

Request for Decision

GSDC Funding for Science North Big Change - Big Impact Project

Presented To:	City Council
Presented:	Tuesday, Aug 14, 2018
Report Date	Friday, Jul 20, 2018
Type:	Routine Management Reports

Resolution

WHEREAS the agreed terms of partnership between the City of Greater Sudbury Community Development Corporation (GSDC) and City Council state that all funding commitments in excess of \$250,000 are to be jointly approved;

THEREFORE BE IT RESOLVED that upon recommendation by the Greater Sudbury Development Corporation, the City of Greater Sudbury hereby authorizes an investment of \$750,000 from the City's grant to the GSDC to support the Science North Big Change - Big Impact Project, under the terms and conditions outlined in CGSCDC Board Resolution 2018-44, dated July 11, 2018.

Relationship to the Strategic Plan / Health Impact Assessment

Based on the economic impact, job creation and positive profile Science North and Dynamic Earth provides to Greater Sudbury, the City's support for the renewal and expansion projects directly advances Council's Growth and Development goals as outlined in the Strategic Plan *Greater Together*.

The project also advances objectives within the Economic Development Strategic Plan *From the Ground Up* related to becoming "One of Ontario's Top Tourism Destinations".

Report Summary

Science North presented requests to both the Greater Sudbury Development Corporation (GSDC) and City Council to secure the community's support of its Big Change Big Impact project. The funding and the proposed plan represents an opportunity for Science North to undertake a generational renewal; setting the stage for success well into the future.

The following report is to ratify the commitment, as per the agreed terms of partnership between the City of Greater Sudbury Community Development Corporation (GSDC) and City Council, that all funding

Signed By

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Manager Review

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Financial Implications

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Recommended by the C.A.O.

Ed Archer
Chief Administrative Officer
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commitments in excess of \$250,000 are to be jointly approved.

Financial Implications

If approved, the \$750,000 will flow as follows: \$450,000 will be funded in 2018 and an additional \$100,000 will be funded in each of the years 2019, 2020 and 2021, from the City of Greater Sudbury's grant to the CGSCDC, subject to the conditions identified in CGSCDC Board Resolution 2018-44 and the terms outlined in the funding agreement between the recipient and the CGSCDC.

GSDC Funding for Science North Big Change - Big Impact Project

Background

On June 27th, Science North presented their BIG CHANGE BIG IMACT project to the Greater Sudbury Development Corporation Board. The Board referred the project to the Community Economic Development Committee for a due diligence review in preparation for both Council and the Board's final approval.

On July 10th 2018, Science North presented to City Council where Council provided their approval of the City contribution to the project, subject to approval as part of the 2019 Municipal Budget.

On July 11th 2018, the Greater Sudbury Development Corporation (GSDC) Board of Directions approved the \$750,000 request from the Community Economic Development Fund over four years, as per the CGSDC Board Resolution 2018-44 attached.

Project Summary

The Greater Sudbury Development Corporation Board is seeking Councils ratification of the funding decision related to Science North's Big Change, Big Impact project. In summary, the total support requested of the City/GSDC will help lever a \$25.5 million investment in seven new projects which will drive increased tourism, create and sustain 143 jobs regionally, and enhance leisure and learning opportunities for all visitors. This proposal to the City/GSDC focuses on three renewal projects specifically that will draw audiences to Greater Sudbury:

- two new multimedia theatres that highlight innovative science in the Sudbury area related to climate change and the deep space research of SNOLAB;
- Go Deeper experiences at Dynamic Earth that showcase Sudbury's modern mining industry; and
- an IMAX® film produced in partnership with Dr. Jane Goodall featuring the Sudbury regreening story, one of the most inspiring environmental restoration projects in the world.

Science North is anticipating that the entire Big Change Big Impact project will achieve the following measures of success:

- Increase Science Centre attendance and revenue by 10%, membership revenue by 10%, and school attendance by 5% by the end of Science North's 2018-2023 Strategic Plan
- Visitor experience feedback surveys will be conducted to ensure satisfaction at 95%
- The new climate change object theatre will create opportunities to sell duplicate copies of the exhibit to other science centres and museums

- Increase local attendance and memberships by 10% by the end of Science North's 2018-2023 Strategic Plan over 2017-2018 actuals
- Increase partnerships and strengthen connections with existing partners in the mining and education sectors
- Increase the number of special events at the site

Conclusion

This investment will strengthen Science North as a driver of economic growth in the City of Greater Sudbury, create jobs and elevate quality of place through new “must see” experiences and the celebration of Sudbury success stories. The support of the City/GSDC for Big Change, Big Impact is instrumental in helping Science North undertake its largest renewal since the Centre opened in 1984. This renewal will have far reaching impacts on audiences and the community of Greater Sudbury, as the next big step in the Centre's history.

The total cost of the proposed project is \$27 million to be spent over the next five years. The proposed financial contribution of the total \$1,500,000 by the City of Greater Sudbury and GSDC accounts for 5.5 percent (%) of the total project budget.

On July 6th, 2018 the Greater Sudbury Development Corporation's Community Economic Development (CED) Committee completed the due diligence review of the project and recommended it for funding. This recommendation was subsequently approved by the Greater Sudbury Development Corporation (GSDC) Board of Directors at its meeting of July 11th, 2018, and the attached resolution was passed for Council's consideration.

References:

City Council, Tuesday, Jul 10, 2018- Science North Renewal and Expansion - Request for City Support
<https://agendasonline.greatersudbury.ca/index.cfm?pg=agenda&action=navigator&lang=en&id=1244&itemid=15451>