

coming of age in the 21st century digging deeper



sudbury
canada's resourceful city
ville ingénieuse du canada

Third 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 52 businesses in the third quarter of 2015, a decrease from 60 in the third quarter of 2014. This represents 25 confirmed new business starts, one expansion and about 23 new jobs for Greater Sudbury.



Inquiries via walk-ins, emails and phone calls to the Regional Business Centre decreased slightly from 1,057 in the second quarter to 887 in the third quarter of 2015.

Source: Regional Business Centre Summary Report

Local entrepreneur and inventor of the kinkajou bottle-cutting device, Patrick Lehoux has earned over \$4M in revenues since 2012. He has sold the kinkajou and other bottle-cutting devices in more than 70 countries around the world. Mr. Lehoux was able to get his business off the ground through a Kickstarter campaign.

Source: Northern Ontario Business, September 2015

Insolvencies



In the second quarter of 2015, the number of consumer insolvencies filed was 248 and there were three business insolvencies. Consumer insolvencies increased from 193 in the first quarter of 2015 and business insolvencies decreased from eight.



For the 12-month period ending June 30, 2015 the number of consumer insolvencies was up to 799 from 756 in the previous year. There were a total of 12 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, Second Quarter Report 2015

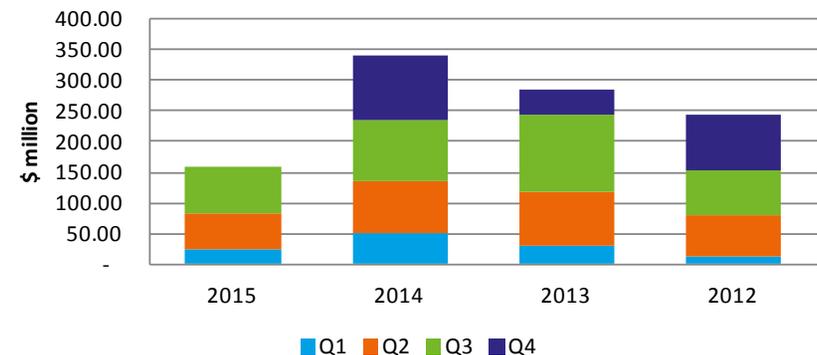


INFRASTRUCTURE: We will improve infrastructure and ensure adequate facilities

Development continues in the east end of the city. A 4.42 hectare property is being developed on The Kingsway at an estimated cost of at least \$15 million. The property will accommodate a 21,000 square foot shopping outlet, 23,000 square foot furniture store and 100-guest room Microtel and restaurant.

Source: Northern Ontario Business, September 2015

Value of Building Permits by Quarter 2012-2015



The net total value of building permits issued in the third quarter of 2015 was \$76.4 million, a decrease from \$97.3 million issued over the same period in 2014.



The net number of building permits issued in the third quarter of 2015 was 731, 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

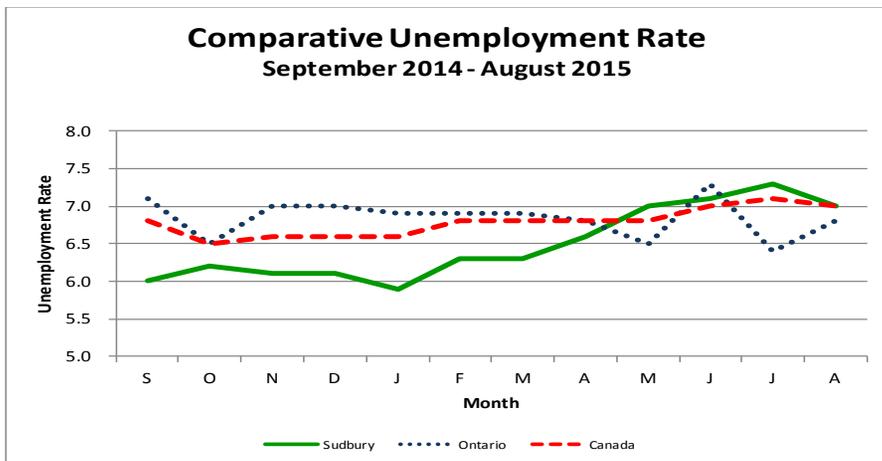
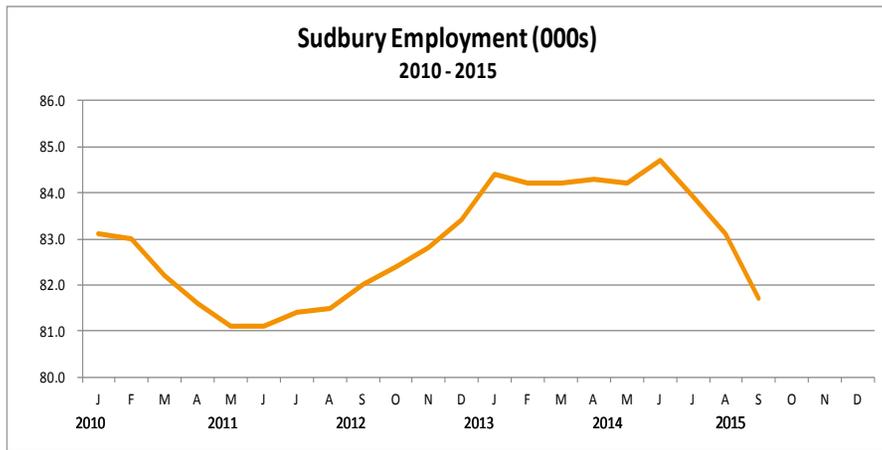


The unemployment rate for Greater Sudbury at the end of the third quarter in 2015 was 7.3%. This rate is higher than both Ontario's rate of 6.9% and the national rate of 7.1%.



There were 81,700 people employed in Greater Sudbury at the end of the third quarter of 2015. This is lower than the number employed at the end of January of this year, which was 84,400.

Source: Canada Labour Force Survey



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

Film and Television Industry

Three films were shot in Greater Sudbury this past quarter: *Country Crush*, *Lead with your Heart* and *On Dasher, On Dancer, On Frankie*. Sudbury also hosted the longest running English language production to date, a television series entitled *Slasher* which was produced through the parent company, Shaftesbury. These four productions injected an estimated \$5.5M into the local economy. Producers who had previously shot in the city are returning after positive experiences to do another show, a sign that the local industry is alive and well.

Source: Greater Sudbury Development Corporation



Hotel Occupancy

Greater Sudbury's hotel occupancy for the eight month period ending August 2015 was 64.8%, which is up from 58.6% over the same period in 2014. The average daily room rate for the eight month period ending August 2015 was \$113.24, which is higher than the rate in the same period last year of \$109.84. In comparison, Ontario had an average hotel occupancy rate of 64.1% and average daily room rate of \$137.85 during the same period.

Source: PKF Consulting National Market Report, August 2015

Events

Through the Tourism Event Support Program, \$35,950 was distributed to a total of 16 events between July and September, 2015. These events brought in approximately 31,362 non-local participants and spectators. Combined, these visitors spent an estimated \$5,700,000 within Greater Sudbury. Larger events included Downtown Sudbury Ribfest, Northern Lights Festival Boréal, Cinéfest Sudbury International Film Festival, Ontario Cup Soccer Semi Finals, Sudbury Star Cup Soccer Tournament, and the inaugural public art festival, Up Fest.

Source: Greater Sudbury Development Corporation

The Amazing Race Canada

The Amazing Race Canada dedicated a full episode to Greater Sudbury which aired on August 5th, 2015. CTV reported the ratings for the Sudbury episode (episode 6) hit a season high, jumping 26% from the previous week and surpassing all of last season's ratings except for the Season 2 finale. Online/social media chatter showed the use of #sudbury achieved 8.8 million impressions, #AmazingRaceSudbury with close to 600,000 and #WhyILoveSudbury with nearly 180,000 impressions. Since the show aired, two teams have returned to the city for a meet and greet and live pro wrestling show.

Source: Greater Sudbury Development Corporation

Science North Admissions:

120,608 visitors between January and September 2015, an increase from 108,330 in the same period of the previous year.



Dynamic Earth Admissions:

48,295 visitors between January and September 2015, an increase from 36,892 in the same period of the previous year.



Source: Science North & Dynamic Earth





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

North America Mining Expo (N.A.M.E.)

The second annual North America Mining Expo (N.A.M.E.) took place in August. It featured over 300 indoor and outdoor exhibits representing all components of the mining and mineral exploration industry as well as live demonstrations, workshops, jack-leg drilling and mining competitions, an innovation showcase and other events and technical presentations.

Source: N.A.M.E. Organizing Team

Wallbridge Mining Company

Wallbridge Mining Company announced it has signed an agreement with Lonmin Canada Inc and Lonmin Plc (together Lonmin) to invest \$11 million over the next four years in a joint exploration project in Wallbridge’s four Parkin Properties north of Sudbury. These properties are being explored for high-grade polymetallic nickel, copper, and platinum group metals (“PGMs”) over a 9.5 km strike length of the Parkin Offset dyke.

Source: Wallbridge Mining, September 16, 2015

Mining Innovation

Cambrian Innovates, the applied research arm of Cambrian College, received \$190,000 to support two applied research projects which aim to develop new commercially-viable technologies that improve the safety of underground miners. The first project looks at improving rock breaking through building a customized steel screen system that is better able to handle ore chunks of various sizes. The second involves the development of a wiring system for a wearable piece of technology that will integrate and streamline technologies such as displays, digital voice communication, position tracking, and collision avoidance.

Source: Northern Ontario Business, August 2015



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

Advanced Medical Research Institute of Canada (AMRIC)

A machine that smokes cigarettes and cannabis is being housed in the lab of AMRIC, at HSN’s Ramsey Lake Health Centre. The smoking machine is being used by AMRIC researcher Dr. Leslie Sutherland to study how exposure to cigarette and cannabis smoke affects healthy lung cells at the molecular level. She is trying to determine the absolute earliest possible moment cigarette smoke exposure alters cells from the regular development and veers them off on a path of becoming cancerous; and to determine what the trigger is for this process and if it’s universal or unique to someone’s genetic makeup. This would have profound implications, in terms of predicting, preventing, and treating lung cancer. AMRIC is the only non-commercial research institute in the world to have this particular model of smoking machine.

Source: Health Sciences North, September 2015



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

Northern Ontario School of Medicine (NOSM)

The Federation of Northern Municipalities confirmed the Ministry of Health & Long Term Care will be adding five more residency positions in Northern Ontario for 2016. This will increase the total of residency positions at the Northern Ontario School of Medicine (NOSM) from 69 to 74. Research confirmed students who study and train at NOSM in Sudbury and Thunder Bay are staying in the north to practice.

Source: Northern Life, September 30, 2015

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

