

Coming of Age in the 21st Century Digging Deeper

ENTREPRENEURIAL SPIRIT:

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

REGIONAL BUSINESS CENTRE RÉGIONAL DES AFFAIRES



The Regional Business Centre registered more than **286** businesses in the twelve month period ending March 2013, an increase from **273** in the same period last year. This represents over **125** confirmed new business starts, three expansions and at least **170** new jobs for Greater Sudbury.



Through outreach, seminars and events promoting entrepreneurship, the Regional Business Centre has reached over **4,500** people in 2012. The Centre hosted 76 complimentary seminars, 23 events and conducted more than 100 outreach visits.

Source: Regional Business Centre Summary Report

Office of the Superintendent of Bankruptcy Canada

osb.ic.gc.ca

Insolvencies



Consumer insolvencies for the 12 month period ending December 2012 were **371** which is down from **427** in the same period of 2011.



Business insolvencies for the 12 month period ending December 2012 were **5** which is up from **3** in the same period of 2011.

Source: Office of the Superintendent of Bankruptcy Canada, Insolvency Statistics in Canada, Fourth Quarter Report 2012



INFRASTRUCTURE:

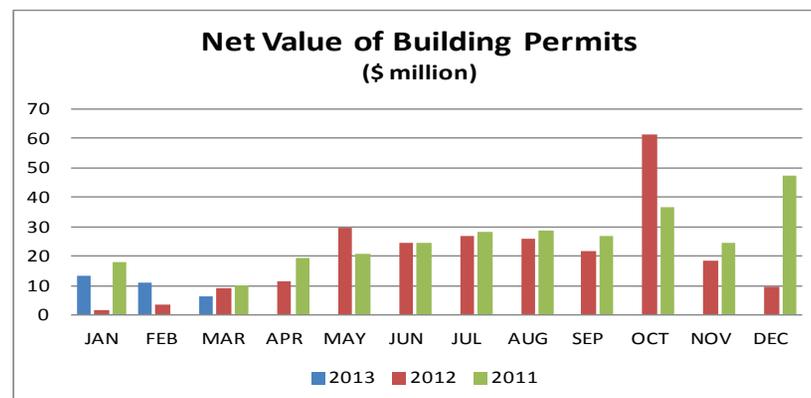
We will improve infrastructure and ensure adequate facilities



The Net Total Value of Building Permits issued between January and March is up from **\$14.1 million** in 2012 to **\$30.5 million** in 2013.



The net number of Building Permits issued between January and March is down from **190** in 2012 to **173** in 2013.



Source: Chief Building Official, Building Permit Statements



COMMUNITY LEARNING:

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

The Ontario government invested **\$179,886** to assist newcomers to Sudbury establish themselves and integrate with the community. A number of settlement agencies received funding so they can help connect newcomers to the services and resources they need to be a part of the community. Collège Boréal received \$65,000, the Sudbury Multicultural and Folk Arts Association got \$49,886 and \$65,000 went to the YMCA of Sudbury.

Source: Sudbury Star, February 25th, 2013



WORKFORCE:

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

The Unemployment Rate for Sudbury ended the first quarter at 7.8% , which is above the rate of 6.8% at the end of 2012. However, unemployment has now risen above the provincial rate of 7.7% and the national rate of 7.0%. The Labour Force Survey reported 82,400 Sudburians employed in March 2013, an increase from 81,700 at the end of 2012.

Source: Canada Labour Force Survey

Sudbury Employment (000s) Seasonally Adjusted



ARTS & CULTURE:

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

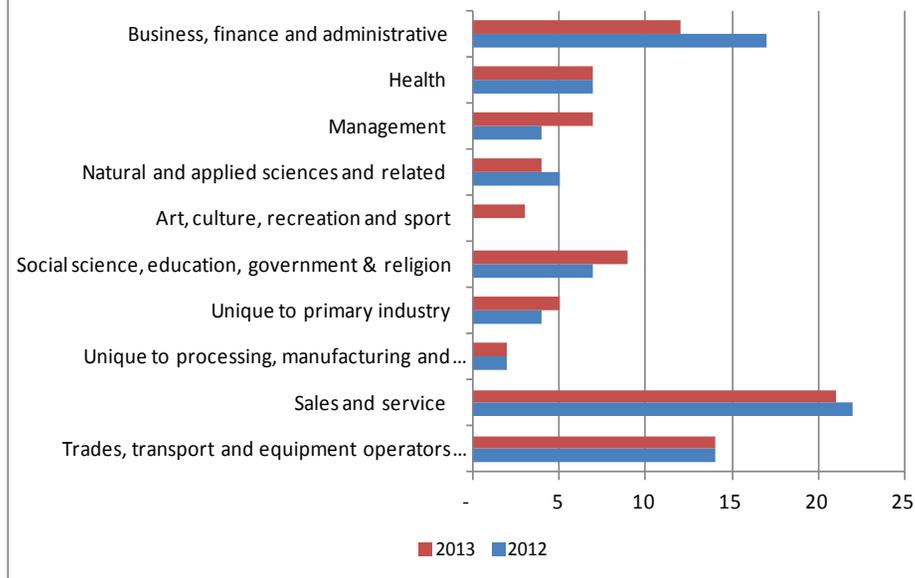
Greater Sudbury hosted two film productions in the first quarter of 2013. Over **\$5 million** was spent locally on the filming of *Queen of the Night* and *The Frozen*. These productions provided temporary employment for over **150** crew and actors. The film *Be My Valentine*, starring William Baldwin was filmed in Sudbury last year and premiered on the Hallmark Channel in February.

Greater Sudbury was also featured in some television footage during the first quarter of 2013. The Weather Network filmed a segment on Ramsey Lake in Sudbury featuring various winter activities. This resulted in a live feed to an audience of over two million viewers in the Greater Toronto Area and additional national coverage following the live broadcast. As well, the Discovery Channel spent two days at Science North filming for a cross-Canada science competition produced by the Daily Planet and hosted by Alan Nursall. This production provided further exposure of Greater Sudbury.

Source: Greater Sudbury Development Corporation

Employment by Occupation, Greater Sudbury CMA

January 2013



Source: Ministry of Training, Colleges and Universities, Labour Market and Information



Courtesy of Hideaway Pictures

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

Northern Water Sports Centre

A \$1 million investment by the Harper Government, through FedNor, will be used to construct the Northern Water Sports Centre in the City of Greater Sudbury. Once complete, this year-round 16,000-square-foot, non-motorized water sports facility will be capable of hosting regional, provincial, national and international events. The Centre will be located next to Science North on the shores of Lake Ramsey and will include areas for boat and equipment storage, year-round training facilities, office and conference space, training and meeting rooms, a staging area and launching docks, as well as a “finishing tower” and timing system that will complete a 1000 metre race course for hosting major water sport tourism events.

Source: FedNor Press Release

Elgin Greenway

The Rainbow Routes Association will get \$45,000 from the provincial government for the downtown ‘Elgin Greenway’ project. The money will help with the cost of hiring a landscape architect to design the one kilometer linear park along the rail corridor in downtown Sudbury. The development of the Elgin Greenway will create a cycle and pedestrian friendly conduit within the city’s tourist destinations in the downtown core. The design will ensure safety, technical and aesthetic considerations for pedestrians and cyclists. The Elgin Greenway will contribute to the tourism infrastructure in the area by linking several popular destinations, including Bell Park, Science North, Dynamic Earth, as well as downtown culinary, cultural and shopping experiences to Ramsey Lake and when completed, will form a section of the Trans Canada Trail.

Source: Sudbury Star, January 12, 2013



Hotel Occupancy: The average hotel occupancy from January - December 2012 was **63.8%**, up from **58.0%** in the same period in 2011. The average daily room rate was **\$111.62** which is up from **\$109.86** in 2011. These rates compare favourably to the provincial average occupancy of 61.5% and average room rate of \$124.26 during the same period.

Source: PFK Consulting National Market Report, December 2012

Tourism Visits and Spending

Package sales for the March Break reach **61** and resulted in **114** room-nights, **217** visitors and nearly **\$25,000** in sales. This is more than triple the packages sold in 2012, when the city hosted the Little NHL tournament which filled occupancy at local hotels.

Greater Sudbury once again hosted an Ontario O-Cup race, this time for cross country skiing. The event attracted more than **250** of the province’s best cross country skiers in January and had an estimated economic impact of nearly **\$200,000** in just one weekend.

This summer, Timberwolf Golf Club will be hosting the 2013 Canadian Junior Amateur Golf Championships and next year they will host the 2014 Ontario Amateur Golf Championships. Each of these events is expected to attract over **300** participants and spectators from across Canada, and have an impact of over a half million dollars on the local economy.

Source: Sudbury Tourism

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

Goodman School of Mines

The Goodman School of Mines, located at Laurentian University, was created in June 2012. The school will focus on developing interdisciplinary majors and minors, creating new executive programs for those already in the industry, networking with other schools, doubling the enrolment in mining-related programs by 2020 and continuing to improve student experience. Laurentian University President, Dominic Giroux, announced the appointment of Dr. Bruce C. Jago as the School’s Founding Executive Director. During the first quarter of 2013, the School of Mines received a \$500,000 donation from Franco-Nevada and a \$250,000 donation from BMO Financial Group.

Source: FedNor Press Release

ADVANCED EDUCATION, RESEARCH & INNOVATION:

We will become a global leader in advanced education, research and innovation



Laurentian University

The university has received numerous investments this quarter:

– The Bharti School of Engineering received a significant investment of \$1.25 million from Canadian Mining Firm IAMGOLD Corporation and will establish Canada's first Research Chair in Open-Pit Mining.

– Laurentian is teaming up with ten other Canadian universities to study wetlands, lakes and rivers across the country. The universities received \$4.4 million from the Natural Sciences and Engineering Research Council (NSERC) to create the NSERC Canadian Network for Aquatic Ecosystem Services (CNAES). Laurentian will focus on watersheds in Northern Ontario – especially in the Far North, near Hudson Bay and James Bay

– The government of Ontario invested \$245,500 to support the development of a Forensic DNA laboratory. Laurentian offers the only Forensic Science Education Program Accreditation Commission (FEPAC) accredited programs in forensic science in Canada.

Source: Laurentian University



Collège Boréal

Laurentian University and Collège Boréal signed an articulation agreement which allows students to transfer between institutions. Graduates from the the Chemical Engineering Technologist program at Boréal and graduates from the Bachelor of Science in Chemistry will receive advanced placements in either programs when transferring from institutions allowing students to obtain two degrees in four to five years.

Source: Collège Boréal



CAMBRIAN COLLEGE

Cambrian College

The Advanced Medical Research Institute of Canada (AMRIC) and Cambrian have forged a partnership which will see both institutions collaborate on health research and training over the next five years.

“This collaboration will create more opportunities for students and faculty to build their potential and to develop scientific research right here in the north,” said Cambrian College President, Sylvia Barnard.

Source: Cambrian College



PENGUIN ASI
Penguin Automated Systems Inc.

In support of research and innovation, a FedNor investment of **\$400,000** will enable Penguin Automated Systems Inc. to develop two prototype robots designed to inspect and map wastewater pipes. Once the prototypes have been successfully tested, the robots will be produced

in Northern Ontario, commercialized and sold to national and international clients. This targeted investment is expected to create approximately **18** new, highly skilled, full time jobs in the region.

Source: FedNor Press Release

The Canada Foundation for Innovation is investing **\$22.6 million** over the next five years in the SNOLAB facility, a world-class underground neutrino and dark matter physics laboratory. Funding will help sustain scientific excellence, which is expected to generate **\$93 million** in economic activity for the Ontario economy over the next five years.

Source: Canada Foundation for Innovation



Canada Foundation for Innovation



HEALTH SERVICES EXPERTISE:

We will be the regional centre for health services expertise in Northeastern Ontario

Nine new family practitioners are scheduled to open practices in Greater Sudbury in 2013 and four more are already confirmed to open in 2014. The recruitment program, which offers support along with financial incentives to keep doctors in Greater Sudbury, started four years ago and has recruited 50 physicians and one nurse practitioner to date. On average, each doctor will accept 1,000 new patients.

Source: Greater Sudbury Development Corporation

