



DOWNTOWN SUDBURY

A Welcome Place To Be





WHO & WHAT is 'DOWNTOWN SUDBURY'?



Voice of Downtown Business

For 29 years, we have worked for the collaborative needs of 'Downtowners':

- Advocacy
- Marketing & Special Events
- Communications & networking opportunities
- Parking
- Beautification
- Security & Safety
- Economic Development



SELF-FUNDED ...

- A Business Improvement Area (1 of over 200 in Ontario)
- Established in 1977 through the Ontario Municipal Act & a By-law of the City
- 'Downtown Sudbury' (Sudbury Metro Centre) is funded through a special municipal levy that is paid by commercial properties in the area, and shared by tenants through their rent
- **Funded directly by the private sector sector**



SELF HELP

- Sudbury Metro Centre is a private sector driven, not-for-profit organization, representing Downtown Businesses & Property Owners

- ***Approximately 90 Property Owners***
 - ***400+ Businesses & Services***
 - ***7,500 Employees***
 - ***Managed by a Volunteer Board of Directors
Directors (11), directly elected by the
Downtown Businesses & Property Owners
Owners***



WE ARE STRATEGIC ...

- **facilitate** various initiatives
- Attract **150,000+ visitors Downtown annually** through numerous special activities/ events
- Provide opportunities for business **networking** (work groups, special sessions, ...)
- Present a **unified voice for action** on issues affecting Downtown
- **Interface with City Hall** on Downtown projects & issues



THE MISSION

- To champion a vibrant, healthy and diverse downtown.



THE VISION

- As the heart of Greater Sudbury, the Downtown will be a true 'people place' that encourages residential development, is pedestrian-friendly, and promotes beautification in an environment consistent with our 'natural' surroundings and lifestyle.



STRATEGIC DIRECTIONS

- Marketing & Special Events
- Safety & Security
- Development & Design
- Transportation
- Market Square & Farmers' Market

STATE OF THE DOWNTOWN 2005



- Annual Member survey undertaken through (Oraclepoll Research)
- 206 Members interviewed in 2005

Findings:

- Parking always a concern
- Safety/security issues key
- 82% would recommend downtown as a place to conduct business
- Approximately 1/2 of property owners plan to renovate/expand

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- Consumer survey undertaken in 2005
 - 300 residents interviewed

Findings:

- Almost 1/2 felt that downtown is changing for the better
- The majority felt that having a strong & active downtown is important to the City of Greater Sudbury



Marketing & Special Events

- Numerous special events (*Winter Daze ... Downtown Rotary Blues For Food ... Blueberry Festival ... Downtown Hoedown ... Fall Fair ... Good Old Days ... Christmas*)
- **Attracts over 150,000 visitors**
- Consistent media campaign ... including special member rates
- Directories, web site, jingle, Walking Tour
- Directional signage program (TODS)
- Bus Back advertising – new this year
- Participation in recent Arts & Culture workshops (hosted by City)





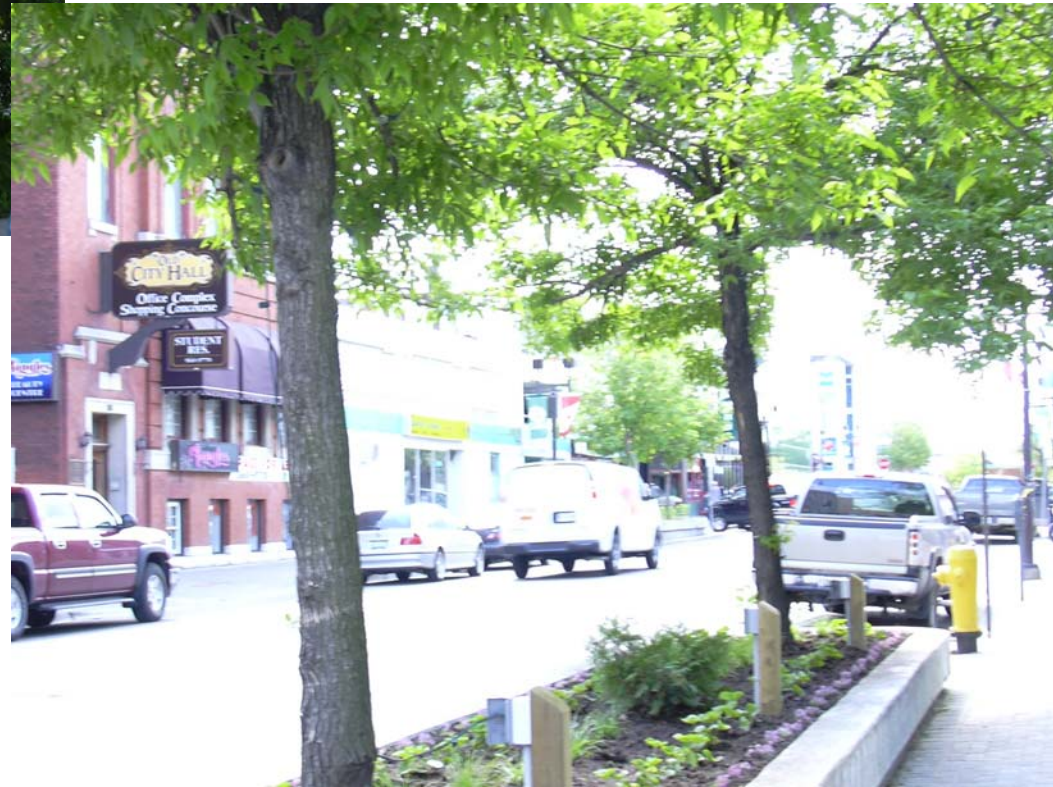
Safety & Security

- Area of most concern to Members and the Public
- Work with the Police and Community Groups on key issues ... aggressive panhandling, public intoxication
- Graffiti Eradication
- Lions Eye in the Sky Program



Development & Design

- City partnerships in Beautification:
 - PRIDE Streetscape
 - Memorial Park Redesign
 - Elgin St. – Phases 1 & 2
 - Hanging Baskets
 - Downtown Streetscape Design Concept (with the GSDC & DVDC – now moving to implementation)
 - Annual 'Downtown Clean Sweep' & snow bank removal (with SACY)
- City partnerships in Development:
 - Elimination of development charges in the core
 - No requirement for parking for commercial uses
 - Community improvement tax increment financing
 - Downtown Vision (developed with the GSDC & DVDC)





Transportation

- Free Parking Program
- Parking Stamps & Tokens
- 'Parking Elves' Christmas Program
- 'Pedestrian Friendly' Program
- Parking Advisory Panel (City)



Market Square & Farmers' Market

- Began in 1988 on an outdoor parking lot
- Demand outgrew the site and energy was focused on a new facility ... Market Square
- 19th Season of Farmers' Market operation began May 13th ... 20 Vendors
- Special events & activities ... family focus
- Antiques/Collectibles (Sundays) ... new this year
- non-Market Days ... Festival of Trees (10,000 visitors), Winter Daze, Auction, Earth Day, community events (Art Gallery), meetings
- 'Christmas at the Market' ... 40 Vendors

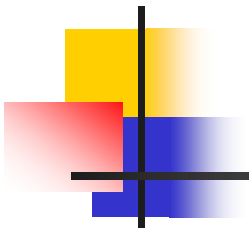




2005 Market Shopper Profile

Provincial Survey through FMO ... 1 of 12
Markets

- 59% shop elsewhere Downtown
- 75% are very satisfied with the variety of products available
- 88% are very satisfied with the quality of products
- 91% are very satisfied with the friendliness of service
- 85% are very satisfied with product presentation & display

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- 84% are very satisfied with the facilities (the highest score of the 12 markets in the survey)
 - Estimated annual sales - \$2.7 million
 - Economic impact estimated at \$8.1 million



Partners

- Projects & Programs are undertaken with the support and assistance of numerous community 'partnerships' that contribute services in kind, as well as financial contributions
- Some of our 'Community Partners' include
 - Northern Lights Festival
 - Sudbury Arts Council
 - Police Service
 - Older Adult Centre
 - Myths & Mirrors
 - Sudbury Classic Cruisers
 - Cinefest
 - Blueberry Festival Committee
 - Sudbury Action Centre For Youth
 - CDI College ... Police Foundations
 - Big Brothers
 - Ten Rainbows Foundation
 - Rotary Club of Sudbury
 - Music & Film in Motion
 - Santa Claus Parade Committee



CITY OF GREATER SUDBURY

- **Key Partner for 29 years:**
- Farmers' Market
- Market Square
- Streetscape/Beautification ... PRIDE ...
Memorial Park ... Elgin Street ...
- Parking
- Strategic Planning ... Downtown Development
Action Plan ... Downtown Action Agenda
- Downtown Vision
- Downtown Streetscape Design Concept



THANK YOU

- We look forward to continuing our Partnership as we work to strengthen and develop our Downtown ... as a place to **LIVE ... WORK ... & PLAY!**



Downtown
Sudbury