



# 2022

annual report

Greater Sudbury Development Corporation

from the  
ground  
up





During the past year, it's been my privilege to work with our partners as we cultivate entrepreneurship, build on local strengths, and stimulate a dynamic and healthy city. Our city continues to attract new investment opportunities and support local business as we focus on growing our local economy and creating jobs.

Our board of directors is comprised of community leaders who continue to advance the City's objectives to stimulate growth and prosperity in Greater Sudbury. Understanding the needs of businesses and residents, the board of directors continues to look ahead to the future, supporting cutting edge advancements and innovation. The Greater Sudbury Development Corporation (GSDC) board is able to connect the dots to advance research, talent attraction and business development while enhancing resident quality of life.

Recognizing the long-lasting impacts of talent attraction and retention, the GSDC is taking steps to assist the City in their efforts; supporting key initiatives such as the Rural and Northern Immigration Pilot program to attract diverse talent to the area and provide support to newcomers as they arrive to the community. Immigration plays a vital role in growing our population and economy, as well as enriching the social and cultural fabric.

The GSDC is determined to hold space for new ideas and opportunities that are pushing the boundaries across sectors, encouraging prospective business, and forging new relations, putting Greater Sudbury on the map. An excellent example of this work is the groundbreaking BEV In Depth: Mines to Mobility Conference bridging the gaps between the automotive and mining industries creating new relationships for long-term projects and promoting the advanced mining technology.

We are grateful for the support from City Council as we work together to build a more vibrant and prosperous future for Greater Sudbury. I am looking forward to working with our many partners as we continue to invest in our city's future and contribute to its health and success.

Thank you. Merci beaucoup. Miigwech.



**Jeff Portelance**

Chair, Greater Sudbury Development Corporation



# 2022 GSDC Investments through the Community Economic Development Fund

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On behalf of City Council, the GSDC, with the support of Economic Development staff, administers the Community Economic Development (CED) fund. This funding is available to not-for-profit entities within the City of Greater Sudbury. The project must provide an economic benefit to the community and align with economic development objectives.

**Total new project funding approved in 2022: \$399,979**

Project	Detail	Total Investment
<b>Workforce Development and Hit Refresh/ Se renouveler Talent Attraction Campaign</b>	Funds in support of the development of Greater Sudbury's workforce by attracting residents from outside of our community while retaining those who are already employed or recently graduated from local post-secondary schools. The Initiative supports the Workforce and Immigration Program through the Rural and Northern Immigration Pilot program, the Sudbury Local Immigration Partnership and the combined overarching goal of addressing local labour shortages.	<b>\$100,000</b>
<b>BEV In-Depth: Mines to Mobility Conference</b>	Funds to support the facilitation of an event that connects experts from mining, automotive, manufacturing, clean energy, research and innovation to advance Battery Electric Vehicle (BEV) economic opportunities in Greater Sudbury and northern Ontario.	<b>\$20,000</b>
<b>Project Search</b>	Funds to support the March of Dimes program to assist students with developmental disabilities in their final year of high school by offering total workplace immersion and preparatory training.	<b>\$47,975</b>

Project	Detail	Total Investment
<b>Centre for Mine Waste Biotechnology</b>	Funds to support advancement of the development of the Centre for Mine Waste Biotechnology that will stimulate a robust environmental and clean technology cluster in Greater Sudbury.	<b>\$120,000</b>
<b>Employment Lands Implementation Strategy Study</b>	Funds to support the development of a strategy providing a framework for planning policies and tools to help build Greater Sudbury's investment readiness profile as the next step to implementation of the Greater Sudbury Employment Land Strategy.	<b>\$37,004</b>
<b>Community Builders North</b>	Funds to provide training, employment and affordable housing to meet the growing needs of our community's most vulnerable and at-risk populations.	<b>\$75,000</b>

**Total Project Value**  
**\$ 1,681,344**

**Dollars Leveraged**  
**\$ 1,679,911.80**

**Every \$1 invested leverages an additional \$4.20 in other funding**



# Economic Recovery and COVID-19

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Economic recovery continues to be a priority for the City as we provide support and focus resources to advance the objectives of the Economic Recovery Strategic Plan. The Board identified two areas of priority: Talent Attraction, Retention and Lifestyle Promotion and Downtown Revitalization. The Board has approved specific actions under the two areas of priority:

## Talent Attraction, Retention And Lifestyle Promotion

To support retention of talent in Greater Sudbury, engaging with post-secondary partners through marketing and on-campus programming has increased the touch-points with students, including international students, to encourage graduates to become long-term residents.

As part of the overall workforce development strategy, we continue to promote and leverage the *Hit Refresh/Se renouveler* talent attraction initiative to help attract, market and provide information to employers on the opportunities in Greater Sudbury.

The regional capacity continues to improve by helping local companies identify and address their own labour shortages to help grow their business. The Sudbury Rural Northern Immigration Partnership program continues to be a crucial component to address the needs of local employers seeking specialized and skilled talent.

We continue to leverage and support efforts of the Local Immigration Partnership (LIP) and its members promoting newcomers and immigrants arriving in Greater Sudbury who are making an impact in our community.



## Downtown Revitalization

The Innovation Quarters, the downtown incubator, officially opened its doors in the summer of 2022. The brand-new space, located at 43 Elm Street in the heart of Downtown Sudbury, creates an environment for innovation, creative thinking and collaboration.

As a flagship project and major investment, this project demonstrates GSDC commitment to entrepreneurship and innovation. The board forged ahead and worked with FedNor to make the project a reality after many years in development. The partnership with FedNor allowed the project to grow a significantly unique footprint and create space for a group of businesses that would leave a legacy and impact revitalizing our core.

Designed to support local startups, the program helps to accelerate growth and success through a variety of business supports including mentorship, training, workspace, and professional networking.

As the downtown economic recovery continues, its success is attributed to the many partnerships across multiple sectors, including the Downtown Business Improvement Area (BIA). The initiatives of the Downtown BIA address business and residents' needs by creating new opportunities in the downtown core. The BIA's creation of key programs such as the Zero Vacancy program, the 2022 Temporary Outdoor Patio, Sidewalk Café and Outdoor Retail options and the Clean Up program is assisting downtown business with new economic opportunities and increasing their participation in the downtown.

We continue to educate the Greater Sudbury business community and stakeholders on opportunities and resources available including the City of Greater Sudbury Community Improvement Plan (CIP) program, the GSDC's Community Economic Development Fund, the Tourism Development Fund and other tools and business planning expertise available to support development in the downtown such as commercial activity and intensification of residential and student housing.

With the support of the City and the GSDC, downtown projects such as the YES Theatre Refettorio, the Red Oaks Villa, and others have access to incentives through the new Community Improvement Plan (CIP) Strategic Core, which incentivizes housing creation and helps reduce the cost of development or redevelopment and responds to Council's goal to revitalize the town centres of our community. These programs can be used in conjunction with other incentive programs offered by the City or other levels of government.



# A Robust Entrepreneurship Ecosystem

## Sudbury Catalyst Fund

In 2017, the GSDC Board of Directors identified the creation of a new Greater Sudbury based venture capital fund as one of its priorities. The GSDC has invested \$1 million toward its establishment, which leveraged additional funding of \$1 million from the Nickel Basin Federal Development Corporation and \$3.3 million from FedNor. These investments bring the total value of the Sudbury Catalyst Fund (SCF) to \$5.3 million.

The SCF is a unique \$5-million venture capital fund administered by the Nickel Basin Federal Development Corporation in collaboration with the City of Greater Sudbury, FedNor and NORCAT. Established with the goal to accelerate the growth of scalable tech startups, the SCF brings together a variety of partners and angel investors eager to build northern Ontario's entrepreneurial ecosystem by investing in and supporting a diverse portfolio of high-growth companies.

### In 2022, the fund made the following investment:

\$250,000 in IRegained, a Greater Sudbury-based company developing proprietary medical technology to help stroke survivors recover and improve their lost hand function. The investment in IRegained is the fourth from the fund, following earlier investments in FORTAI, Verv Technologies and REPerformance.

**\$250,000**

investment into

 **IRegained Inc.**

## Starter Company Plus

Through the Regional Business Centre, the Starter Company Plus program provides mentoring, training and the opportunity of a grant up to \$5,000 to start, grow or buy a small business. The program is partially funded through the GSDC.



**70**

applications to participate



**19**

participants



**1**

intake sessions



**11**

grants distributed totaling  
\$55,000



## Downtown Sudbury Business Incubator – Innovation Quarters/ Quartiers de l'innovation

A priority of both the 2019-2027 City of Greater Sudbury Strategic Plan and GSDC Economic Recovery Strategic Plan, this initiative is a cornerstone in efforts to foster economic development, attract new businesses, and ignite entrepreneurship in our region. Through a comprehensive program offering mentorship, training, workspace, and professional networking, the Innovation Quarters is poised to accelerate the growth and success of startups, creating a vibrant entrepreneurial ecosystem. Coordinated by the City's Regional Business Centre, the program is a collaboration between the City of Greater Sudbury, NORCAT and the Greater Sudbury Chamber of Commerce. The GSDC, is investing \$1.16 million in the program over four years and is leveraging an investment of \$896 882 from FedNor and \$15,000 from the Greater Sudbury Chamber of Commerce. The grand opening of the Innovation Quarters in June 2022 marked an exciting milestone, and ongoing marketing efforts are driving anticipation for the inaugural cohort, which commenced in spring 2023.



**\$896,882**

in funding



**\$1.16 M**

in funding



**\$15,000**

in funding

Greater Sudbury  
Chamber of  
Commerce



Chambre de  
commerce  
du Grand Sudbury

## A Welcoming and Open Community

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In December of 2022, the GSDC supported the first ever Holiday Celebration for the newcomer community in Greater Sudbury welcoming over 200 individuals and their families to the Ukrainian themed celebration. It was an opportunity to connect with other newcomer families and supportive organizations face to face as they celebrated the holiday season.

VISAS



# A Highly Skilled and Creative Workforce

## Rural and Northern Immigration Pilot Program

The City of Greater Sudbury was chosen as one of 11 communities to participate in the Rural and Northern Immigration Pilot Program (RNIP), through Immigration, Refugees and Citizenship Canada (IRCC).

During the initial stages of the RNIP, IRCC required that applications were driven by economic development organizations. As such, the GSDC was the successful applicant to manage this program and a key factor in its success in the Greater Sudbury community. As we enter the third year of the pilot program, the GSDC has provided invaluable support ensuring the program continues to thrive while supporting employees and newcomers arriving to Greater Sudbury.

This program works to address local labour force shortages while encouraging immigration and population growth. **In 2022, 265 recommendations were granted through the RNIP, amounting to a total of 492 newcomers to the Greater Sudbury community, including the family members of those recommended.**

The GSDC has three Board members who sit on the RNIP Community Selection Committee and have contributed to detailed discussions on candidates being considered through the program.





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

As a key priority, the GSDC continues to fund the development and expansion of tourism attractions ensuring Greater Sudbury remains a vibrant and thriving place to live, work and play. By investing in new tourism offerings, the GSDC is not only attracting and retaining talent in the industry, but also creating a significant economic impact that will continue for years to come.



Dynamic Earth is growing with the *Go Deeper* expansion expected to open to visitors in 2024. *Go Deeper* is an exciting new experience that will inspire generations to learn about innovation and technological advancements in the mining industry. With the support of the GSDC, new interactive exhibitions will provide visitors with a unique immersive experience and learn about the critical role mining plays in our daily lives.

**Total 2022 funding: \$60,000**



Filmed in Greater Sudbury, Science North's IMAX film *Reasons for Hope* features Dr. Jane Goodall in a documentary film highlighting remarkable stories that inspire viewers to make a difference in the world. With support from the GSDC, the documentary captures the Greater Sudbury Regreening Story of hope and transformation as Dr. Jane Goodall plants the 10 millionth tree to commemorate the success of the internationally acclaimed environmental restoration.

**Total 2022 funding: \$225 000**



New infrastructure is being developed in the heart of our downtown through the creation of the YES Theatre, Refettorio. The creation of a world-class arts and culture outdoor performance theatre will allow for unique and unforgettable cultural experiences. Scheduled to open in the summer of 2023 with many live open theatre productions.

**Total 2022 funding: \$30,000**



On the shores of Ramsey Lake, Canada's longest standing folk festival, Northern Lights Festival Boréal celebrated its 50th anniversary hosting internationally acclaimed artists from around the world in Greater Sudbury. The support from the GSDC helped to attract more visitors to the festival, contributing to the economic impact in the region. The festival not only highlights the talent of artists from around the world but also showcases Greater Sudbury's commitment to promoting culture and tourism in the region.

**Total 2022 funding: \$85, 500**

# Business Support

## Employment Land Strategy

City Council, along with the support of the GSDC, approved the Employment Land Strategy to foster economic growth and support a diversified economy now and into the future. The strategy will ensure that the City is well positioned to respond to Employment Land needs by considering future trends, projected demand, land supply, municipal services, incentives and other tools to support future growth and economic changes. Specifically, the strategy focuses on:

- Key Stakeholder Input
- Employment Land Inventory
- Trends Analysis
- Population and Employment Growth Forecasts
- Employment Land Demand
- Gaps and Constraints
- Development Incentives Feasibility
- Finance Strategy and Return on Investment Calculator Tool
- Competitive Analysis
- Final Report and Recommendations

In alignment with Council strategic direction, the GSDC supported the implementation plan for the Employment Lands Strategy that will further support business development and attraction efforts to Greater Sudbury.

Next steps, which are currently underway, include the execution of the implementation plan for infrastructure upgrades for the strategic employment areas identified in the Strategy, including a Business Case to undertake Detailed Design as part of the 2023 budget and implementation of the land use planning recommendations identified in the strategy including:

- Developing an Employment Land Community Improvement Plan (CIP) for Council's consideration in 2023; and
- Preparing Official Plan amendments as part of Phase 2 of the five-year review of the Official Plan and Zoning amendments for Council's consideration in 2023.

**The total project  
support in 2022  
from the GSDC was  
\$37,004.**



# The Global Leader in Mining Supply and Services Industry

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## Northern Ontario Exports Program (NOEP)

The Northern Ontario Exports Program, a pan-northern business support program, committed \$286,000 to 25 Greater Sudbury-area export-building initiatives. The companies demonstrated the Program's broad sector appeal and the diversity of Greater Sudbury's small and medium enterprises.

With a multi-year funding committee, the GSDC continues to support phase four of the program and the business developed opportunities through the NOEP in Greater Sudbury.

Included in the Program's commitment to companies is \$200,000 in Export Marketing Assistance funding for 20 Greater Sudbury-area companies. This support will improve the ability of these companies to enter new markets and expand their sales outside of Ontario. Markets targeted with our support include pan-Canadian retailers, Indigenous businesses in the United States, and the mining sector in India, Mexico, the United States and Canadian provinces outside of Ontario. The program also approved \$85,698 in support to five companies in Greater Sudbury through the Customized Export Development Program. This support allowed companies to work with a consultant coach to build their sales capabilities and improve their operational efficiency. Finally, to enhance the sales skills and capacity of companies in all sectors, the program hosted a sales workshop How Smart Companies Increase Sales in Uncertain Times, that was attended by 32 Greater Sudbury-area companies. A keynote address provided an overview of global economic trends and expert-led sessions that provided actionable strategies to reframe value propositions, generate more revenue with less effort and support sales teams through a down economy.

## Mine Connect

To further support Greater Sudbury's mining supply and service sector, the Mine Connect program's Nevada In-Market Office for Mining Supply and Service companies (operated by Mine Connect) supported another nine Greater Sudbury-based companies seeking to launch and grow their presence in this key North American mining market. Participating companies have now closed \$540,000 in new export sales to the Nevada market and report pipeline sales of \$420,000.



## Global Leader in BEV Technology

As a global leader in the adoption of Battery Electric Vehicle (BEV) technology in mining and mine electrification, Greater Sudbury plays a vital role in the advancements of the battery electric supply chain. In the spring of 2022, the inaugural *BEV In Depth: Mines to Mobility* conference was launched bringing together leaders from across the mining and automotive sector in Canada. With over 230 people in attendance from across Ontario and beyond, the event received support from the GSDC to help forge new relationships and demonstrated its commitment to advancing the battery electric supply chain and showcased the incredible talent and expertise we have here in Greater Sudbury.

The GSDC Board of Directors announced its continued investment in local environmental research efforts through the Centre for Mine Waste Biotechnology, a project being led by MIRARCO Mining Innovation. The financial support to the Centre for Mine Waste Biotechnology will stimulate a robust environmental and clean technology cluster in Greater Sudbury. Support from the GSDC of \$120,000 will support the Phase 3 Implementation Plan to advance the centre and help bridge the gap to the next stage of funding. The GSDC Board of Directors is proud to have supported this exciting and innovative project since its earliest stages in 2015 when it was known as the Bioleaching Project, which has now evolved to the Centre for Mine Waster Biotechnology.

# BEV + IN - DEPTH

Mines to Mobility Conference 2022



# A Nationally Recognized Centre of Artistic Excellence, Vibrancy and Creativity

As an economic driver with long-term impacts, the GSDC continues to support creative industries through the Arts and Culture Grant Program. The GSDC understands the important long-lasting benefits of investing in our arts and culture sectors as a whole. Members of the board volunteer their time annually while contributing their expertise as members of the jury selection committee to ensure the grants have the greatest possible impact on the community.

In 2022, funding from the Arts and Culture Operating Grant Program supported the community by assisting in generating revenue and job creation. Total economic impact includes:



**\$6,033,950**  
in public sector  
revenue



**\$2,087,392**  
in private sector  
revenue



**\$1,429,942**  
in earned  
revenue



**96,891**  
in public attendance  
at activities



**23,499**  
attendances at  
arts learning  
activities



**1,188**  
arts and culture  
activities for the public



**175**  
new works  
created



**208**  
staff positions  
supported

*Based on 2021-22 Operating Grant statistics submitted by grant recipients to Canadian Arts Data /  
Données sur les arts au Canada (CADAC)*

## Arts and Culture Grants

Established in 2005, the City of Greater Sudbury's Arts and Culture Grant Program stimulates the growth and development of this important economic sector, increases its potential to attract and retain a talented and creative workforce and invests in our community's quality of life.



**33**  
organizations supported through funding



**\$559,288**  
total value of funding provided



**\$69,920**  
total awarded to 17 project-based arts  
and culture activities

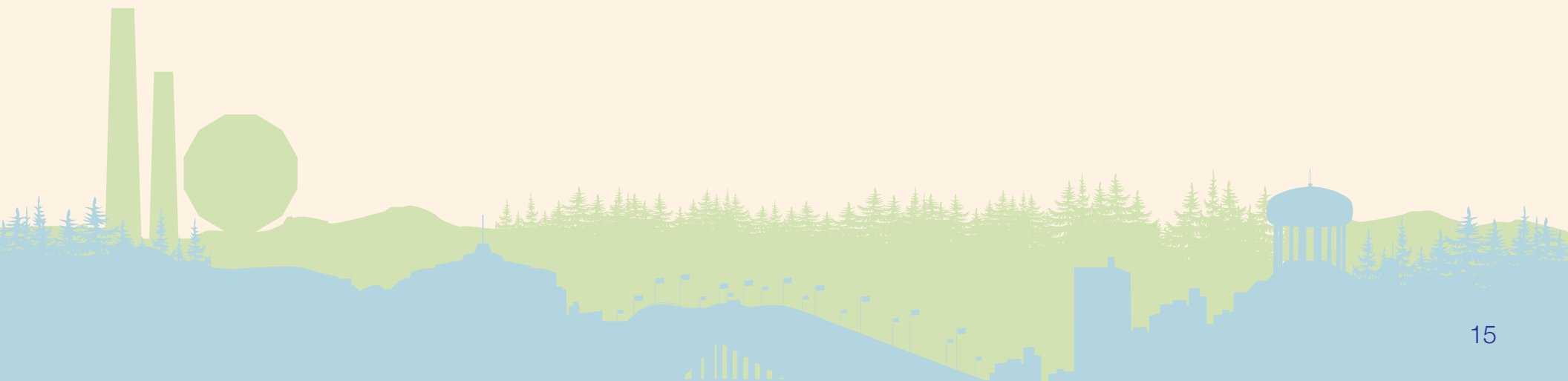


**\$489,968**  
total awarded to support operations of  
16 local arts and cultural organizations

## 2022 Arts and Cultural Grant Program

Applicant	Awarded
Carrefour francophone de Sudbury	\$ 54,500
Centre franco-ontarien de folklore	\$ 10,000
Cinéfest Sudbury	\$ 52,000
Éditions Prise de parole	\$ 35,000
Galerie du Nouvel-Ontario	\$ 46,700
Jazz Sudbury	\$ 30,000
Le Salon du livre du Grand Sudbury Inc.	\$ 34,500
Le Théâtre du Nouvel-Ontario Inc.	\$ 55,000

Applicant	Awarded
Les Concerts La Nuit sur l'étang	\$ 15,168
Myths & Mirrors	\$ 23,500
Northern Lights Festival Boréal	\$ 42,000
Sudbury Indie Cinema	\$ 11,500
Sudbury Symphony Orchestra	\$ 25,500
Sudbury Theatre Centre	\$ 32,000
Youth Entertaining Sudbury Theatre	\$ 22,000
<b>Total Operating Grant Stream</b>	<b>\$ 489,368</b>



## 2022 Arts and Culture Grants

Project Stream Recipients	Awarded
Afro Women and Youth Foundation	\$2,175
Afrofest Sudbury	\$2,800
Contacte interculturelle francophone du Sudbury	\$2,999
Fierté Sudbury Pride	\$2,999
No Strings Attached Community Band	\$1,000
Northern Initiative for Social Action	\$1,960
Nickel City Sound	\$2,999
Sudbury Performance Group	\$10,000
Independent Collective	\$2,990
Sudbury and District Weavers and Spinners Guild	\$2,900

Project Stream Recipients	Awarded
Sudbury Arts Council	\$5,000
Sudbury Multicultural and Folk Arts Association	\$10,500
Sudbury Prarthana Samaj	\$ 2,999
Sudbury Youth Orchestra	\$ 1,600
Ukrainian National Federation of Sudbury	\$ 2,999
Wordstock Sudbury Literary Festival	\$ 10,000
Young Sudbury Singers	\$ 4,000
<b>Total for Project Stream Grant</b>	<b>\$ 69,920</b>



# One of Ontario's Top Tourism Destinations

## Tourism Development Fund

The Tourism Development Fund (TDF) was established by the GSDC to promote and grow the tourism industry in Greater Sudbury. The TDF directs funds for tourism marketing and product development opportunities and is managed by the GSDC's Tourism Development Committee.

The Tourism Development Committee, a sub-committee of the GSDC Board, is composed of board members and tourism leaders in our community.

The TDF is supported by the revenue generated by the Municipal Accommodation Tax (MAT) collected annually by the City of Greater Sudbury since 2018. The fund was released with a commitment to allocate \$1 million of the MAT to projects that help to increase visitation through marketing, invest in new or expanded businesses or experiences, and contribute to new event bids or hosting. At the end of 2022, the fund had received 22 inquiries with five applications received and in progress. Promotion of the fund will continue into 2023.

## Tourism Development Fund 2022

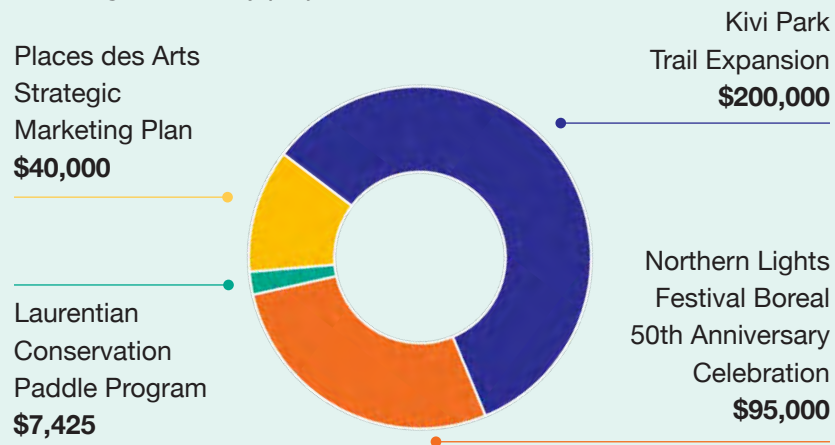
- The \$1 million Tourism Development Fund received several applications in 2022 and approved \$342,425 in funding to four community projects. To date, \$672,125 in funding has been allocated through the TDF.
- In 2022, there were 22 inquiries, five applications received and approved – 17 applications transferred into better suited funding sources from the city.
- Total dollars leveraged from these projects is \$1,721,395



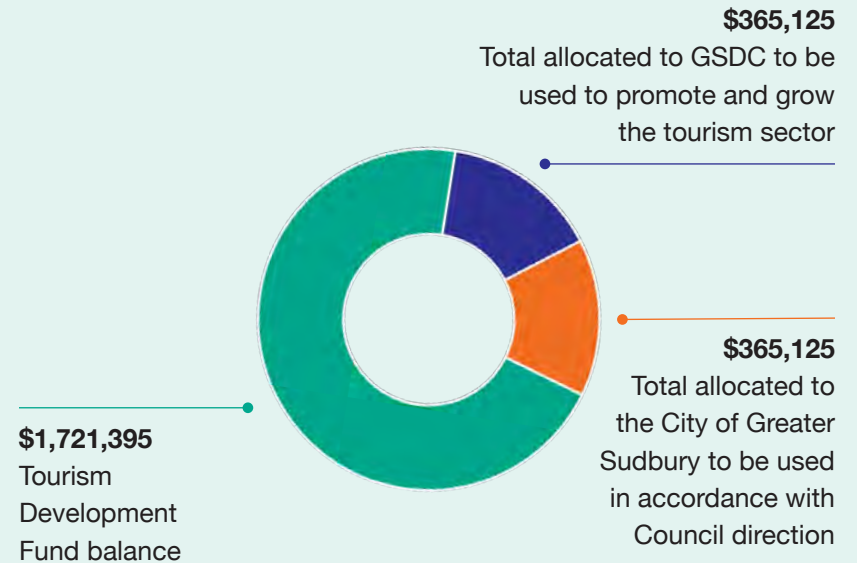
# One of Ontario's Top Tourism Destinations

## Funded Projects

In 2022, the Tourism Development Fund provided **\$342,425** to the following community projects:



## 2022 Financial Overview



Since the launch of the fund in June 2020, the dollars leveraged is \$10,856,594. Promotion of the fund will continue into 2023 and investments will be made until the fund is depleted.

## Municipal Accommodation Tax

The Municipal Accommodation Tax (MAT) was implemented in September 2018. The four per cent fee is applied to accommodations of less than 30 consecutive days such as hotels, motels, Airbnb and other lodging options.

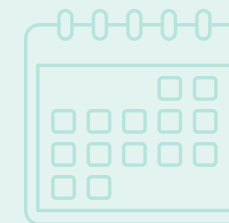
## Major Events in Greater Sudbury

With the support of the Tourism Development Fund, City staff works to attract major event planners, sporting events and conferences to Greater Sudbury. While the pandemic has seen many events either shift to virtual experiences or postpone, work continues to promote our community as a place to host events.

Using the resources the MAT provides, in late 2021 the GSDC Board approved the recommendation of the Tourism Development Committee to provide wages and benefits for the Major Events Development Officer (MEDO) position on a permanent basis from its annual allocation of the MAT revenues. The MEDO continues to pursue and attract major events, sport tournaments and conferences to Greater Sudbury in support of the tourism sector.

### Major Events to be hosted in Greater Sudbury include:

In 2022, the GSDC continued its investment in the pursuit of meetings, conventions, and sports tourism with the full support of the Major Events Development Officer (MEDO).



The MEDO bid on and attracted several conferences and sporting events that took place in 2022, which include:

#### Events, conferences and sporting events hosted in 2022:

- Ontario Secondary School Teachers Federation
- Snowcross
- Canadian Association of Road Safety Professionals Conference
- Northern Ontario Golf Championship
- Ontario Junior Golf Championship
- Lions Club Convention
- Antique Classic Car Club
- Rotary Club Convention
- Laurentian University SPAD 50th reunion

Through conference networking and industry events in 2022, successful relationship and bid opportunities resulted in the MEDO securing the following;

#### Confirmed events, conferences and sporting events for 2023:

- SnowCross
- U-Sport Curling
- Canadian Mixed Doubles
- Catholic Women's League Conference
- Storytellers of Canada
- Ontario Natures Annual General Meeting
- Geological Association of Canada - Mineralogical Association of Canada Annual Meeting
- Ontario Architects Association Conference
- Travel Media Association of Canada Conference
- Lasalle Secondary Reunion

- Fédération nationale des conseils scolaires francophones
- Walden O-Cup X-Ski
- Great Northern Winter Classic (indoor soccer Tournament)

#### Confirmed events, conferences and sporting events for 2024:

- Federation of Northern Ontario Municipalities (FONOM) conference
- The Organization for Economic Co-operation and Development Conference (OECD)

# The Greater Sudbury Development Corporation

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## 2022 GSDC Board of Directors

### GSDC Board

Chair Lisa Demmer

### 1st Vice Chair

#### Jeff Portelance

Director, Business Development,  
Walden Group

### 2nd Vice Chair

#### Shawn Poland

Vice President External Partnerships,  
Strategic Enrolment, Cambrian College

### Community Economic Development (CED) Chair

#### Mike Ladyk

Partner, 3rdLine Studios

### Member-at-Large

#### Corissa Blaseg

General Manager, Crosscut Distillery

### Secretary/Treasurer

#### Meredith Armstrong

Director of Economic Development,  
City of Greater Sudbury

## 2022 GSDC Board Members

#### Jennifer Abols

Director of Projects, Alamos Gold Inc.

#### Brian Bigger

Mayor, Greater Sudbury

#### Corissa Blaseg

General Manager, Crosscut Distillery

#### Lisa Demmer,

Former Chair, GSDC Board of Directors

#### Andrée Lacroix

Partner, Lacroix Lawyers | Avocats

#### Mike Ladyk

Partner, 3rdLine Studios

#### Tim Lee

Area Director, DSH Hospitality

#### Bill Leduc

Councillor, Greater Sudbury

#### Gerry Montpellier

Councillor, Greater Sudbury

#### Mark Signoretti

Councillor, Greater Sudbury

#### Claire Parkinson

Head, Processing Plants, Ontario at Vale

#### Shawn Poland

Vice President External Partnerships,  
Strategic Enrolment, Cambrian College

#### Jeff Portelance

Director, Business Development,  
Walden Group

#### Sihong Peng

Founder, Minax Inc.

#### Richard Picard

Senior Manager, Commercial Sales,  
TD Commercial Banking

## 2022 Departing Board Members

#### Joanne Gervais

Directrice générale, Association  
canadienne française de l'Ontario du  
grand Sudbury

#### Robert Haché

President and Vice-Chancellor,  
Laurentian University

#### Anthony Lawley

Founding Partner and President of  
IVEY Group

## 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.

## Mission

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.

## GSDC Economic Recovery Strategic Plan Priorities

### **Downtown Revitalization**

1. Innovation Quarters Downtown Business Incubator
2. Zero Vacancy and Incentives
3. Support Flagship Events

### **Talent Attraction**

1. Post-Secondary Student Retention
2. Local Ambassadors
3. Employers



