

Greater Sudbury Development Corporation Q2 2022 Update and 2021 Annual Report

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Report Summary

This presentation and report provides information on the activities of the City of Greater Sudbury Community Development Corporation (operating as the Greater Sudbury Development Corporation, or GSDC) for the second quarter of 2022 as well as the Annual Report capturing GSDC activities for 2021.

Relationship to the Strategic Plan, Health Impact Assessment and Community Energy & Emissions Plan (CEEP)

This report refers to operational matters.

Financial Implications

There are no financial implications associated with this report.

Background

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.

The Operating Agreement in place between the City of Greater Sudbury and the GSDC confirms a shared understanding of the roles and responsibilities of the GSDC Board in terms of its work with the City, including with City Council as well as the CGS Economic Development Division. The Board provides quarterly updates to Council through the Finance & Administration Committee with the assistance of the Director of Economic Development.

The September 13 presentation to Council will provide an overview of the GSDC 2021 Annual Report, while the following outlines the Board's activities for the second quarter of 2022.

Economic Recovery Strategic Plan - Talent Attraction, Retention & Lifestyle Promotion

Hit Refresh/Se renouveler

We continue to find and adjust marketing opportunities for *Hit Refresh/Se renouveler* Campaign to attract new opportunities to promote Greater Sudbury.

Since April of this year, we have run advertisements in publications in Southern Ontario specifically to the Toronto condo market as well as at the *BEV: Mines to Mobility* Conference held in Sudbury in May and the Prospectors & Developers Association of Canada (PDAC) Conference in Toronto in June.

Rural & Northern Immigration Pilot Program

Demand for Sudbury's Rural and Northern Immigration Pilot (RNIP) program, coordinated through the GSDC, continues to be strong. The program has become more competitive in recent months due to limited remaining spots available for 2022. To the end of June, over 100 candidates have been approved through the program resulting in over 170 total newcomers when we include the family members of primary applicants. A request has been submitted to IRCC for additional RNIP allocation room for the 2022 year given the success to date.

Staff also continue to work with local employers and provide workforce solutions including the RNIP, as well as other options such as connecting employers with local services and supports and providing alternative pathways for consideration to bring the talent they need to the community in the most efficient way.

In April, staff delivered two separate talent attraction presentations to newcomers who have been approved for permanent residency but not yet moved to Canada. One of these presentations was delivered as part of a pan-northern effort in conjunction with Timmins, Sault St. Marie and North Bay.

In May, Economic Development staff delivered a presentation about Greater Sudbury in partnership with Immigration, Refugees and Citizenship Canada and Société économique de l'Ontario to over 675 participants from several French-speaking countries across Northern Africa and Europe. The presentation promoted the Rural and Northern Immigration Pilot, as well as lifestyle in Sudbury, cost of living, healthcare, education, and employment opportunities.

Further, Economic Development staff partnered with the Newcomer Centre of Peel to deliver a webinar to Ukrainian newcomers and others residing in the GTA or waiting to relocate to Canada from overseas. The webinar on May 10 focused on employment opportunities and lifestyle in Sudbury and included presentations from economic development staff, local employers, and a testimonial from a member of Sudbury's Ukrainian community. The Newcomer Centre of Peel's Rural Employment Initiative focuses on educating people in the GTA about job opportunities and alternate possibilities in rural and northern areas.

Economic Recovery Strategic Plan – Downtown Revitalization

Downtown Business Incubator – Innovation Quarters/Quartier de l'innovation

The Innovation Quarters (IQ), the City of Greater Sudbury's new downtown business incubator, is now officially open. This brand-new space, located at 43 Elm St. in the heart of Downtown Sudbury, has been created as an environment for innovation, creative thinking and collaboration. Tuesday, June 28 saw media outlets from across the city attend the opening ceremony ribbon cutting which included MP Viviane Lapointe, MP Marc Serré, Mayor Brian Biggar, City Councilors and community leaders. Later that same evening, over 100 individuals visited the IQ as part of the Chamber Connect open house event.

The incubator program is designed to support local start-ups who are leveraging technology to create operational efficiencies, improve customer experience and provide goods or services in innovative ways. The program will help accelerate the growth and success of tech-enabled start-ups through a variety of business supports including mentorship, training, workspace and professional networking.

The IQ is currently seeking applicants for the 12-month incubation program who meet the criteria of an early-state tech-enabled business with high growth potential led by at least one full-time founder committed to their

business venture. Applications are open until Sunday, September 11, with the first cohort scheduled to begin the week of October 10.

Funding Updates

Tourism Development Fund

In conjunction with the Tourism Development Fund (TDF), the GSDC received and approved one funding request in Q2:

- The Nickel District Conservation Authority was approved for a contribution of \$7,425 to support the Laurentian Conservation Paddle Rentals Pilot Program. The funding will assist with canoe and kayak rentals, staffing fees, site preparation and marketing costs associated with the logistics and execution of canoe and kayak rentals at Lake Laurentian. This is an exciting program that will fill a current gap in paddle rentals available for visitors and locals alike to access our lakes.

There are currently seven active applications under review for the Tourism Development Fund. In addition, the GSDC's Tourism Development Committee is working with the Tourism & Culture team within Economic Development to support the sector's recovery. The summer campaign is currently in market and is proving successful results to date, with several Travel Media and influencer trips planned for August and September.

Community Economic Development (C.E.D) Fund

During Q2, the GSDC approved the recommendations of the Community Economic Development Committee with contributions to five projects for a total of \$323,975, including

- the BEV In-Depth: *Mines to Mobility* Conference
- March of Dimes "Project Search"
- Science North *Climate Action Show* release of multi-year funding
- Science North *Reasons for Hope* IMAX release of multi-year funding and
- Laurentian University Centre for Mine Waste Biotechnology

Arts & Culture Grant Program

The Greater Sudbury Arts & Culture Grant program is administered by the Greater Sudbury Development Corporation on the City's behalf, and this year's grant intake closed on February 3, 2022.

A public recruitment process was conducted to fill the eight seats on the Operating Jury and the eight seats on the Project Jury; both juries also include representatives from the GSDC Board of Directors. The two juries met in April 2022 to review applications and recommend funding.

- Project Grants: Eighteen applications were received, and seventeen applicants have been approved for funding. The project jury process resulted in a total allocation of \$69,920 for 17 applicants.
- Operating Grants: Seventeen applications were received, and sixteen have been approved for funding. The Operating Jury process resulted in a total allocation of \$489,368 to 16 applicants.

Investment and Attraction Efforts

BEV In-Depth: *Mines to Mobility* Conference

With funding and support provided by the GSDC, the Economic Development staff worked together with Cambrian College - Center for Smart Mining, Frontier Lithium, City of Greater Sudbury - Environmental Initiatives Department, and EV Society Greater Sudbury to deliver Battery Electric Vehicle (BEV) – Mines to Mobility Conference that brought together experts from mining, automotive, manufacturing, clean energy, research, and innovation into one room to advance BEV economy opportunities in Northern Ontario.

The event took place at the Vale Cavern at Science North with the opening dinner on May 25, followed by a full conference day on May 26 and industry tours on May 27. The evening dinner opened with a

presentation by Julie Dabrusin, Member of Parliament for Toronto-Danforth, Parliamentary Secretary to the Minister of Natural Resources and Parliamentary Secretary to the Minister of Environment and Climate Change. She stayed for the whole event and held several meetings with local stakeholders.

The conference was sold out and was attended by 230 people, of which 50 were from southern Ontario.

As a result of the successful event, we have established strong connections with the networks that we had no access to prior to the conference. Those include Accelerate: ZEV (a national industry alliance related to zero-emissions vehicles), Electric Vehicle (EV) Society, the Ontario Vehicle Innovation Network (OVIN), Automotive Parts Manufacturers' Association (APMA), Electric Autonomy Canada, Global Automakers of Canada, Canadian Automobile Manufacturers and the Trillium Manufacturing Network. One example of these new connections is a request staff have received to participate along with other Economic Development Officers in automakers initiatives and share Sudbury's role in the BEV Supply Chain.

The event has highlighted the obvious alignment with other GSDC-supported initiatives including the Battery Electric Vehicle Lab at Cambrian College and the Center for Mine Waste Biotechnology.

The process of planning and delivering a successful event facilitated various discussions with the various government agencies including Natural Resources Canada, the Ontario Ministry of Economic Development, Job Creation and Trade (MEDJCT), Invest Ontario, Invest Canada, Innovation, Science and Economic Development Canada (ISED) and the Ministry of the Environment and Climate Change. Although we were unable to confirm either Minister Champaign or Minister Wilkinson at the event this year, we set the stage for the future opportunity. In fact, Minister Wilkinson attended the Sudbury Mining Cluster Reception at PDAC.

Beyond opportunities to engage Sudbury in the consumer BEV supply chain, the conference emphasized our expertise in BEV in mining, which provides opportunities for business expansion and attraction.

Regional Business Centre Programs

With funding and support provided by the GSDC through the Community Economic Development fund, the Regional Business Centre kicked off the 2022 cohort of the Starter Company Plus virtually April 7 with 19 enthusiastic entrepreneurs from a variety of industries such as health care, marketing, agriculture, manufacturing, retail and education. The six-month program offers an opportunity for business skill development, mentorship and a \$5,000 grant made available by the Ministry of Economic Development, Job Creation and Trade together with the GSDC's contribution.

Summer Company began in June with four young entrepreneurs eager to launch their own business. Summer Company is a program of the Province of Ontario and is administered locally by the Regional Business Centre. The program provides student entrepreneurs with practical, hands-on training and mentoring, as well as the opportunity to receive grants of up to \$3,000. A key component of the program is business coaching and mentoring from local business leaders to provide participants with the vital skills they need to succeed.

Other Highlights

GSDC Annual General Meeting

The Greater Sudbury Development Corporation renewed its commitment to local economic recovery and growth with the appointment of additional community volunteers and a new executive during its Annual General Meeting on June 8, 2022.

Three new volunteers were welcomed to the 18-member GSDC Board of Directors following a citywide call for applications: Boris Nanff, President at Rainbow Concrete Industries Ltd, Bruno Lalonde, President at NSS Canada and Moe Alaeddine, Senior Commercial Account Manager, BDC.

They replace outgoing GSDC Board members following completion of their three-year term: Joanne

Gervais, Directrice générale chez Association canadienne française de l'Ontario du grand Sudbury, Dr. Robert Haché, President and Vice Chancellor at Laurentian University, and Anthony Lawley, President & CEO IVEY GROUP.

Board Governance & Policy Review Committee

As part of the GSDC's Operating Agreement with the City, and in the spirit of continual growth and good governance practices, the GSDC Policy Review Committee continued to take action on items and feedback received from the Q1 member survey. The Committee drafted an improved new member orientation agenda which will be implemented in early September and the move to in-person meetings has begun. As noted in the survey, these changes will assist in fostering collaboration and partnership among board members as well as further strengthening relationships with staff.

The Policy Review Committee welcomed two new members at the June 8 Annual General Meeting. The new committee will reconvene in the fall with a particular focus on formalizing other sub-committee processes including the Community Economic Development (CED) Committee and Tourism Development Committee (TDC).

Presentations to the GSDC

In April, the GSDC received a presentation regarding the *Sudbury 2050 Competition* from Dr. Terrance Galvin and Blaine Nichols, representatives from the Laurentian University McEwen School of Architecture. The presenters were joined by the winner of the student category, Aidan Lucas, who provided details of his successful proposal.

In May, Chair Lisa Demmer returned to the board with highlights from the Traumatic Event Support (TES) Training event. This training was held with local members of the community as well as the Executive Leadership Team at the City of Greater Sudbury.

Dr. Nadia Mykytczuk attended the regular meeting of the board in June to provide a final report for the Laurentian Centre for Mine Waste Biotechnology which has been supported by the GSDC since 2019.