



# Picture Yourself Here: An Economic Snapshot of Temiskaming Shores

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By: Mercedes Labelle

**NORTHERN**  
POLICY INSTITUTE

INSTITUT DES POLITIQUES  
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Our main offices:

- Thunder Bay on Robinson-Superior Treaty territory and the land is the traditional territory of the Anishnaabeg and Fort William First Nation
- Sudbury is on the Robinson-Huron Treaty territory and the land is the traditional territory of the Atikameksheng Anishnaabeg as well as Wahnapiatae First Nation
- Both are home to many diverse First Nations, Inuit and Métis peoples.

We recognize and appreciate the historic connection that Indigenous people have to these territories. We recognize the contributions that they have made in shaping and strengthening these communities, the province and the country as a whole.

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Author's calculations are based on data available at the time of publication and are therefore subject to change.

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The Northern Analyst Cooperative is a membership group of organizations, municipalities, charities, chambers, and more. By merging our collective resources, we can ensure that the smallest municipality or local charity can access high-end skills. The expert's salary and benefits are covered in part by NPI/IPN and our sponsors, and in part through the membership fees paid by participating organizations. The end result is members are able to secure the skills they need when needed.

## About Northern Policy Institute:

Northern Policy Institute is Northern Ontario's independent think tank. We perform research, collect and disseminate evidence, and identify policy opportunities to support the growth of sustainable Northern communities. Our operations are located in Thunder Bay and Sudbury. We seek to enhance Northern Ontario's capacity to take the lead position on socio-economic policy that impacts Northern Ontario, Ontario, and Canada as a whole.

## Project Partners:

### Temiskaming Shores Economic Development Office

The City of Temiskaming Shores is a bustling community composed of the three former municipalities of Haileybury, New Liskeard and Dymond. The community is located at the head of beautiful Lake Temiskaming that stretches over 100 kilometers south before becoming the Ottawa River. The City is the service and commercial hub of a large agricultural, forestry and mining region. There are several excellent hotels, restaurants, resorts and lodges to look after all the needs of travelers.

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## About the Author

### Mercedes Labelle

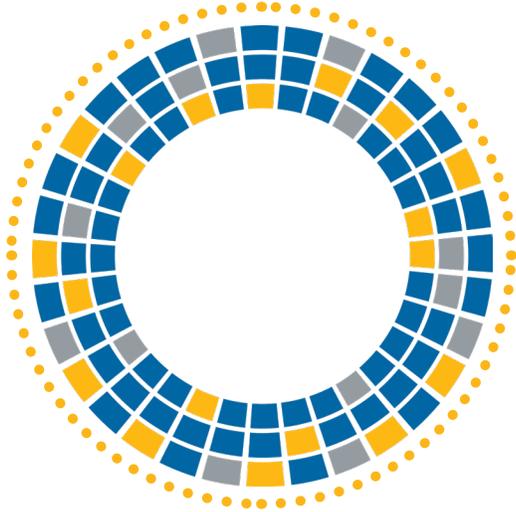


Mercedes Labelle graduated from McGill University in 2020 with an Honours Bachelor of Political Science and Urban Systems. During her studies, she focused on Canadian politics and public policy processes, specifically researching the uneven distribution of benefits and services between urban and rural communities. At McGill, Mercedes provided analysis on Canadian Politics for the McGill Journal of Political Studies (MJPS). Through her involvement with MJPS, Mercedes developed a deeper understanding of the diverse interests and needs of the Canadian population. Having grown up in Canada, the United States, and Spain, Mercedes is eager to return to Northern Ontario, where her family now resides. In her free time, Mercedes enjoys listening to podcasts, cooking, and reading.

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# Executive Summary

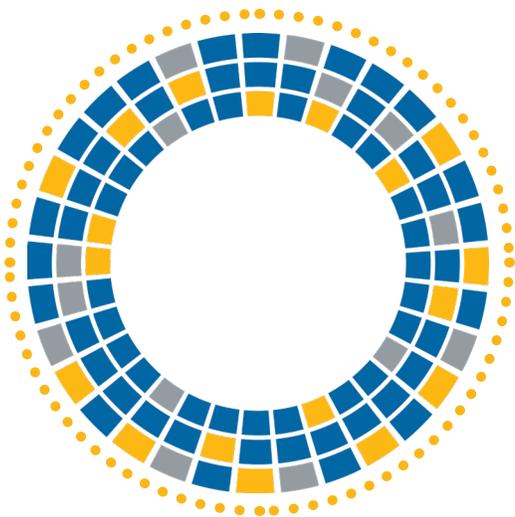
The City of Temiskaming Shores has prospects for future growth and economic prosperity based on the economic potential of the Indigenous population, the city's strategic location for transportation and tourism, and its low cost of living. Economic development indicators allude to growing business and employment opportunities – specifically in management, health, and natural resource-related occupations; transportation is an already prevalent and established industry. Current trends, alongside measures already undertaken by the city – and combined with relatively low housing costs and the presence of multiple post-secondary institutions – indicate there are resources and opportunities in place for continued economic development in Temiskaming Shores.

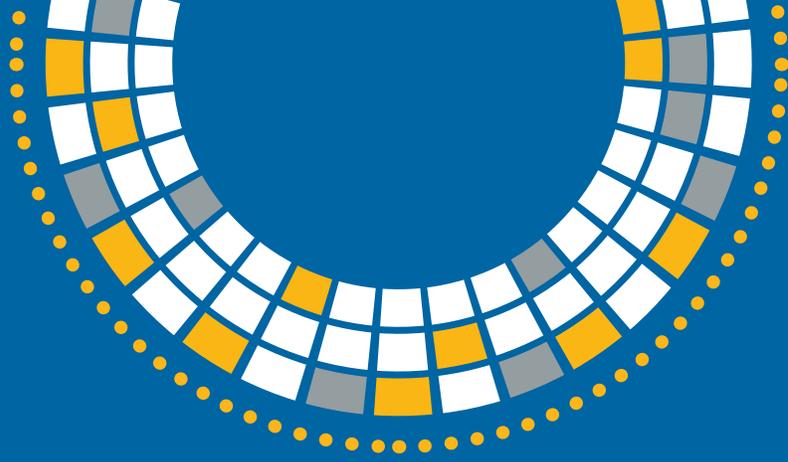
## Introduction

The purpose of this paper is to provide an economic profile of the City of Temiskaming Shores, a city located between North Bay and Timmins with a population of 9,920 in 2016. The economic profile analyzes the state of the local economy, demographics, labour force, income, education, and housing to better understand measures the city has undertaken to promote economic development. Additionally, the economic profile can be used to further develop Temiskaming Shores' business opportunities, investment prospects, migration streams, and labour priorities.

This paper is complementary to the data and information found on the City of Temiskaming Shores' website. With many attractive features, such as low dwelling costs, rising median individual income rates, and a high relative percentage of Francophone and Indigenous residents, Temiskaming Shores has a lot to offer its existing population, newcomers, and investors.

This project has been carried out under the Northern Analyst Cooperative agreement, which allows members to “time share” a professional policy analyst. By merging Northern Policy Institute and member organizations' collective resources, the agreement ensures that the smallest municipality or local charity can access high-end skills at an affordable price.





**“...Temiskaming Shores  
has a lot to offer its existing  
population, newcomers,  
and investors.”**



# Demographics

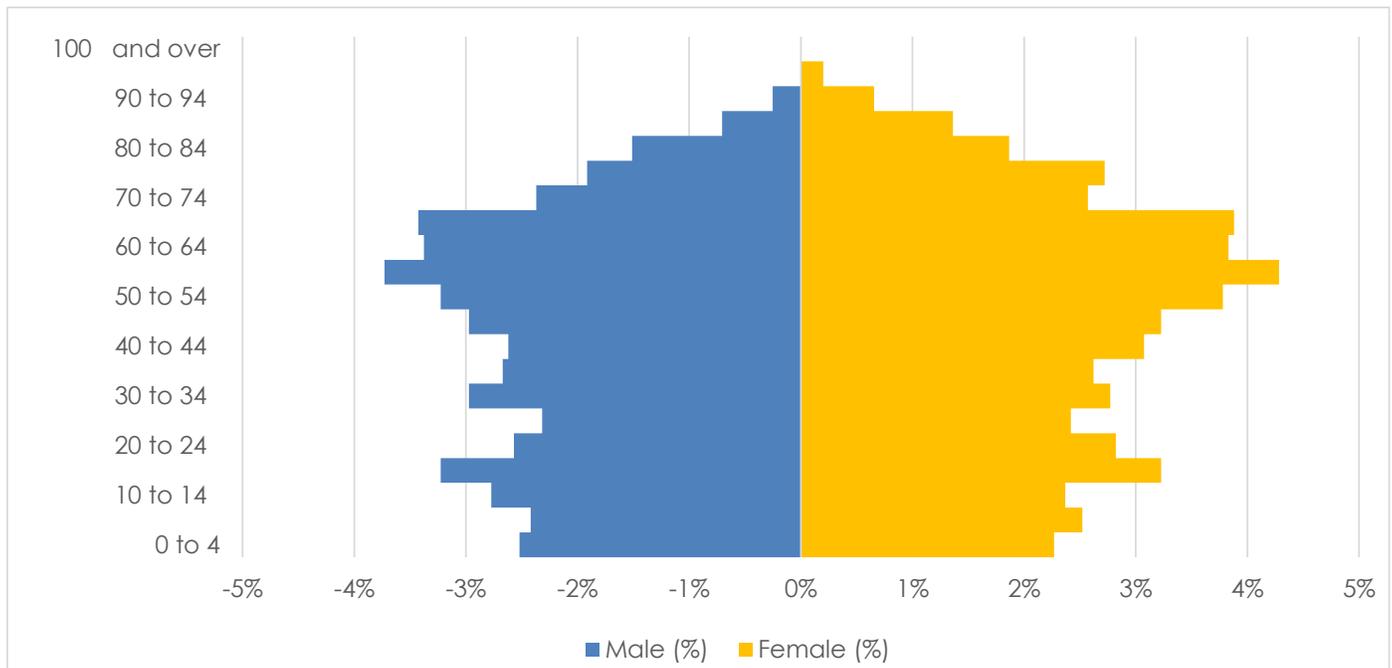


Temiskaming Shores' population is aging. In 2016, the share of the Temiskaming Shores population that was of working age (15 to 64) was 63.1 percent, compared with the Canada-wide share of 68.5 percent. The share of the population that are dependents (0 to 14, 65 and over) was 35.9 percent. The percentage of those ages 65 and older was 21.7 percent, compared with the Canadian average of 14.8 percent.

The largest population bloc in the region in 2016 consisted of 55-to-59-year-olds, meaning that many residents were fast approaching retirement age. An aging population, however, also indicates the potential for new openings in the labour market as workers retire. According to Statistics Canada, a “sizeable share” of seniors ages 65 and older are likely to be socially and/or economically dependent on working-age Canadians (ages 15 to 64), and they put additional demands on health services (Statistics Canada 2016c). Thus, as the population ages, there will be a higher demand for occupations in the health and social assistance industries.

Temiskaming Shores has responded to the needs of its elderly population in part by developing an “Age Friendly Community Plan” that identifies short-, medium-, and long-term goals with respect to communications and information, outdoor spaces and public buildings, housing, social participation, transportation, community support and health services, respect and social inclusion, volunteering, civic participation, and employment (Temiskaming Shores 2018).

Figure 1: Population, by Age and Sex, Temiskaming Shores, 2016



Source: Author's calculations from Statistics Canada (2016a).

Approximately three percent of Temiskaming Shores' population is composed of immigrants, compared with 29 percent in Ontario and 22 percent in Canada as a whole. Newcomers to Temiskaming Shores can access settlement services via the North Bay and District Multicultural Centre. Services include needs assessment and referrals, information and orientation, community connections, and language services (NBDMC n.d.). The presence of settlement service providers, English-as-a-second-language programs, and community engagement opportunities aid in attracting and retaining newcomers (see Biles 2011; Painter 2013). Immigrants often bring with them international training and education that can contribute to Temiskaming Shores' labour market. Immigrants can provide valuable insights and multiple perspectives developed by their different backgrounds. The City of Temiskaming Shores attracted 305 immigrants between 1991 and 2016, the majority sponsored by family – indicating that family attraction and reunification migration is one of the pathways immigrants create for bringing others from their country of origin.

# Population Breakdown

Temiskaming Shores has a higher percentage of Francophones<sup>1</sup> in the total population than the provincial average (see Figure 2). The city's proximity to Quebec, coupled with its high proportion of Francophones, could aid in attracting other French speakers to the region, either permanently or for tourism-related visits.

In common with other regions of Northern Ontario, Temiskaming Shores, which is situated on traditional Algonquin/Ojibwe territory, also has a higher percentage of Indigenous peoples<sup>2</sup> than the province-wide average. In fact, 78 percent of First Nations communities in Ontario are located in Northern Ontario (Ontario 2020). The surrounding First Nations communities include: Matachewan First Nation, Beaver House First Nation, Temagami First Nation, and Timiskaming First Nation. According to the Temiskaming Shores Relocation Guide, "[t]he majority of the [I]ndigenous population in the area are of Algonquin and Ojibwe tribes" (Temiskaming Shores 2019, 7).

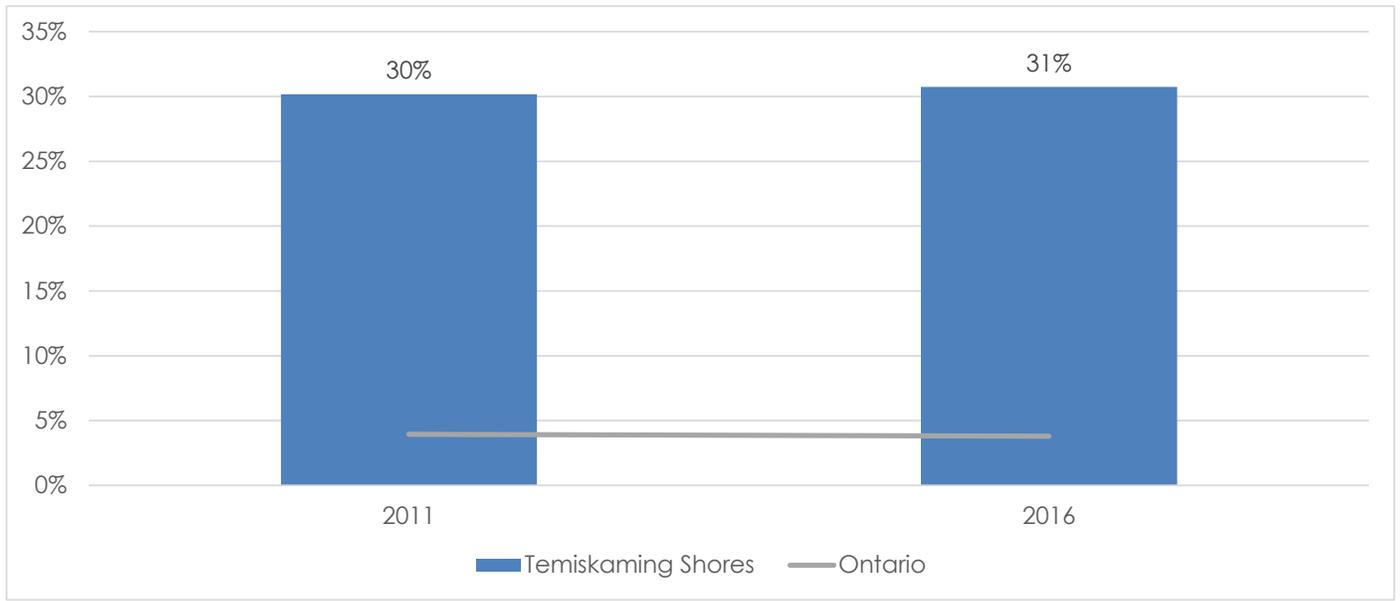
In 2016, there were 590 Indigenous people in Temiskaming Shores, accounting for 6.1 percent of the total population, compared with 2.8 percent for the province as a whole (Figure 3). The rising share of the Indigenous population can be explained primarily by significantly higher fertility rates among the Indigenous population in the Temiskaming District than the Northeast Ontario average (Moazzami 2019, 14). Additionally, in general, the Indigenous population is much younger than the non-Indigenous population, meaning that Indigenous people could represent an increasingly significant portion of the region's workforce in coming years. Temiskaming Shores has resources, both Indigenous and non-Indigenous led, to promote the facilitation of Indigenous people into the workforce. One such resource is Keepers of the Circle Aboriginal Family Learning Centre, which provides "licensed child care services, healthy lifestyle education, prenatal nutrition, referrals to community services and family support services for children and families. [The Centre] also offer[s] cultural workshops such as making drums, dream catchers, moss bags and moccasins" (Temiskaming Shores 2019, 7). Additional employment and training services to facilitate labour market integration include Employment Options Emploi, Service Canada, Community Living Temiskaming South, and Professions North/Nord. Training services, such as post-secondary institutions and literacy and apprentice programs, are also available to residents of Temiskaming Shores (FNETB 2020, 6–11).



<sup>1</sup> Statistics Canada measures the Francophone population by "First Official Language Spoken – French."

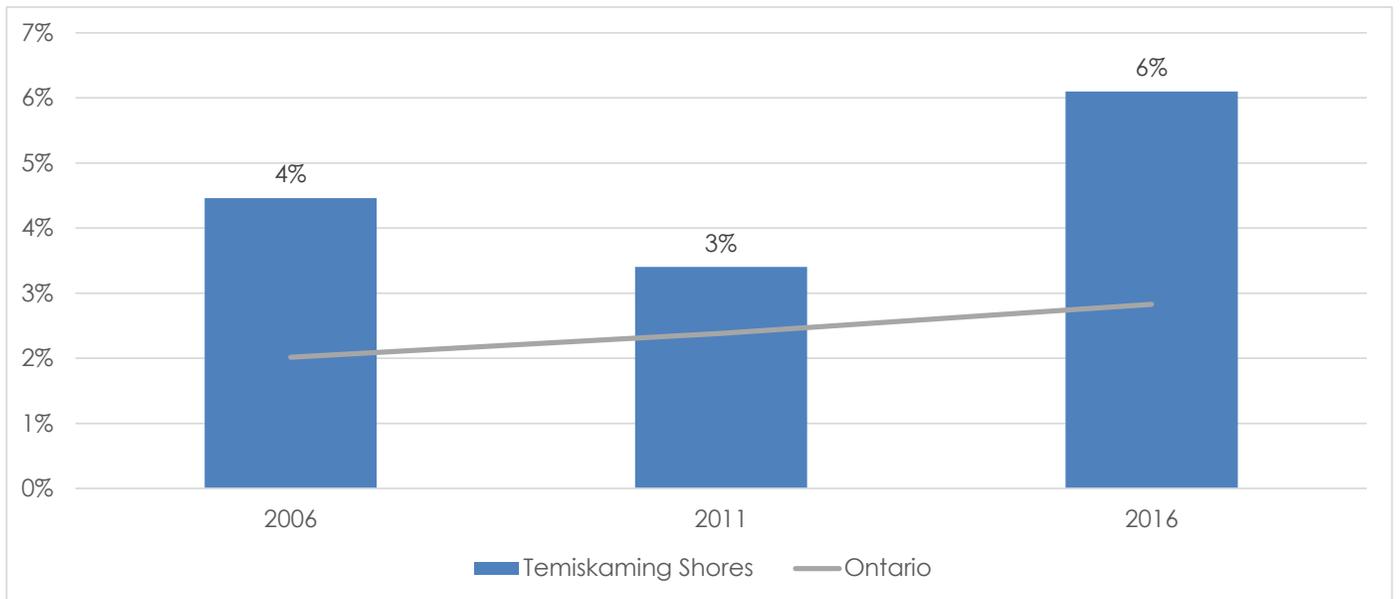
<sup>2</sup> This paper adopts Statistics Canada's definition of "Indigenous" as persons who reported identifying with at least one Indigenous group – that is, North American Indian, Métis, or Inuit, and/or those who reported being a Treaty Indian or a registered Indian, as defined by the Indian Act, and/or those who reported they were members of an Indian band or First Nation

Figure 2: Francophones as Total Percentage of the Population, Temiskaming Shores, 2011 and 2016



Source: Author's calculations from Statistics Canada (2011a, 2016b).

Figure 3: Indigenous Peoples as Total Percentage of the Population, Temiskaming Shores, 2006–16



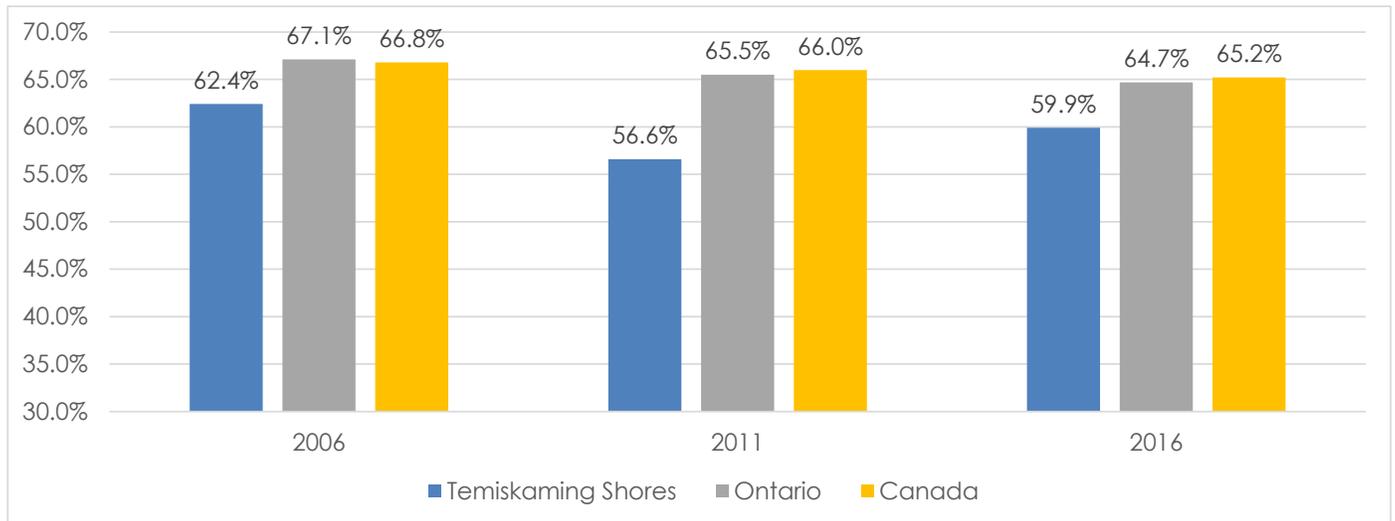
Source: Author's calculations from Statistics Canada (2006, 2011b, 2016b).



# Labour Force Characteristics

The City of Temiskaming Shores' labour force participation rate<sup>3</sup> is lower than that of either Ontario or Canada, but it has increased since 2011, when the Canadian economy was still experiencing the aftershocks of the 2007–8 financial crisis. Notably, as Figure 4 shows, between 2011 and 2016, Temiskaming Shores' labour market participation rate increased by 5.8 percentage points, while both Ontario's and Canada's declined by 1.2 percentage points.

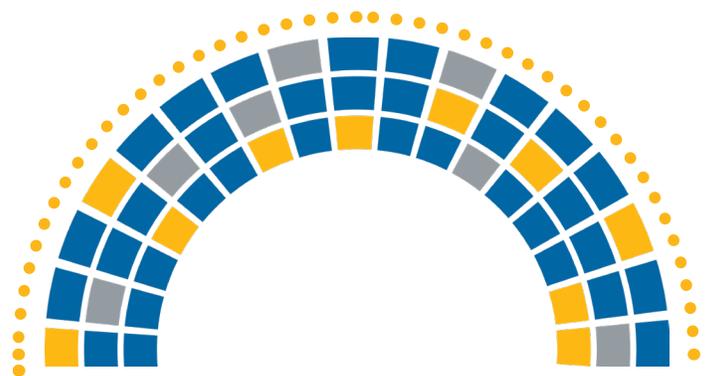
Figure 4: Total Labour Force Participation Rate, by Region and Year, 2006-16



Source: Author's calculations from Statistics Canada (2006, 2011b, 2016b).

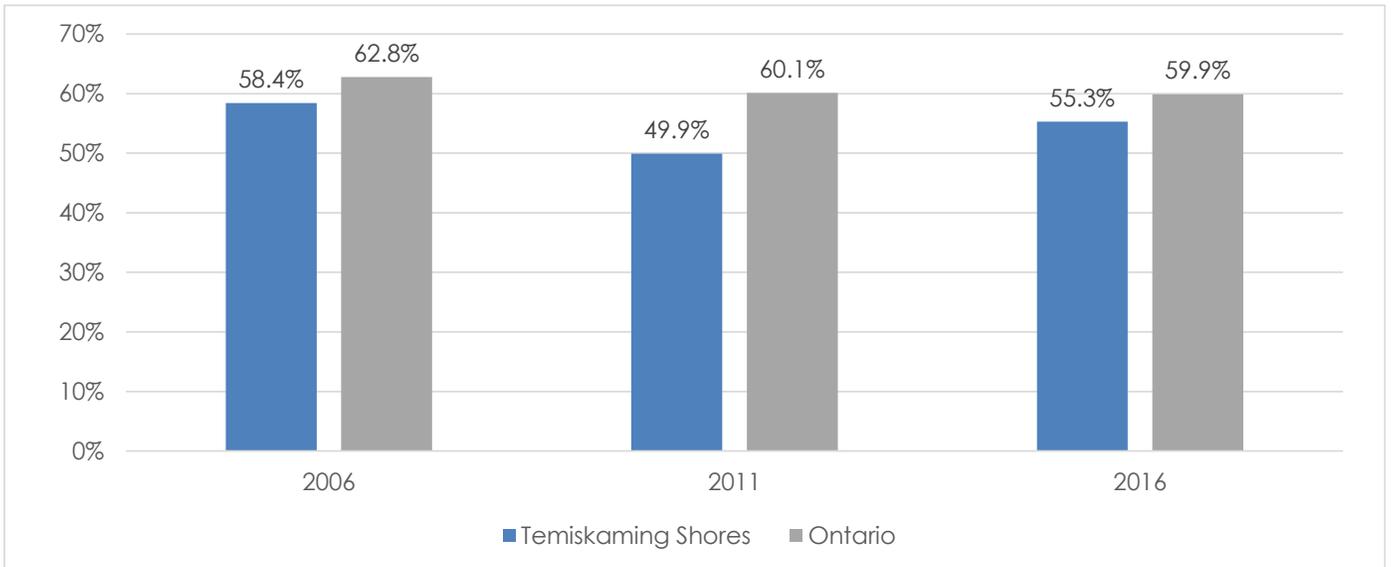
Also as a result of lasting consequences of the 2007–8 financial crisis, the labour market participation rate dropped in 2011, the unemployment rate rose (and subsequently, the employment rate dropped). Again, as Figure 5 shows, Temiskaming Shores, with a 5.4 percentage point increase in its employment rate between 2011 and 2016, was recovering from the crisis at a faster rate than was Ontario, with a decline of 0.2 of a percentage point.

Rising employment rates and declining unemployment rates indicate that people who want to work in Temiskaming Shores are increasingly able to find a job. In addition, excluding abnormalities in 2011, the workforce in 2016 had approximately an equal share of full- and part-time employees, showing diversity in opportunities to participate in the labour market.



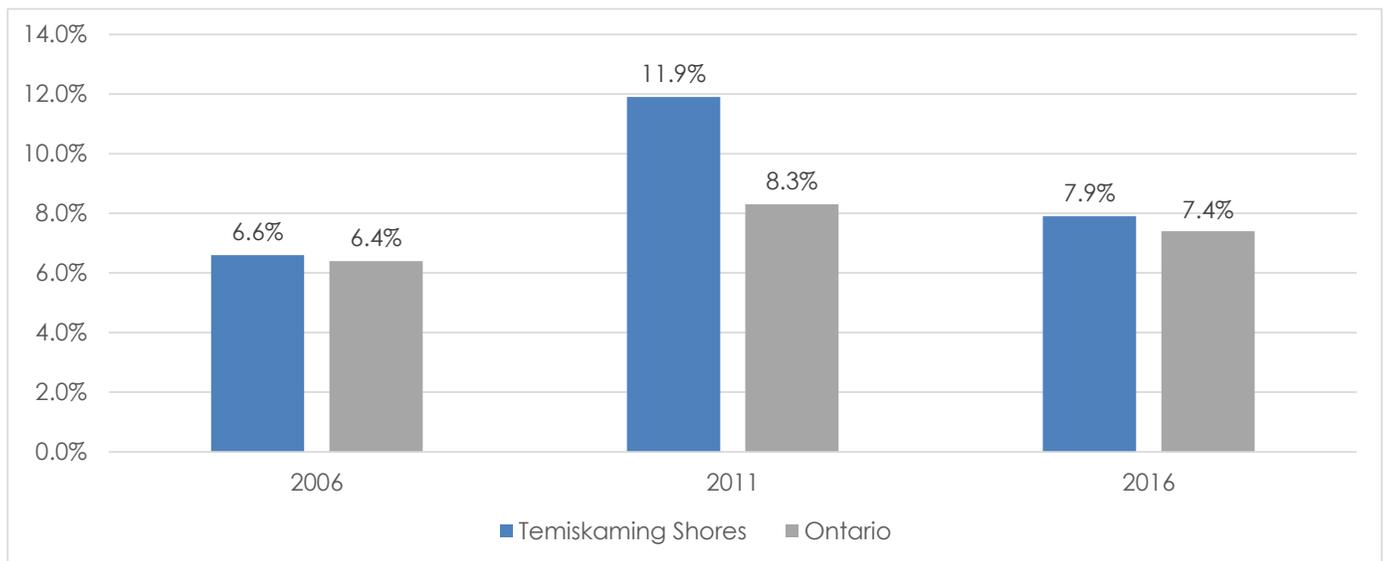
<sup>3</sup> The participation rate measures the total labour force – comprising those who are employed and unemployed, combined – relative to the size of the working-age population.

Figure 5: Employment Rate, by Region and Year, 2006-16



Source: Author's calculations from Statistics Canada (2006, 2011b, 2016b).

Figure 6: Unemployment Rate, by Region and Year, 2006-16



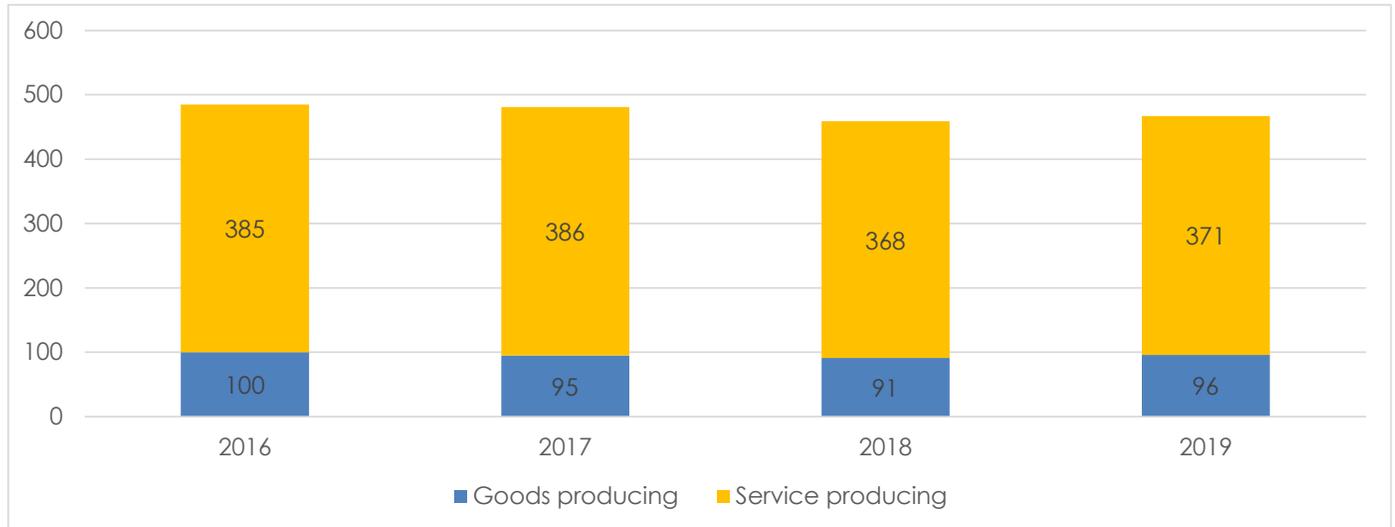
Source: Author's calculations from Statistics Canada (2006, 2011b, 2016b).

Although Temiskaming Shores did endure an unfavourable labour market position in 2011, this was not unique to the city. The Global Financial Crisis had lasting effects on Canadian cities, but Temiskaming Shores was able to recover from the jolt at a solid rate, as indicated by 2016 in increasing rates of labour market participation, employment, and cost of dwelling, as explored below. Declining levels of unemployment and government transfer rates also show solid economic recovery, leaving Temiskaming Shores in a favourable position.

# Occupation, Industry, and Business

In terms of numbers, the largest business sectors in Temiskaming Shores are retail trade; health care and social assistance; and construction. Service-producing industries include wholesale trade, retail trade, and transportation and warehousing.<sup>4</sup> Goods-producing industries include agriculture, forestry, fishing and hunting; mining, quarrying, and oil and gas extraction; utilities; construction; and manufacturing. After a decline in 2016, data from 2018–19 show the beginning of a slight increase in the number of businesses operating in Temiskaming Shores (Figure 7). Temiskaming Shores provides a directory of employment, training, business, and related services in the community (see FNETB 2020).

Figure 7: Business Count, by Goods- or Service-producing Firms, Temiskaming Shores, 2016–19



Source: Author's calculations from Statistics Canada, "Canadian Business Counts," various issues.

The occupations with the highest share of the labour force are sales and services, trades; transport and equipment operators, and occupations in education; law and social; community and government services. The occupations with the largest growth in the number of jobs between 2011 and 2016, however, were those in natural resources, management, and health – particularly, under natural resources, agriculture and related production occupations, where employment increased from 125 in 2011 to 230 in 2016 (see Table 1). According to the City of Temiskaming Shores, the city is the "commercial hub of a large agricultural, forestry and mining region. It is endowed with a rich resource base – approximately 65.6% of the City's land base is used for agricultural production and the underlying geology has potential for mineral extraction" (Temiskaming Shores 2019, 5).

The growth in management occupations in Temiskaming Shores is consistent with findings by a series of Northern Policy Institute reports on present and future labour market shortages in Northern Ontario's largest cities – North Bay, Timmins, Greater Sudbury, Sault Ste. Marie, and Thunder Bay - all five of which face a growing need for management occupations. The growth of such occupations in Temiskaming Shores is indicative of workers being available to meet the growing demand.

Health-related occupations in all five cities are also in need of workers (Ross 2020) due to their aging populations. In Temiskaming Shores between 2011 and 2016, the number of workers in health occupations increased from 370 to 430, indicating the increasing demand for health care resources as its population ages (CIHI 2013). The Temiskaming Shores area is served by the Temiskaming Hospital, Englehart and District Hospital, and Kirkland and District Hospital, as well as by clinics, pharmacies, long-term care homes, and other health-related institutions.

<sup>4</sup> Service-producing industries also include information and cultural industries; finance and insurance; real estate and rental and leasing; professional, scientific, and technical services; management of companies and enterprises; administrative and support; educational services; health care and social assistance; arts, entertainment and recreation; accommodation and food services; other services (except public administration); and public administration (Statistics Canada).

Another area Temiskaming Shores can focus on for its economic development is strengthening its already prominent sectors. Transportation was one of the largest employers in 2016, with 815 jobs. With the city's strategic location along Highway 11 and Highway 65 and its proximity to Quebec, these convenient transportation linkages could be used to advance Temiskaming Shores' economic ambitions in this sector (Conteh 2017, 24).

Table 1: Labour Force Composition by Occupation, Temiskaming Shores, 2011 and 2016

| National Occupation Classification  | 2011       | 2016       | Rate of Change (%) |
|---|------------|------------|--------------------|
| Sales and service occupations   | 1,195      | 1,150      | -3.8               |
| Trades; transport and equipment operators and related occupations           | 920        | 815        | -11.4              |
| Occupations in education; law and social; community and government services | 655        | 695        | 6.1                |
| Business; finance and administration occupations                            | 570        | 635        | 11.4               |
| <b>Management occupations</b>   | <b>385</b> | <b>470</b> | <b>22.1</b>        |
| <b>Health occupations</b>   | <b>370</b> | <b>430</b> | <b>16.2</b>        |
| Natural and applied sciences and related occupations                        | 180        | 200        | 11.1               |
| Occupations in manufacturing and utilities                                  | 175        | 160        | -8.6               |
| <b>Natural resources; agriculture and related production occupations</b>    | <b>125</b> | <b>230</b> | <b>84.0</b>        |
| Occupations in art; culture; recreation and sport                           | 70         | 75         | 7.1                |

Source: Author's calculations from Statistics Canada (2011b, 2016b).



Finally, the largest industries, by share of the labour force, are retail trade, health care and social assistance, and education services (Table 2). The share of occupations in the retail trade industry declined between 2011 and 2016, while the share in the health care and social assistance industry increased. Health care and social assistance industries play a large role in the economic makeup of Temiskaming Shores, and will likely continue to do so for years to come, given the region's aging population.

Table 2: Labour Force Composition by Industry, Temiskaming Shores, 2011 and 2016

| Industry   | 2011      | 2016       | Rate of Change (%) |
|--|-----------|------------|--------------------|
| Retail trade   | 1,010     | 770        | -24                |
| Health care and social assistance  | 675       | 760        | 13                 |
| Educational services   | 475       | 465        | -2                 |
| Construction   | 410       | 400        | -2                 |
| Manufacturing  | 350       | 315        | -10                |
| Other services (except public administration)                                | 250       | 260        | 4                  |
| Accommodation and food services  | 245       | 285        | 16                 |
| Public administration  | 235       | 245        | 4                  |
| Mining; quarrying; and oil and gas extraction                                | 215       | 220        | 2                  |
| Transportation and warehousing   | 175       | 250        | 43                 |
| Professional; scientific and technical services                              | 115       | 190        | 65                 |
| Finance and insurance  | 95        | 110        | 16                 |
| Information and cultural industries  | 80        | 90         | 13                 |
| Wholesale trade  | 75        | 55         | -27                |
| <b>Administrative and support; waste management and remediation services</b> | <b>60</b> | <b>140</b> | <b>133</b>         |
| <b>Agriculture; forestry; fishing and hunting</b>                            | <b>55</b> | <b>95</b>  | <b>73</b>          |
| Arts; entertainment and recreation   | 50        | 80         | 60                 |
| <b>Utilities</b>   | <b>40</b> | <b>70</b>  | <b>75</b>          |
| Real estate and rental and leasing   | 35        | 50         | 43                 |
| Management of companies and enterprises                                      | 0         | 0          | N/A                |

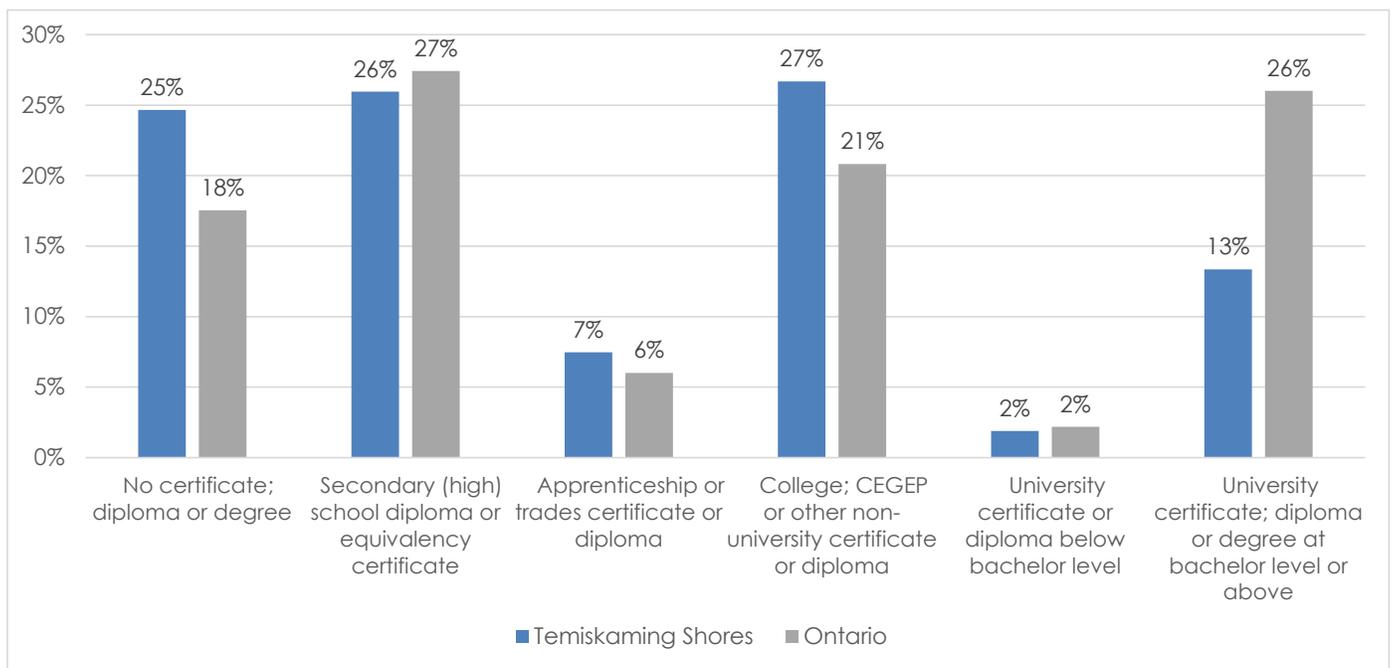
Source: Author's calculations from Statistics Canada (2011b, 2016b).



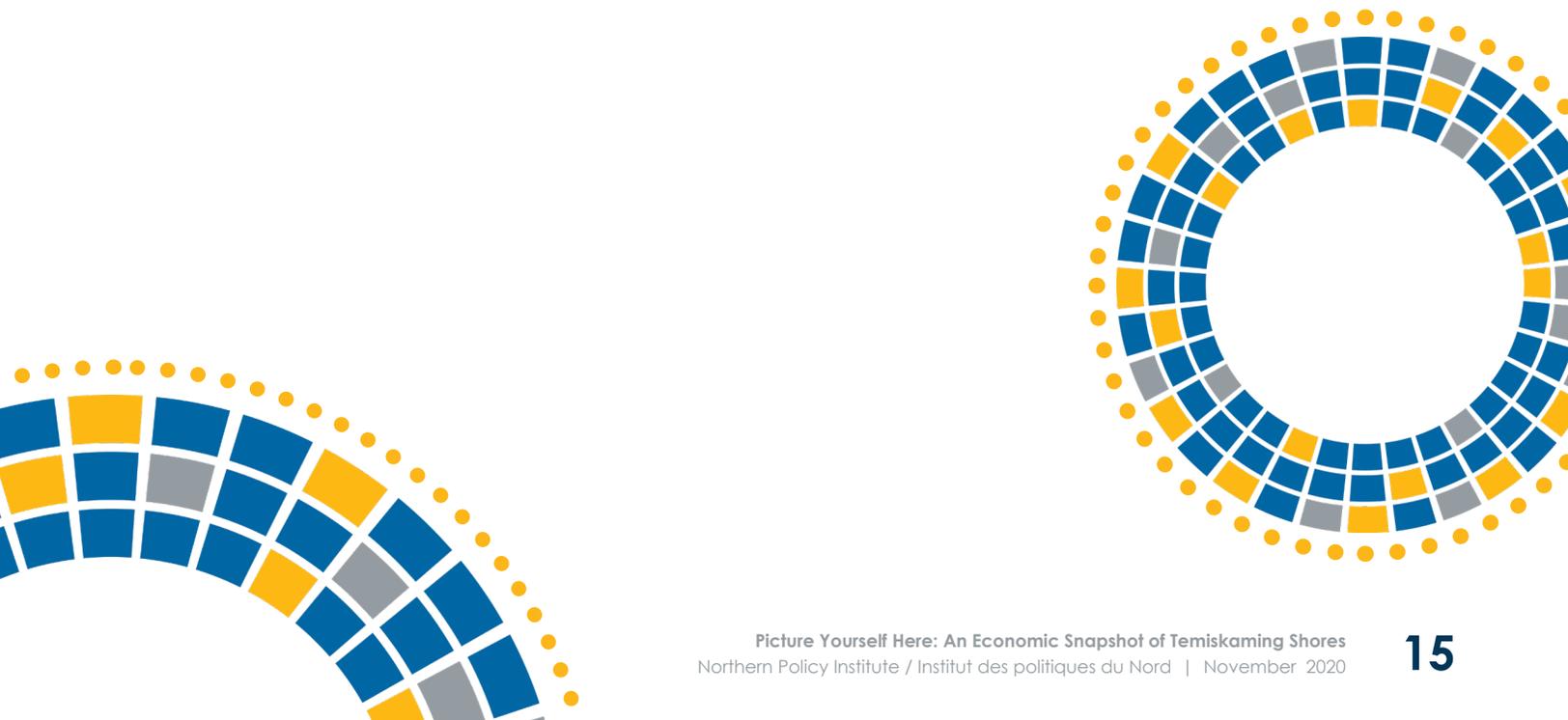
# Education

Of the population of Temiskaming Shores over age 15 in 2016, 75.4 percent had at least a high school diploma, compared with 82.5 percent province-wide (see Figure 8). This is likely due to the large older population, as those without a high school diploma include the very young and very old (Statistics Canada, 2016b). Notably, the share with a college diploma was higher in Temiskaming Shores than the Ontario average, perhaps due to the presence of multiple post-secondary educational institutions in the city: Collège Boréal, Northern College, 5th Wheel Training Institute, Literacy Council of South Temiskaming, and Centre d'éducation des adultes (Temiskaming Shores 2019, 21).

Figure 8: Highest Level of Education, as a percentage of Total Population, Temiskaming Shores and Ontario, 2016



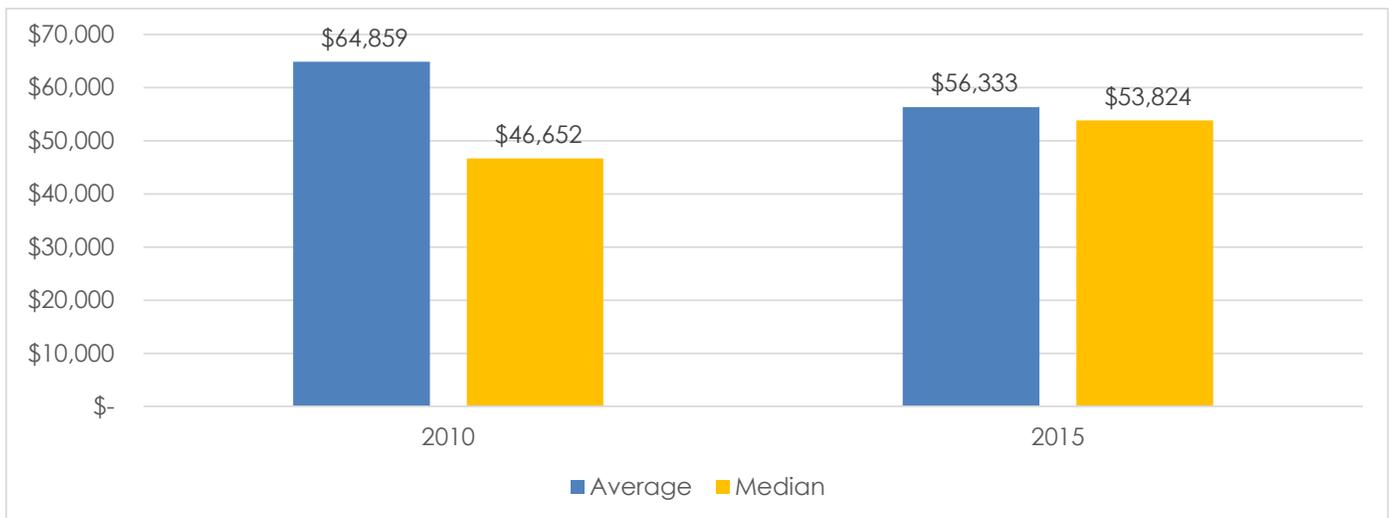
Source: Author's calculations from Statistics Canada (2016b).



# Income

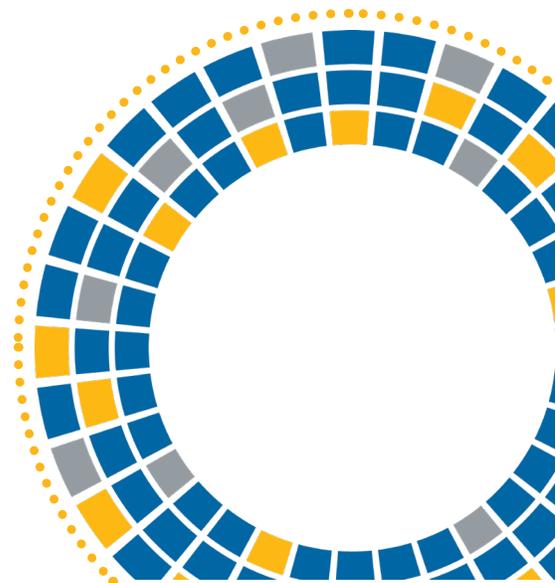
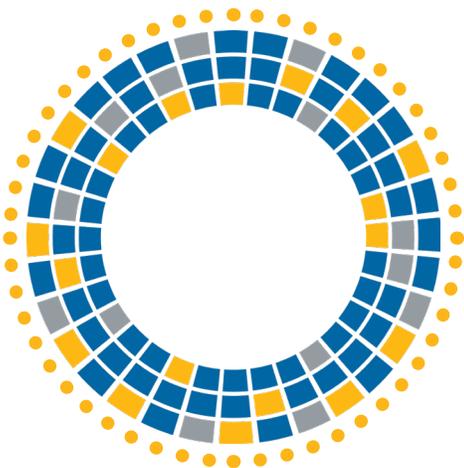
As Figure 9 shows, although median after-tax household income in Temiskaming Shores increased from 2010 to 2015, average after-tax income decreased by \$8,526. Median household income can be more accurate in summarizing the household income of a particular location because it is not easily influenced by a large number of extremely high- or low-income households. Decreasing average after-tax income, however, can indicate a more equal distribution of income over time. Although both average and median after-tax household incomes are lower in Temiskaming Shores than in Ontario as a whole and Canada, these lower incomes are offset to some extent by relatively lower costs of living in Temiskaming Shores.

Figure 9: Average and Median After-Tax Household Income, Temiskaming Shores, 2010 and 2015



Note: Median and average total income are calculated among those who have income.

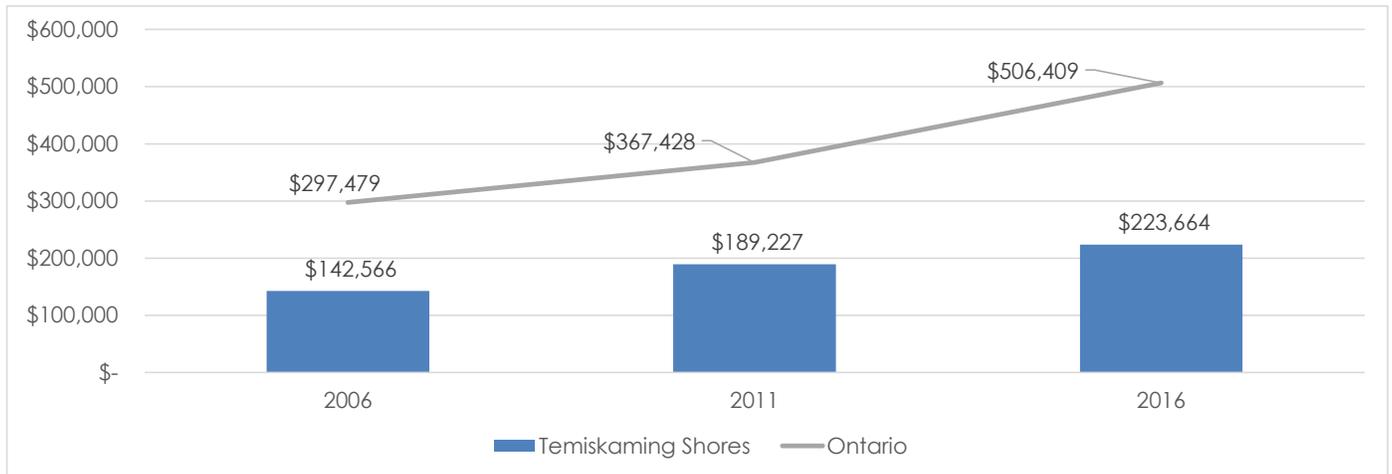
Source: Author's calculations from Statistics Canada (2011b, 2016b).



# Housing

The average value of a dwelling is significantly lower in Temiskaming Shores than the Ontario or Canadian average, but rising – increasing by 56.9 percent between 2006 and 2016, although still by less than the Ontario average increase of 70.2 percent over the same period. Rising housing prices can indicate dwellings as a good investment with high future returns, and they increase property wealth among current homeowners.<sup>5</sup>

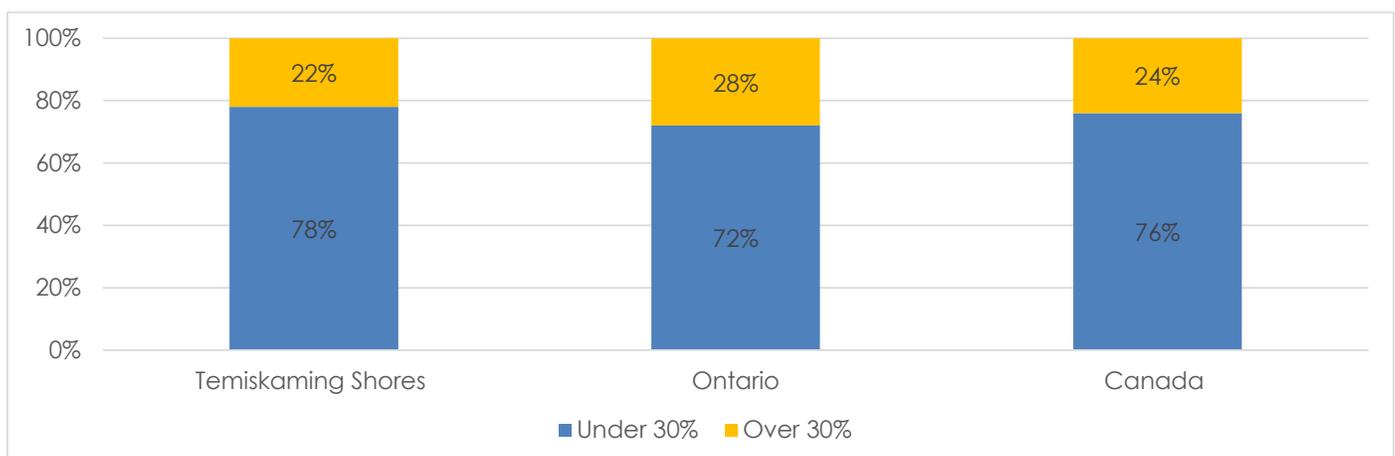
Figure 10: Average Value of Dwelling, Temiskaming Shores and Ontario, 2006-16



Source: Author's calculations from Statistics Canada (2006, 2011b, 2016b).

Also in its favour, as Figure 11 shows, in 2016 Temiskaming Shores had a lower share than either the Ontario or Canadian average of households that spent over 30 percent of their income on shelter costs – the benchmark of housing affordability (Statistics Canada 2016d). “Shelter costs” refers to the “average monthly total of all shelter expenses paid by households that own or rent their dwelling” (Statistics Canada 2016e). These costs could include mortgage payments or rent, property taxes, and costs of electricity, heat, water, and other municipal services.

Figure 11: Household Income Spent on Shelter Costs, Temiskaming Shores, Ontario, and Canada, 2016



Source: Author's calculations from Statistics Canada (2016b).

<sup>5</sup> For more information about housing prices and their implications for the local economy, see Bevilacqua (forthcoming).

# Conclusion

Temiskaming Shores has prospects for future growth and economic prosperity based on the potential of the Indigenous population, the city's strategic location for transportation, and its relatively low cost of living. Economic development indicators allude to growing business and employment opportunities – specifically in management, health, and natural resource-related occupations. Current trends paired with measures already undertaken by the city indicate resources and opportunities are in place for continued economic development in the City of Temiskaming Shores.

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## About Northern Policy Institute

*Northern Policy Institute is Northern Ontario's independent think tank. We perform research, collect and disseminate evidence, and identify policy opportunities to support the growth of sustainable Northern Communities. Our operations are located in Thunder Bay and Sudbury. We seek to enhance Northern Ontario's capacity to take the lead position on socio-economic policy that impacts Northern Ontario, Ontario, and Canada as a whole.*

## Related Research

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Anthony Noga

### **Northern Projections Human Capital Series: Timiskaming District**

Dr. Bakhtiar Moazzami

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