

Presented To:	City Council
Presented:	Tuesday, May 05, 2020
Report Date	Monday, Apr 20, 2020
Type:	Managers' Reports

Request for Decision

GSDC Funding for Science North Climate Action Object Theatre

Resolution

WHEREAS the agreed-upon terms of partnership between the City of Greater Sudbury Community Development Corporation (CGSCDC) and City Council state that all funding commitments in excess of \$250,000 are to be jointly approved;

AND WHEREAS City Council provided conditional approval for funding support of Science North's Big Change, Big Impact initiative in August 2018 with a contribution of \$750,000 to match equal funding from the CGSCDC for the project, subject to municipal budget deliberations and approval of a business case in a future budget year;

AND WHEREAS Science North has presented an opportunity to advance the Climate Action Show object theatre project specifically in 2020 as a key component of the Big Change, Big Impact initiative;

THEREFORE BE IT RESOLVED that upon recommendation by the City of Greater Sudbury Community Development Corporation, the City of Greater Sudbury hereby authorizes an investment of \$250,000 from the City's grant to the CGSCDC to support the Science North Climate Action Show object theatre project, under the terms and conditions outlined in CGSCDC Board Resolution 2020-012, dated April 8, 2020, as outlined in the report entitled "GSDC Funding for Science North Climate Action Object Theatre", from the Director of Economic Development, presented at the City Council meeting on May 5, 2020.

Signed By

Report Prepared By

Dana Jennings
Acting Manager of Tourism & Culture
Digitally Signed Apr 20, 20

Division Review

Meredith Armstrong
Acting Director of Economic
Development
Digitally Signed Apr 20, 20

Financial Implications

Apryl Lukezic
Co-ordinator of Budgets
Digitally Signed Apr 20, 20

Recommended by the C.A.O.

Ed Archer
Chief Administrative Officer
Digitally Signed Apr 22, 20

Relationship to the Strategic Plan / Health Impact Assessment

This project realizes a positive economic impact, job creation and supports international recognition for Science North's object theatre development and sales, as well as Greater Sudbury's declaration of the climate change emergency.

This project also advances Council's goals related to Business Attraction, Development and Retention as outlined in Council's recently adopted 2019-2027 Strategic Plan.

Report Summary

In 2018, City Council and the City of Greater Sudbury Community Development Corporation (CGSCDC, operating as GSDC) board approved conditional support for Science North's Big Change, Big Impact project with a combined contribution of \$1.5 million. The total initiative that Science North proposed was for eight projects totaling \$27 million, with \$16 million to come from the province, and an additional \$2.7 million to be secured from other sources. The municipality's contribution of \$750,000 to the overall project was subject to consideration as part of municipal budget deliberations and conditional upon confirmation of other funding sources.

The 2018 approvals of the GSDC and City Council included approval for two new object theatre projects as part of the overall project. The Climate Action Show object theatre is being advanced now due to several factors, which includes leveraging two international sale opportunities that contribute \$200,000 toward the project, as well as helping to leverage an additional \$227,000 from private sources.

The Climate Action Show presents a timely prospect for Greater Sudbury to support the project as part of Council's declaration of a climate emergency.

Financial Implications

If approved, the \$250,000 will be advanced exclusively from CGSCDC funding, subject to the conditions identified in CGSCDC Board Resolution 2020-012 and the terms outlined in the funding agreement between the recipient and the CGSCDC. No further City contribution is required for this project. The City's potential matching contribution of \$750,000 is subject to presentation of a business case in a future budget year for budget deliberations and approval.

Request for Council Approval for CGSCDC Funding

Science North Climate Action Show Object Theatre

SUMMARY

On July 11, 2018, the City of Greater Sudbury Community Economic Development Corporation (CGSCDC, operating as the Greater Sudbury Development Corporation, or GSDC) approved conditional support of \$750,000 to Science North's Big Change, Big Impact project. The total initiative that Science North proposed was for eight projects totaling \$27 million, of which 4 projects were specially cited for City/GSDC investment by Science North.

In August 2018, City Council also approved a matching contribution of \$750,000 to the overall project, subject to consideration as part of municipal budget deliberations and conditional upon confirmation of other funding sources (CC2018-212). The \$1.5 million in combined City and GSDC funding comprised 6% of the total project or 3% each.

In August 2019, City Council endorsed the GSDC to release the first investment to the Big Change, Big Impact initiative, by contributing \$500,000 toward the IMAX film project. As per the conclusion of the report, the recommendation was that "Science North will need to approach the GSDC and the City separately for the remaining Big Change, Big Impact projects as funding and capacity become available to advance each initiative."

At the GSDC Board meeting of April 8, 2020, the Board reviewed and approved a request to support the new Climate Action Show object theatre. The following report is to provide Council with details of the request to help inform a decision to endorse the investment.

BACKGROUND

Science North presented to the GSDC and City Council in 2018 requesting support of \$1.5 million toward the \$27 million Big Change, Big Impact project. Each of the eight projects proposed in Science North's new strategic plan are all unique and independent projects that together help realize the transformative impact that the City and GSDC committed to investing in.

The four projects earmarked for the City and GSDC Support are as follows:

- A new signature IMAX 3D film in partnership with Dr. Jane Goodall- *Approved for \$500,000 from the GSDC and endorsed by Council in August 2019. The project is in planning stages now and looking to film in 2020/2021, with a launch anticipated in 2022.*
- Two (2) new Object Theatre multimedia experiences, one featuring climate change and the second featuring dark matter- *Both projects are requests of \$250,000 each from the City/GSDC. The current request is addressing the climate action show only.*
- The Go Deeper underground experience at Dynamic Earth- *Which is a request of \$500,000 from the City.*

CURRENT SITUATION:

Of the four projects earmarked for support from the City and GSDC, the project currently progressing is to support one of two new object theatres. Science North is seeking an investment of \$250,000 from

the GSDC for the development of the Climate Action Show object theatre in 2020. The support of the GSDC will also help confirm \$200,000 in investment from two international clients (Singapore and Hong Kong), along with \$227,000 from other private sources.

As is the goal of Science North's Big Change, Big Impact strategy, the Climate Action Show object theatre increases tourist offerings in Greater Sudbury, supporting the City's efforts to be a destination of choice in Northern Ontario. Along with other attractions and events in the community, this investment will bring new and repeat visitors to the community.

The Climate Action Show object theatre will support the City of Greater Sudbury's commitment to Climate Change Adaptation and Mitigation by providing a valuable learning opportunity for Sudbury residents to engage in the science of climate change, learn about mitigation strategies and pledge to personal action against climate change in their community.

Science North, as always, is committed to including the local context in storytelling, and this production will be no different. Because of its location in Northern Ontario and within boreal forest, Greater Sudbury is one of the front lines in the battle to mitigate and adapt to climate change. Our Northern communities will feel the effects of climate change before many others around the globe, and part of the call to action will be to cherish, celebrate, and preserve the natural beauty of our lands.

Through a series of vignettes on how people and groups are working toward real-world solutions, the experience will explore how industry and individuals can take to develop innovative solutions and concrete action. The Climate Action Show object theatre will serve as a long-lasting education tool on climate change mitigation and adaptation, engaging Sudbury residents and supporting the City in its approach to Climate Change Adaptation & Mitigation for years to come.

As was done with the IMAX Film project, the investment is proposed to be covered by the funds originally reserved within the CED envelopes as per the 2018 approvals/motions.

Finally, it is worth noting that at this time, Science North, like many organizations, are up against significant challenges due to the impact of COVID 19 on their operations. As all organizations, which have been forced to close, the challenge comes with managing how to financially sustain this period while doing what is possible to keep people employed. This approval may act as a means of the City showing its support to Science Centre, and gives them the confidence to continue the development of the show now.

CONCLUSION

In support of the continued success and the positive impact on the community that Science North provides, it is recommended that City Council authorizes the investment of \$250,000 in from the City's grant to the GSDC to support the Science North Climate Action object theatre.

As mentioned, this funding fulfills the GSDC's commitment to the Big Change Big Impact project (\$500,000 committed to the IMAX film project and \$250,000 to the Climate Action object theatre). As outlined in the August 2019 Council Report endorsing the GSDC's investment in the IMAX project, Science North will bring forward future requests to City Council as part of its annual budget process. Economic Development Staff, will provide support and guidance as the final two projects progress.

Previous Council Reports:

1. Science North Renewal and Expansion – Request for City Support – July 10, 2018:

<http://agendasonline.greatersudbury.ca/index.cfm?pg=agenda&action=navigator&id=1244&itemid=15451&lang=en>

2. GSDC Funding for Science North Big Change, Big Impact Project – August 14, 2018:

<http://agendasonline.greatersudbury.ca/index.cfm?pg=agenda&action=navigator&id=1245&itemid=15529&lang=en>

3. GSDC Funding for Science North IMAX Film Project – Aug 13, 2019:

<https://agendasonline.greatersudbury.ca/index.cfm?pg=agenda&action=navigator&id=1327&itemid=17374&lang=en>



CITY OF GREATER SUDBURY COMMUNITY DEVELOPMENT CORPORATION
GSDC Regular Meeting of April 8, 2020
Motion 2020 - 012

Moved by: Bill Leduc

Seconded by: Mark Signoretti

WHEREAS Science North is a significant contributor to the growth of Greater Sudbury and the primary economic driver for tourism; and

WHEREAS the renewal and expansion plans for both Science North and Dynamic Earth are required to achieve the goals of their recently launched five year strategic plan; and

WHEREAS the Greater Sudbury Development Corporation Board provided approval for funding in support of Science North's *Big Change, Big Impact* initiative in June 2018 through Motion 2018-045 with a contribution of \$750,000 from the Community Economic Development Investment Fund; and

WHEREAS Science North has outlined a singular opportunity to advance the Climate Action Object Theatre project specifically in 2020 as a key component of the *Big Change, Big Impact* initiative;

THEREFORE BE IT RESOLVED that the City of Greater Sudbury Community Development Corporation support the Science North Climate Action Object Theatre project with a contribution of \$250,000 (\$125,000 in 2021 and \$125,000 in 2022); and

THAT the City of Greater Sudbury and the CGSCDC be recognized as funders and supporters of the Climate Action show, that their support is acknowledged and logo(s) are included in all associated communications, on promotional materials, and acknowledged on Science North's corporate website.

A. Lacroix

Chair of the Meeting