

# Request for Decision City Council



Type of Decision									
Meeting Date	July 12, 2006				Report Date	June 23, 2006			
Decision Requested	X	Yes		No	Priority	X	High		Low
	Direction Only				Type of Meeting	X	Open		Closed

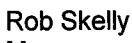

Report Title
Economic Development Special Projects Sub-Envelope - Replenishment

Budget Impact / Policy Implication	Recommendation
<p>X This report has been reviewed by the Finance Division and the funding source has been identified.</p> <p>This recommendation provides \$48,300 to replenish the Special Projects Sub-envelope, leaving an uncommitted balance of \$451,005 in the 2006 Economic Development Capital Envelope for future projects.</p>	<p>Whereas, the Council of the City of Greater Sudbury established the Economic Development Special Projects Sub-envelope by passing resolution 2004-222, and</p> <p>Whereas the initial allocation of \$50,000 has been distributed to projects identified in the report dated June 23, 2006,</p> <p>THEREFORE BE IT RESOLVED THAT the Council of the City of Greater Sudbury replenish the Special Projects Sub-envelope with an allocation of \$48,300 from the 2006 Economic Development Capital Envelope.</p>
Background Attached	Recommendation Continued

Recommended by the Department	Recommended by the C.A.O.
<p>Doug Nadrozny General Manager, Growth and Development</p>	<p>Mark Mieto Chief Administrative Officer</p>

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Report Prepared By	Division Review
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## Background

The Economic Development Special Projects Sub-Envelope was recommended by the Greater Sudbury Development Corporation in April 2004, and was approved by City Council resolution # 2004-222 with an initial allocation of \$50,000 from the 2004 Economic Development Capital Envelope. The sub-envelope was recommended by the C.E.D. Committee to streamline the approval process for worthy projects that request amounts of \$10,000 or less. The General Manager of Growth and Development together with the Chair of the C.E.D., or the Chair of the GSDC Board, are authorized to make these approvals. Approvals are reported to the GSDC Executive and the GSDC Board monthly.

As the Sub-envelope needs replenishment, a report detailing the projects funded by the pool of funds is required. They are as follows:

- 1. Ontario Construction Secretariat - \$5,000** - The OSC was the organizer for the Future Building 2005 event which took place at the Sudbury Arena from April 26-29, 2005. The event showcased the construction trades industry to more than 6,000 youth from Sudbury and other northern centres. The objective was to give youth an understanding of the construction trades as career alternatives. The displays were interactive, allowing students the opportunity to perform as electricians, carpenters, masons, steel erectors, etc. The event attracted more than 60 exhibitors, primarily from southern Ontario. The event had been held three times in southern Ontario, and this was a first for Northern Ontario. Media coverage was extensive. The event received funding support from both the federal and provincial governments. The overall budget was \$400,000. The organizer requested \$10,000 from the City, however, they were pleased to accept \$5,000. This event may return again in the future.
- 2. City of Greater Sudbury Sportlink - \$4,000** - Sportlink was formed in 2003. It is a community organization dedicated to the betterment of sport in Greater Sudbury. Its mandate includes promoting sport, improving communication and cooperation among sports groups, creating economic development opportunities through sport, providing information on sports funding and training opportunities for coaches, executives and volunteers, ensuring the efficient development, management and utilization of facilities, and recognizing outstanding achievement or contributions to sport. In 2004, a three year business and operational plan was completed and an application to the Trillium fund approved Year 1. Subsequent applications for Year 2 and 3 will be submitted. To help get things started, Sportlink requested and was approved for a financial contribution for Year

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1 from the GSDC in the amount of \$4,000. Follow-up requests will come forward as the Trillium Fund is approached again.

3. **Passenger Rail Initiative - Winnipeg & Sault Ste. Marie to Sudbury - \$5,000** - The Superior North CFDC out of Terrace Bay has taken the lead on a study to determine the feasibility of passenger rail services between Winnipeg and Sudbury and Sault Ste. Marie and Sudbury. Through an RFP, it selected Thunder-Win Consultant Services from Thunder Bay to undertake the project.

The feasibility study will include the following:

- 1) Complete economic analysis of the project (including profit/loss margins)
- 2) Economic opportunities for the region along the highway 17 corridor from Winnipeg and Sault Ste. Marie to Sudbury
- 3) Target audience including industrial, government, First Nations, regional health care recipients, public stakeholders, and tourism
- 4) Suggested train equipment that will accommodate the concept
- 5) Suggested scheduling that would optimize the utility of the train service
- 6) Examples of similar train services illustrating a viable business
- 7) Strategic proposal to Huron Central and Canadian Pacific Railway
- 8) Concept options including not for profit, private for profit, and Via rail operated train services
- 9) All research indicating government requirements, and approvals from Canadian Pacif Railway for the use of the track for this intention.

This issue of opportunities around passenger rail services in the north has been raised on many occasions. There is a solid constituency that feels trains are the way to go but no one ever has solid numbers. The Cities of Sault Ste. Marie and Thunder Bay are both also participating at the rate of \$5,000 in the hope this study will give us that.

4. **Wind Energy Feasibility - \$1,800** - A feasibility assessment of the wind resources at the Garson site is required to determine the viability of establishing a wind farm at this site, at today's energy costs.
5. **Influential Women Awards - \$4,000** - The 2006 Influential Women of Northern Ontario Awards will be held in Sudbury, for the first time in five years, on May 31<sup>st</sup>. As the host community, the City was asked for a sponsorship in the amount of \$4,000.
6. **Azilda Grocery Co-op - \$5,000** -A financial request was received from a local group to complete a feasibility study and business plan to investigate if a multi-service cooperative would be viable in Azilda. This request was as a result of the closure of the former Loeb's store in Azilda, in May, 2005.
7. **Théâtre du Nouvel-Ontario - \$3,500** -The TNO received \$9,000 (20% of \$45,000 cost) from the ED Capital Envelope in 2005 to prepare a 3 year business plan and marketing strategy. The plan is completed and now TNO is moving on implementing the recommendations. We have the final report on file.

TNO asked the GSDC for additional assistance to help with the marketing recommendations. The project will double the promotional budget for shows, create an

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electronic newsletter, and establish an automated telephone reminder system. The marketing objectives include increasing attendance by 10%, and self-generated revenues by 15%. The request is for \$3,500 from GSDC toward a budget of \$16,750. TNO will generate the balance.

8. **2006 Film and Television Producers Familiarization Tour - \$10,000** - This event is planned for the Fall. Music and Film in Motion, in partnership with the GSDC, will bring film and television producers from southern Ontario to visit Sudbury to see the opportunities and advantages of doing their projects in Northern Ontario. The tour will create employment opportunities for northern artists by introducing them to key industry contacts.
9. **Emerging Leaders / 40 Under Forty Conference - \$5,000** - As part of the 2006 Emerging Leaders Week in Greater Sudbury this conference will be held on November 2. It will continue the focus on succession planning in our community. A Workforce Development Panel will share experiences in succession planning for small to medium sized businesses. A world-class keynote presentation will be made by Dr. Joe MacInnis and his son Jeff MacInnis. And, an awards ceremony will be held to recognize the achievements of young leaders in our community under the age of forty.
10. **Photography Project - \$5,000** - In today's growing multi-media society we are constantly faced with finding new and improved images to represent and promote our community. The community changes quickly and our current inventory of images is out of date. The GSDC and other city sections have pooled resources to create a new and common library of photo images for promotional and communications purposes. In addition to the funds from this fund, the following contributions have been secured for a total pool of \$21,000:
  - Tourism Section - \$3,000
  - Business Development Section - \$3,000
  - Corporate Communications - \$5,000
  - MySudbury Project - \$5,000

## Conclusion

A total of \$48,300 was allocated to assist the projects described above. This process for responding to requests for small amounts of assistance that facilitate good projects has worked efficiently and effectively. It is recommended that City Council replenish the Economic Development Special Projects Sub-envelope with an allocation of \$48,300 from the 2006 Economic Development Capital Envelope.