax (MAT) collected annually by the City of Greater Sudbury since 2018. The fund was released with a commitment to allocate \$1 million of the municipal accommodation tax to projects that help to increase visitation through marketing, new or expanded businesses or experiences and new event bids or hosting.

At the end of 2020, the fund had received 12 inquiries with six applications in process and one project funded. Promotion of the fund will continue into 2021 and investments will be made until the fund is depleted.



One project was funded in 2020 at

**\$10,000**

### 2019 MAT dollars collected and distributed



**\$1,305,277**

total collected



**\$614,870**

total allocated to GSDC to be used to promote and grow the tourism sector



**\$614,870**

total allocated to the City of Greater Sudbury to be used in accordance with Council directions

### Municipal Accommodation Tax

The Municipal Accommodation Tax (MAT) was implemented in September 2018. The four per cent fee is applied to accommodations of less than 30 consecutive days such as hotels, motels, Airbnbs and other lodging options.

### Major Events in Greater Sudbury

Through Tourism Development Committee funding, the Major Events Development Officer works to attract major event planners, sporting events and conferences to Sudbury. While the pandemic has seen many events either shift to virtual experiences or postpone, work continues to promote Greater Sudbury as a place to host events when it is safe to do so.

### Major Events to be hosted in Sudbury:

#### 2022

- U-Sport Curling
- Canadian Mixed Doubles
- Ontario Secondary School Teachers Federation
- Lions Club Convention
- Antique Classic Car Club
- Rotary Club Convention
- Laurentian University SPAD 50th reunion

#### 2023

- Catholic Women's League
- Travel Media Association of Canada
- Fédération nationale des conseils scolaires francophones

## ► Leader in Health and Life Sciences

### Science North Climate Action Show

The GSDC has provided support for Science North's Climate Action Show Object Theatre with a contribution of \$250,000 over several years.

This initiative is one of four projects earmarked for support through the City and GSDC as part of Science North's Big Change, Big Impact Strategic Plan. The support of the GSDC helped secure \$200,000 in investment from two international clients (Singapore and Hong Kong), along with \$227,000 from other private sources.

The Climate Action Show object theatre increases tourist offerings in Greater Sudbury, supporting the City's efforts to be a destination of choice in Northern Ontario. Along with other attractions and events in the community, this investment will bring new and repeat visitors to the community. It will also support the City of Greater Sudbury's commitment to Climate Change Adaptation and Mitigation by providing a valuable learning opportunity for residents to engage in the science of climate change, learn about mitigation strategies and pledge to take personal action against climate change in their community.

Science North is always committed to local context in storytelling, and this production will be no different. Because of its location in Northern Ontario and within boreal forest, Greater Sudbury is on the frontline in the battle to mitigate and adapt to climate change. Our Northern communities will feel the effects of climate change before many others around the globe, and part of the call to action will be to cherish, celebrate and preserve the natural beauty of our lands.

Through a series of vignettes on people working toward real-world solutions, the experience will explore how industry and individuals can develop innovative solutions and concrete actions. The Climate Action Show object theatre will serve as a long-lasting educational tool, engaging audiences and supporting the City in its approach to Climate Change Adaptation and Mitigation for years to come.



# ► The Greater Sudbury Development Corporation

The Greater Sudbury Development Corporation (GSDC) is the economic development arm of the City of Greater Sudbury. Consisting of an 18-member board of directors and supported by City staff, the GSDC acts as a catalyst for economic development initiatives and supports the attraction, development and retention of business in the community.

## 2020 GSDC Board of Directors

**GSDC Board Chair**  
**Andrée Lacroix**  
Partner  
Lacroix Lawyers/Avocats

**1st Vice Chair**  
**Peter Nykilchuk**  
General Manager  
Hampton Inn by Hilton and  
Homewood Suites by Hilton

**2nd Vice Chair**  
**Jeff Portelance**  
Director, Business Development  
Timberland Equipment Limited

**Community Economic Development (CED) Chair**  
**Lisa Demmer**  
Marketing Specialist

**Member-at-Large**  
**Mike Ladyk**  
Partner  
3rdLine Studio

**Secretary/Treasurer**  
**Brett Williamson**  
Director of Economic Development  
City of Greater Sudbury

## GSDC Board Members

**Anthony Lawley** (joined June 2020)  
President and Founding Partner  
IVEY Group

**Bill Leduc**  
Ward 11 Municipal Councillor  
City of Greater Sudbury

**Brian Bigger**  
Mayor  
City of Greater Sudbury

**Claire Parkinson** (joined June 2020)  
Head of Operation Services  
Vale North Atlantic Operations

**David Paquette**  
President  
Paquette Management Services

**Erin Danyliw**  
Owner  
Copy Copy Printing

**Gerry Montpellier**  
Ward 3 Municipal Councillor  
City of Greater Sudbury

**Jennifer Abols** (joined June 2020)  
Executive Director  
Goodman School of Mines

**Joanne Gervais**  
Directrice générale  
ACFO du grand Sudbury

**Mark Signoretti**  
Ward 1 Municipal Councillor  
City of Greater Sudbury

**Mike Mayhew** (joined June 2020)  
Founding Member  
Mayhew Performance

**Robert Haché** (joined June 2020)  
President and Vice-Chancellor  
Laurentian University

**Shawn Poland**  
Associate Vice President of Strategic  
Enrolment and College Advancement  
Cambrian College

## Board Members with terms ending in 2020

**Brent Battistelli**  
President  
Battistelli's Independent Grocer

**Brian Vaillancourt**  
Vice President of Business Development  
Collège Boréal

**Daran Moxam**  
Portfolio Manager Director  
Wealth Management Scotia  
Wealth Management

## Mission

The GSDC embraces a critical team leadership role as it navigates the challenges of economic development. The GSDC works with community stakeholders to cultivate entrepreneurship, build on local strengths, and stimulate the continuous development of a dynamic and healthy city.

## GSDC Priorities 2020

- Strengthen and promote Local Mining Cluster
- Create Downtown Business Incubator
- Continue development of Indigenous Economic Development Partnerships
- Support development of the Convention and Performance Centre

## Vision

### From the Ground Up (FTGU) 2015-2025 Strategic Plan

The GSDC supports the FTGU overarching vision of attracting the people, services, enterprises and investments needed to generate 10,000 net new jobs by 2025 and achieving an unmatched quality of place lifestyle and economic prosperity.