

## 2022 Greater Sudbury Development Corporation Annual Report

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

### Report Summary

This report and presentation provides information regarding the 2022 Annual Report of the City of Greater Sudbury Community Development Corporation, operating as the Greater Sudbury Development Corporation, or GSDC.

### 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 October 10 presentation to Council will provide an overview of the GSDC 2022 Annual Report.

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

Economic recovery continues to be a priority for the Greater Sudbury Development Corporation (GSDC) as the Board provides support and focuses resources to advance the objectives of the Economic Recovery Strategic Plan.

The GSDC continues to support the retention of talent in Greater Sudbury, supporting the Economic Development team in engaging with post-secondary partners through marketing and on-campus programming has increased the touch-points with students, including international students, to encourage

graduates to become long-term residents.

As part of the overall workforce development strategy, the GSDC's support was leveraged to promote the Hit Refresh/Se renouveler talent attraction initiative to help attract, market and provide information to employers on the opportunities in Greater Sudbury. With financial support from the GSDC, the initiative has included advertisements in publications in southern Ontario with particular focus on the Toronto condo market as well as industry-specific promotion of the BEV In-Depth: Mines to Mobility conference held in Sudbury in May 2022 and the Prospectors & Developers Association of Canada (PDAC) Conference in Toronto in March of last year.

The Sudbury Rural Northern Immigration Partnership program continues to be a crucial component to address the needs of local employers seeking specialized and skilled talent, and the GSDC Board plays a crucial role in oversight of this program of Immigration, Refugees and Citizenship Canada (IRCC). The GSDC also leverages efforts of the Local Immigration Partnership (LIP) and its members promoting newcomers and immigrants arriving in Greater Sudbury who are making an impact in our community.

In 2022, 265 recommendations were granted through the RNIP, amounting to a total of 492 newcomers to the Greater Sudbury community, including the family members of those recommended. Economic Development staff continued to partner and deliver presentation and webinars with settlement services in southern Ontario and further afield. This is an opportunity to promote the RNIP and the lifestyle in Greater Sudbury including the cost of living, healthcare, education and employment opportunities.

### **Economic Recovery Strategic Plan – Downtown Revitalization**

The grand opening of the Innovation Quarters/Quartier de l'Innovation in June 2022 marked an exciting milestone, and ongoing marketing efforts are driving anticipation for the inaugural cohort, which commenced in spring 2023. The Innovation Quarters/Quartier de l'Innovation is a hub for entrepreneurship in Greater Sudbury that fosters economic development, business attraction and ignites entrepreneurship in our region. Through a comprehensive program offering mentorship, training, workspace, and professional networking, the Innovation Quarters/Quartier de l'Innovation contributes to a vibrant entrepreneurial ecosystem.

Coordinated by the City's Regional Business Centre, the program is a collaboration between the City of Greater Sudbury, the GSDC, NORCAT and the Greater Sudbury Chamber of Commerce. The GSDC, with the approval of City Council, is investing \$1.16 million in the program over four years and is leveraging an investment of \$896,882 from FedNor and \$15,000 from the Greater Sudbury Chamber of Commerce.

### **Funding**

- In 2022, the GSDC board approved funding of \$399,979.00 through the Community Economic Development program (CED). It is important to note that annual reporting for the CED changed in 2022 and now includes funding approved and total funding leveraged for new projects reviewed and approved by the Board. In some cases, the approved funding is for multi-year commitments. The approved funding total for 2022 should not be compared to previous years as the data reporting has changed.
- Six community projects were approved in 2022 which represent job growth and economic benefits to the community. It is a positive indication of the success of this program as an additional \$1.7 million in project dollars from public and private sources were leveraged; this means that every dollar of GSDC funding helped these projects access another \$4.20 in additional project funding.
- These are dollars contributed to the GSDC from the City of Greater Sudbury, through Council's approved budget process. The funding is provided conditionally to proponents based on confirmation of funding from other sources such as NOHFC, FedNor or other funding sources. While the information indicates the approved total funding, the contributions are often disbursed over a number of years once a project has met specific milestones and demonstrated agreed-upon deliverables.

- The results of the 2022 Greater Sudbury Arts & Culture Grant program are also included on page 15 of the report. Last year, a total of \$559,288 was provided to 32 arts and culture organizations across the city.
- These funds disbursed through an annual application process and this program is considered an important tool to support economic development activities in our thriving arts and culture sector. The Board continue to receive positive feedback from community organizations and this program has been noted as particularly important during COVID-19.
- The GSDC has approved \$7.4 million in funding through the Arts & Culture Grant program to over 100 local arts and culture organizations since 2005. This investment has led to the employment of more than 200 artists, the realization of dozens of festivals.
- 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. In 2022, \$1,14 million dollars was collected through the Municipal Accommodation Tax to support the Tourism sector – needed now more than ever to help this industry recover post-COVID. At the end of 2022, the fund had received 22 inquiries with five applications in process and one project funded.
- The 2022 Annual Report also provides information on several projects supported by the GSDC in 2020, including support for the BEV In-Depth: Mines to Mobility conference, Downtown Revitalization, Talent Attraction and the Rural & Northern Immigration Pilot program.

The 2022 Annual Report of the Greater Sudbury Development Corporation is posted on [investsudbury.ca](https://investsudbury.ca) and is made available as a web-friendly format that can also be printed on demand in both languages.

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, and the dollars invested demonstrate this commitment. The GSDC Board will continue to provide regular updates and consistent communication to Council with the support of staff and in line with the Operating Agreement as noted.