

# Coming of Age in the 21<sup>st</sup> Century Digging Deeper

## ENTREPRENUERIAL 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 **275** businesses in 2012, an increase from **248** in 2011. This represents over 100 confirmed new business starts and 116 new jobs for Greater Sudbury.



Although walk-in and telephone traffic has declined, website inquiries have quadrupled over the past year from 11,000 page views in 2011 to more than 40,000 in 2012. Social media following has increased from 300 at the beginning of 2012 to over 1,000.

Source: Regional Business Centre Summary Report

// Sudbury ranked #1 as  
the Most Entrepreneurial  
City in Ontario //



Source: Canadian Federation of Independent Business, October 2012

### Office of the Superintendent of Bankruptcy Canada

osb.ic.gc.ca

#### Insolvencies

Consumer insolvencies for the 12 month period ending September 2012 were **389**, which is down from **459** in the same period of 2011. Business insolvencies for the 12 month period ending September 2012 were **3**, which is down from **4** in the same period of 2011.

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



## INFRASTRUCTURE:

We will improve infrastructure and ensure adequate facilities



The Net Total Value of Building Permits issued is down from **\$305.1 million** in 2011 to **\$242.8 million** in 2012.



The net number of Building Permits issued is down from **2,186** in 2011 to **2,111** in 2012.



The number of new residential permits is down from **295** in 2011 to **242** in 2012.

Source: Chief Building Official, Building Permit Statements

A \$62-million biosolids plant on Kelly Lake Road has been approved by Council to be built under the P3 format. This is the city's first major public-private sector agreement and it would be the first biosolid plant built in Canada under a P3 format.

Source: Sudbury Star, November 21 2012

The **Sudbury Finnish Rest Home Society**, which operates Finlandia Village, opened the Lepokoti Supportive Housing Apartment project. This is a \$15 million assisted living complex which includes 82 units and a wellness centre. Finlandia Village is a not-for-profit rest home that offers subsidized assisted-living services to its residents. About 90 new residents will join the existing 300 already living in Finlandia Village.

Source: Sudbury Star, November 3 2012



## COMMUNITY LEARNING:

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



The Greater Sudbury Public Library has over **66,000** active library cards in circulation as of December 2012.

Source: Greater Sudbury Public Library



A book exchange program was inaugurated at Tom Davies Square in the fall of 2012. Due to the overwhelming success, programs will be set up throughout the city including at the Samaritan Centre.

Source: Learning City Initiative Steering Committee

## WORKFORCE:

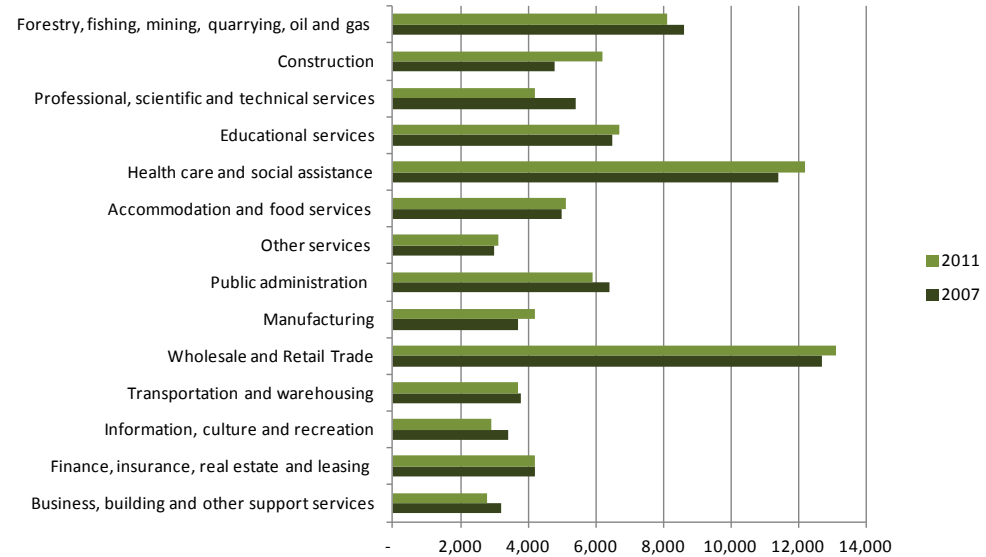
We will build a strong and resilient workforce that is central to strengthening our community

The Unemployment Rate for Sudbury has continued to decline since it peaked in June 2012 at 7.4%. The rate ended the year at **6.8%**, which remains below the provincial rate of **7.9%** and national rate of **7.1%**. The Labour Force Survey reported **81,700** Sudburians employed in December 2012.

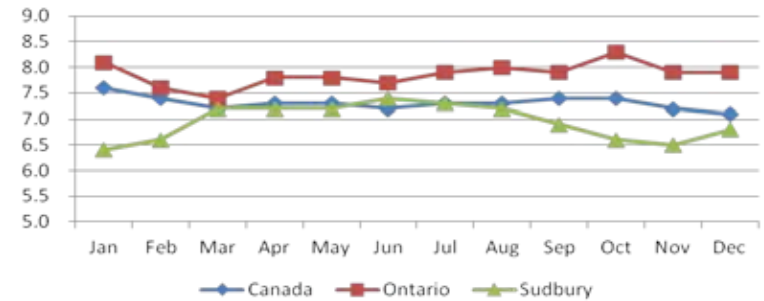
Source: Canada Labour Force Survey



## Employment by Industry Greater Sudbury CMA



## Comparative Unemployment Rate 2012



## Sudbury Employment (000s) Seasonally Adjusted



## MINING, MINING SUPPLIES & SERVICES:

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



Vale announced that their environmental clean AER project's completion date would be extended into 2016 instead of the end of 2015. As well, the project cost has been reduced by half from \$2 billion to \$1 billion as a result of the company making changes to operate a single-furnace smelter at Copper Cliff instead of its original plan of two. The massive project will modernize Vale's Copper Cliff smelting complex and result in a significant reduction in sulphur-dioxide emissions, putting Vale below the government regulated emission limits.

Source: Vale



Since the program inception in March 2012, the Mining Supplies and Services Export Assistance Program has completed or is currently engaged in strategic export market development training with 17 Sudbury companies of 46 in Northern Ontario. This program aims to 'kick open the doors' to new global

markets for the innovative products and services that Northern Ontario mining supply and services companies have to offer. As part of the program, Sudbury area companies have received \$282,074 in Export Marketing funding that has served to leverage more than \$500,000 in direct export marketing and sales efforts by the companies.

Source: Mining Supply and Services Export Assistance Program

## ARTS & CULTURE:

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

Greater Sudbury's film industry has seen non-stop action throughout 2012. The city hosted more than nine productions this year, with \$9 million in local production costs and total production budgets of over \$20 million.

Three productions are already scheduled to film in 2013, including *Queen of the Night*, which will be directed by Atom Egoyan and features Ryan Reynolds, Rosario Dawson, and Scott Speedman.

Source: Economic Development Department



## TOURISM:

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



**Science North Admissions:** 140,109 visitors in 2012. This is up from 125,045 in the same period in 2011.



**Dynamic Earth Admissions:** 34,720 visitors in 2012. This is down from 40,336 in the same period in 2011.



Source: Science North & Dynamic Earth



**Welcome Centres:** The number of visitors to Sudbury Welcome Centres was 16,067 in 2012. This is slightly below the number of visitors to the centres in 2011, which was 16,233.

Source: Sudbury Tourism



**Hotel Occupancy:** The average hotel occupancy from January - October 2012 was 64.9%, up from 57.2% in the same period in 2011. The average daily room rate was \$111.88 which is up from \$109.67 in 2011. These rates are below the provincial average of 66.2% and \$124.79 for the same period.

Source: PFK Consulting National Market Report, October 2012



### Tourism Visits and Spending

Over 3.6 million visitors spent \$622.2 million in the Northeastern Ontario region (RTO 13a) in 2010. This is an increase of more than \$25 million over visitor spending in 2009. On average, overnight visitors spent \$239 per person in 2010.

Source: Ministry of Tourism, Culture and Sport



## ADVANCED EDUCATION, RESEARCH & INNOVATION:

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

### Post Secondary School Enrollment



- Laurentian University's 2012-2013 enrollment has increased to 9,334, with local on campus enrollment increasing by 2%. International enrollment has increased by 19% to more than 650 students.

Source: Laurentian University

- The Centre for Research in Occupational Safety and Health is the recipient of \$1 million in funding from the Province, which will go towards establishing a Research Chair. The centre has already received \$125,000 in funding from Vale and \$500,000 over five years from Laurentian University. An additional \$125,000 is expected to be raised through private and public sector partnerships.

Source: Centre for Research in Occupational Safety and Health



- Cambrian College's first-year enrollment rose 4 percent in fall 2012, and January intake numbers are also expected to be strong, with some programs already waitlisted. The college is also seeing more students enroll in part-time programs and take advantage of online delivery options.
- Starting in January, Bachelor of Science in Nursing (BScN) students will be conducting an important study that will test technology that may reduce health care costs and substantially improve Ontario seniors' lives, and those of their caregivers, by helping seniors to stay safely in their own homes for longer periods of time. Sudbury-based business Care Link Advantage will install their technology in the homes of ten seniors, and ten other seniors will live in their homes without the benefit of this technology as a control group.

Source: Cambrian College



- Collège Boréal's 2012-2013 enrollment has increased by 5.7% over last year to 1,675 students. Of these, 15 are international students and 72 are enrolled in part-time studies.

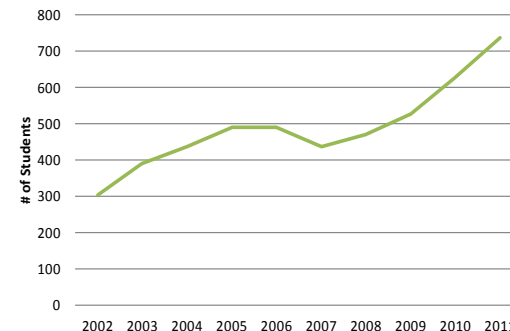
As part of its fundraising campaign, "Leading us to prosperity", the Collège Boréal Foundation recently received \$212,000 from community partners. Collège Boréal Foundation has provided over 2,000 bursaries to students of the Collège; for 2011-2012, this represents close to \$1.4 million. So far, the Foundation's endowment fund is the highest of all colleges per student and exceeds \$10.7 million.

Source: Collège Boréal

### Foreign Students in Sudbury

The international student population continues to rise in Greater Sudbury, growing by more than 15% to 737 students in 2011 from 629 in 2010.

Source: Ministry of Citizenship and Immigration Canada



### Research Grants to Sudbury Institutions 2011-2012

Natural Science and Engineering Research Council of Canada (NSERC)	\$ 3,985,419
Canadian Institutes of Health Research (CIHR)	\$ 2,472,866
Social Sciences and Humanities Research Council of Canada (SSHRC)	\$ 678,306

## HEALTH SERVICES EXPERTISE:

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

### Advanced Medical Research Institute of Canada (AMRIC)

Health Sciences North has created a new research institute named Advanced Medical Research Institute of Canada (AMRIC). The institute will have a targeted approach to disease prevention and treatment aimed to improve health care outcomes in Northern communities and across Canada.

Within four years, AMRIC is expected to have 154 staff and induce between 161 and 214 additional full time equivalent positions in Northern Ontario. Direct, indirect and induced economic effects are projected to be between \$42-48M per year.

Source: AMRIC, Greater Sudbury Today and Tomorrow, September 2012

