

GREATER SUDBURY SYNERGY CENTRE PROJECT UPDATE

Special City Council Meeting
Wednesday, June 28, 2017



“By the year 2025, Greater Sudbury has come a long way, exceeding even our own expectations.... **We are proud of our dynamic and vibrant downtown...**People flock to the “**Heart District**”- drawn by the wide array of retail, entertainment and housing developments that have taken place over the past ten years.”

From the Ground Up, A Community Economic Development Plan for Greater Sudbury 2015-2025, October 1, 2015



WHERE WE'VE BEEN...



Convention centre, proposed for city

By DON MacDONALD
Star Staff Writer

The chairman of the regional planning committee threatened Wednesday to take the Region to the Ontario Municipal Board if he can't get the city's new secondary plan.

Gilles Pelland said he wants to get legal clarification on some proposals in the secondary plan which involve cost-sharing arrangements between the city and the Region.

He made the comments following regional planning committee approval of the document.

Among other things, the secondary plan calls for the construction of the Montrose extension in New Sudbury and a convention centre in the city — big ticket items which would need city and regional dollars to fund.

All that makes Pelland, the mayor of Rayside-Balfour, nervous. "It could be very costly to the outside municipalities of the Region," he said.

Pelland said he wanted time to study the secondary plan and seek a legal opinion on what the cost sharing

Sudbury leads North in convention business

According to figures from the Canadian Association of Convention Bureaus, Sudbury is still Northern Ontario's top convention spot. The association projects over 33,000 convention delegates

will spend over \$10 million in Sudbury this year. Thunder Bay, in second place, is expected to attract about 27,000 delegates and \$10 million, while Sault Marie is expected to attract 16,000 delegates and just over \$5 million.

blamed on reduced convention bureau funding from the City of Sault Ste. Marie.

2010+
Multi-Purpose Space/
Synergy Centre

2008
PAC/MURC

2003
All Nations Church

2000
Rainbow Centre

1982
Convention Centre

1974
Convention Centre

THE SUDBURY STAR, FRIDAY, JANUARY 23, 1976

By ANN PARKER
Star Staff Writer

Sudbury would benefit in many direct and indirect ways from the building of the multi-purpose complex in Civic Square up to 1,000 delegates to convene.

Delella Dozzi, executive director of the Citizens Advisory Committee on the Civic Square and a regional councillor, estimated that the city spends \$78 a day. The convention centre would be the largest and most expensive portion of the complex. Mr. Dozzi continued. The theatre and multi-cultural centre will probably never be self-supporting, but within five years of the completion of the complex, the convention centre should support

gional council, through the budget process, will decide what projects are funded.

Nevertheless, Pelland attempted to have the committee delay approval of the secondary plan for three weeks, but failed when he couldn't get enough support.

Some planning committee members were concerned a delay would jeopardize the city's chances of getting \$1 million for the French town concept in the Flour Mill and facade improvement in the downtown area.

The provincial government wants the secondary plan in place before it considers granting the money.

Pelland said he'll try to review the plan before next week's regional council meeting, when council is scheduled to deal with the matter.

But he said if council gives its okay.

Drill core libraries

Sudbury eyes

Study is formed on the experience in medium-size cities, a centre would provide meeting and facilities for groups of 1,000 people.

Hennessy, it would host trade shows, community events, ethnic food fairs, shows, and the like.

convention centre, of would be municipally and, most likely,

own.

thing it wouldn't be profit, cautions

sy. "Convention centre points out, "don't money. It will either be



STEERING COMMITTEE MEMBERS

Wendy Watson, Co-Chair

John Caruso, Co-Chair

Brian Koivu

Brian Tremblay

Carmen Simmons

Carol McAulay

Debbi Nicholson

Douglas Morrison

Guy Labine

Jean Leblanc

Michael Luciw

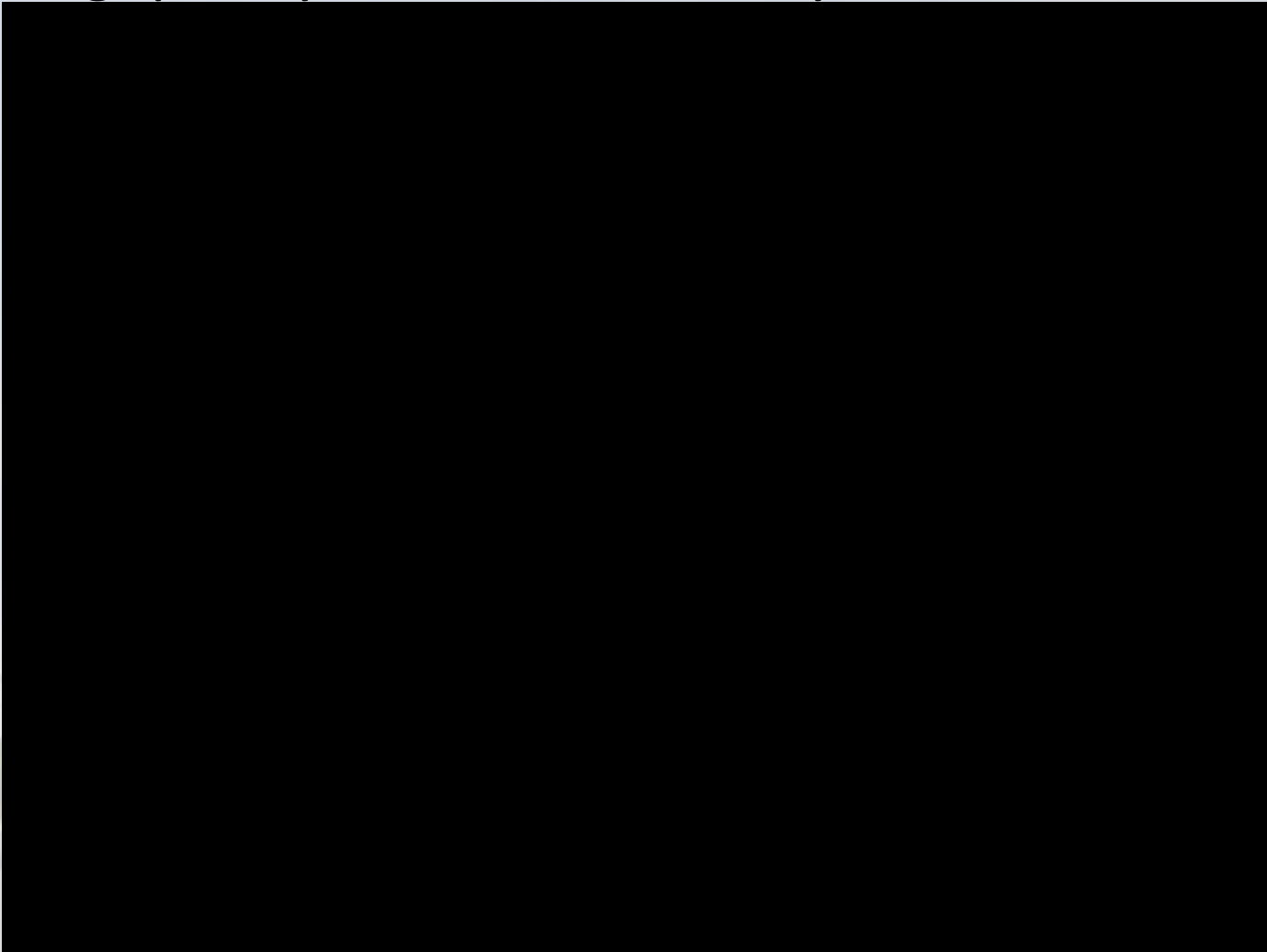
Scott Overton

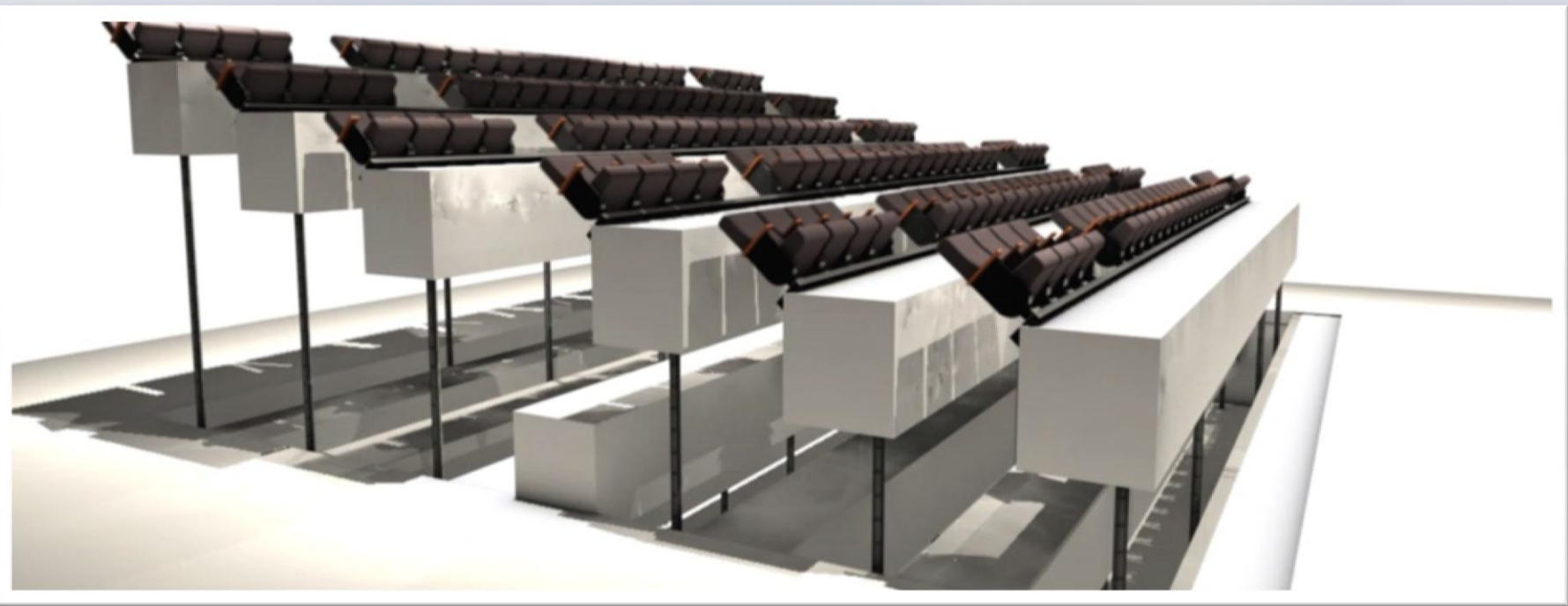
Viviane Lapointe



A TRULY MULTI-FUNCTIONAL SPACE ...

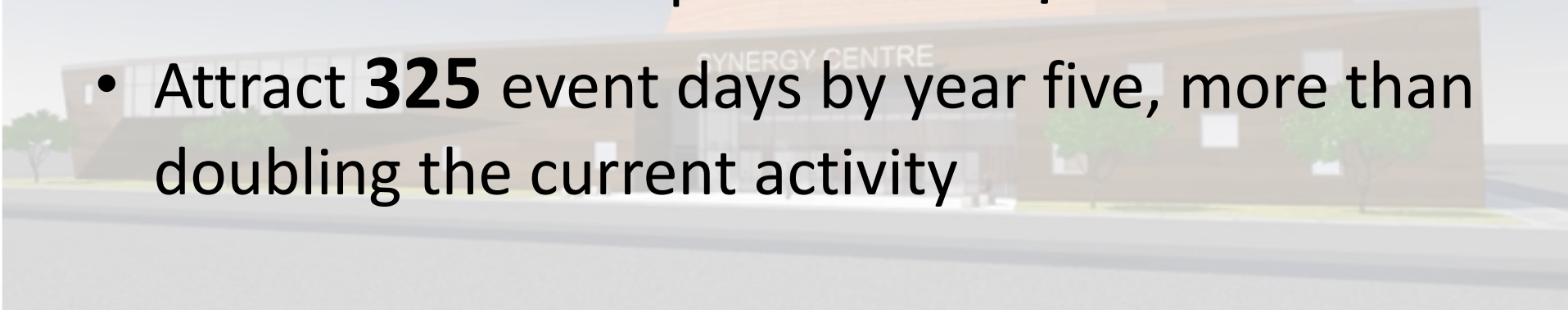
- From flat floor to high-quality raked auditorium seating quickly and automatically





SYNERGY CENTRE WILL ...

- Be a total of **60,500** sq ft
 - **13,000** sq ft clear span ballroom/auditorium
 - Banquet hosting capacity of **867**
 - Theatre capacity up to **950**
 - Additional **4** breakout rooms
- Cost estimate to open doors is **\$63** million
- Attract **325** event days by year five, more than doubling the current activity







Colonel **CHRIS HADFIELD**

*First Canadian Commander of
the International Space Station (2013)*

Friday, October 9th, 2015 at 7:00 p.m.
Laurentian University, Fraser Auditorium
Doors open at 6:15 p.m.

Admission is free. Seating is limited.

Tickets are required for entry and are available on a first-come, first-serve basis.

Tickets can be obtained online at:
laurentian.ca/lecture



Laurentian University
Université Laurentienne

GLENCORE



Photo courtesy of NASA







SYNERGY CENTRE



sudbury

canada's ville
resourceful ingénieuse
city du canada



STRATEGIC BUSINESS PLAN FOR GREATER SUDBURY SYNERGY CENTRE

City of Greater Sudbury, ON
CBRE File No. :16-APPRHOTELS-0099

Date: June 1, 2017

Prepared for:
Greater Sudbury Synergy Centre
Working Group

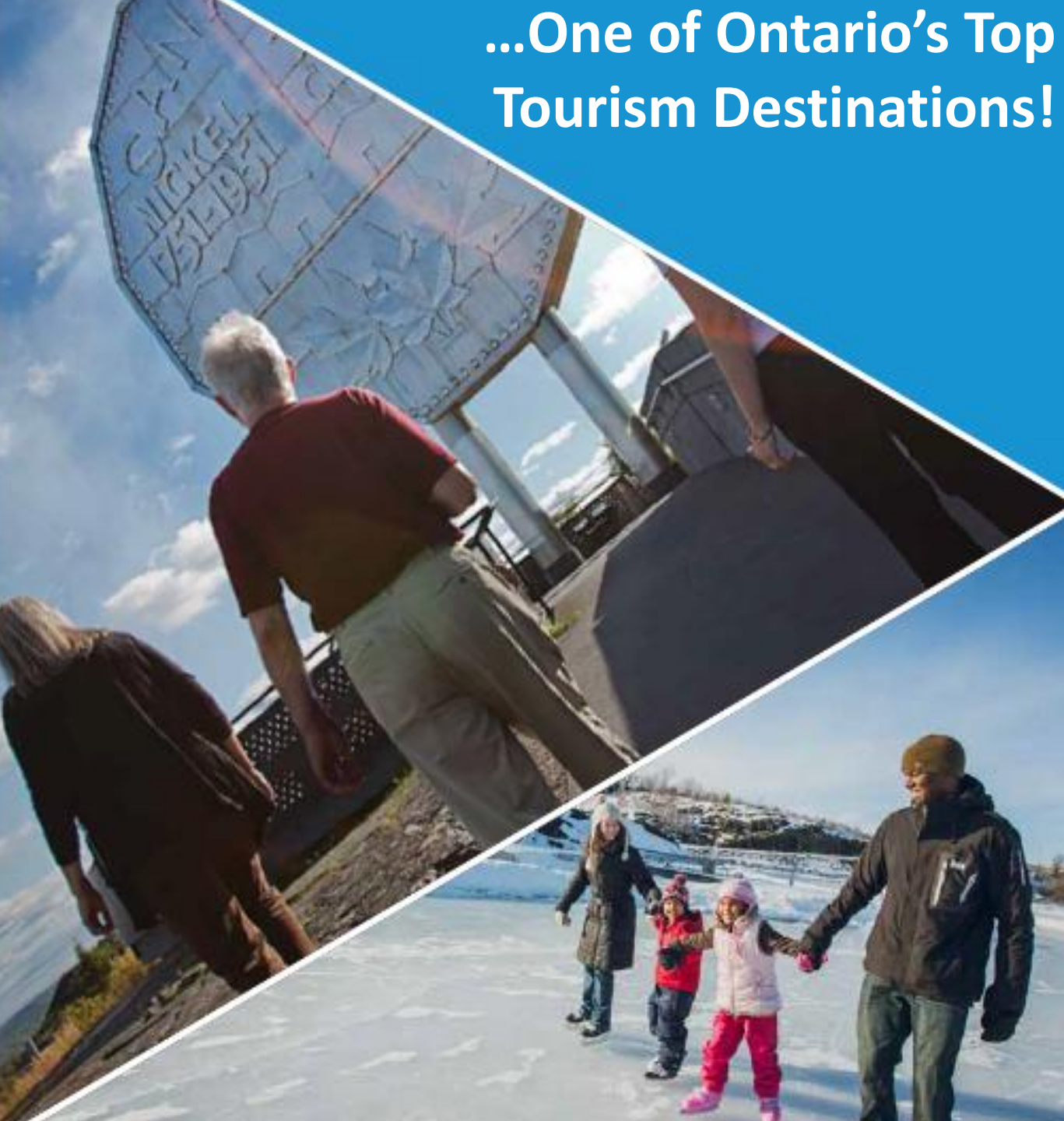


CBRE

SUPPORTING OUR STRATEGIC PLAN...



**...One of Ontario's Top
Tourism Destinations!**





**...A Nationally Recognized Centre
for Artistic Excellence,
Vibrancy and Creativity**





**...A Global Leader in the
Mining Supply and
Services Industry**



...A Leader in Health and Life
Sciences in Ontario



...One of the most integrated
education and innovation
ecosystems in Ontario



BY 2023, SYNERGY CENTRE WILL ...

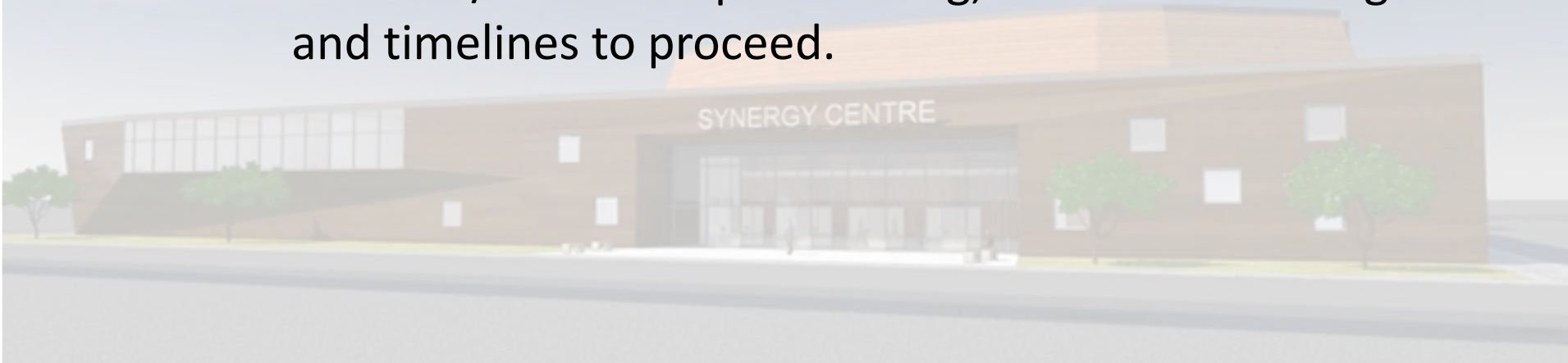
- Increase demand by meeting & convention business by more than **25%** of today's
 - Estimated 274 event days (+ 51 performance days for the total 325 event days)
- Contribute **\$6.3** million in spending from both operations and off-site visitor expenditure





COUNCIL REQUEST

- Approve conceptually and support next phase
 - Completion of Detailed Business Plan and Design
 - Site selection and recommendation
 - Consultation and evaluation of potential partnerships
 - Review governance options and best practices, to make a final recommendation
 - Evaluate/confirm capital costing, sources of funding and timelines to proceed.



Questions?

