

coming of age in the 21st century digging deeper



sudbury
canada's resourceful city
ville ingénieuse du canada

Fourth Quarter



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 295 businesses in 2014. This represents 82 confirmed new business starts and about 125 new jobs for Greater Sudbury. This is down from 348 registrations and 96 confirmed start ups in 2013.



Inquiries to the Regional Business Centre regarding business start up and expansion increased over last year with more than 4,200 walk-ins, phone calls and emails in 2014 compared to 2,780 in 2013.

Source: Regional Business Centre Summary Report

Store Hour Deregulation

Members of the City of Greater Sudbury Council voted to repeal the city's bylaw regarding store hours. The new bylaw now provides retailers with the option to open when they choose. Previously, stores were not permitted to open on Boxing Day or August Civic Holiday.

Source: City of Greater Sudbury

Insolvencies



Consumer insolvencies filed in the third quarter of 2014 were 192 and there were three business insolvencies. In comparison, consumer insolvencies increased from 179 in the second quarter and business insolvencies increased from one.



For the 12 month period ending September 30, 2014 the number of consumer insolvencies is up slightly at 748 compared to 743 in the previous year. There were a total of 7 business insolvencies during this same period, down from 9 over the same period in the previous year.

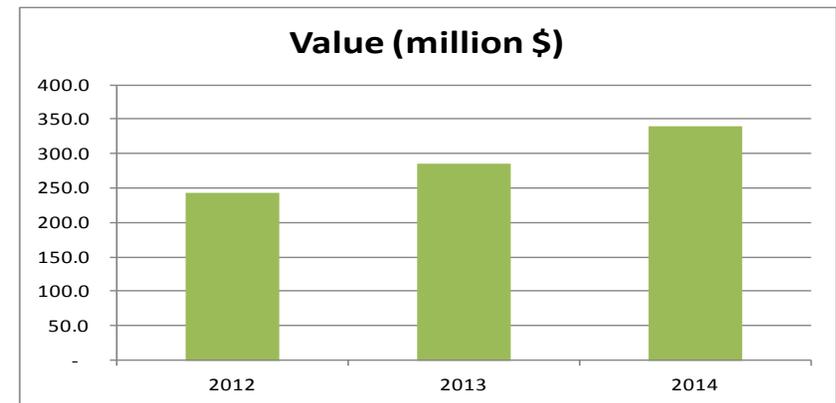
Source: Office of the Superintendent of Bankruptcy Canada, Insolvency Statistics in Canada, Third Quarter Report 2014



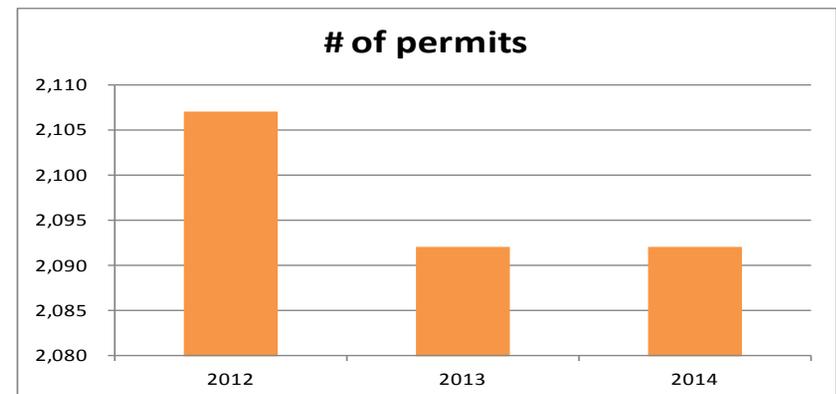
INFRASTRUCTURE: We will improve infrastructure and ensure adequate facilities



The Net Total Value of Building Permits issued in 2014 was \$339.6 million, an increase from \$290.1 million issued in 2013.



The net number of Building Permits issued in 2014 was 2,053 which is slightly lower than 2013, which was 2,082.



Source: Chief Building Official, Building Permit Statements



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

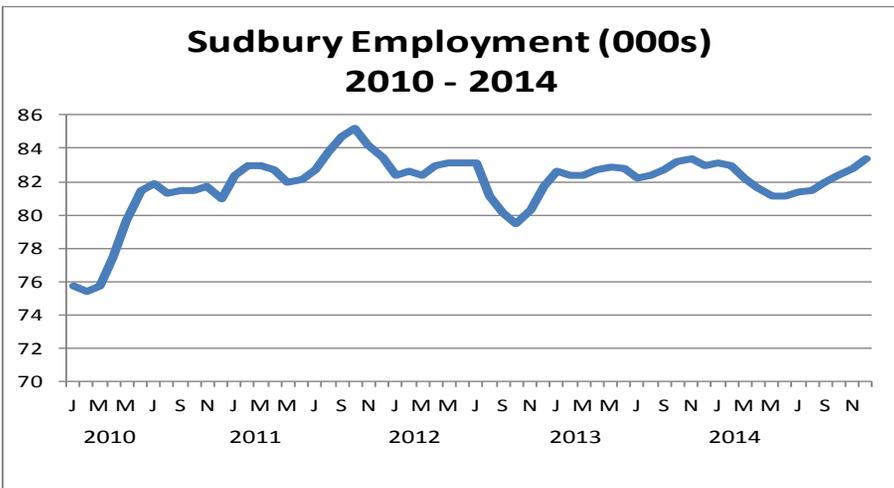
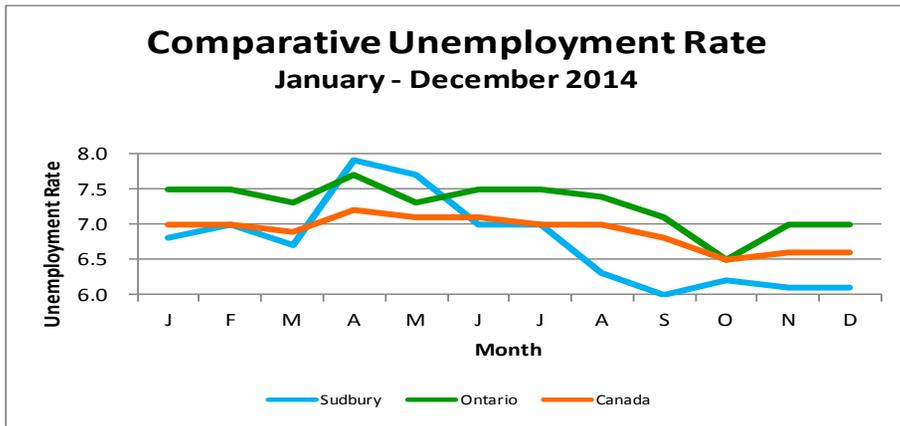


The Unemployment Rate for Greater Sudbury at the end of 2014 was 6.1%. This rate is lower than Ontario's rate which was 7.0% and Canada at 6.6%.



There were 83,400 people employed in Greater Sudbury at the end of 2014, an increase from 82,000 at the end of the third quarter of the same year.

Source: Canada Labour Force Survey



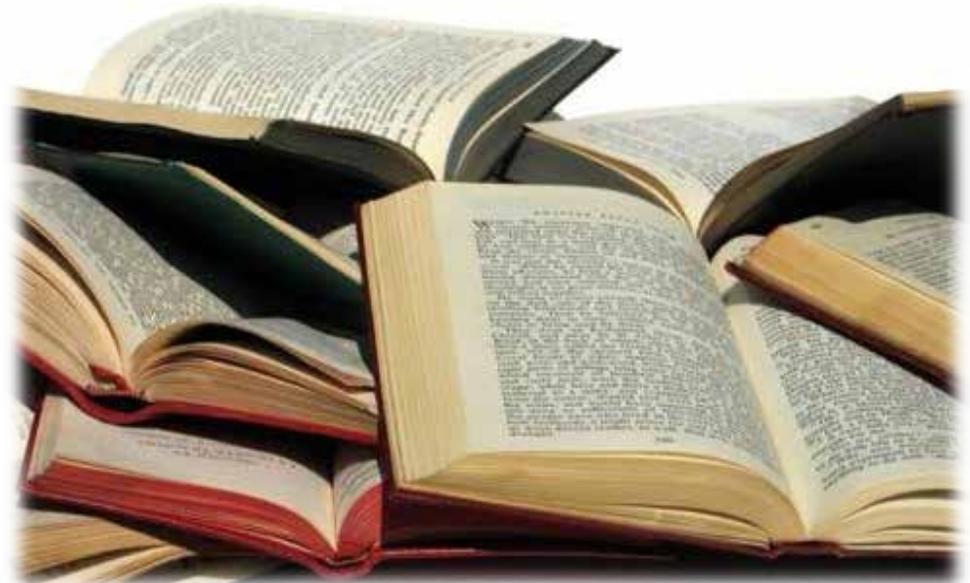
COMMUNITY LEARNING: We will have a culture of community learning as the foundation for competing in the global economy

As part of the agreement established late spring of 2014 with Child & Community Resources (CCR), work continues on expanding locations of the Learning City Book Exchange and associated Little Free Library locations across the community. There are now 10 book exchange locations established throughout the city, doubling the number of locations since last year. As well, a number of additional locations have been identified as future sites and are currently being negotiated.

The Learning City Initiative is also partnering with the Greater Sudbury Public Library on a larger-scale book exchange event, taking place during March Break on March 20th and 21st at the Southridge Mall, during their Family Fishing Derby Event. In addition, the program has coordinated the successful set-up and licensing of four Little Free Library locations in Greater Sudbury.

The Learning City initiative seeks to engage local residents in lifelong learning with the recognition that such efforts have a positive long-term effect on the economy.

Source: Greater Sudbury Development Corporation



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

Science North Admissions:

 **117,678** visitors between January and October 2014, a decrease from 128,884 during the same period in 2013.

Dynamic Earth Admissions:

 **45,577** visitors between January and October 2014, an increase from 43,710 during the same period in 2013.



Hotel Occupancy

Greater Sudbury's average hotel occupancy for the twelve months ending December 2014 was 61.0%, which is down from 61.7% in 2013. The average occupancy for Ontario during this period was 64.0 % and other Northeastern Ontario cities had rates between 53% and 54%.

The average daily room rate for the twelve month period ending December 2014, was \$109.97 which is slightly higher than the rate in the same period last year which was \$109.57. Northeastern Ontario cities had average daily rates of \$109.08 and \$105.48

Source: PKF Consulting National Market Report, November 2014

Rogers Hometown Hockey

Greater Sudbury was chosen as one of 25 stops across Canada for *Rogers Hometown Hockey* event. The Sudbury event was held between December 4th and 7th and featured many activities and events including: a live broadcast of an NHL game with Ron MacLean, Kids Zone, Sportsnet Interactive Broadcaster Booth, refreshments and many giveaways. The city was exposed to a projected national television viewership of 1 million people, and promoted Sudbury's strong hockey culture and uniqueness.

Source: Greater Sudbury Development Corporation

The Market

Greater Sudbury's Market saw a total consumer attendance of 11,722 in 2014 despite several weekends of rainy weather throughout the season. The city had about 600 mm of rain in 2014 compared to 275 mm in 2013. This is a slight increase from 11,264 in 2013. The Market had nearly 40 vendors with 12 seasonal stalls and 25 daily, weekly or monthly rentals.

Source: Market Working Group / Greater Sudbury Development Corporation

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

Filming in Greater Sudbury

 Greater Sudbury saw about 15 film and television productions visit the city in 2014, spending nearly \$12 million and employing over 250 local cast and crew.

TVO's Hard Rock Medical filmed their second season which will be launched in early 2015; Pamela Anderson was in town for the filming of *The People Garden*, a suicidal drama; and *Born to be Blue*, a documentary on jazz musician Chet Baker featuring Ethan Hawke was filmed in Sudbury.

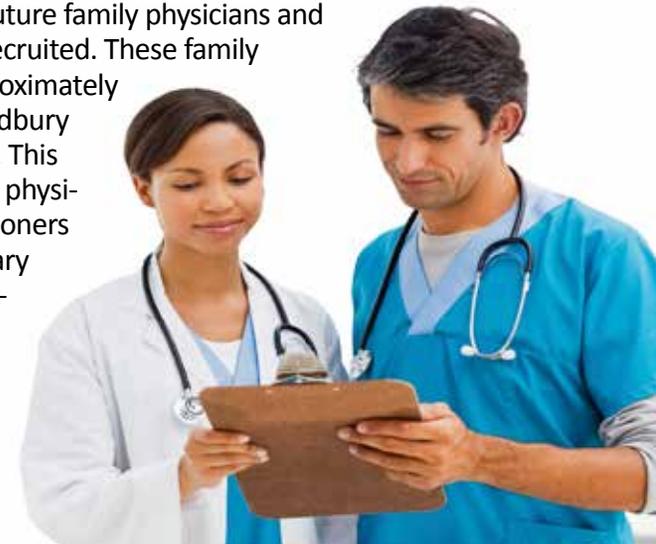
Source: Greater Sudbury Development Corporation

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

Primary Healthcare Providers

In the third quarter, three future family physicians and a nurse practitioner were recruited. These family physicians will care for approximately 4,100 citizens of Greater Sudbury once they begin to practice. This brings the total to 64 family physicians and two nurse practitioners recruited through the Primary Healthcare Provider Recruitment Program since 2008. Once all 64 begin to practice they will care for approximately 88,300 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

Export Marketing Assistance Program

The Export Marketing Assistance (EMA) program has allocated \$530k in conditional contributions to Northern Ontario companies engaged in export marketing and sales initiatives with approved company claims to date of \$106.5k. It is estimated that this will leverage total export project costs incurred by the companies of \$1.6M. To date, the EMA program has approved 546 companies for EMA support across Northern Ontario including 29 in the Sudbury area. Both the Strategic Export Marketing and the EMA programs are Pan-Northern initiatives run by the City of Greater Sudbury through the Greater Sudbury Development Corporation.

Source: Greater Sudbury Development Corporation

Glencore’s Sudbury Integrated Nickel Operations

Glencore has identified two potential mine developments within the Sudbury Basin. Their Onaping Depth project is estimated to contain 15.7 million tonnes of nickel. This project is expected to require \$547 million in capital expenditures to develop shafts as deep as 2,700 metres. The company is also exploring a deeper deposit at their Nickel Rim Mine that could extend the mine’s life from 2020 until the mid-2030’s.

Source: Sudbury Mining Solutions Journal, December 1 2014

Covergalls

Sudbury entrepreneur Alicia Woods is the founder of Covergalls, a women’s mining apparel company. The company was successful in their pitch to *CBC’s Dragon’s Den* which was aired in October resulting in an investment of \$75,000 in exchange for a 30% stake in the company. Since then, the company has expanded their product line to produce a glove and is working on a male version of the product called Coverguys.

Woods has also set up a scholarship fund to encourage women to enter nontraditional roles like the trades, mining and forestry. The Covergalls clothing line helps to make these workplaces more welcoming to women.

Source: Northern Ontario Business, December 2014



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

Post Secondary Enrolment

The Ministry of Training, Colleges and Universities showed the following enrolment counts at post-secondary school campuses in Sudbury during the 2012-2013 fall intake:

Cambrian College	4,017
Collège Boréal	1,120
Laurentian University	5,756

Source: Ministry of Training, Colleges and Universities

Laurentian University was ranked 10th out of 19 primarily undergraduate universities in Canada, tying with the University of Prince Edward Island. In 2013, Laurentian ranked 14th, and just five years ago, the university was ranked 18th in its category. The rankings are based on 12 performance indicators – student awards, student/faculty ratios, awards per full-time faculty, social sciences and humanities grants, medical/science grants, total research dollars, operating budget, scholarships and bursaries, student services, library expenses, library acquisitions and a reputational survey conducted by Maclean’s.

Source: Maclean’s Magazine

NORCAT has teamed up with Tom Fortin, founder of Ontrak Control Systems, to launch Fortin Discovery Lab. The state-of-the-art laboratory occupies a large space in NORCAT’s Maley Drive facility, where it houses \$600,000 worth of advanced manufacturing equipment, including two 3D printers that can be used to create plastic prototypes for new product designs. The lab also includes electronic design and assembly stations, and a machine used for injection molding which can mass-produce any prototype built in a 3D printer at less cost and greater speed.

Source: Northern Ontario Business, December 2014

