



**BIG CHANGE  
BIG IMPACT**



**GRAND  
CHANGEMENT  
IMPACT  
IMPORTANT**

# A strong partnership between the City of Greater Sudbury/GSDC and Science North



Changing the landscape



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# TOURISM IMPACT

Source: TCI Management Consultants Study 2015

## 2014/15 Results:

**381,000 admission tickets**

**100,000 tourists**

## Economic Impact:

**\$41.5 million locally**

**\$45.6 million province-wide**

## Jobs:

**313 local**

**337 province-wide**

*Over 10 million  
tickets sold to date!  
(2015)*



New Sudbury  
centre

n delights.



Greater Grand  
Sudbury

CION  
CULTURAL  
INDUSTRIES  
ONTARIO NORTH  
INDUSTRIES  
CULTURELLES  
ONTARIO NORD

Greater Sudbury  
Chamber of  
Commerce  
Chambre de  
commerce  
du Grand Sudbury  
sudburychamber.ca

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NORD

# OPERATIONS IMPACT

*Source: TCI Management Consultants Study 2015*

**\$14.7 million operating budget**

## **Economic Impact:**

**\$17.4 million locally**

**\$37 million province-wide**

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## **Jobs:**

**95 full time; 155 part time**

**329 province-wide**



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# CAPITAL IMPACT

Source: TCI Management Consultants Study 2015

**\$152 million in capital investments (2014 dollars)**  
**\$5.1 million in capital investments annually**

## Economic Impact:

**\$142.9 million locally**

**\$157 million province-wide**

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## Jobs:

**657 local**

**732 province-wide**



Canadian  
Heritage

Patrimoine  
canadien



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# INTERNATIONAL SALES IMPACT

*Source: TCI Management Consultants Study 2015*

**\$54.2 million in sales (2014 dollars)**  
**\$2.4 million in sales annually**

## **Economic Impact:**

**\$126.4 million locally**

**\$130.5 million province-wide**

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## **Jobs:**

**1,129 local**

**1,155 province-wide**



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## 2018-2023 Strategic Plan



The LEADER  
in SCIENCE  
Engagement



Science North  
IN ALL of  
NORTHERN  
ONTARIO



Ultimate  
CUSTOMER  
Journey



Awesome  
Organizational  
CULTURE



Financial  
RESILIENCE  
and GROWTH



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**\$16 million**  
Province of Ontario



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# NEW VISITOR EXPERIENCES

New Object Theatres

Go Deeper: Modern Mining at Dynamic Earth

A Signature IMAX® Film

The THINK Project: Major Renewal of Level 4

An Iconic New Vale Cavern Show

Impressive Surroundings

Increasing Engagement with Indigenous Audiences in First Nation Communities



# BIG CHANGE, BIG IMPACT... BY THE NUMBERS

**860,000**

visits to Science North will  
inspire people to embrace  
and celebrate innovation in  
Greater Sudbury

**80**

students will graduate with a Master's of Science  
Communication at Laurentian University



**300,000**

Canadians and millions of people  
worldwide will be inspired by  
Sudbury's regreening story in the  
*Reasons for Hope* IMAX® film



**360,000**

visits to Dynamic Earth will  
inform and educate people  
about Sudbury's modern  
mining industry



**240,000**

student visits to  
Science North attractions  
will spark curiosity

More than  
**half a  
billion dollars**

will be injected into the  
economy



**3,000**

educators will be inspired by  
teacher workshops



# MEETING STRATEGIC PRIORITIES FOR THE CITY OF GREATER SUDBURY

Making Greater Sudbury one of Ontario's top destinations

Growing a skilled and creative workforce for Greater Sudbury's economic prosperity

Elevating the quality of place and lifestyle for Sudburians



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## Renewed Object Theatres



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*Go Deeper:*  
Modern Mining at  
Dynamic Earth



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A Signature  
IMAX® Film



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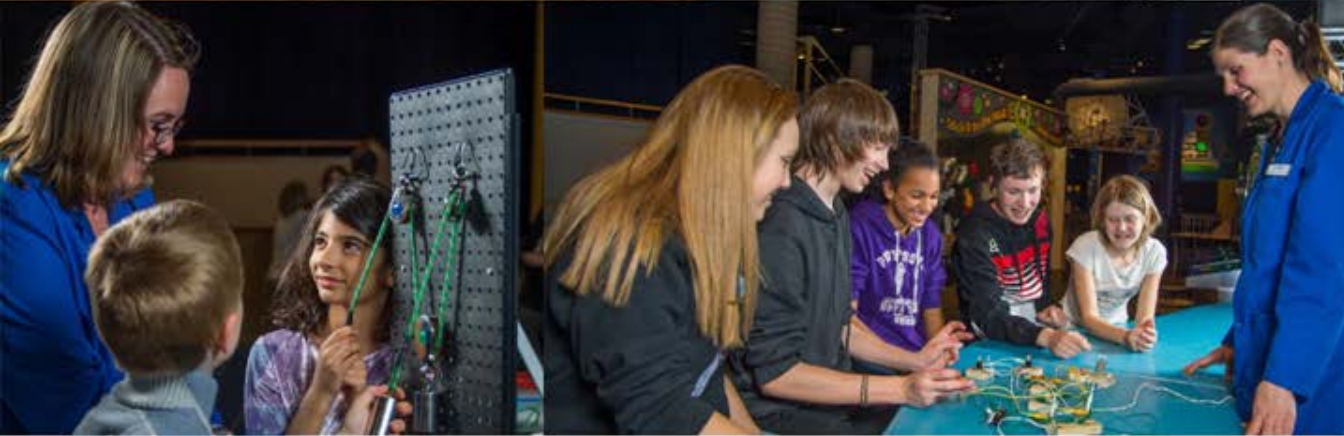
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## The THINK Project: Major Renewal of Level 4



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## An Iconic New Vale Cavern Show



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Impressive  
Surroundings



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Increasing  
Engagement with  
Indigenous Audiences  
in First Nation  
Communities

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<b>Project (millions of dollars)</b>	<b>Total Cost</b>	<b>Funding Committed: Government of Ontario</b>
<b>New Object Theatres</b>	\$2.5	\$2.0
<b><i>Go Deeper: Modern Mining</i> at Dynamic Earth</b>	\$5.0	\$2.0
<b>A Signature IMAX® Film</b>	\$4.0	\$2.0
<b>The THINK Project: Major Renewal of Level 4</b>	\$3.5	\$1.5
<b>An Iconic New Vale Cavern Show</b>	\$3.5	\$2.0
<b>Impressive Surroundings</b>	\$6.0	\$4.5
<b>Increasing Engagement with Indigenous Audiences in First Nation Communities</b>	\$2.5	\$2.0
<b>Totals</b>	<b>\$27.0</b>	<b>\$16.0</b>



Funding committed	
Government of Ontario	\$16 million
Other	\$2.7 million
<b>TOTAL</b>	<b>\$18.7 million</b>

Funding to be secured	
<b>City of Greater Sudbury/GSDC</b>	<b>\$1.5 million</b>
NOHFC	\$1.5 million
Federal Government	\$3.3 million
Private Fundraising	\$2 million
<b>TOTAL</b>	<b>\$27.0 million</b>





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