

ANNUAL REPORT

Downtown Sudbury

Special points of interest:

- Annual General Meeting scheduled for Monday, February 22nd
- Over 100,000 visit downtown in 2009 to participate in special events
- Proposed 2010 Budget reflects a 0% increase over 2009
- Downtown Master Plan—"Big Ideas Big Solutions" looking for input

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YOU'RE INVITED!

All 'Downtowners' are invited to attend Downtown Sudbury's (Sudbury Metro Centre):

ANNUAL MEETING

Learn about some of the 2009 Accomplishments ... 2010 Initiatives ... Partnerships ... Programs (many highlighted in this Report).

Best of all ... it will be an opportunity to meet some of your neighbours!! If you missed the November 'Meet Your Neighbour' (held at SRO), be sure to plan to attend this one!!

This year's Guest Speaker

will be Paul Innocente, Freelant Caldwell Reilly who will be presenting information on the new:

'HST & ITS IMPACT ON BUSINESSES'.



Please complete the enclosed bulletin/registration form and return

to 'Downtown Sudbury' to confirm your attendance at the Annual Meeting.

Please RSVP by Thursday, Feb. 18th

DATE:
MONDAY, FEB. 22
LOCATION:
RADISSON HOTEL Notre Dame Room
TIME/PROGRAM:
5:00—7:30 P.M.
*Registration
*Refreshments
*Business
*Special Presentation:
HST & Its Impact on Businesses

———— DOWNTOWNSUDBURY.COM ————

MARKETING ... DOWNTOWN WEBSITE GETS NEW LOOK

2009 ... Marketing continued with various media partners—radio, television, print.

www.downtownsudbury.com received a 'makeover', including photos, and a better 'mass email' system for bet-

ter member communication.

2010 ... Website development will continue including member marketing opportunities, a 'Remember When' area (historical photos, etc.). Other opportunities will also

be considered ie bus back advertising, etc.

The BIA will also be working with the DVDC and Laurentian University Business Program on a Marketing Plan for downtown.



DOWNTOWN STREETScape

2009 ... Due to funding challenges, project implementation was delayed. However, final details continued to be developed.

2010 ... 3 key objectives:

1. Streetlights ... due to the aging infrastructure (as experienced prior to Christmas with the large # of dysfunctional lights), this must be addressed (as a short and long term project)

2. Street Name Signs ... in keeping with the 'Streetscape Design', a 'new look' has been developed and new signs are expected this year

3. Bike Racks ... Engineering details are being finalized, and a number of these are expected to be fabricated locally and installed this season—providing both public art and function.

Project Partners:



SEASONAL DECORATIONS

2009 ... Seasonal decorations continued to be built upon, including:

Additional *hanging flower baskets* ... *Ribfest Banners*

Additional *lit snowflakes* ... *Olympic banners*

Special Recognition Award was received from the City of Greater Sudbury Healthy



Community Cabinet for the 'snowflake' project

continue to build on the existing program ... including the addition of new spring & summer banners



2010 ... The goal is to

Laurentian Architecture Laurentienne



2009 was a busy year. International Ideas Competition* Architecture Show & Tell Exhibition *additional funding from NOHFC *approval received for new programs at Laurentian University *completion of the Business Plan for the new school

2010 objectives: open a downtown storefront office *gain necessary approvals from various levels of Government *select sites for the temporary and permanent locations for the school *begin to build staff and faculty contingents

*implement a marketing campaign geared toward High School students and guidance councilors *continue to engage with local and greater communities in the form of exhibitions, events... presentations, lectures...

SPECIAL EVENTS

2009 ... OVER 100,000 VISIT DOWNTOWN TO PARTICIPATE IN EVENTS!!



Yard Sale (May) ... over 3,000 visitors

19th Annual Downtown Rotary Blues For Food (June)... over 10,000 visitors

2nd Annual Downtown Ribfest ... over 40,000 visitors

Santa Claus Parade ... over



40,000 visitors ... ending the day with a spectacular fireworks display

Christmas Campaign

2010 will continue to develop these programs and to develop partnerships with community groups for additional events.

A special Member Session will be held March/April to review events and how Members can be involved.



DOWNTOWN SUDBURY

RIBFEST

September 4th to 6th
 Corner of Larch & Elgin Streets

Friday and Saturday 11am - 10pm Sunday 11am - 6pm

• Professional Rib Teams • 3 days of live music •
 • Car & motorcycle show •

For more information contact
 'Downtown Sudbury' at 674-5115

big!ideas solutions

Inspire Identify Innovate

There are a number of opportunities on the horizon that have the ability to rapidly accelerate the evolution of our Downtown. Of these, the new School of Architecture, the new Francophone Cultural Centre and the re-

located Art Gallery of Sudbury will fuel a cultural renaissance

within the downtown, triggering a new round of revitalization.

With these projects still on the horizon, it is time to prepare a plan and strategy that will serve as a blueprint to guide future community,

public and private investment decisions for the next 10 years.

As a result, a Master Plan process will take place over the early part of 2010, including the Downtown Partners and other community groups, resulting in the formulation of a 10-year Action and Investment Strategy.

The Master Plan process will include open discussion at various levels ... workshops, speakers, design charrettes, etc. ... inviting and encouraging community participation.



DOWNTOWN AMBASSADORS/CLEAN SWEEP

2009 ... Downtown Ambassador Program ... Over the summer, students sporting either yellow jackets or orange t-shirts could be seen throughout our downtown streets ... providing information and direction to visitors and attempting to rid our

area of litter and posters.

In addition—prior to Christmas, through the Sudbury Action Centre for Youth Work Program, the snow was removed at the street meters to allow ease of access from car to sidewalk.

2010 ... While there was a

great deal of positive feedback received for the summer Ambassador Program, it is in need of some 'adjustments' and modification following which it is expected to continue this summer.

The 'meter snow removal' program will also continue.



YOUR DOWNTOWN SUDBURY BUSINESSES

'Downtown Sudbury (Sudbury Metro Centre), the Downtown Business Association (BIA), representing some 90 Property Owners and over 400 Businesses & Services, is dedicated to the growth of downtown Sudbury—through policy, development, advocacy, special events, marketing and economic development.

Downtown Sudbury

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Shirley Vincent (Treasurer) - Cloud 9 Shoes—222.1214

Jan Browning (Director-at-Large) - Jan Browning Boutique—222.1214

Ray Boucher—Canada Brokerlink—662.7938

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Staff

Maureen Luoma—Executive Director

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PROPOSED 2010 OPERATING BUDGET

The following proposed 2010 Operating Budget will be presented at the Annual Meeting (Feb. 22nd) - for approval by the Membership.

This budget represents a **2010 Work Plan** representative of:

- Maintaining and developing existing successful programs and projects
- Developing and strengthening downtown Partner-

ships to effectively and efficiently move forward with projects (ie streetscape implementation, Master Plan, etc.)

- Continuing to actively work with community and downtown partners to initiate, undertake and develop programs/projects
- 0% increase over the 2009 Levy

Administration	177,560
Development/Design	67,500
Streetscape/Beautification	35,000
Partnerships	32,500
Marketing	68,640
Media Campaign	58,640
Other (ie 'Ambassadors')	10,000
Special Events	89,300
ie Yard Sale, Blues For Food, Ribfest	
Member Communications	5,000
Newsletters, Bulletins, Workshops	
Website	6,000
Chargeback/Levy Loss	15,000
	\$429,000