

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>