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Annual Report

2022

timminsedc.com

Letter from Chair and CEO

We're pleased to share our 2022 Annual Report, which represents only a snapshot of the many achievements from the year.

Our business and community development teams maintained a strong commitment to fostering economic growth and attracting investments. We continued to organize workshops, and information sessions, conducted consultations and helped entrepreneurs seeking to establish or expand their businesses.

We secured funding to support a marketing campaign to attract talent and fill labour force gaps in key industries in Timmins. We became a key partner in supporting innovation, development and commercialization of technologies across the battery electric vehicle supply chain. And, we expanded the Timmins Regional RNIP program to communities outside of Timmins.

The TEDC continues to play a crucial role in cultivating a diverse economy with comprehensive services that supports all stages of business and community development. We underscore the significance of collaboration in economic development and feel fortunate to join forces with various business groups, civic agencies, and community organizations.

Our Board of Directors, composed of dedicated volunteers passionate about our community, expresses gratitude to our partners—the City of Timmins, the Province of Ontario, and the Government of Canada—for their unwavering support, which is essential for sustaining our projects and operations.



Christy Marinig
CEO



Dr. Audrey Penner
Chair



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.

Staff



Christy Marinig
CEO



Brenda Camirand
Director of Business
Development & Retention



Noella Rinaldo
Director of Community
Economic Development



Ross McDonald
Business Development
Specialist



Jeremy Elomaa
Business Development
Specialist



Mike Scott
Business Development
Consultant



Madison Mizzau
Community Development
Consultant



James Parisi
Finance and Business
Coordinator



Kelsey Luxton
Marketing and
Communications Specialist



Lynn Michaud
RNIP Program Coordinator



Bailey Skeavington
RNIP Program Coordinator



Gulab Singh
Immigration Support
Officer



Taran Bassan
Program Coordinator



Janie Romain
Business Development
Communications
Assistant



Neer Shah
Investment Attraction
Marketing Assistant

Board

Executive

Dr Audrey Penner, Chair
Michelle Boileau, Mayor
Steve Black
Kristin Murray
George Pirie
Joe Campbell
Councillor Cory Robin
Kraymr Grenke
Dave Landers
Tom Laughren
Iain Martin
Bill Belanger
Mark Furlotte
Jessica Davies
Burt St. Amour
Dustin Wesley
Dan Ayotte

Metrics

In 2022, the community gained \$6.67 for every dollar the city invested in the TEDC.

Dollars Leveraged

Community Economic Development Projects	\$1,134,823
Business Development and Retention Projects	\$3,386,300
Business Enterprise Centre Clients	\$3,162,228
Link North-Nord	\$572,493
Core 5	\$300,000
Total	\$8,555,844

Business Enterprise Centre Highlights

**Client
Consultations**



**Inquiries
Addressed**



**Businesses
Started**



**Businesses
Expanded**



**Businesses
Purchased**



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.

**Businesses
Started**

13

**Businesses
Expanded**

16

Jobs Supported

18

Grants Issued

12

**Total Direct
Funding**

\$57k

**Dollars Leveraged
by Participants**

\$496k

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.

**Number of
Students**

2

**Total Grant
Funding**

\$6k

Business Development and Retention Projects

Stratospheric Balloon Launch Expansion

The TEDC continued to provide support to the City of Timmins and the Canadian Space Agency as they moved forward with the \$3.5M facility expansion of the existing Stratospheric Balloon Launch site. In 2022, we assisted in the development and submission of Stage 2 funding applications to both FedNor and NOHFC. Both applications were successful for a total of \$3.2M being secured towards the cost of the project. Project activity and construction commenced early in 2022 and is expected to be completed in June 2023.

Business Development and Retention Projects

Move to Timmins: A Workforce and Resident Attraction Marketing Campaign

In the Fall of 2022, we worked with community partners and the private sector to secure funding for a talent attraction campaign. The campaign will attract skilled workers in key sectors to Timmins, and fill current and future labour force gaps in healthcare, mining, and education.

We formed a collaborative project steering committee and completed the RFP process to secure a marketing agency. The marketing agency will develop a comprehensive and strategic digital marketing campaign to attract workers over the course of the 16-month project.

The marketing campaign will build on the momentum of MoveToTimmins.ca, which we launched in 2021. The steering committee will work directly with the marketing agency to develop the campaign in 2023.

Business Development and Retention Projects

Core5

The TEDC is a key partner of Core5, the Ontario Vehicle Innovation Network's (OVIN) Northern Regional Technology Development Site (NRTDS). Core5 is a pan-Northern initiative, led by NORCAT, and serves as a hub to support the innovation, development, and commercialization of technologies across the battery electric vehicle (BEV) supply chain, from critical mineral extraction to BEV technology manufacturing.

We provide our clients with resources to support activities in technology development, product/service validation, testing, proof of concept design and demonstrations.

Link North-Nord

Link North's programming and advisory services support entrepreneurs and businesses with product and market development, commercialization, scaling and growing operations. We develop a roadmap that helps steer our clients toward their business and project development goals.

**Client
Consultations**

84

**Hours of
Advisory
Services**

100

**Businesses
Expanded or
Modernized**

20

**BOOST Grants
Approved**

19

**Dollars Invested
and Leveraged
by Clients**

\$380k

Link North-Nord

We collaborate with our innovation network and private-sector consultants to develop and deliver workshops and other programming that support entrepreneurs with building knowledge, capacity and networks. In 2022, we partnered with the Northern Ontario Angels to create and deliver Investor Ready, northern Ontario's first comprehensive program to help entrepreneurs get investor ready. Link North also worked with the Northern College applied research division to create the Disruptor program, which supports entrepreneurs with business model and product design, testing, and development. Other workshops offered during 2022 helped entrepreneurs understand intellectual property, branding, content marketing, and leadership management.

**Workshops
Delivered**

37

**Workshop
Participants**

451

**Podcasts
Developed**

3

Community Economic Development Highlights

Nonprofit Capacity Building

In November 2022, we launched board governance sessions for nonprofit groups to share best practices and professional training. We trained 16 participants, equipping them with the knowledge and skills necessary for effective governance and organizational development.

We launched “Timmins Nonprofit Community,” a closed Facebook group to share information and collaborate with nonprofit board members, volunteers, and executive staff. This platform serves as a hub for the nonprofit community to gather and circulate valuable information. Launched in February 2022, the group has grown to 109 members and is a vital resource for the sector.

We partnered with the Far Northeast Training Board to conduct a nonprofit workforce survey. The results provided valuable insights into the needs and challenges faced by the nonprofit sector, and enabled us to tailor our support.

Community Economic Development Highlights

Agricultural Sector Development

We collaborated with partner organizations to promote, grow and sustain regional agri-food operations.

In 2022, we helped secure \$752,000 through the Canadian Agricultural Partnership and NOHFC to increase investment and expand agricultural production in the northeastern Ontario Great Clay Belt area. The NeCN hired Commerce Management Group to develop a business plan and facilitate communications with farmers and indigenous stakeholders.

We continued growing our Land Assembly project, adding 13 new participants to our database of private and public land with good agricultural potential across the Cochrane District. We conducted a survey of landowners and posted an ad in the tax bill to elicit interest in selling, renting or leasing land to farmers and agricultural investors.

We helped clients across the region access \$1,249,277.81 in Tile Drainage funding to support crop productivity, farm efficiency and reduce environmental impacts.

Community Economic Development Highlights

Timmins Diversity Awareness Project

The Timmins Diversity Awareness Project aims to address racism and discrimination while fostering a welcoming and inclusive community. With \$70,000 in funding from Canada Heritage's Anti-Racism Action Program, the project brought together community partners and residents to raise awareness of Timmins' diverse cultures.

Our awareness campaign, developed by our Project Advisory Group with Casa di Media and MAIM Design, shared personal stories, highlighted the positive contributions of diverse groups in Timmins, challenged stereotypes and promoted inclusivity. We provided resources and tools to promote inclusivity in workplaces, aiming to create environments where diversity is valued and individuals have equal opportunities.

The project concluded in October 2022, but the Workplace Inclusion Charter continues to be accessible on the TEDC website as a resource for employers who want to improve diversity and inclusion in their workplaces.

Community Economic Development Highlights

Timmins Regional Rural and Northern Immigration Pilot (RNIP)

The Timmins Regional RNIP is a community-driven program that aims to bring the advantages of economic immigration to smaller communities. In the Fall of 2022, the program was expanded to communities outside of the Timmins area from Foleyet to Temiskaming Shores and up the Highway 11 Corridor to Hearst. To manage the expected influx of applications, we implemented a monthly intake period with a pool and draw system, allowing us to prioritize candidates based on community criteria points. Out of 219 applications, we recommended 148 candidates for the program. Notably, five recommended candidates were living and working in our expanded boundaries, one being the first francophone candidate recommended since the beginning of RNIP in our region.

To support successful integration, we conducted information sessions for 239 employers and developed a database with 3,481 active profiles. These initiatives aimed to connect employers with qualified candidates and create a robust talent pool for employment opportunities.

Community Economic Development Highlights

Film

In 2022, we secured the full-length film production of "My Animal." The project brought economic benefits and showcased the city's film industry capabilities. The project collaborated with a local hockey team, generated employment opportunities and economic spinoffs for the hospitality and retail sectors. Additionally, various businesses, including catering, drycleaners, snow removal services, rental car companies, tailors, and security firms, experienced increased demand and revenue.

The success of "My Animal" impacted the local economy with job creation, business growth, and enhanced our reputation as a film industry location. The engagement of the local community and businesses demonstrated Timmins' potential for future investments and cultural development.

Financial Statements