

# **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>