

Greater Sudbury Development Corporation Quarterly Report (June to September 2008)

As per the motion passed by Council on February 20, 2007, the Greater Sudbury Development Corporation (GSDC) will provide quarterly updates on progress with respect to investments in economic development projects, programs and activities.

INVESTMENTS IN PROJECTS (April 2008 to June 2008)

The following is a synopsis of the projects that have received financial support and their expected economic impact for Greater Sudbury. As projects progress and/or are completed, updates will be provided to the Priorities Committee of City Council.

1. Sudbury Neutrino Laboratory

GSDC Investment (Motion Passed)

Motion passed on July 30, 2008

That the GSDC Board of Directors receive the SNOLAB progress update and authorize payment of the fourth instalment of \$25,000 as agreed to in the motion passed on December 5, 2001, and further

That SNOLAB utilize the My!Sudbury logo on all of its promotional and communication materials.

Project Description

Since its creation, the groundbreaking research performed at the SNOLAB facility has brought international attention and significant economic benefits to the City of Greater Sudbury.

The experiments planned for SNOLAB will involve more than 33 Canadian faculty and research scientists, in addition to many students and post-doctoral fellows. The SNOLAB facility will require about 40 full-time employees with an operating budget of approximately \$6-7 Million. The experiments to be housed there will require a further 10 to 15 international scientists and technical people on average to be present in Sudbury at any time. This will result in over 3000 visitor nights per year in the Sudbury region for a period of 15 years or more with the attendant local benefits.

Total Cost of Project

Total project cost is estimated at \$30,125,000

Estimated Economic Impact

It is estimated that four or more experiments of individual value of \$10 million or more will be sited in the SNOLAB facility creating substantial local economic benefit to firms associated with the construction and implementation. This amounts to an average spending of \$2.7 Million annually over the life of the project. Overall, one can estimate over \$10 million per year of expenditures, principally in the Sudbury area. With an economic multiplier of 2.0, this translates to over \$20 million of economic activity per year.

2. Librairie du Nouvel Ontario

GSDC Investment (Motion Passed)

Motion passed on September 10, 2008

That the Greater Sudbury Development Corporation Board of Directors supports the Librairie du Nouvel-Ontario in the amount of \$50,000 from the 2008 Economic Development Grant Fund, and further

That the Greater Sudbury Development Corporation Board of Directors authorize a loan of \$25,000 from the 2008 Economic Development Grant Fund, and that the Librairie du Nouvel-Ontario return in Year 2 to discuss the terms of the loan repayment and further,

That the My!Sudbury logo be supported and used on all of its communications.

Project Description

Librairie du Nouvel-Ontario began its existence 4 years ago upon the interest of community members and organizations through an identified need for a French-language bookstore. Encompassing the educational, political and cultural impacts of the Franco-Ontarian community in Greater Sudbury, and Northeastern Ontario, the bookstore was officially incorporated in August 2007 after completing an in depth analysis and viability study. The bookstore is set to open September 2008 in the downtown core of Greater Sudbury, contributing to the revitalization and cultural impact of this area.

A comparative study found that cities with French-language populations from 6, 000 (Hearst) to 122, 665 (Ottawa) operated with at least one francophone bookstore, making the case stronger for the establishment of Librairie du Nouvel-Ontario.

This project is being presented with support from Assemblée de la Francophonie de l'Ontario, Government of Ontario, Government of Quebec, Laurentian University, Le Salon du Livre, College Boréal, Le Carrefour Francophone, among many other groups, organizations and individuals.

With a significant cultural and contributory bilingual population representing nearly 35% of Greater Sudbury, including two educational institutions and a measurable regional representation of approximately 100, 000, the establishment of Librairie du Nouvel-Ontario is designed to facilitate, deliver and bring French-language books to people, institutions and communities through all of Northeastern Ontario.

Librairie du Nouvel-Ontario is established as a not-for-profit corporation to provide a literary service to the francophone reading public. The funding request is aligned with the opening and first-year operation of Greater Sudbury's first General and Educational Bookstore.

Housed on Durham St., the bookstore will occupy 2, 945 square feet and share expenses with Brûlerie Old Rock Roastery, Greater Sudbury's premiere fair trade coffee establishment and feature a 400 square foot showroom for teachers, professors and librarians carrying over 7, 000 titles in every literary genre.

The operation will mirror other establishments found in Paris and Montreal and include collaboration with Le Salon du Livre and other cultural/educational partners showcasing a weekly reading program, debates, conferences, acoustic concerts, reader's club gathering and youth activities.

Total Project Cost

Total project costs are estimated at \$661, 000

Estimated Economic Impact

- Personnel expenditures for 2008/2009 are projected at \$127, 636 (first year of operation – August – March) including salaries and benefits
- All design, architectural, refurbishing and construction components is through local businesses estimated at \$73, 000
- Total revenues are expected to increase 60%, with revenues reaching over \$1 million by 2012
- Part-time employees will increase by two people by 2011
- Investment in downtown Sudbury recognizes the economic development opportunities, working towards urban and cultural renewal in this community

3. Northern Ontario School of Architecture

GSDC Investment (Motion Passed)

Motion passed on September 10, 2008

Whereas the *Northern Ontario School of Architecture* Committee has completed the feasibility study for a new school of architecture, which confirms, in detail, the need for a new school of architecture, at a local, regional, provincial, and national level and demonstrates the business case for the project,

And whereas, the proposed location for the project being Downtown Sudbury, will have significant impact on the continued revitalization of the downtown core,

And whereas, the capital cost for the project is estimated to be \$35 million and the economic impact of the capital project, plus the related planning and program effects as a result of spending the \$35 million is estimated at an additional \$40 million,

And whereas, by adding over 420 students, faculty and staff, NOSOA will increase local direct expenditure by over \$10 million annually,

And whereas, indirect spending and the multiplier effect will boost the annual regional income by approximately \$15 million additional dollars,

And whereas the project is moving forward into the Implementation Phase based on the positive feasibility study results,

And whereas this project will be undertaken by Laurentian University upon successful Senate approval in co-operation with the Northern Ontario School of Architecture,

Therefore be it resolved that the Board of Directors of the Greater Sudbury Development Corporation hereby supports the municipal capital funding request from the *Northern Ontario School of Architecture* Corporation subject to the following:

- Approval from Laurentian University Senate and Board of Governors
- Approval from the Province of Ontario, specifically the Ministry of Training Colleges and Universities
- Secured funding commitments in the amount of \$25 million from senior levels of government and private sector

And further, that the Board of Directors of the Greater Sudbury Development Corporation strongly recommend that City Council consider the \$10 million capital funding request for the project as part of the 2009 budget deliberation.

Project Description

A copy of the feasibility study and due diligence report was distributed to City Council.

Total Project Cost

Total Project Cost is estimated at \$35 million

Estimated Economic Impact

Estimated economic impact of the capital project, plus the related planning and program effects is estimated at an additional \$40 million. By adding over 420 students, faculty and staff, NOSOA will increase local direct expenditure by over \$10 million. Projected indirect spending and the multiplier effect will boost the annual regional income by approximately \$15 million additional dollars.

4. Science North IMAX

GSDC Investment (Motion Passed)

Motion passed on September 10, 2008

That the Greater Sudbury Development Corporation Board of Directors support Science North in the amount of \$150,000 for the conversion of the IMAX Theatre from 2D to 3D Format from the 2008 Economic Development Grant Fund conditional upon securing funding from senior levels of government and the private sector and,

That the My!Sudbury Logo be supported and used on all its communications.

Project Description

The Science North IMAX Theatre opened 14 years ago in Greater Sudbury, bringing an unparalleled visitor enhancement to the Science Centre and its recognized destination experience. Science North and its accompanying IMAX component has welcomed and provided science education of the greatest quality to millions of visitors since its opening

The proposal seeks funding support from the GSDC for the conversion of the current IMAX Theatre from 2D to an elevated 3D platform. The project will convert the theatre to its maximum high-definition capacity to meet the demands of the fully-integrated, out-of-home entertainment enterprise.

The theatre conversion is planned for January 2009 with a high profile re-opening in February 2009, as a showpiece kick-off of Science North's 25th Anniversary.

The theatre opening will be supported by a \$150, 000 marketing campaign with \$100, 000 in media donations which will focus on the 3D launch, the launch of the film festival and accompanying niche products like evening entertainment films in 3D.

After 15 years of operation the need for a new look is part of the campaign to enhance, encourage and offer an enhanced visitor experience to all who visit Greater Sudbury to enjoy Science North and IMAX Theatre.

Science North will turn 25 on June 19, 2009. For 24 years it has been a huge success, attracting visitors in numbers unprecedented in Northern Ontario. Over 7.7 million people have visited a Science North attraction since its opening.

Over the next several years Science North plans a major renewal of all its major visitor experiences to position itself for the future and maintain its success into its second quarter century. This request for funding is part of the renewal process and is specifically centered on the IMAX Theatre and its rebirth into the 3D platform.

Converting to the 3D format will allow Science North to bring Northerners and tourists a whole new library of stunning science and natural history experiences including:

- African Adventures 3D: Safari in the Okavango
- Dinosaurs Alive! 3D
- Dolphins and Whales 3D: Tribes of the Ocean
- Into the Deep
- Sea Monsters: A Prehistoric Adventure

Science North requests an investment of \$150, 000 in the conversion project, with the balance being raised through other governments, private fundraising and corporate sponsorship.

Total Cost of Project

Total project cost is estimated at \$1,827,460

Estimated Economic Impact

36 jobs to be created during construction and renovation (both full and part-time)

5. Science North Digital Dome Theatre

GSDC Investment (Motion Passed)

Motion passed on September 10, 2008

That the Greater Sudbury Development Corporation Board of Directors support Science North in the amount of \$75,000 for the conversion of the Virtual Voyages Ride Theatre to a new Digital Dome Theatre from the 2008 Economic Development Grant Fund conditional upon securing funding from senior levels of government and the private sector, and

That the My!Sudbury Logo be supported and used on all its communications.

Project Description

Science North is Northern Ontario's most popular family attraction; an architectural wonder, an amazing contribution to science and communication. Celebrating 25 years in 2009, Science North and IMAX Theatre are undertaking a major renewal project to catapult this scientific masterpiece into the next quarter century of operation.

This core attraction has attracted and distributed science to over 7.7 million people, making it Greater Sudbury's and Northern Ontario's premier tourism product. This transformation has spiraled into every known area of collaboration; education, entertainment, product and economic development, skills transfer and fun.

This proposal seeks an investment by the GSDC in the conversion of the Science North Virtual Voyages ride theatre to a new Digital Dome Theatre attraction. The project will give a completely new face to this area of the science centre and will be presented with its own distinct brand and launch.

- The theatre conversion is planned for winter-spring 2009 with a high profile opening in spring 2009 as one of the showpieces of Science North's 25th anniversary year
- The digital dome theatre opening will be backed by a \$50, 000 marketing campaign supported with \$50, 000 in media donations which will focus on the launch of this attraction
- Science North will be seeking a corporate naming sponsor for the digital planetarium attraction

With the renovation of this third ticketed attraction Science North will have the opportunity to engage visitors to some of these experiences:

- Wonders of the Universe
- New Horizons
- Journeys to Infinity
- The Future is Wild
- Force 5

Live and tertiary programming will complement the content offerings making use of science expertise and new technology to enhance shoulder season travel. All components of this project will allow Science North the ability to explore current and emerging science with presentation methods that are captivating and compelling.

Total Cost of Project

Total project cost is estimated at \$791,420

Estimated Economic Impact

- Estimated \$791,420 in direct spending
- Indirect, induced impact of \$2.5 million
- Value benefit added to the local economy of \$1 million
- Total impact of Dome Theatre project is estimated at \$3.6 million, creating a total of nearly 13 person years of employment
- New tourism opportunities attracting repeat audiences and new visitors, increasing overnight stays contributing to local economy

In a report prepared by Urban Metrics in 2005 it was estimated that two and three-day visits to Science North contributed \$12.1 million in direct spending from 72, 590 overnight visits to Northern Ontario.

REPAYABLE CONTRIBUTIONS

GSDC Investment (Motion Passed)

Motion passed on December 7, 2007

Whereas, Northern Lights Festival Boreal is planning for its 36th annual festival in 2008, and is in need of short term financing now, to secure a major headlining act, and begin advance ticket sales, and

Whereas Northern Lights Festival Boreal's operating revenues for 2008 will be received periodically throughout the first six months of 2008, and

Whereas Northern Lights Festival Boreal has requested a loan of \$25,000 from the Greater Sudbury Development Corporation (GSDC),

Therefore, be it resolved that the GSDC grant a loan to Northern Lights Festival Boreal, in the amount of \$25,000, at no interest, for the period beginning December 5, 2007, and ending on or before June 5, 2008, at which time the loan will be repayable in full.

REPAYMENT – This loan was repaid in full on June 5, 2008.

GSDC Investment (Motion Passed)

Motion passed on May 14, 2008

Whereas Le Salon du Livre du Grand Sudbury Inc. has received funding approval from FedNor for the 2008 edition, in the amount of \$75,000, and

Whereas there is an immediate need for funds while the grant is processed by FedNor,

Therefore, be it resolved that the GSDC enter into a loan agreement with Le salon du Livre du Grand Sudbury, and authorize the General Manager to advance up to \$75,000 in funding to Le Salon du Livre du Grand Sudbury Inc., and

That the \$75,000 be allocated from the 2008 Economic Development Project Fund until remitted by Le Salon du Livre du Grand Sudbury.

REPAYMENT – Loan repayment is expected by December 31, 2008

REGIONAL BUSINESS CENTRE

In the third quarter, staff consulted with close to 100 clients which is a significant increase over the same quarter last year (110% increase over 2007 Q3 consultations). The number of tracked start-ups has increased more than 30% this quarter when compared to the same time in 2007 (20 in 2008).

In addition, staff handled 2400 general business inquiries and conducted 66 community outreach visits. In the third quarter, staff has tracked 20 start-ups, 2 expansions, and 25 jobs created.

ECONOMIC STRATEGIC PLAN PROGRESS UPDATE

Economic Engine #1 The Best Mining and Supply Services in the World

Hosted a senior representative from “Grupo Mexico” and arranged for meetings with potential suppliers and service companies in order to accommodate a buying trip.

The City hosted a group of international mining journalists on September 16th and 17th. Staff arranged tours and meetings in order to provide them with content and introductions for upcoming feature articles on the Sudbury Basin.

The cities of Greater Sudbury, Timmins, North Bay and the Ministry of Northern Development & Mines shared a booth presence at the MINExpo trade show that was held September 22nd to 24th. This trade show, held every four years attracts over 35,000 delegates and 1300 exhibitors from the mining industry.

Greater Sudbury has been identified as a potential location for diamond cutting and polishing operations by prospective companies seeking to submit a bid to the Province of Ontario. The City has served as host to four companies seeking to identify a location in their proposal development process.

Economic Engine #2 A City for the Creative, Curious and Adventuresome

Festivals and Events

Participation and support was provided to a number of festivals and events during this period including:

- Picture our Lakes Photo Contest
- Canada Day
- Italian Festival
- Northern Lights Festival Boreal
- Dragonboat Festival
- Sudbury Pride Week
- Gem and Mineral Show
- Doors Open Greater Sudbury
- Sudbury Secondary School 100 Year Reunion
- Live @ the Amp – Youth Concert Series
- Summerfest

Market Square

The Farmers' Market has experienced a significant transformation this season with a new image, flags, banner and interior furniture. Market vendors have suggested to staff that this has been their most successful season at Market Square. This past season, there has been five vendors whose business have grown enough that they are now considering or already have all located to year round locations. A presentation to the Priorities Committee of Council on the progress of Market Square is being scheduled for October 22nd.

Economic Engine # 3 One of Ontario's Top 4 Destinations

TOURISM PERFORMANCE AND OUTLOOK

Overall tourism numbers across the province have declined the past summer due to high gas prices, inclement weather and the continued softening of US travelers to Canada. Sudbury Tourism package sales this summer were down slightly compared to 2007 despite seeing small increases in July and August this year (see full package details below).

The hotel sector in Sudbury continues to be strong. The following has been provided by the Ontario Ministry of Tourism for Sudbury:

May 2008 YTD			May 2007 YTD		
Occupancy	Average Daily Rate	RevPar	Occupancy	Average Daily Rate	RevPar
67.9%	\$104.49	\$70.94	67.2%	\$97.28	\$65.33

The hotel occupancy for all of Ontario was 66.0% May YTD. Preliminary results for Sudbury hotel occupancy in June and July 2008, for which we have available statistics, continue to show an increase over last year.

Sudburytourism.ca experienced an increase in web-based visitor guide requests in July at 223 (2008) vs. 199 (2007) and unique web visits for the same month at 6840 (2008) vs. 4485 (2007).

ONTARIO TOURISM COMPETITIVENESS STUDY

On September 19th, 2008 MPP Greg Sorbara visited Sudbury to lead a consultation session with tourism leaders from Northeastern Ontario. The purpose of the visit was to seek solutions to declining tourism numbers in Ontario. A number of Sudbury Tourism partners attended and submitted their ideas to Mr. Sorbara in written and presentation form. Sudbury Tourism solicited feedback from members which resulted in a 6 page written submission to the study on behalf of the partnership.

LONG-TERM TOURISM STRATEGY DEVELOPMENT

On July 30th, Sudbury Tourism delivered presentation to the GSDC Board on the recently completed Sudbury Tourism long-term strategy, Destination Sudbury 2015 (DS2015). Following an extensive period of consultation with Sudbury Tourism partners, the full strategy has now be completed and drafted into a 22 page document. DS2015 includes 13 key objectives covering the two primary goals of Organizational Development and Strategic Marketing.

SUDBURY TOURISM PACKAGING AND MARKETING

In anticipation of a soft tourism market for summer 2008, Sudbury Tourism embarked on an aggressive and highly coordinated marketing campaign to target our 'best bet' leisure markets regionally as well as in South and Central Ontario. The campaign was closely coordinated with the marketing efforts of Science North and Ontario's North to ensure maximum impact. The campaign included radio and TV spots, contests, emails, localized newspaper advertisements and a strong web presence. One of the highlights of the campaign was to communicate how close Sudbury is (and hence a savings on gas) through the slogan "Leave After Breakfast and Join Us For Lunch!".

Sudbury Summer Family Packages sales, including two nights stay, Dynamic Duo passports and incentives to local restaurants, totaled 511 packages. This is a very slight decrease versus 2007 but remains an increase over 2006. Of note, package sales for 2008 were down specifically in June but actually increased in July and August over last year.

MEETINGS, CONVENTIONS AND SPORTS TOURISM

Sports Tourism

Greater Sudbury has been notified of winning bids for the Ontario Summer Games in August 2010 and the Francophone Games in August 2011. In addition, the City of Greater Sudbury and Sportlink are hosting four events as a partner with Muskoka for the 2010 Ontario Winter Games.

Staff is working to bring back the Little NHL tournament for March break in 2010 and for the 40th Anniversary event in 2011. A golf tournament for the little NHL Executive was held in Sudbury September 16th to assist in promoting a return of the event to Sudbury. This included some great prizes submitted by Sudbury Tourism partners.

Sudbury Tourism attended the Incentive Works Tradeshow in Toronto, August 19 and 20th. Staff met with more than one hundred meetings planners and concluded with over 20 solid leads for meetings and conventions business coming to Sudbury over the next couple of years.

Greater Sudbury was host to over 30 large festivals and events from July through September

OTHER TOURISM, CULTURE & MARKETING NEWS

Decorative Municipal Signage

Sudbury Tourism completed the Greater Sudbury Welcome sign project that included site selection, securing MTO permits and working with a sign company to build and install five 'corridor' welcome signs. The signs were erected in September at each of the highway entrances into Greater Sudbury as well as at the Greater Sudbury Airport; on Hwy 17 East near Stinson Hydro Road; on Hwy 17 West adjacent to Wabagishik Road; on Hwy 144 near Windy Lake; and on Regent St, near Access Road. The latter is temporary until completion of the MTO road widening on Highway 69 South. The company selected, and sole bidder, was Owl-lite, based out of Etobicoke. Each sign is illuminated by solar-powered LED lights. On Thursday, September 11, a media event was held on site at the Greater Sudbury Airport where Mayor John Rodriguez, unveiled the first of these signs. The Mayor was assisted by Councillors Landry-Altmann and Sudbury Tourism Partnership Co-Chairs, Chloe Gordon of Science North and Mike Skuce of the Howard Johnson Plaza Hotel.

"Education" Billboards

As part of the overall Council-approved Community Signage Program, the former City of Sudbury's billboards, which recognized Sudbury as an Education Capital, are in the process of being replaced with large road-side trailblazers. These trailblazers will introduce the existing smaller trailblazers which map out the routes to each of the post-secondary institutions, namely Collège Boréal, Cambrian College and Laurentian University.

Economic Engine #4 A Leader in Health Research and Innovation

Health Research and Innovation

The pharmacology network and the genetics institute continue to move forward with developing a governance and implementation model. The project for Automated Artificial Breeding Pools for the future control of West Nile continues its development and commercialization process.

Economic Engine #5 A Model for Eco-Industry and Renewable Energy

Eco-Industrial Synergy Tool

The GSDC has signed a Memorandum of Understanding with Cambrian College's Sustainable Energy Centre (SEC) for the administration of the Community Synergy Tool. Under this agreement, the S.E.C. and the City will cooperate in the identification of green business and procurement opportunities and development of best practices in sustainable business management and industrial eco-synergies. It will also assist the City in promoting sustainable commercial and industrial development through more efficient land use, cost-saving eco-friendly infrastructure, high performance green building processes and co-ordinated green technology adoption.

Green Mines, Green Energy Initiative

A project team comprised of the University, two senior mining companies (Vale INCO and Xstrata), Natural Resources Canada and the City, recently completed a pilot whereby "energy" crops (canola and corn) were successfully grown on reclaimed lands at the Vale INCO tailings. This initiative provides the opportunity to combine the remediation of former mining lands with a value-added agricultural opportunity creating a "win-win" for the mining industry and the community. Plans are to expand this program in the future with a view to growing commercial crops for the expanding renewable fuels industry.

PHYSICIAN RECRUITMENT

Greater Sudbury Ambassador Program

Three "Greater Sudbury Ambassador's" have been selected to promote practice opportunities that exist in Greater Sudbury to their classmates and will help us to coordinate a Greater Sudbury Day event at their school. The ambassadors are from the University of Ottawa, Queen's University and the University of Toronto.

City of Greater Sudbury NOSM Student Bursary

The application deadline for the City of Greater Sudbury NOSM Student Bursary is Sept 30th. Several completed applications from upper year NOSM students have been received. Successful applicants are required to agree to a two year return of service in Greater Sudbury once their training is complete.

PAIRO Health Professionals Recruitment Tour (Sept 21st – 25th)

The Health Professional Recruitment Tour is an annual job fair that provides an opportunity for residents, medical students, and other health professionals to meet with community representatives from underserved areas across Ontario. The City of Greater Sudbury had a booth presence at each of the five cities included in the tour. These cities include Ottawa, Kingston, Hamilton, London and Toronto.

OTHER NEWS

Economic Development Association of Canada Marketing Awards

The Greater Sudbury Development Corporation was the recipient of three awards at the 2008 Marketing Canada Awards held in Fredericton, New Brunswick. Hosted by the Economic Developers Association of Canada (EDAC), this annual competition honours the efforts made by organizations to market Canadian provinces, territories, regions, cities, towns and areas.

The GSDC received top honours in three categories: the “Promotional Items / Displays” category, the “Best of Budget Level” for cities with annual economic development budgets greater than \$600,000 and the “Best of Show” award. All three awards were presented for the tradeshow booth “A City Reborn,” which was designed by TTC advertising. The 2008 Marketing Canada Awards attracted approximately 500 submissions from metropolitan cities of every size across Canada.

The Best of Show award is the single submission of the 500 that is deemed the best in the country from all categories.

The Economic Developers Association of Canada (EDAC) is Canada's national organization of economic developers, pursuing excellence in the field since 1968. The Association's mission is to enhance the professional competence of economic development officers and ensure placement of qualified people in the field of economic development; to advance economic development as a distinct, recognized, and self-governing profession; and to contribute to Canada's economic well-being.