

from the  
**ground**  
**up**



**2017 ANNUAL REPORT**



canada's  
resourceful  
city

ville  
ingénieuse  
du canada

# Greater Sudbury Development Corporation

## 2017 Priorities

Move the Synergy Centre project forward to a decision point by Council

Advance Sudbury's presence through the Mining Supercluster Initiative

Establish basis for Indigenous Economic Development Partnerships

Explore potential for a Seed Capital Investment Fund

## 2018 Priorities

Establish a Seed Capital Investment Fund

Strengthen and promote Local Mining Cluster

Create a Downtown Business Incubator

Continue development of Indigenous Economic Development Partnerships

Identify and promote opportunities for Greater Sudbury in the Ring of Fire



Economic Overview  
at a Glance

# 2017



	GEOGRAPHY	2016	2017
Unemployment Rate	Greater Sudbury Ontario	8.1% 6.3%	6.8% 5.6%
Total employment (000s)	Greater Sudbury Ontario	82,100 7,035,100	80,900 7,207,400
Participation Rate	Greater Sudbury Ontario	63.6% 64.9%	61.7% 65.0%
Employment Insurance Recipients	Greater Sudbury Ontario	3,170 138,120	2,720 126,940
Business Bankruptcies	Greater Sudbury Ontario	4 940	3 878
Average House Price	Greater Sudbury Ontario	\$252,484 \$534,850	\$261,054 \$620,400
Building Permits Issued (millions \$)	Greater Sudbury	\$252.93	\$366.36
Retail Sales (millions \$)	Greater Sudbury Ontario	\$2,160 \$200,885	\$2,249 \$216,317
Consumer Price Index	Greater Sudbury Ontario	1.297 1.8	2.249 4.1





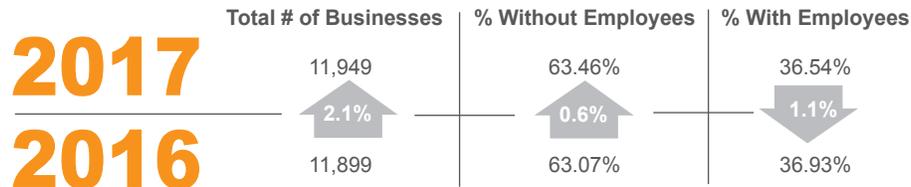
## A Robust Entrepreneurship Ecosystem

Greater Sudbury Development Corporation provided funding to the Regional Business Centre to assist in launching its Starter Company Plus Program which had 14 participants in 2017.

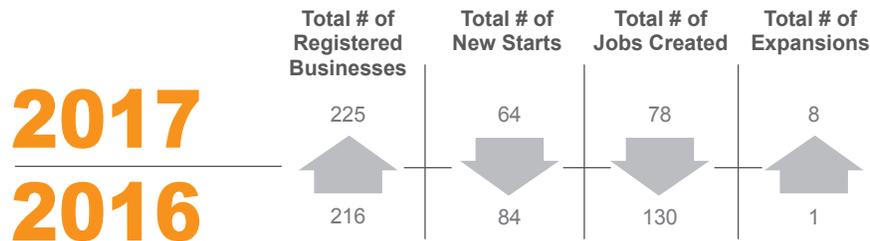
One of those participants was Justine Martin, the winner of *Win this Space* - a business contest that was also supported by GSDC in partnership with Downtown Sudbury. Since winning, Justine opened her bakery, Guilty Pleasure Bake Shop + Bar, in downtown Sudbury.

Justine credits what she learned in Starter Company Plus with helping her to be successful in launching her business and developing her entrepreneurial skills.

## Businesses With and Without Employees



## New Businesses



## Top Employers



### Public:

Health Sciences North .....	<b>3,890</b>
City of Greater Sudbury .....	<b>2,959</b>
Canada Revenue Tax Services Office .....	<b>2,000</b>
Rainbow District School Board .....	<b>1,419</b>
Conseil scolaire de district catholique du Nouvel-Ontario.....	<b>1,400</b>

### Private:

Vale .....	<b>3,900</b>
Glencore .....	<b>1,300</b>
Walmart .....	<b>400</b>
Anmar Mechanical and Electrical Contractors Ltd .....	<b>350</b>
G4S Secure Solutions .....	<b>350</b>

**Percentage of employment change by industry 2016-2017**



**Retail trade**



**Health care and social assistance**



**Construction**

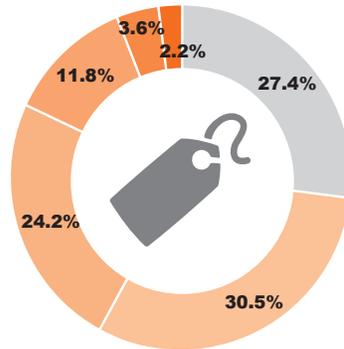


**Professional, scientific and technical services**

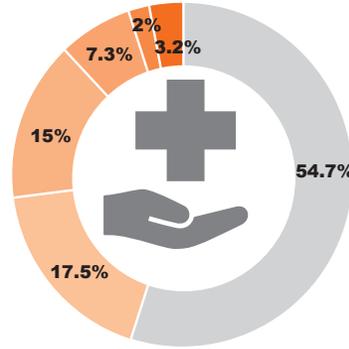


**Accommodation and food services**

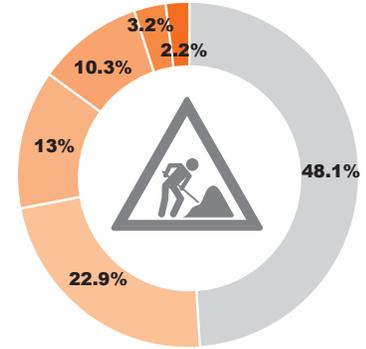
**Total Number of Businesses with Employees 2017**



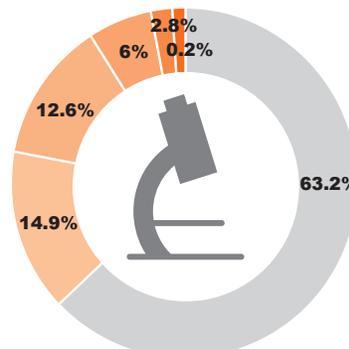
Retail Trade



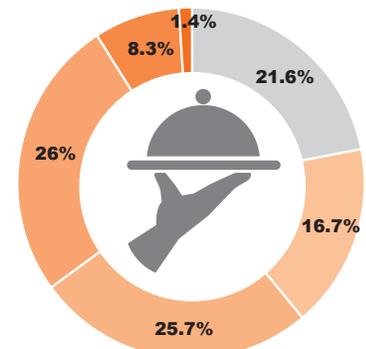
Health Care & Social Assistance



Construction



Professional, Scientific & Technical Services



Accommodation & Food Services

\*Canadian Business Patterns, June 2017



## A Welcoming and Open Community

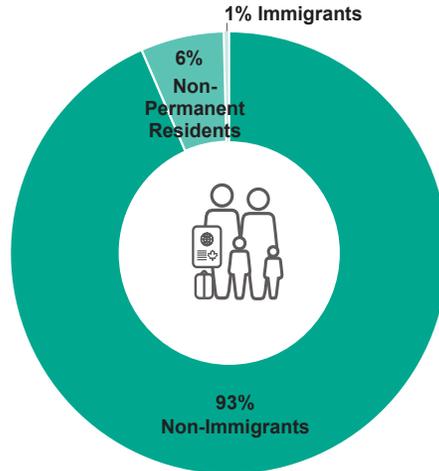
In 2015, Hussein Qarqouz, a Syrian refugee settled in Sudbury with his family. In Syria, Hussein worked passionately as a baker.

Wanting to share his love of cooking with Sudbury, Hussein came to the Regional Business Centre for its expertise and guidance in opening a business.

In 2018, Hussein opened Damascus Cafe and Bakery in downtown Sudbury. The family is excited about the new opportunity, which will provide employment for all three of Hussein's older sons when they are not in school.

## Funding Received from Municipal Innovation Fund (MIF)

The City of Greater Sudbury received funding from the Ministry of Citizenship and Immigration's (MCI) 2017 MIF. The City was awarded funding of \$45,000 over two fiscal years to develop a strategic approach and marketing strategy. The project is designed to support the attraction, integration settlement, and information needs of skilled Francophone immigrant talent, immigrant entrepreneurs and their families into the community.

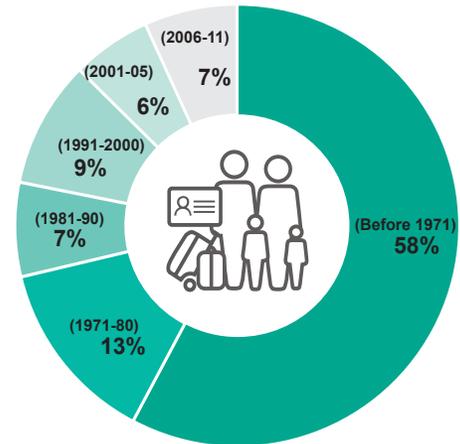


Immigration / Immigrant Status - Greater Sudbury

## Mayor Welcomes 130 Newcomers at Reception

GSDC partnered with two school boards and three post secondary institutions to host a number of events to welcome international students to Sudbury, which included the Mayor's Welcome Reception. Approximately 130 immigrant, refugee, and international students gathered at Science North to experience an Indigenous cultural exchange.

\*Source: Statistics Canada, NHS, 2011



Period of Immigration to Canada for Newcomers Living in Greater Sudbury\* (5 Year Increments Until 2011)



## A Quality of Place and Lifestyle that is Second to None

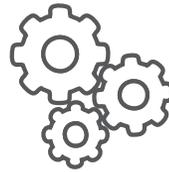
The GSDC has contributed to the beautification of downtown through investments such as We Live Up Here and Up Here Festival. Sudbury is quickly becoming synonymous with its downtown murals, especially the *You Are Beautiful* mural, which is a well known favourite with citizens and tourists alike.

We Live Up Here and Up Here Festival have played a pivotal role in the arts and culture scene over the last few years. The GSDC has continued to invest in this cultural attraction that interweaves all ages, Anglophones, Francophones and Indigenous into its programming.



# \$115.4 M

Invested in projects for Roads and Transportation and Water/Waste Water Services Divisions



# 609

Capital Projects worked on



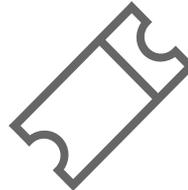
# \$384 M

Total value of 1,999 Building Permits Issued



# \$1.5 M

Active transportation improvements



# 163 K

Tickets purchased for events at the Greater Sudbury Arena



# 46 K

Number of skaters at outdoor rinks and Queen's Athletic Field

### Building Permits 2016-2017



2017 Permits: 1,999  
2016 Permits: 2,083



2017 Value of Permits \$384.0 million  
2016 Value of Permits \$254.5 million



## A Highly Skilled and Creative Workforce

Smart Greens Sudbury is a modern agricultural business that grows produce in self-contained indoor vertical farming systems year-round.

From navigating Smart Greens through the building permit process to business plan assistance to finding funding resources, the CGS Economic Development team helped Smart Greens to successfully launch its business.

Smart Greens is an innovative company that only sells greens within 100km of where they are grown. You can purchase Smart Green products at our local farmer's market.



Number of People Employed in STEM\* Occupations

**2017**  
4,009

**2016**  
4,002

## Labour force data



People employed

**80,900**

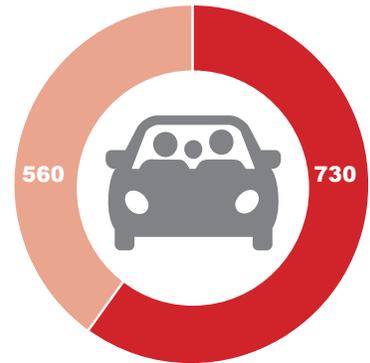
Participation rate

**61.7%**

## Commuters

■ People living elsewhere and working here

■ People living here and working elsewhere



## Greater Sudbury Unemployment Rate

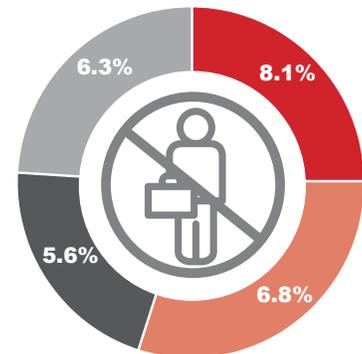
■ 2016

■ 2017

## Ontario Unemployment Rate

■ 2016

■ 2017



\*Science, Technology, Engineering and Math



## The Global Leader in the Mining Supply and Services Industry

Greater Sudbury delivered a compelling bid to host the proposed Noront Resources Ferrochrome Production Facility. The GSDC strengthened this bid by investing in logistics, transportation and environmental analysis of the Noront FPF proposal.

The construction of the ferrochrome production facility is proposed to begin within the next five to ten years at a cost of approximately \$1 billion.

The facility would create approximately 350 permanent jobs and about 150 indirect jobs within the community.



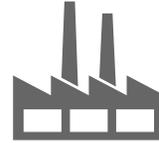
9

operating mines



2

mills



2

smelters



300+

supply and service  
firms



165,000

population



12,000

people employed in mining  
supply and services sector



5,500

people directly  
employed in mining  
and processing

### Exporting our Resources

The Export Marketing Assistance (EMA) Program, facilitated through the GSDC, has been helping small and medium-sized enterprises (SMEs) in Northern Ontario gain access to markets outside of Ontario including international markets. With a focus on engaging SMEs from the mining supply and services sector, the EMA program has served **53 local companies** through an **investment of \$300,000** which has leveraged total company spending of **\$766,000**. Companies have reported **short-term sales of \$5.4 million**. They have projected potential pipeline **sales of \$81 million** and the hiring of up to **118 new position**.



A Nationally  
Recognized Centre  
of Artistic  
Excellence

Filmed in Sudbury:

*Letterkenny*

*Bad Blood*

*Cardinal*

*Amelie & Compagnie*

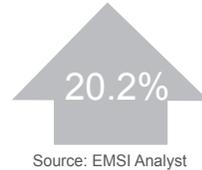
*Anna*

*Through Black Spruce*

*Christmas Encore*

## Number of Jobs Employed in Cultural Sector

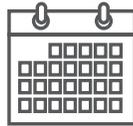
**2017**  
2,543



**2016**  
2,115



## Number of Local Film Productions & Local Budget Spends



**2017**

**18**  
**FILMS**

**\$18 M**

Film, television and web series

Total local spending

**2016**

**20**  
**FILMS**

**\$21.1 M**

Film, television and web series

Total local spending



## One of Ontario's Top Tourism Destinations

The City of Greater Sudbury prides itself on its diverse cultural heritage, thriving arts scene and vibrant talent in our community.

Stimulating the enhancement of our local arts and cultural sector has been a priority of the City of Greater Sudbury, the GSDC and its Board of Directors. In 2017, on behalf of City Council, the GSDC provided 36 grants to Arts & Culture organizations:

\$124,924 was provided in 22 grants in support of project-based arts activities and \$449,832 was provided as operational support grants to 14 local arts organizations.



Number of Total Person Visits

**1.2 M**



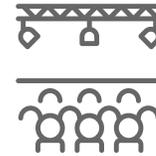
Number of Travel writers

**9**



Total Visitor Spending

**\$182.6 M**



Major Events Hosted

**10**

### Main Purpose of Trip (Person Visits)



Source: Ministry of Tourism, Culture and Sport  
*\*most current data*



## A Leader in Health and Life Sciences

The GSDC and the City of Greater Sudbury contributed \$1.75 million to the construction of Health Sciences North Research Institute's (HSNRI) new state-of-the-art facility.

HSNRI is conducting life-saving research and attracting top researchers from around the world, who now call Sudbury home.

The GSDC also contributed \$120,000 to HSNRI to become home to a satellite facility for the Institute for Clinical Evaluative Sciences (ICES). The high-security research centre evaluates health care delivery and outcomes.

number of people employed in health sector



↑ 7,220 7,104

2017

2016

number of specialists



↑ 251 237

2017

2016



19

number of new physicians



\$19m

HSNRI opened its state of the art research facility



\$25m

in research funding for HSNRI



## One of the Most Integrated Education and Innovation Ecosystems in Ontario

GSDC contributed funding to the Computer Engineering program at Collège Boréal to partner with Sudbury-based insurance broker Insurance Hero to create a chat robot that will automate the insurance quoting process using artificial intelligence. In partnership with Ontario Centres of Excellence, a two-year development process would be undertaken.

With support from GSDC, Cambrian College partnered with Laurentian University to test the effectiveness of bioleaching - extracting residual metals from mine tailings. The research is still being conducted and the innovative application is expected to serve as a benchmark for related industry research.



-2.6% Decrease  
In Graduate  
Student  
Enrollment Over  
Fall 2016

Graduate Student Enrollment

**870**



25%% Increase  
in International  
Students Over  
Fall 2017

International Students

**1,218**

Total Number  
of Students  
at all Post Secondary  
Education (PSE) Institutions

**16,099**



**6.7%**  
Increase in  
Total Enrollment  
at all Post Secondary  
Education (PSE)

\$50K

#### Place des Arts

A multidisciplinary, Francophone professional arts centre to be located downtown Sudbury. Construction is expected to begin in 2018 and will employ approximately 150 full-time temporary employees during construction and 10 jobs once in operation.

\$75K

#### Regional Business Centre Starter Company Plus

A program funded through the Ontario government that provides training, mentoring and grant opportunities up to \$5,000 for eligible participants who are starting, expanding or buying a small business.

\$49K

#### Economic Development Major Events Development Officer

In 2016, this position was established to attract major events and conventions to Greater Sudbury. Since then, the City has built strong network connections, submitted multiple bid efforts and secured major events including Telus Cup and Esso Cup. As we look to the future with the City's Large Projects, these relationships will be of benefit as we attract larger conventions and events.

\$75K

#### Centre for Excellence in Mining Innovation (CEMI) Innovation and Prosperity Office

The investment was used to develop a project coordinator position at CEMI, through the Innovation and Prosperity Office (IPO), who supported small and medium sized-companies to innovate new technology or expand markets for their ideas. In total, they worked with 76 local companies and added 63 new jobs.

\$150K

#### NORCAT Underground Mine

Former Fecunis Mine in Onaping is now the site for a testing and training facility for underground technology in real world conditions. This is a unique training facility for North America and over 35 companies have used the site which shortens development cycle for revolutionary technology. Innovative local companies such as Hard-Line and Maestro Digital Mine use the mine to test and showcase products to international companies.

# GSDC Board Investments

In 2017, the  
GSDC Board  
approved  
investments  
totaling



# \$1,021,765

\$25K

### Greater Sudbury Chamber of Commerce

#### Transportation Logistics Opportunity Feasibility Study

Greater Sudbury is situated at the crossroads of multiple major road and rail transportation routes. Logistics and freight and bulk materials handling are critical components for current and prospective major employers. Given these two factors, the Greater Sudbury Chamber of Commerce assembled a committee of local companies to explore the potential for the attraction of a transportation and logistics facility in Greater Sudbury.

\$265K

### SAMSSA

#### Project Transition

The intent of this project is to support the transition of Sudbury Area Mining Supply and Services Association (SAMSSA) from its current form into a fully developed, pan-Northern organization at the centre of our region's mining cluster. The goals are to expand and solidify membership and to develop specific programs that will benefit our mining supply and services companies, strengthening the cluster and sustaining jobs and economic activity in Greater Sudbury.

\$120K

### HSNRI

#### ICES Satellite Site

Through funding, HSNRI, NOSM, and Laurentian University constructed a high security health research centre in the HSNRI offices at HSN. This research centre functions as the northern satellite of the Institute for Clinical and Evaluative Sciences (ICES). ICES is a not-for-profit research organization, whose core function is to conduct research contributing to the effectiveness, quality, equity and efficiency of health care and health services in Ontario.

## Additional projects supported by GSDC

\$22K

Up Here Festival 2017

CEMI Commercialization  
Attainment Program (CAP)

\$32K

Synergy Centre

\$20K

Sudbury Theatre  
Centre

\$200K

\$100K

\$50K

Noront Ferrochrome  
Production Facility

Cancer  
Therapeutics  
Research Initiative

A Highly Skilled  
and Creative  
Workforce

A Robust  
Entrepreneurship  
Ecosystem

One of Ontario's Top  
Tourism Destinations

A Nationally  
Recognized Centre  
of Artistic Excellence

A Welcoming  
and Open  
Community

The Global Leader In  
the Mining Supply And  
Services Industry

A Leader in Health  
and Life Sciences

One of the Most  
Integrated Education  
and Innovation  
Ecosystems in Ontario

A Quality of Place and  
Lifestyle That is Second  
to None

# Mission

The GSDC is the economic development arm of the City of Greater Sudbury. Consisting of an 18-member board of directors and supported by City staff, the GSDC acts as a catalyst for economic development initiatives and supports the attraction, development and retention of business in the community.

The GSDC embraces a critical team leadership role as it navigates the challenges of economic development. The GSDC works with community stakeholders to cultivate entrepreneurship, build on local strengths, and stimulate the continuous development of a dynamic and healthy city.

# Vision

## *From the Ground Up (FTGU) 2015-2025 Strategic Plan*

The GSDC supports the FTGU overarching vision of attracting the people, services, enterprises and investments needed to generate 10,000 net new jobs by 2025 and achieving an unmatched quality of place lifestyle and economic prosperity.



[investsudbury.ca](http://investsudbury.ca)



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