

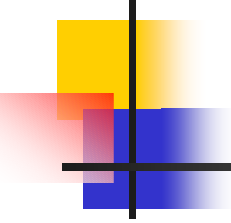


# DOWNTOWN SUDBURY

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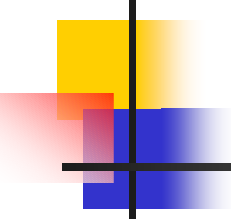
**A WELCOME PLACE TO BE**





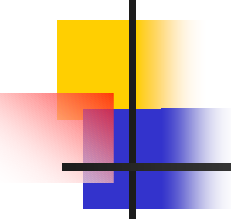
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Where in Sudbury can you find fast food restaurants, pubs, fine dining, eclectic cafes, and international cuisine ... everything from sushi to mexican to italian to greek ... and ... all within walking distance of each other?



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Where in Sudbury can you find great entertainment including live theatre, live bands, movie theatres, art exhibits, fitness clubs, an arena ... not to mention great festivals and special events throughout the year?



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Where in Sudbury can you find great shopping including unique one-of-a-kind specialty stores, a mall, and a world-class Public Market and Farmers' Market?



Where else but in

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# **DOWNTOWN SUDBURY**





# WE ARE ...

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- The legitimate voice of business
- Strategic
- Consultative
- Investors
- Partners
- Responsible
- Leaders



# Voice of Downtown Business

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- Dedicated to the growth of Downtown Sudbury ... through policy development, advocacy, special events, economic development
- Over the last 28 years ... partnered in major community projects:
  - *Centre For Life*
  - *Market Square*
  - *Farmers' Market*
  - *Special Events & Marketing*
  - *Street beautification*



# SELF-FUNDED ...

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- '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





# SELF HELP

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- 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 (11), directly elected by the Downtown Businesses & Property Owners***



# WE ARE STRATEGIC ...

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- **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 (Tax Increment Financing Program, Safety & Security)
- **Interface with City Hall** on Downtown projects & issues



# THE VISION

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- 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

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



# Marketing & Special Events

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- Numerous special events, including: *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
- Directional signage program (new this year)



# Safety & Security

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



# Development & Design

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- City partnerships in Beautification:
  - PRIDE Streetscape
  - Memorial Park Redesign
  - Elgin St. – Phases 1 & 2
  - Hanging Baskets
  - Downtown Streetscape Concept (currently underway with the GSDC & DVDC)
- City partnerships in Development:
  - Elimination of development charges in the core
  - No requirement for parking for commercial uses
  - Community improvement tax increment financing
  - Downtown Community Strategy (currently underway with the GSDC & DVDC)



# Transportation

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- Free Parking Program
- Parking Stamps & Tokens
- 'Parking Elves' Christmas Program
- 'Pedestrian Friendly' Program
- Strategic Plan (to be developed this year in partnership with the City)

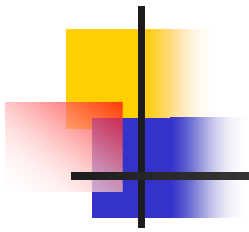




# Market Square & Farmers' Market

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- It began in 1988 on an outdoor parking lot
- The demand outgrew the site and energy was focused on a new facility
- We now have Market Square
- We now are focused on 'fine tuning' and developing the program
- 18<sup>th</sup> Season of Farmers' Market operation begins May 7<sup>th</sup> (inside Vendors)
- non-Market Days ... Winter Daze, 1<sup>st</sup> Annual Gardening Festival, Auction, meetings





# Partners

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- 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

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- **Key Partner for 28 years:**
- Farmers' Market
- Market Square
- PRIDE Streetscape
- Elgin Street
- Parking
- Strategic Planning ... Downtown Development Action Plan ... Downtown Action Agenda
- Memorial Park



# THANK YOU

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- 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