

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 **71** businesses in the third quarter, which is comparable to the same period in 2012. Year to date, more than 200 businesses have registered their master business licence at the Centre. This represents about **80** confirmed new business starts, six expansions and at least **120** new jobs for Greater Sudbury.



Inquiries to the Regional Business Centre regarding business start up and expansion have increased year to date with over 2,250 walk-ins, phone calls and emails. This is compared to 2,096 in the same period in 2012.

Source: Regional Business Centre Summary Report

Office of the Superintendent of Bankruptcy Canada

osb.ic.gc.ca

Insolvencies

Consumer insolvencies for the second quarter of 2013 were **219** and business insolvencies were **4**. While business insolvencies remain consistent, consumer insolvencies have increase from 176 in the first half of 2012.

For the 12 month period ending June 30, 2013 the number of consumer insolvencies is up by 7.3%, increasing to **732** from 682 in the previous year. These rates remain steady for business insolvencies at five in 2012 and six in 2013.

Source: Office of the Superintendent of Bankruptcy Canada, Insolvency Statistics in Canada, Second Quarter Report 2013

INFRASTRUCTURE:

We will improve infrastructure and ensure adequate facilities



The Net Total Value of Building Permits issued in the third quarter is up from \$74.4million in 2012 to **\$126.4 million** in 2013. Year to date, the value of building permits issued in 2013 is **\$244.6** million which has already surpassed the total value of permits issued in 2012.



The net number of Building Permits issued in the third quarter is up slightly from 713 in 2012 to **721** in 2013. The number of permits issued year to date in 2013 is **1,694** which is slightly below the 1,709 issued over the same period in 2012.

Source: Chief Building Official, Building Permit Statements

The Greater Sudbury Airport Community Development Corporation announced in July that almost \$2.5 million will be spent on runway rehabilitation while another \$750,000 will go towards a wildlife management fence thanks to a Transport Canada Airport Capital Assistance Program grant.

Since the creation of the Sudbury Airport Community Development Corporation, more than \$10 million in private-sector investment has occurred at the airport and 90 jobs created.

Source: Sudbury Star, July 12, 2013



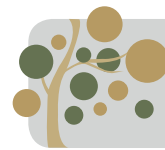
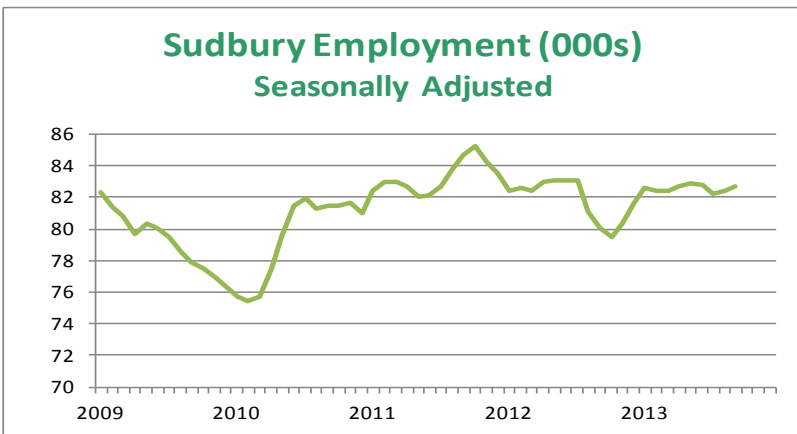
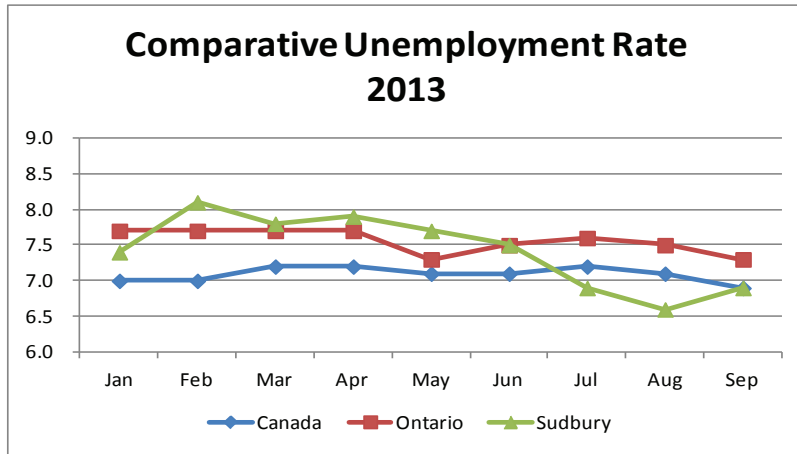


WORKFORCE:

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

The Unemployment Rate for Sudbury dropped in the third quarter from 7.5% in June to **6.9%** in September. This is attributed to a decline in the number of participants in the labour force dropping from 89,500 to 88,700 and the number of people employed holding steady at 82,700. Sudbury's unemployment rate continues to remain on par with the nation's rate of 6.9% and below the province's rate of 7.3%.

Source: Canada Labour Force Survey



COMMUNITY LEARNING:

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



**GREATER
SUDBURY**
A learning city.

In September, The Learning City Initiative held the first ever Learning Spark event, a play-based learning festival where kids learn by playing all day. The event celebrated the importance of free, unstructured and self-directed play in the development of self-confidence, creativity and resilience. The Learning Spark event attracted an estimated 1,200 attendees.

Source: Learning City Initiative Steering Committee



ARTS & CULTURE:

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

Cinéfest Sudbury

The 25th Anniversary edition of Cinéfest Sudbury International Film Festival was held September 14th to 22nd, 2013. This year's festival featured 122 films and attracted 34,825 viewers of which more than 11,000 travelled from 40 km beyond Sudbury.

Source: Cinéfest Sudbury International Film Festival



Film Productions

Antica Productions filmed *Compete to Eat!* in Greater Sudbury in July. Antica Productions is working on a new digital channel, Cottage Life Television, which launches this fall.

Producer Bill Corcoran returned to Sudbury to film, *Lost After Dark* an '80's teen horror in August. Approximately half of the crew was locals.

Source: Greater Sudbury Development Corporation

Rainbow Cinema

Rainbow Cinema closed to the public at the end of August, but will remain available for special event usage until the end of their lease which is October 2014. Reasons for its closure include poor attendance and the cost to upgrade it's equipment from 35 mm film to digital. An independant community group has formed to discuss alternative use options.

TOURISM:

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

Tourism Visits and Spending

Package sales through the tourism website year to date in 2013 increased by 113% over 2012. At the end of September, package sales of hotel room bookings AND one or more attractions totaled more than **\$100,000** compared to \$47,000 in 2012. On average, visitors spend approximately **\$240** per person per overnight visit.


New Location for The Market

The Market saw over **11,000** visitors since it opened at its new location in June at the CP/VIA Rail Station downtown resulting in an average of nearly 600 visitors per weekend over 19 weekends. This is approximately double the attendance in 2012 which was 6,640 over 22 weekends or about 300 per weekend.


Canadian Junior Boys Golf Championship

Timberwolf Golf Club hosted the Canadian Junior Boys Golf Championship this summer. The event attracted 156 of Canada's top upcoming golfers along with coaches, trainers, university scouts, family and friends. The competition resulted in an estimated economic impact of nearly \$300,000 in just a few days.

Source: Sudbury Tourism

 **Science North Admissions: 119,647** visitors since January 2013. This is down from 121,640 in the same period in 2012.



 **Dynamic Earth Admissions: 22,075** visitors since January 2013. This is up from 20,555 over the same period in 2012.



Source: Science North & Dynamic Earth

Hotel Occupancy: The average hotel occupancy from January - August 2013 was **64.5%**, up from 63.0% in the same period in 2012. The average daily room rate was **\$96.61** which is down from \$112.99 in 2012. The average occupancy in Ontario from January - August 2013 was 62.6% with an average daily room rate of \$125.75.

Source: PFK Consulting National Market Report, August 2013

HEALTH SERVICES EXPERTISE:

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

Primary Healthcare Providers

Nine new family physicians are scheduled to open practices in Greater Sudbury in 2013, seven more are already confirmed to open in 2014 and an additional nine are confirmed for 2015. A total of **53** family physicians and one nurse practitioner have been recruited through the program since 2008. Once all 53 family physician begin to practice they will care for approximately **74,000** citizens of Greater Sudbury.

Source: Greater Sudbury Development Corporation

Health Sciences North Attracts Another World-Class Physician

Molecular pathologist Dr. Rebecca McClure comes to Sudbury from the Mayo Clinic in Rochester, Minnesota. McClure is one of the first pathologists in North America to use next-generation DNA sequencing in a clinical setting for the evaluation of cancer. She will expand the use of that technology in Sudbury to include hereditary and infectious diseases. Dr. McClure joins 11 other specialists who have been recruited by the hospital this year.

Source: Health Sciences North

New MOSAIQ® OIS research and development centre

Elekta announced it will create a new MOSAIQ® OIS research and development centre at Advance Medical Research Institute of Canada (AMRIC), the new research institute at Health Sciences North. Six new jobs are being created initially with six to 10 more jobs expected within the first year of operation. Based in Sweden, Elekta specializes in radiation therapy and radiosurgery systems, as well as oncology information systems (OIS) that enhance workflow efficiency throughout the spectrum of cancer care. Health Sciences North is the first hospital in Canada to utilize MOSAIQ® to coordinate patient information across an entire Local Health Integration Network, or health region.

Source: Health Sciences North



MINING, MINING SUPPLIES & SERVICES:

We will be the global leader in mining and mining supply & services

Record for the largest diamond to be mined, cut and polished in Canada

A 35-carat diamond mined in the James Bay Lowlands, and being processed in Sudbury, is setting a record for the largest diamond to be mined, cut and polished in Canada. The stone was mined three years ago at De Beers' Victor Diamond Mine. A film crew is documenting the processing, which would take a skilled cutter, working 10 hours a day, a month and a half to complete. The film will accompany the cut diamond on an international tour where it will promote the quality of Ontario diamonds and the skill of Crossworks' diamond cutters, and promote retailers selected to sell Victor diamonds. This diamond will be cut to about 15 beautiful carats when the work is done.

Under an arrangement with the Government of Ontario, Crossworks won the right to process 10 per cent of diamonds mined by open pit at Victor, about 90 kilometres west of Attawapiskat.

Despite a tough economy, the Sudbury factory is getting "bigger and bigger," with the help of the Ontario government, said Ariel. But no government funding was invested in the manufacturing plant.

Mark Leroux, a geologist and director of the diamond sector unit of the Ministry of Northern Development and Mines, said diamonds mined at Victor are among the most valuable in the world, carat for carat.

The Sudbury plant began with a few diamond-cutters from Vietnam, growing to a complement of more than 35 cutters, a third from Sudbury. The plant can easily accommodate 75 employees and there are plans for expansion.

Source: *Sudbury Star* July 24, 2013



ADVANCED EDUCATION, RESEARCH & INNOVATION:

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

LAURENTIAN UNIVERSITY

Laurentian University welcomed its largest intake class in recent history this September. More than 2,400 new students have chosen the Sudbury campus to pursue their post-secondary studies. Laurentian's School of Architecture officially welcomed its first cohort of 70 students on September 4th, 2013. By September 2018, the school will accommodate 400 students and more than 30 faculty and staff in a landmark building in Sudbury's downtown.

Major Modernization underway at Laurentian's Single Student Residence

An 18-month renovation program began in July to modernize the SSR at Laurentian University. The \$5.9M program will include fresh cladding and the replacement of insulation and windows throughout the complex. The improvements will be carried out in stages, so that only part of the structure is under renovation at a given time. During each 8-month stage, students affected by the renovation will be given housing in other accommodation.

Source: *Laurentian University*

CAMBRIAN COLLEGE

Cambrian has received Ministry approval for two new programs starting 2014: **International Business Management** graduate certificate program: designed to provide students with the skills to effectively manage the aspects of global business activities for an organization.

Independent Music Production certificate program: introduces students to the foundations of music recording, production and performance, while providing them with the communications and creative skills necessary to being to navigate the many facets of the music industry.

Source: *Cambrian College*

COLLÈGE BORÉAL

Collège Boréal's enrollment declined slightly to about 1,670 for the fall 2013-2014 semester. The school offers 78 post secondary programs.

The Ministry of Training, Colleges and Universities has approved two new architecture programs to be offered in September 2014 by Collège Boréal.

The two-year **Architectural Techniques** program will give Collège Boréal students the job skills they need to practise this profession within architectural and engineering firms. The **Architectural Technology** program adds a full year of specialization to further develop the skills acquired in the Architectural Techniques program, including project planning and the production of specifications and technical reports.

Source: *Collège Boréal*

