



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

2010/2011

Community Futures Development Corporations (CFDCs) 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 CFDCs 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

CFDCs 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.

Following a Strategic Planning initiative, 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 for the Essex CFDC. 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

CFDCs collaborate with a variety of partners from the public and private sectors to implement projects or special initiatives targeted to their communities in areas such as tourism, entrepreneurship, economic diversification and community adjustment. Essex CFDC participated in a number of projects over the past year working with regional partners and connecting key players in various sectors. The following are highlights of some Economic Development initiatives that Essex CFDC has participated in and /or provided resources to in fiscal year 2010-2011:

Cultural Asset Mapping



The Windsor-Essex Cultural Mapping Project is a large-scale undertaking initiated by the Essex CFDC in collaboration with the Centre for Smart Community Innovation to support local economic development through culture. It was identified that Mapping increases community awareness and promotion of local culture to residents and tourists; strengthens networks and collaboration among cultural, community and business groups; and supports municipalities in better planning and decision-making.

This new web portal will be a tool for systematically identifying and managing information on local cultural assets. An interactive module of the Cultural site will be the story telling component in which Windsor Essex residents will be able to provide pieces of social history that will reveal the rich culture of the community. The initial asset contents of this new web portal are now being keyed by students of the University of Windsor and will be on line shortly.

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

Other economic opportunities Essex CFDC supported last year were:

- *Workforce WindsorEssex in leveraging three (3) projects through Labour Market Partnership Proposals with the Ministry of Training Colleges and Universities*
 - *Promising Sectors and Occupations Windsor Essex 2011-2015*
 - *Building the Entrepreneurial Workplace – An HR Toolbox*
 - *Renewable Energy Skilled Workforce Initiative*
- *Essex County Federation of Agriculture - 2nd edition of Buy Local map that supports Essex County farmers*
- *Essex County Associated Growers' 2012 Farmer Calendar initiative*
- *Top 7 Intelligent Community of the year (2011) – presentation resources/funding*
- *“Charging Ahead!” Winning Strategies for a Successful Bi Centennial (War of 1812) Regional Conference*
- *Provincial Marine’s War of 1812 Bicentennial Portraits project*
- *Leadership Windsor-Essex’s Economy and Environment Learning Day County Workshops*
- *Leamington Chamber of Commerce Business Excellence Awards — Gold Program Supporter*
- *Amherstburg Chamber of Commerce Business Excellence Awards – Growth and Expansion Award*
- *Belle River’s National Water cross tourism event*



Bilingual Services

Since 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:

- *Annual June 24th Saint-Jean Baptiste National Holiday*
- *4th Annual A Little Bit of French Festival held in Belle River*
- *“La Foire Bilingue” held at Place Concorde - information session for francophone immigrants to learn about various programs offered in the region*

- *Club Richelieu's Paulette Richer Bursary - a literacy contest recognition award given to high school students*
- *"Le Répertoire des services en français de Windsor-Essex Kent", a publication listing all available French services in the Windsor-Essex Kent areas.*
- *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 quarterly basis*

Community Adjustment Fund (CAF)

In 2009 the Federal Government announced an investment in the Ontario CFDCs through Canada's Economic Action Plan funding to support small and medium-sized enterprises (SMEs) – key drivers of economic activity in Southern Ontario.

Through an extension of Community Adjustment Funds, last year Essex CFDC received an additional \$634,285 in capitalization funding for small business loans and \$19,870 for community economic development projects. All CAF projects were completed by March 31, 2011.



Canada's Economic Action Plan "Project" Success Stories:

Projects that benefited from the extension were:

- *Engineering Study for Digital allocation - CFTV 34*
- *Marketing Plan for a francophone Agricultural Co-operative - RDÉE Ontario*
- *Park House Museum Roof Restoration - Amherstburg Historic Sites Association*
- *Cultural Asset Mapping Project for community content development - Essex CFDC*

Business Services and Access to Capital \$

Business Services

CFDCs understand small businesses and the local marketplace providing important services to businesses, entrepreneurs, and social enterprises including:

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

Impact 2011 – Responded to over 240 inquiries and in depth confidential client consultations

Small Business Loans

CFDCs 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	2011	Since Inception
Total Investments Received	\$634,285	\$3,459,285
Total Funds/Loan Disbursed	\$692,000	\$5,764,032
Number of Loans	10	125
Average Loan Size	\$ 69,200	\$ 46,112
Total Funds / Loans Outstanding	\$2,879,582	\$2,879,582
Total Funds / Loans Repaid	\$ 496,909	\$2,405,456
Total Funds / Loans / Interest Written Off	\$ 14,525	\$ 490,823
Funds Leveraged (Equity & 3 rd party)	\$ 59,500	\$7,967,288
Jobs	149	943

2011 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
Jim Gaffan, Vice Chair	Human Resources	Kingsville
Justin Barker, Treasurer	Tourism, Hospitality	Leamington
Dodie Wilson, Secretary	Social Economy	Essex
Rita Ossington	Tourism/HR	Tecumseh
Paul Chauvin	Bilingual, Education	Lakeshore
Rob Lauzon	Business/Financial	LaSalle
Donald Lassaline	Bilingual, Business/Financial	Lakeshore/Essex

(Retired in 2010 – Susan Friedl)

2011 Essex CFDC Staff

Linda Scott	General Manager
Michael Meloche	Business Services Officer
Claire Primeau-Bouchat	Bilingual Office Administrator
Jarrett Bézaire	Bilingual School Liaison