

coming of age in the 21st century digging deeper



sudbury
canada's resourceful city
ville ingénieuse du canada

First Quarter 2015



ENTREPRENEURIAL SPIRIT: We will harness and support the entrepreneurial spirit needed for economic diversification

The Regional Business Centre:

REGIONAL BUSINESS CENTRE RÉGIONAL DES AFFAIRES



The Regional Business Centre registered 60 businesses in the first quarter of 2015. This represents four confirmed new business starts, three expansions and about 12 new jobs for Greater Sudbury. This is down from 75 registrations and 21 confirmed start ups in the same period in 2014.



Inquiries to the Regional Business Centre in the first quarter of 2015 increased over the same period last year with more than 1,000 walk-ins, phone calls and emails compared to 839 in the same period in 2014.

Source: *Regional Business Centre Summary Report*

The city's three post-secondary schools have collaborated to create the Sudbury Youth Entrepreneurship Hub. Funded by the Ontario Centre of Excellence's On Campus Entrepreneurship Activities grant, the Hub is meant to foster an entrepreneurial culture at all three post-secondary schools. It will connect students with resources in order to help them start up their own businesses upon graduation.

Source: *Northern Life, March 5, 2015*

Insolvencies



In the fourth quarter of 2014, the number of consumer insolvencies filed was 166 and there were 12 business insolvencies. Consumer insolvencies decreased from 192 in the third quarter of 2014 and business insolvencies increased from seven.

For the 12-month period ending December 31, 2014 the number of consumer insolvencies is down to 729 from 772 in the previous year. There were a total of 12 business insolvencies during this same period, up from seven over the same period in 2013.

Source: *Office of the Superintendent of Bankruptcy Canada, Insolvency Statistics in Canada, Fourth Quarter Report 2014*



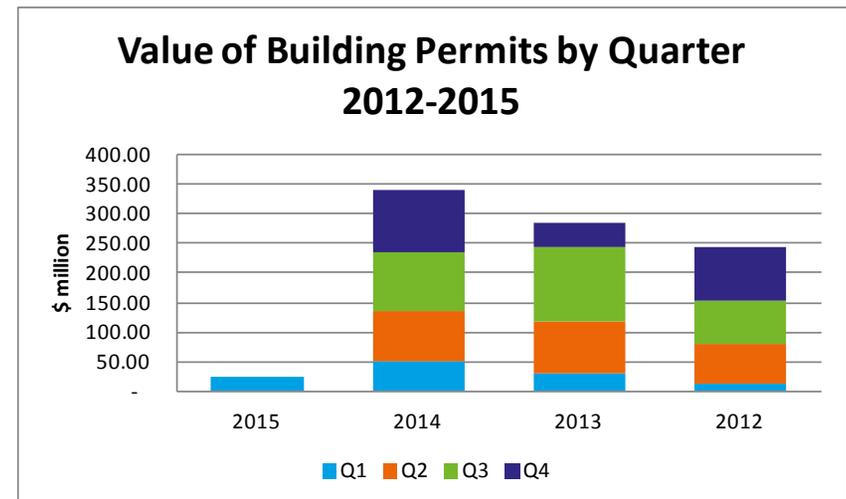
INFRASTRUCTURE: We will improve infrastructure and ensure adequate facilities



The net total value of building permits issued in the first quarter of 2015 was \$25.9 million, a decrease from \$51.3 million issued over the same period in 2014.



The net number of building permits issued in the first quarter of 2015 was 145, lower than the same period in 2014, which was 165.



Source: *Chief Building Official, Building Permit Statements*

Ontario Transportation Minister announced that the four-laning of Highway 69 may take until 2021 to complete. The delay is the result of ongoing federal environmental assessment process. More than 80 kilometres of highway remains to be widened. Crews are currently working along a 20 kilometre stretch which is expected to be completed by 2016.

Source: *Northern Ontario Business, April 2015*



WORKFORCE: We will build a strong and resilient workforce that is central to strengthening our community

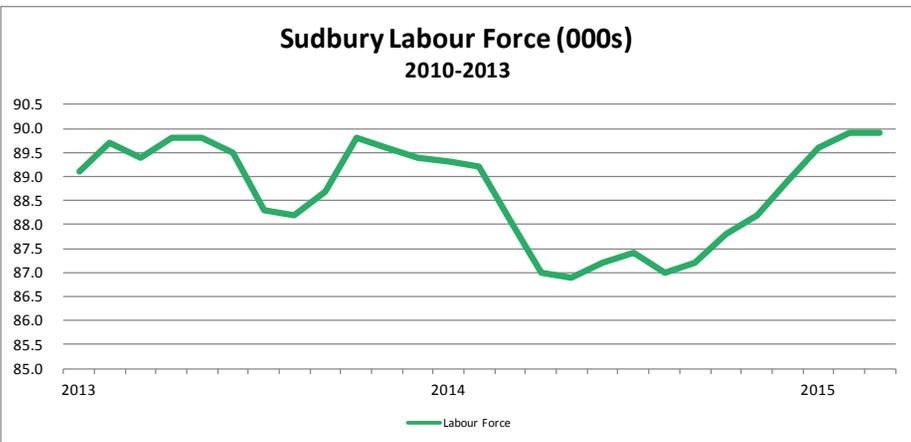
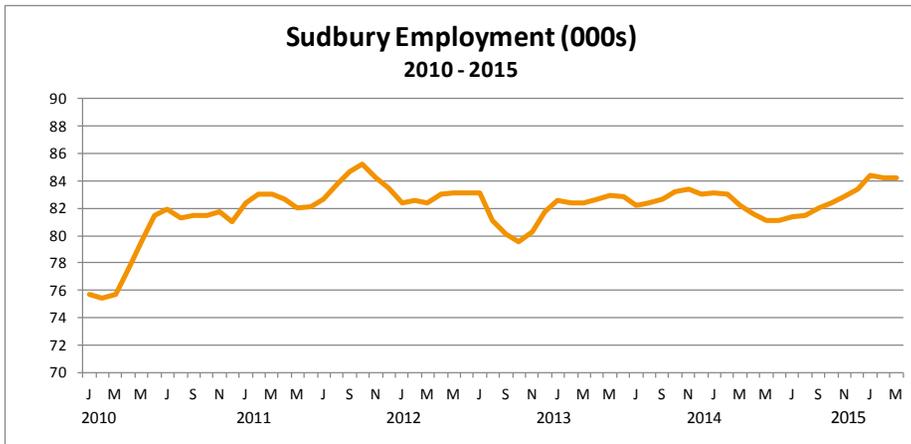


The unemployment rate for Greater Sudbury at the end of the first quarter in 2015 was 6.3%. This rate is lower than Ontario's rate which was 6.9% and the national rate of 6.8%.



There were 84,200 people employed in Greater Sudbury at the end of the first quarter of 2015. This is higher compared to 82,200 at the end of the first quarter in 2014 and 83,400 at the end of December 2014.

Source: Canada Labour Force Survey



COMMUNITY LEARNING: We will have a culture of community learning as the foundation for competing in the global economy

A report from Statistics Canada shows that Greater Sudbury's population is very steady, holding at 165,000.

Although it shows that people did leave last year, just as many came in. A total of 512 people left Greater Sudbury for Toronto last year, but 539 came the other way and moved here from Toronto.

Most of the cities in Canada that are growing have an influx of immigrants, however Sudbury and the rest of the northeast are only getting a trickle from overseas. About 183 came to Greater Sudbury last year.

The Statistics Canada report also said Sudbury gained 300 people from elsewhere in the province last year — that's a reverse of the trend from just four years ago, when 600 left for other parts of Ontario.

Source: CBC, February 13, 2015



TOURISM: We will be one of the best places to visit in Ontario

Science North Admissions:

 **141,566** visitors between April 2014 and March 2015, an increase from 138,114 in the previous period.



Dynamic Earth Admissions:

 **52,523** visitors between April 2014 and March 2015, an increase from 40,005 in the previous period.



Hotel Occupancy

Greater Sudbury's average hotel occupancy for the twelve months ending February 2015 was 52.9%, which is up from 49.3% over the same period in 2014. The average daily room rate for the twelve month period ending February 2015 was \$113.86, which is slightly higher than the rate in the same period last year of \$108.31. In comparison, Ontario had an average hotel occupancy rate of 53.2% and average daily room rate of \$127.17 during the same period.

Source: PKF Consulting National Market Report, January/February 2015

Events

The 20th Annual Snowflake Girls Hockey Tournament and the OFSAA Nordic Skiing Championships were two major events hosted in Greater Sudbury in the first quarter. Between the two events, approximately 1,200 participants and 1,100 spectators visited from outside of the city. Together these events contributed an estimated economic impact of almost \$350,000.

Source: Greater Sudbury Development Corporation

MIRARCO-Mining Innovation and the Canadian Institute for Mining, Metallurgy and Petroleum (CIM) will host the 36th International Conference of Safety in Mines Research Institutes in Sudbury in October 2015. The conference is expected to attract approximately 300 delegates from Europe, Australia, South Africa and across North America. The conference will include a reception, trade show and presentation of about 100 papers. Delegates will also tour selected mines and facilities in the area. On average, a visitor to Greater Sudbury will spend approximately \$250 per overnight visit, according to the Ministry of Tourism, Culture and Sport.

Source: Greater Sudbury Development Corporation

ARTS & CULTURE: We will have an expanded, thriving and sustainable arts & culture community

Film & Television Industry

Three films were shot in Greater Sudbury during the first quarter of 2015: *The People Garden* (Pamela Anderson), *Backcountry* (Joel Kinnaman), and *Anti-Birth* (Natasha Lyonne and Chloe Sevigny). Among all three of these, nearly 70 of the 164 crew hired were local and over \$2 million was spent in the local economy.

Source: Greater Sudbury Development Corporation

Cultural Plan

Greater Sudbury's Cultural Plan 2015-2020 has been developed to set priorities and actions around four strategic areas: Creative People, Creative Identity, Creative Places and Creative Economy. Municipalities that adopt culture as an industry have gained positive economic benefits for their communities. Cultural industries create job growth, turn ordinary cities into destination cities, create interconnections between arts and business, revitalize urban areas, attract skilled workers, and create spin-off businesses.

Source: Greater Sudbury Development Corporation

HEALTH SERVICES EXPERTISE: We will be the regional centre for health services expertise in Northeastern Ontario

Primary Healthcare Providers

This quarter, one future family physician was recruited who will care for approximately 1,380 citizens of Greater Sudbury once opening their practice. This brings the total to 65 family physicians and two nurse practitioners recruited through the Primary Healthcare Provider Recruitment Program since 2008. Once all 65 begin to practice they will care for approximately 87,000 citizens of Greater Sudbury.

Source: Greater Sudbury Development Corporation





MINING, MINING SUPPLIES & SERVICES: We will be the global leader in mining and mining supply & services

Rock-tech moved into a new 31,000 square foot, \$5 million facility which provides double the space the company previously occupied. They are a manufacturer of Sat-Stat portable fuel/lubricant storage and handling systems, Rhino XD stationary rock breakers and the Titanium line of utility vehicles. Rock-tech realized that in order to grow and compete in the global marketplace, they needed to invest in a new facility designed for maximum productivity, energy efficiency and environmental sustainability.

Source: *Sudbury Mining Solutions Journal, March 1, 2015*

First Nickel Inc (FNI) announced they were restructuring their operations at their Lockerby mine, cutting 30% of their workforce and 75% of their contractors, preserving 115 of 164 FNI jobs. However, the company plans to resume underground ramp development which was previously put on hold. First Nickel Inc expected approximately 14 million pounds of nickel and approximately 7 million pounds of copper to have been produced from Lockerby mine in 2014 and expects that production for 2015 will not be significantly impacted by the restructuring.

Source: *Northern Ontario Business, February 2015*

A new slag dumping system designed by local automation specialist Ionic Engineering was installed at Vale operations in Copper Cliff. The installation of the system means that operators no longer have to stand outside beside a rail car, where they could potentially be exposed to harsh weather and noxious gases. The system now allows the operator to control the tipping of the huge steel pots by pushing buttons and operating a joystick in the locomotive. Vale has converted six of the 21 slag cars with the second phase of the conversion scheduled for next year.

Source: *Sudbury Mining Solutions Journal, March 1, 2015*

Noront Resources Ltd. announced plans to purchase Cliffs Natural Resources' chromite assets in the Ring of Fire for \$20 million. The sale means Noront will have a 100% interest in the Black Thor chromite deposit, a 100% interest in the Black Label chromite deposit and a 70% interest in the Big Daddy chromite deposit. It also gives the company 85% ownership of the McFauld's Lake copper-zinc resource. Noront hopes to ship nickel ore to Sudbury for smelting, but remained non-committal about the electric arc furnace Cliffs had proposed for Capreol, which would be used to smelt chromite ore.

Source: *Sudbury Star, March 24, 2015*



ADVANCED EDUCATION, RESEARCH & INNOVATION: We will become a global leader in advanced education, research and innovation

Post Secondary Schools

Collège Boréal will launch its new prospecting and mineral exploration program this fall. The two-year course will prepare students to work in the earliest stages of mineral search and discovery. The program was launched in response to feedback received from junior mining companies and exploration firms.

Source: *Collège Boréal*

Cambrian College began its strategic planning process last fall, inviting all members of the community the opportunity to provide feedback on and input into the strategic planning process. The plan is expected to be launched in fall 2015 and will outline the college's vision and goals for 2015-2019. Cambrian College has more than 11,000 full- and part-time learners and offers 80 full-time and nearly 900 part-time courses/programs.

Source: *Cambrian College*

Laurentian University's Vale Living With Lakes Centre has been honoured with two prestigious awards from the Ontario Association of Architects. The Centre is the winner of an OAA Design Excellence Award for 2015, as well as the OAA's Sustainable Design Excellence Award for 2015. Ranked as one of Canada's greenest buildings, the Vale Living With Lakes Centre was officially opened in 2011. The building was conceived as a unique centre of excellence for the study of freshwater aquatic systems, their health and remediation. It was designed for the climate of 2050 and is estimated to be 70 per cent more energy-efficient than conventional buildings, using natural light and shade, geo-thermal heating and grey-water recycling systems to reduce its footprint.

Source: *Laurentian University*

Key Performance Indicators

	Graduation Rate	Employment Rate
Cambrian College	66.6 %	85.3 %
Collège Boréal	75.0 %	85.1 %
Laurentian University	70.9 %	92.6 %

Source: *Colleges Ontario and Ministry of Training, Colleges and Universities, Spring 2015*