



# ESSEX

Community Futures Development Corporation  
Société d'aide au développement des collectivités

## Annual Report



Essex CFDC/SADC

*With the support of the Federal Economic Development Agency for Southern Ontario*

Canada 

**2009/2010**

Community Futures Development Corporations (CFDC's) support community Economic Development by assisting Ontario's rural communities strengthen and diversify their economies. As a community-based non-profit organization, the Essex CFDC is governed by a board of local volunteers and is staffed by experienced personnel who encourage entrepreneurship and the pursuit of economic opportunities.

The Federal Government, through the Federal Economic Development Agency for Southern Ontario (FedDev Ontario), provides funding, advice and support to a network of CFDC's across Ontario who carry out the following services:



- ❑ *Strategic community planning and socio-economic development*
- ❑ *Support for community-based projects*
- ❑ *Business Services*
- ❑ *Access to Capital*

### *Strategic Community Planning and Development*

CFDC's work closely with communities to assess local challenges, explore new ideas and opportunities to help implement development strategies that could strengthen their economies. Essex CFDC provides service to Amherstburg, Essex, Kingsville, Lakeshore, LaSalle, Leamington, Pelee Island and Tecumseh.

In 2007, as a result of a Strategic Planning initiative, higher focus was placed on collaboration strategies with emphasis on a regional approach to economic development. It was determined that in order to strengthen and build on the existing community capacity, priority pillars needed to be identified. The five (5) pillars established in the Essex CFDC Strategic Plan for 2008-2012 are:

- ✓ ***Business Retention and Expansion***  
*To enhance the success and growth of local business ventures*
- ✓ ***Working Together Windsor-Essex***  
*To take a leadership role in promoting collaboration*
- ✓ ***Tourism***  
*To promote tourism in the county with a focus on regional/collaborative efforts*
- ✓ ***Agri-Business***  
*To enhance the development of agri-business and value-added ventures*
- ✓ ***Higher Education, training, and skills development***  
*To encourage the competitiveness of local workforce and business through higher levels of education and training*



## Community-Based Projects

Essex CFDC continues to work closely with community partners to assess local challenges and encourage economic opportunities. Essex CFDC participated in a number of projects over the year working with regional partners and connecting key players in various sectors. The following are highlights of some Economic Development initiatives which Essex CFDC has participated and /or provided resources to in fiscal year 2009-2010:

### **Cultural Asset Mapping**

Is a tool for systematically identifying and managing information on local cultural assets. AuthentCity Consultants were hired to work with the Essex CFDC and their regional partners; Tourism Windsor Essex Pelee Island, Windsor Essex Economic Development Corporation, Connecting Windsor-Essex, the County of Essex and municipalities to consolidate the existing information in a consistent way.

An information session was held in Essex in April with municipal representatives, CAOs, University of Windsor representatives and various local leaders attending. A web site is presently under construction and will be on line shortly.

An interactive module of the Cultural Asset Mapping website will be the story telling component in which Windsor Essex residents will be able to provide pieces of social history that will reveal assets in the community.

### **Breakfast Express Club**

Several networking sessions were again held for entrepreneurs in the County last year in conjunction with local Chambers and BIA's. This collaborative effort between the Essex CFDC, the Small Business Centre and the Self Employment Assistance Office began in 2005. It is a valuable venue for small business owners to practice their networking skills and develop contacts and partnerships.



### **Connecting Windsor-Essex™**

Essex CFDC is a proud partner in the Smart Community for Windsor and Essex County and participates as a member of the Action Team. The main goals of the Smart Community are consistent with Industry Canada guidelines including organization, community engagement, infrastructure, online services, and smart results.

[www.windsor-essex.info](http://www.windsor-essex.info)

### **Other economic opportunities Essex CFDC encouraged and supported are:**

- *Erie St. Clair CCAC “Promoting healthy living, housing and community design options” Community Summit*
- *South West Economic Alliance Conference*
- *Kingsville BIA’s feasibility study on the Carnegie Arts Centre*
- *Leamington Chamber of Commerce’s Small Business Boot Camp “Help get your business into shape” workshop*
- *Canada South Festival Network Lunch and Learn Seminar Series*
- *North American Black Historical Museum Technology Project*
- *Leadership Windsor-Essex “Economy and Environment Learning Day”*
- *Amherstburg Chamber of Commerce’s Marketing boot camp for Small Businesses workshop*
- *Windsor-Essex Economic Development Corporation’s “We Look for Local” web site*

### **Bilingual Services**

Since October 2002, services have been provided to clients in French. The CFDC continues to expand its francophone Economic Development opportunities. Last year, the Essex CFDC supported the following bilingual projects.

- *L’école St-Edmond as they celebrated their 100<sup>th</sup> year anniversary. They hold the title of being the oldest French school in south western Ontario*
- *Continued support of the annual June 24<sup>th</sup> Saint-Jean Baptiste National Holiday. The four (4) day festival is held annually at Place Concorde, with outdoor activities available to all ages*
- *Participated in the Semaine de la francophonie, an annual event celebrating the Franco-Ontariens culture*
- *Supported the Club Richelieu’s Paulette Richer Bursary a literacy contest recognition award given to high school students*
- *Supported Collège Boréal’s series of entrepreneur workshops and employment preparation courses*
- *For the third year, supported “A little bit of French next door”, the Belle River French Festival*

- *Active member of the Franco-Info Committee which provides an opportunity to the francophone community to expand their existing network and help maintain their profile in the community through information sharing sessions*
- *Member of the Ontario Association of Community Futures Development Corporation French round table meetings held on a monthly basis*

## Community Adjustment Fund (CAF)

In August 2009, the Federal Government announced an investment in the Ontario CFDC's to support small and medium-sized enterprises (SMEs) – key drivers of economic activity in Southern Ontario.

There were two (2) components to the CAF Program. Essex CFDC received \$1.3 million in capitalization funding for small business loans and \$450,000 for community economic developments projects. All CAF projects were completed by March 31, 2010.



The community projects were broken down into six (6) components:

- Business Development
- Skills Development
- Youth Internship
- Non-Youth Internship
- Community Capacity
- Local Initiatives

Thanks to the Federal Government's funding, 29 projects were approved and completed within the required timeframe and Essex CFDC disbursed 18 loans for a total of \$1.3 million.

### **Canada's Economic Action Plan Success Stories:**

#### **Business Development**

**3 Gyros** – Is a supplier of salad dressings to Wal-Mart. The company wanted to take their operations on-line and created an impact full e-commerce store for the new innovative salad dressings they retail.

**Kingsville Golf Course**- A site and zoning study to support a proposed motel and the possible 9 holes expansion of an already outstanding golf venue for expanded employment potential.

*JDL Technical Services* – As an exclusive North American manufacturing software provider, this outstanding small company was able to attend a Government sanctioned trade mission to Mexico to expand market opportunities and potential county hires.

*Nature Fresh* – As a major greenhouse grower, they developed a business plan for a proposed research facility to test and develop greenhouse equipment and technology in conjunction with alternative energy sources.

*Nature Fresh* – A project to create an in-house sales and marketing division to sell their products throughout North America. Employment potential is high.

*Place du Partage* – This Francophone group developed a strategic plan for the next five (5) years prior to embarking on several proposed funding and employment initiatives that involve their community gardens and a potential second hand clothing venture.

### **Skills Development**

*Laval Tools* – Leveraged a competitive advantage through integrated training and software innovation to reduce current inefficiencies between conceptual design and manufacturing processes.

*MTE Controls* – On the job training in recently acquired software and offsite training to master systems capacity, enabling this automation firm to respond to market demands more efficiently.

### **Interns & Non-Youth Interns**

*ACFO* – A Francophone internship program designed to complete existing projects that had lacked staffing to complete; and other potential projects related to tourism, immigrants and the 100<sup>th</sup> anniversary of ACFO.

*Canadian Association of Mold Makers (CAMM)* – A marketing intern developed a platform to represent and promote the tool and mold industry to other geographic and industrial segments.

*Connecting Windsor Essex (University of Windsor)* – Interns worked with the University of Windsor to assist in improving the accuracy and completeness of the online comprehensive regional Business Directory.

*Essex Community Historical Society* - The addition of an intern supplemented the volunteer workforce to catalogue and digitize microfilm archives.

*Kingsville BJA (Carnegie)* – Through the placement of an intern, this local historic icon realized a long and short term marketing plan; and compiled a list of over 400 prospective stakeholders.

*Kingsville Museum* – The intern worked on the development of the website, researched and installed interactive technology for displays and created a database of inventory of artifacts. Also reviewed paper documentation - copied, stored/or prepared for displays.

*Kingsville Stamping* – A non-youth intern took on a newly created electrical maintenance position within this industrial firm to further operational safety and self-reliance.

*South Shore Broadcasting* – Provided three (3) interns valuable experience and skills development to expand programming, viewership and coverage area.

*Tecumseh BJA (Art of Eating)*- An intern developed a master event plan to improve and promote a highly successful inaugural 2009 tourism event as well as other proposed and current events.

### **Community Capacity**

*Essex CFDC* - In collaboration with relevant stakeholders, a Cultural Asset Mapping Project to centralize Cultural Asset data in one portal to facilitate essential planning and economic development in Essex County.

*Essex Community Historical Society* - An area rich in history will now catalogue and archive vast collections through newly purchased digital equipment with further support and collaboration of other county communities.

*Kingsville Museum* – Addition of needed equipment to provide digital archiving of a vast array of artifacts.

*South Shore Broadcasting* – Expanded service offerings thanks to the addition of new modern equipment that brings Essex County broadcast capabilities of local news, events and programming that had not been available previously.

*Tecumseh Baseball* - Installation of new fencing at the Lacasse baseball facility increased the height of the fencing to 16 feet facilitating larger tournament access.

*Town of Amherstburg* – A market outreach plan to draw tourism partners, sponsors and visitors alike to a soon to be completed \$23,000,000 (million) recreational complex with enhanced facilities focused on those with disabilities and special needs.

*Town of Kingsville* – Partnered with the private sector to conduct a Needs Assessment Study for a proposed \$5,000,000 (million) motel project that could result in 30 to 50 jobs.



## Local Initiatives

*ACFC* – Equipment provided much needed update in office capacity.

*Connecting Windsor Essex (University of Windsor)* – Provided funding to create meaningful communications materials to generate awareness of the region’s success in the 2010 Smart 21 competition from the Intelligent Community Forum.

*Ontario Greenhouse Vegetable Growers* – A collaborative effort to partner with automation and software technology experts to address greenhouse agriculture challenges & develop new levels of efficiency with sector leading processes.

*Place Concorde* – The lead Francophone organization in Essex County hired a consultant to identify funding sources and establish funding ventures in addition to ongoing efforts for sustainability of the organization.

*Shores of Erie Wine Festival* – One of Ontario’s top 100 rated festivals to improve IT and equipment infrastructure to address the needs of a growing tourist venue and highlight the burgeoning wine industry in Essex County at presentations around Ontario and beyond.

## *Business Services and Access to Capital \$*

The CFDC provides the following services to businesses and entrepreneurs:

- Business advice, counselling, information and referrals
- Help with business plans
- Export support
- Entrepreneurial training
- Information and relevant federal and provincial programs and services
- Canada Ontario Business Service Centre

*Impact 2010 – Responded to over 350 inquiries and in depth confidential client consultations*

CFDC’s also administer local investment funds to help finance new or existing small businesses for start-up, expansion or stabilization plans that help maintain or create jobs. Repayable financing of up to \$150,000 on commercial terms through loans, loan guarantees or equity investments is available when financing from other sources is insufficient. All CFDC financing decisions are made at the community level by the local Board of Directors.



**FINANCIAL HIGHLIGHTS  
INVESTMENT FUND**

	2010	Since Inception
Total Investments Received	\$1,300,000	\$2,825,000
Total Funds/Loan Disbursed	\$1,314,500	\$5,072,032
Number of Loans	16	115
Average Loan Size	\$ 82,156	\$ 44,105
Total Funds / Loans Outstanding	\$2,699,016	\$2,699,016
Total Funds / Loans Repaid	\$ 155,729	\$1,908,547
Total Funds / Loans / Interest Written Off	\$ 18,311	\$ 476,298
Funds Leveraged (Equity & 3 <sup>rd</sup> party)	\$ 600,590	\$7,907,788
Jobs	213	794

***2010 Essex CFDC Board of Directors***

<u>Name</u>	<u>Interests</u>	<u>Geographic Area</u>
Paul Foster, Chair	Business/Financial	Essex
Martin Breshamer, Past Chair	Food Processing	Amherstburg
Susan Friedl, Vice-chair	Youth/Education	Lakeshore
Jim Gaffan, Treasurer	Human Resources	Kingsville
Dodie Wilson, Secretary	Social Economy	Essex
Rita Ossington	Tourism/HR	Tecumseh
Paul Chauvin	Bilingual, Education	Lakeshore
Justin Barker	Tourism, Hospitality	Leamington
Rob Lauzon	Business/Financial	LaSalle

***2010 Essex CFDC Staff***

Linda Scott	General Manager
Michael Meloche	Business Services Officer
Claire Primeau-Bouchat	Bilingual Office Administrator
Josée Momy	Bilingual Community Liaison