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## Case Study:

# TIMMINS CHAMBER OF COMMERCE

**The challenge:** The COVID-19 pandemic has led to challenges for businesses and communities across Canada.

In Timmins, Ontario, provincial public health restrictions enacted in the early months of the pandemic resulted in “unprecedented operational and financial repercussions” for many local businesses. Amid closures and service disruptions, there was great uncertainty about when and how small and medium-sized businesses would recover.

With many of its member businesses struggling, the Timmins Chamber of Commerce focused on identifying immediate crisis-management resources, short-term recovery measures to help the community get back to business, and longer-term capacity-building opportunities to ensure a more adaptive, resilient economy.

## Magnet solution:

### The Chamber Partnership Initiative

The Chamber Partnership Initiative is a joint project between Magnet and the Ontario Chamber of Commerce. Its goals are to create new opportunities for growth, collaboration, and learning, and to help counter the economic fallout of the COVID-19 pandemic by providing local chambers with resources to participate in and help accelerate recovery efforts in their community.

Through outreach efforts coordinated by Magnet, more than 50 local chambers and 725 employers across Canada began using the Magnet platform through the Chamber Partnership Initiative.

## The Results:

The Chamber Partnership Initiative was one of a suite of programs the Timmins Chamber of Commerce launched to help local small businesses and organizations meet the challenges of the pandemic. One participating employer was the Timmins Academic Family Health Team. It hired two students to assist with a pilot study and subsequent research paper.

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*This opportunity allowed me to work with young people to increase my appreciation of their skills with information technologies and research. It was a regenerative, restorative, and enlightening opportunity.*

**Dr. Judy Gillies**

[Timmins Academic Family Health Team \(SWPP employer\)](#)

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*Magnet and the Chamber Partnership Initiative could not have come at a better time. The Chamber saw value in delivering this program and remaining as a partner in its purpose.*

**Cameron Grant, Senior Policy Analyst**

[Timmins Chamber of Commerce](#)

## Capacity Building for SMEs project

Following the positive results it experienced through the Chamber Partnership Initiative, the Timmins Chamber of Commerce chose to expand its relationship with Magnet by participating in an exciting new opportunity, Capacity Building for SMEs.

A series of five roundtable discussions in 2021 provided feedback to inform an ongoing beta-testing period that is evaluating the needs of Chamber member businesses. Ultimately, this program will develop and provide training resources to support SMEs with recruitment and skills development.

