

Presentation to:  
City Council  
  
July 8, 2009





Downtown Village  
Development Corporation

## The Downtown Village Development Corporation (DVDC)

- Incorporated in 2003
- Not-for-profit corporation
- Volunteer Board of Directors
- Establishes priority projects and creates collaborative partnerships for implementation.
- The Corporation's overarching goals are residential and business attraction, as well as urban intensification.



## DVDC's Approach

- Addresses gaps in the existing delivery of services i.e. the lack of a business and residential investment attraction strategy.
- Complements the interests of Downtown Sudbury (BIA) the City of Greater Sudbury and GSDC.
- Builds public/private partnerships to generate new revenue for downtown revitalization.



## Accomplishments

- Streetscape Design Project - Phases I and II
- Financial Incentives Pilot Project
- New Vision for Downtown Policy Document
- Business attraction - Jan Browning, Bell building, La Boulangerie, Cloud 9 Shoes, Simon's Gallery Grill
- BR + E Survey
- Municipal Heritage Advisory Committee



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## DVDC's Current Projects & Initiatives

# Downtown Residential & Business Attraction Strategy

2008 - 2010

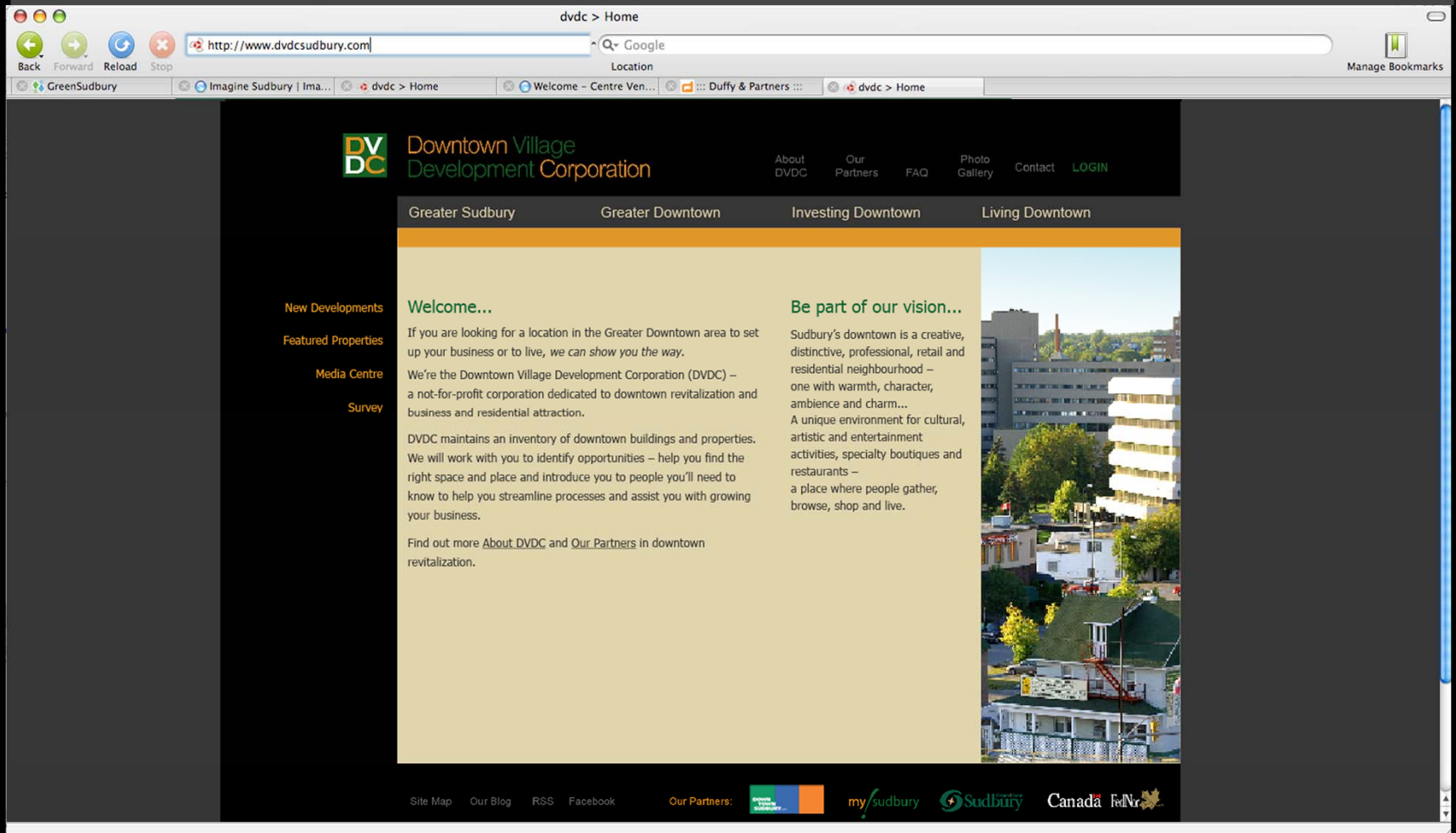






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# Website





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# Website

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http://www.dvdc.sudbury.com/

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**DVDC** Downtown Village Development Corporation

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Greater Sudbury Greater Downtown Investing Downtown Living Downtown

Key Sectors | Lifestyle

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New Developments

Featured Properties

Media Centre

Survey

**A regional metropolitan centre with an enviable quality of life**

With a population of 164,000 Greater Sudbury is the largest metropolitan centre in northern Ontario. It serves a northeastern Ontario marketplace of approximately half-a-million people – 300,000 are located within a 160 kilometre (100 mile) radius.

While mining remains a major influence on the local economy, Sudbury has evolved into a dynamic and diverse metropolitan centre for government, education, health care, retail, tourism, technology and telecommunications. The service sector now employs 80% of its labour force. The retail sector, based on retail sales per capita, is ranked fifth of 34 Canadian markets with a population of 100,000 or more. Throw in income per capita and Sudbury is ranked second. With retail sales of more than \$2.3 million, Sudbury is positioned as the leading retail and service centre in northeastern Ontario.

With one of the most diverse multilingual and multicultural populations in Canada, the third largest Francophone population outside of Quebec, 330 city contained lakes and an award winning regreening program, Sudbury offers an attractive alternative to the urban sprawl, traffic congestion and higher cost of living associated with many other Canadian metropolitan centres.

**Key Facts**

|                        |          |
|------------------------|----------|
| Population:            | 163,979  |
| Average HH Income:     | \$63,686 |
| Average Family Income: | \$74,416 |
| Disposable HH Income:  | \$47,835 |


FP Markets: Canadian Demographics 2008





**Key Sectors**

- Mining
- Government
- Education
- Health Care
- Retail
- Tourism
- Technology
- Telecommunications

**Lifestyle**

- Multicultural Diversity
- Franco-Ontarian Culture
- City of lakes
- Regreening



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Greater Sudbury

Greater Downtown

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"I love the inspiration and energy I get from being at the centre of the city. Here I can pursue my own passions and be a part of... and contribute to... the vibrancy of the downtown area too!"

Stuart Raymond,  
Executive Chef and Owner,  
Simon's Gallery Grill

Greater Downtown is experiencing a renaissance

Over the past decade projects such as the YMCA Centre For Life, Market Square, and the redevelopment of the Rainbow Centre have all made important contributions to the downtown revitalization.

Today there are new signs of renewal. A recent Business Retention and Expansion (BR+E) survey has confirmed that most downtown business and property owners are satisfied with their location and have a more positive view of the business climate than they did five years ago.

Businesses that once were established in the downtown are returning, others are relocating from other parts of the city, and many new entrepreneurs are considering downtown as their preferred location. Downtown living is capturing the imagination of people of all ages, sparking interest and demand for new downtown residential opportunities. The tourism and hospitality sector continues to emerge as an engine of growth with Science North and Dynamic Earth, two of Canada's largest and most innovative science centres just within minutes from downtown.

All told, there is no better time than now to get in on the ground floor (or upper storey, if you prefer) and be a part of downtown's exciting future.

Greater Downtown Facts

Parking

Vehicular Traffic

Office Space

Retail Space

Incentive Programs

New Developments

Key Contacts



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# Investors' Package





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## Greater Sudbury

### A diversified metropolitan centre ...

Greater Sudbury is the largest city in Northern Ontario and a regional centre for government, education, health care, business, mining research, tourism, transportation and technology. It serves a northeastern Ontario marketplace of half-a-million people – 300,000 reside within a 160 kilometre (100 mile) radius.

### ... with an enviable quality of life

The City has one of the largest Francophone populations outside of Quebec and one of the most diverse multilingual and multicultural populations in Canada. With its 330 lakes, an award winning greening program, and hundreds of outdoor experiences – minutes from anywhere, Sudbury offers an attractive alternative to the urban sprawl, traffic congestion and higher cost of living associated with many other Canadian metropolitan centres.



[www.dvdcgsudbury.ca](http://www.dvdcgsudbury.ca) INVESTING IN GREATER DOWNTOWN SUDBURY 3



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## Living Downtown

### A centre for the creative, curious and adventuresome

Living and working in Greater Downtown is capturing the imagination of people of all ages. Greater Downtown hosts more than 500 businesses and services from retail stores, restaurants and cafes, to government, financial and health care services. It's the artistic and cultural centre of Greater Sudbury with live entertainment, art galleries and annual festivals. Its heritage, unique character and close proximity to Bell Park on Ramsey Lake, offer the best of all worlds.

And you don't have to work downtown to warm up to the idea of living there. Sudbury Transit is at your doorstep with scheduled service to every corner of the city.



"What I've found to be one of the most appealing characteristics of urban living is the ability for one to observe, to engage, and to connect with other people. Downtown Sudbury is a melting pot of ideas and conversations, and by taking a simple walk to the corner store for a newspaper, I'm able to experience all of it. I couldn't imagine wanting to live anywhere else."

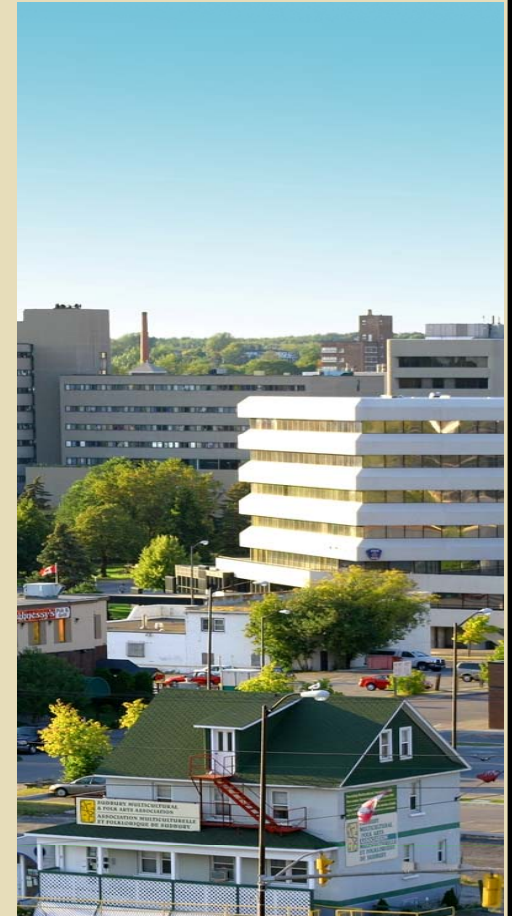
Kate Bowman, Project Manager,  
Northern Ontario School of Architecture

6 INVESTING IN GREATER DOWNTOWN SUDBURY [www.dvdcgsudbury.ca](http://www.dvdcgsudbury.ca)



## Project Updates - To be completed in 2010

- Downtown Partners Communication Strategy
- Residential Parking Strategy
- Red Flag Program
- Downtown Analysis
  - Business & Building Inventory
  - Customer Origin Survey
  - Resident Survey
  - Retail Gap Analysis

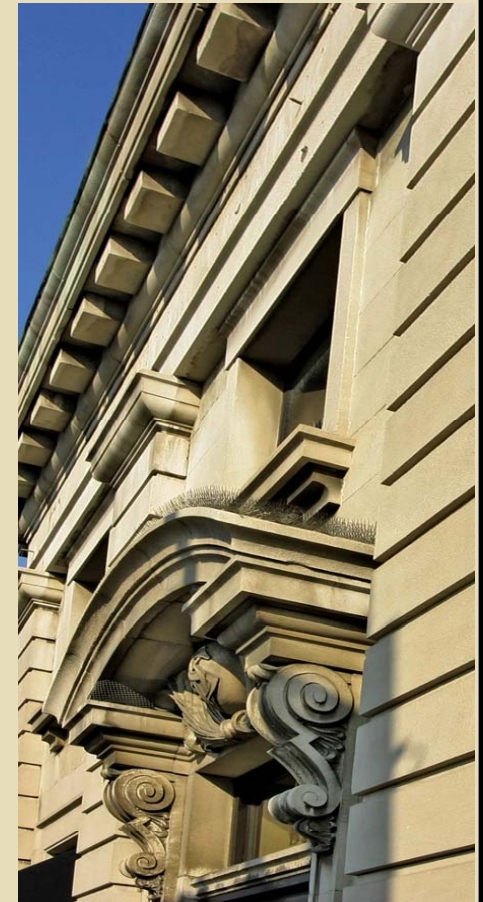




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## Project Updates - To be completed in 2010

- Financial Incentives Program Support Role
- Master Plan for Elm Street
- Public Art Policy
- Urban Design Guidelines
- Downtown Foundation







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Thank you

