

# coming of age in the 21<sup>st</sup> century digging deeper



**sudbury**  
canada's resourceful city  
ville ingénieuse du canada

Second Quarter 2015



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

## The Regional Business Centre:



The Regional Business Centre registered 100 businesses in the second quarter of 2015, an increase from 60 in the first quarter. This represents 45 confirmed new business starts, 11 expansions and about 66 new jobs for Greater Sudbury.



Inquiries via walk-ins, emails and phone calls to the Regional Business Centre increased slightly from 1,036 in the first quarter to 1,059 in the second quarter of 2015.

Source: Regional Business Centre Summary Report

## Insolvencies



In the first quarter of 2015, the number of consumer insolvencies filed was 193 and there were eight business insolvencies. Consumer insolvencies increased from 166 in the fourth quarter of 2014 and business insolvencies increased from four.



For the 12-month period ending March 31, 2015 the number of consumer insolvencies was down to 730 from 787 in the previous year. There were a total of 10 business insolvencies during this same period, up from seven over the same period in 2014.



Source: Office of the Superintendent of Bankruptcy Canada, Insolvency Statistics in Canada, First Quarter Report 2015



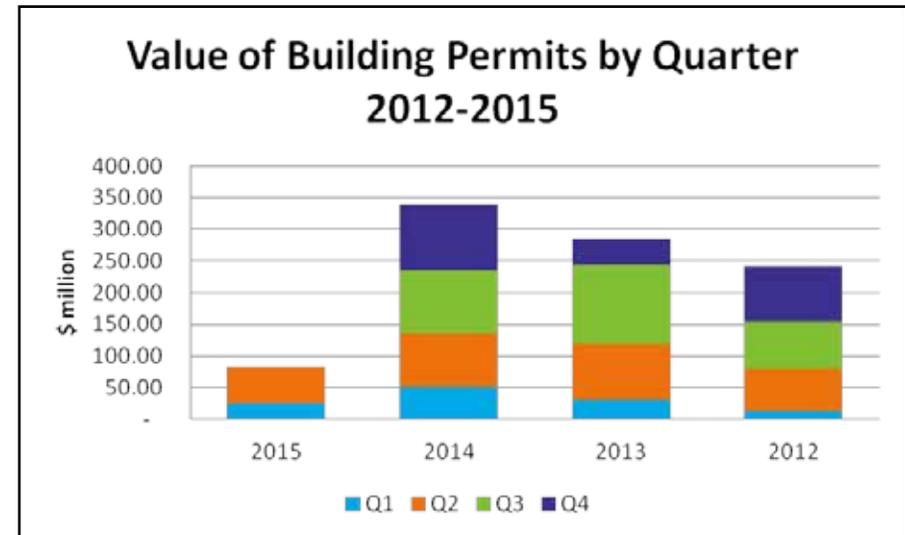
**INFRASTRUCTURE:** We will improve infrastructure and ensure adequate facilities



The net total value of building permits issued in the second quarter of 2015 was \$57.8 million, a decrease from \$85.1 million issued over the same period in 2014.



The net number of building permits issued in the first quarter of 2015 was 693, lower than the same period in 2014, which was 770.



Source: Chief Building Official, Building Permit Statements



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

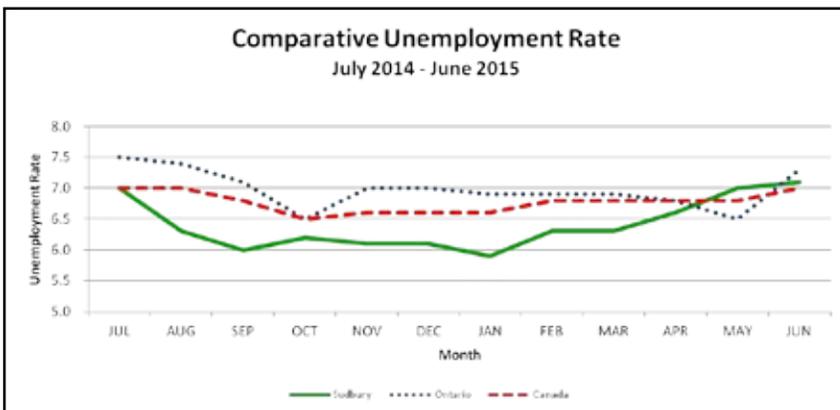
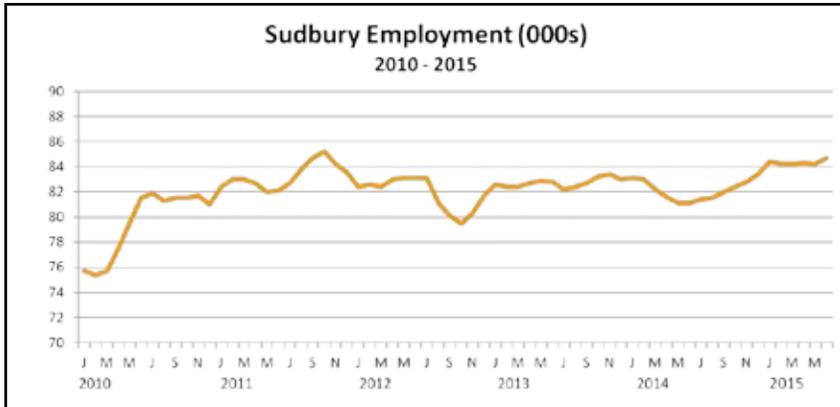


The unemployment rate for Greater Sudbury at the end of the second quarter in 2015 was 7.1%. This rate is lower than Ontario's rate which was 7.3% and slightly higher than the national rate of 7.0%.



There were 84,700 people employed in Greater Sudbury at the end of the second quarter of 2015. This is higher than the number employed in June of last year, which was 81,400. It is also the highest since October 2011 when the number of people employed was 85,200.

Source: Canada Labour Force Survey



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

According to *MoneySense* magazine, which ranks communities based on 34 different factors Greater Sudbury is the 81st (of 209) best place to live in Canada in 2015.

The rankings use data from Environics Analytics, Statistics Canada, IHS Automotive, and Environment Canada to measure factors such as housing prices, employment, health care, crime, access to transportation, and weather.

The report also lists factors that might be appealing to potential residents, giving cities a check mark if they meet that criteria.

Source: *Money Sense, Summer 2015*



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

**Film and Television Industry**

Nine films were shot in Greater Sudbury during the second quarter of 2015: one TV Series, four movies, three episodes, and one music video. In total, these productions reported a combined local spend of over \$6.8 million.

Source: *Greater Sudbury Development Corporation*

**Arts and Culture Grants**

The Greater Sudbury Development Corporation (GSDC) Board approved \$594,912 in funding to 44 local arts and culture organizations through the 2015 Arts and Culture Grant Program. This program was established to stimulate the growth and development of this important economic sector, and to increase its potential to attract and retain a talented and creative workforce.

Source: *Greater Sudbury Development Corporation*



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

**Science North Admissions:**

**142,423** visitors between July 2014 and June 2015, an increase from 133,137 in the previous period.



**Dynamic Earth Admissions:**

**52,811** visitors between July 2014 and June 2015, an increase from 40,809 in the previous period.



*Source: Science North & Dynamic Earth*

**Dynamic Earth Expansion**

Dynamic Earth is investing \$3 million to expand the facility by building new displays, which are expected to enhance the number of tourists visiting Greater Sudbury. The project includes a renewed underground experience, an exploration trail, and an outdoor science park that will feature interactive earth sciences and mining-themed exhibits.

*Source: Science North/Dynamic Earth Media Centre*

**Events**

Through the Tourism Event Support Program, \$20,425 was distributed to a total of 21 events from April to June, 2015. These events brought in approximately 6,500 non-local participants and spectators. Combined, these visitors spent an estimated \$1,100,000 within Greater Sudbury. Larger events included the Watch Tower Convention; the SudburyROCKS!!! Race, Run, or Walk for Diabetes; and OFSAA Gymnastics 2015.

*Source: Greater Sudbury Development Corporation*

**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*

**Blue Flag Designation**

Greater Sudbury’s main beach at Bell Park received Blue Flag designation this quarter. It is the first beach in Northern Ontario to be recognized by the respected international eco-label for beaches. The award is based on 33 strict criteria in water quality, environmental education and management, and safety and services. More than 4,000 beaches and marinas have been certified in 49 countries around the world, including across Europe, South Africa, Morocco, Tunisia, New Zealand, Brazil, Canada and the Caribbean.

*Source: City of Greater Sudbury*





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

**Penguin Automated Systems Inc.**

Penguin Automated Systems Inc., has shipped the world’s first hangup assessment and removal robotic system to Codelco’s Andina Mine in Chile.

The robotic system features an arm that extends in a block cave mine, and the arm is equipped with a 3D camera, an infrared lighting system, a drill and an explosives loader. The robot helps to clear blockages in mines without exposing miners to unnecessary risk they had previously experienced.

The robot arm is one of the most sophisticated and contains 20-plus patents. Penguin Automated Systems Inc. is working with a mining equipment manufacturer to market the robots worldwide, but has committed to building the electronics and robots in Sudbury.

*Source: Northern Ontario Business, June 2015*

**Laurentian University Engineering Students Win National Competition**

Laurentian University’s Bharti School of Engineering made history when both its junior and senior design teams won the 2015 Canadian Engineering Competition. It was the first time ever in the University’s history that both its junior and senior teams represented Ontario on a national stage in the same year.

Students from Laurentian’s Bharti School of Engineering have distinguished themselves in numerous provincial, national and international competitions. They have won the Canadian Mining Games more often than any other university in Canada.

Engineering is a signature program at Laurentian University. The Bharti School of Engineering has seen enrollment increases of 25 to 30 percent in each of the last four years and currently has close to 700 students in the school.

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



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

**Research Grants and Scholarships for Sudbury Institutes: 2013-2014 and 2014-2015**

Canadian Institute of Health Research (CIHR)	\$ 849,671
Natural Sciences and Engineering Research Council of Canada (NSERC)	\$ 14,872,991
Social Sciences and Humanities Research Council of Canada (SSHRC)	\$ 520,991

**Gerardo Ulibarri’s Mosquito Preventer**

The Mosquito Preventer is a new product based on local research by Laurentian University professor, Gerardo Ulibarri. The product is manufactured by Waterloo company GreenStrike and uses natural attractants and pheromones to entice female mosquitoes and capture and destroy their larvae. The product is now available at Home Hardware stores across Canada.

Chemistry professor Ulibarri has lent his expertise to projects in Mexico and Guatemala, where many communities are beset with outbreaks of mosquito-borne diseases, such as malaria and dengue fever.

*Source: Sudbury Star, May 20 2015*

**New Research Facility**

Laurentian University officially opened the new laboratory and research facility at the Centre for Research in Occupations Safety and Health (CROSH). The laboratory will support numerous research projects, with the aim of reducing or eliminating occupational injury and illness in the workplace.

*Source: Laurentian University, April 27, 2015*



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

**Primary Healthcare Providers**

This quarter, five future family physicians were recruited who will care for approximately 6,900 citizens of Greater Sudbury once opening their practices. This brings the total to 68 family physicians and two nurse practitioners recruited through the Primary Healthcare Provider Recruitment Program since 2008. Once all 68 begin to practice they will care for approximately 94,000 citizens of Greater Sudbury.

*Source: Greater Sudbury Development Corporation*

