



# **2021 Annual Report**



**CDE  
Timmins  
EDC**

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## Land Acknowledgement

In the spirit of respect, reciprocity and truth, the Timmins Economic Development Corporation (TEDC) honours and acknowledges that we are located in the territory of the Ojibway and Cree people of Treaty 9. We pledge to support indigenous economic development and we commit to building respectful relationships and have ongoing conversations with indigenous communities, businesses and organizations.

# Objectives

## Mission

We advance community economic development in Timmins and the region by attracting and supporting businesses and organizations.

## Vision

Timmins is a thriving Northern city with an enviable quality of life and diversified economy.

## Values

### Accountability

We conduct business in a cost-efficient, transparent and sustainable manner.

### Communication

We engage meaningfully and regularly with both external and internal stakeholders.

### Empowerment

We build capacity within our clients, team members and Board by providing them with the skills and knowledge to accomplish goals within the framework of our mission.

### Inclusivity

We respect diversity and work with a variety of stakeholders to build meaningful partnerships.

### Innovation

We encourage creative thinking, and embrace change that supports our vision and the goals of clients and our stakeholders.

# Board

## Executive

Dr. Fred Gibbons, Chair  
Dr. Audrey Penner, Chair  
Mayor George Pirie, Vice Chair  
Joel Bergeron, Treasurer  
Terry DiTullio, Member at Large  
Georges Quirion, Member at Large

## Directors

Councillor Joe Campbell  
Councillor Cory Robin  
Kraymr Grenke  
Dave Landers  
Tom Laughren  
Iain Martin

# Staff



**Christy Marinig**  
Chief Executive Officer



**Brenda Camirand**  
Director of Business Development & Retention



**Noella Rinaldo**  
Director of Community Economic Development



**Ross MacDonald**  
Business Development Specialist



**Jeremy Elomaa**  
Business Development Specialist



**Mike Scott**  
Business Development Consultant



**Madison Mizzau**  
Community Development Consultant



**James Parisi**  
Research Coordinator



**Kelsey Luxton**  
Marketing and Communications Specialist



**Sylvie Lamothe**  
Programs Manager



**Lynn Michaud**  
RNIP Program Coordinator



**Gulab Singh**  
Immigration Support Officer



**Taran Bassan**  
Program Coordinator



**Janie Romain**  
Business Development Communications Assistant



**Neer Shah**  
Investment Attraction Marketing Assistant

# Letter from the Chair and CEO

The uncertainty around the COVID-19 virus and its variants continued to monopolize 2021. The TEDC continued to focus on helping our local businesses stay open and thrive during this time. Many of our local firms remained resilient through a very challenging year. Businesses have adapted by creating new policies and procedures to help mitigate the detrimental outcomes of a lockdown.

At the same time, our team continued to find innovative ways to attract investment and encourage economic growth. We organized workshops and conducted consultations with stakeholders on projects through a diversification plan, and we continued to support entrepreneurs interested in opening or expanding their businesses.

The TEDC continues to have an important role to play in creating a more diverse economy and a resilient city with opportunities for all. We believe that collaboration is essential to economic development and are fortunate to work with many business groups, civic agencies, and community organizations. It is because we work together that we are successful in helping our clients thrive.

Our Board of Directors consists of volunteers who are passionate about our community. They wish to thank our partners, the City of Timmins, the Province of Ontario, and the Government of Canada who all help to sustain our projects and operations.

It is a privilege to work with such a dedicated team and a volunteer board of inspiring business and community leaders. Together we can achieve great things for our municipality and region.



**Dr. Audrey Penner**  
Chair



**Christy Marinig**  
CEO

# Metrics

## Dollars Leveraged

In 2021, the community gained \$7.21 for every dollar the city invested in the TEDC.

<b>Community Economic Development Projects</b>	<b>\$3,145,454</b>
<b>Business Development and Retention Projects</b>	<b>\$3,579,708</b>
<b>Business Enterprise Centre Clients</b>	<b>\$2,200,000</b>
<b>Link North</b>	<b>\$266,446</b>
<b>Total</b>	<b>\$9,191,608</b>

**152**

**New Jobs  
Supported**

# Business Enterprise Centre Highlights

495

Total Client Consultations

1036

Total Inquiries Addressed

Which resulted in:

77

Total Businesses Started

11

Total Businesses Expanded

# Starter Company Plus

Entrepreneurs 18+ receive training to start, expand or buy a business. Successful applicants are eligible to receive up to \$5000 to support their venture.

23

Businesses Started

34

Jobs Supported

21

Businesses Expanded

16

Grants Issued

2

Businesses Purchased

\$390k

Dollars Leveraged by Participants

# Summer Company

Students aged 15-29 receive training, mentorship and up to \$3,000 to start and run a summer business. Students gain first-hand experience and are encouraged to consider entrepreneurship as a viable career option.

10

Number of Students

86

Hours of Mentorship

\$28.5k

Total Grant Funding



# Business Development and Retention Projects

## COVID-19 Business Support – Virtual Service Advisor

In 2021, as the effects of the COVID-19 pandemic continued to impact people and businesses throughout the province. The TEDC through The Business Enterprise Centre continued to play a critical role in providing up-to-date information and support to the Timmins business community.

Through a partnership with the small business enterprise centre's in Ontario (lead by Business Advisory Centre Durham), \$32,000 in funding was secured for each small business enterprise centre to prioritize a COVID-19 Virtual Service Advisor to work with businesses to secure COVID related assistance and subsidies. The funding contract for the Virtual Service Advisor project was completed on September 31, 2021.

- Businesses Serviced: 212
- Advisory Hours: 422+
- Jobs Impacted: 280
- Participated in 7 Technical Briefings with the Ontario Government

## Airport

### Airport Master Plan

During the project planning phase for 2020, the TEDC Board of Directors provided direction to work with the Timmins Victor M. Power Airport to develop an Airport Master Plan that would act as a blueprint for future airport operations and development. The plan will address airport infrastructure needs, identify economic opportunities and provide guidelines for development in the short term (5 years), medium term (10 years) and long term (20 years). \$135,000 was secured through Fednor to hire a consultant to complete the plan.

### Regional Air Transportation Initiative (RATI)

TEDC assisted and supported the Timmins Victor M. Power Airport in the development of a Regional Air Transportation Initiative (RATI) application through FedNor. RATI funding opportunities were provided to provide support and funding to airports in order to offset the challenges faced with the COVID-19 pandemic. Funding approval received for \$2.78M.

### Stratospheric Balloon Launch Expansion

TEDC continues to provide support to the City of Timmins and the Canadian Space Agency as they explore opportunities to expand the existing Stratospheric Balloon Launch Site. In 2021, TEDC explored potential funding opportunities for the \$3.5M facility expansion. Stage 1 applications were submitted to both NOHFC and Fednor. The project was moved on to Fednor Stage 2 in late November 2021 with confirmation to move on to NOHFC Stage 2 in early January 2022.

# Link North-Nord

Link North's advisory services and programming support entrepreneurs and businesses with product and market development, commercialization, scaling and growing their operations.

Link North's advisory services assist entrepreneurs to develop and test their business model and access innovation ecosystem resources that support the development of their business, technology, and/or product. We work with clients to create a roadmap that lays out a plan to achieve their objectives and prepares them for success. Our BOOST funding program provides up to \$10,000 for short-term projects that align with their roadmap.

144

Client Consultations

130.5

Hours of Advisory Services

17

Businesses Expanded or Modernized

24

Jobs Supported

With the help of our bank of private-sector consultants and innovation ecosystem partners, we developed and delivered workshops that supported entrepreneurs with building their business knowledge and capacity. Workshops helped entrepreneurs to better understand their business model and value proposition, content marketing, and creative collaboration.

41

Workshops Delivered

1387

Participants

# Community Economic Development Highlights

## Agriculture

The agriculture industry is critically important to municipalities of Northern Ontario. The TEDC, in partnership with the Northeast Community Network (NeCN), works with municipal partners and economic development organizations across the northeast to build, promote and sustain local agri-food and beverage development.

The TEDC assisted in an application for a local community non-profit agricultural project for \$80,000.

### **Ontario Great Claybelt Agriculture Strategy and Implementation Plan**

The NECN received \$752,000 from the Canadian Agricultural Partnership and the NOHFC Northern Community Capacity Building Program Funding along with regional contributions. The funds were used to hire Commerce Management Group to complete a comprehensive Agri-Strategy and Implementation Plan. Their work will form the backdrop for increasing and expanding agricultural production in Northeastern Ontario Great Claybelt.

### **Land Assembly Project**

Coordinators of the Land Assembly Project surveyed land owners throughout the region, and with their participation, created a database of potential farm land for sale to agricultural investors. Successful marketing of the project helped build a database of 203 entries. Inquiries for land received by the TEDC are distributed throughout the regional network to help identify potential matches.

### **Tile Drainage Project**

We facilitate the Tile Drainage Project, which benefits crop productivity and farm efficiency, reduces environmental impacts, and allows farmers in the region to extend their growing season. Productivity enhancements allow for higher yields and greater market competitiveness.

The program covers 50% of eligible expenses up to a maximum of \$500/acre for work completed by a licensed tile drainage contractor. Once the tile drainage work is completed, the project location and land is inspected for conformity to the program and a claim is submitted to reimburse the farmer or producer.

The official agreement for funding was signed. The project covered 1,824 acres at a total cost of \$1,824,000. Administration costs amounted to \$88,000 for a total project cost of \$1,912,000.



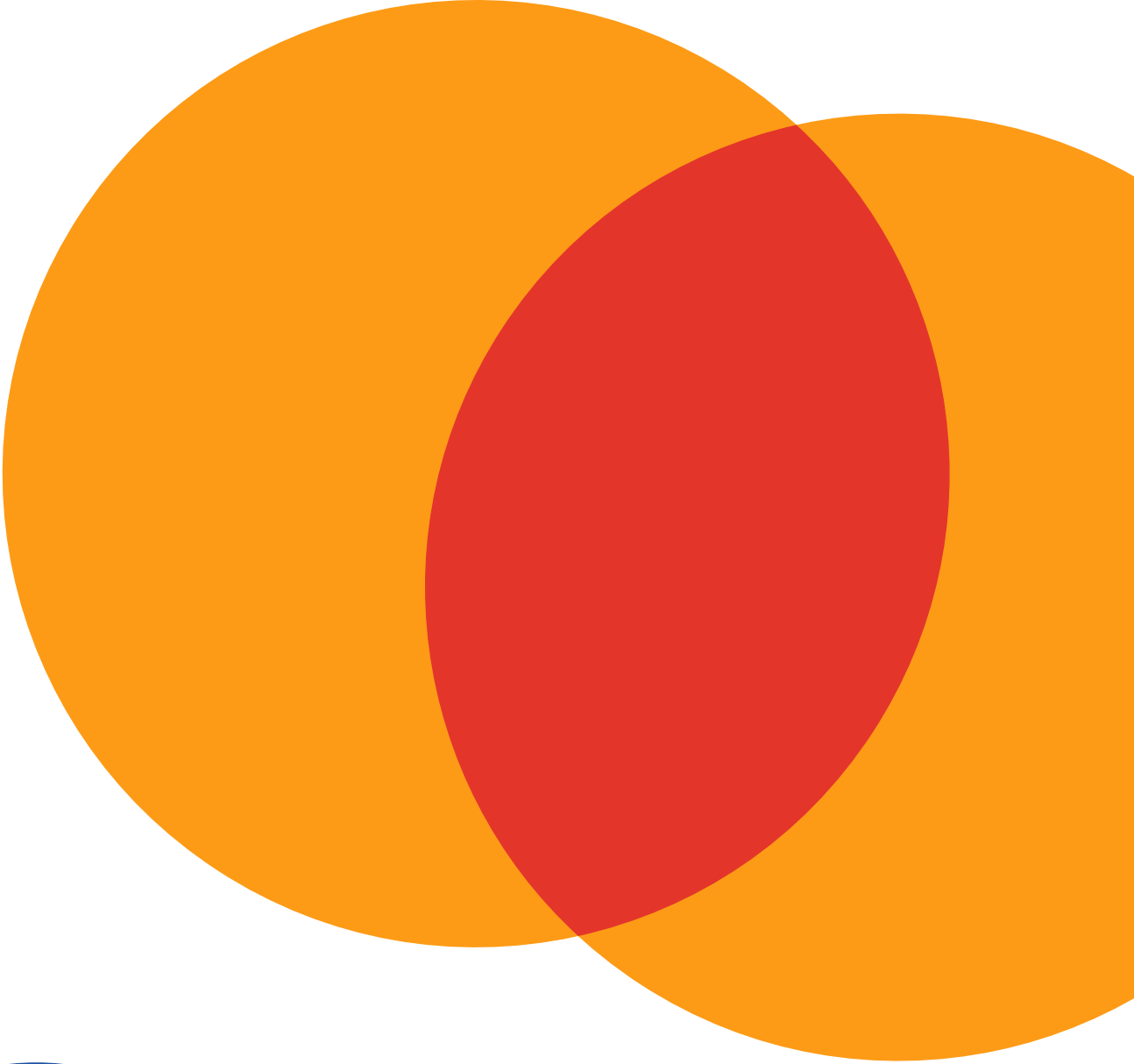
# **Community Economic Development Highlights**

## **Rural and Northern Immigration Pilot**

The Rural and Northern Immigration Pilot (RNIP) is designed to spread the benefits of economic immigration by creating a path to permanent residency for skilled foreign workers who want to work in priority sectors and live in Timmins for the long term. Timmins administers the entire program with input and assistance from various partner organizations and volunteers.

The TEDC signed an M.O.U. with the Timmins & District Multicultural Centre for referral and provision of settlement services to recommended RNIP candidates, including newcomer mentor matching.

In 2021 there were 1134 unique inquires, 125 applications received and 106 community recommendations. The pilot also had 99 employers engaged or participating in 2021.



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