



ESSEX

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

Essex CFDC/SADC



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ANNUAL REPORT | RAPPORT ANNUEL

2004/2005

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



Through Industry Canada, the Federal Government provides funding, advice and support to a network of CFDCs across Ontario, who carry out the following services:

- Strategic community planning and development
- Business services
- Access to capital

Strategic community planning and development:

CFDCs work closely with communities to assess local challenges, look at new ideas and opportunities, and help implement development strategies that could strengthen their economies. The Essex CFDC provides service to Amherstburg, Essex, Kingsville, Lakeshore, LaSalle, Leamington, Pelee Island, and Tecumseh. A five-year Community Strategic Plan was developed in 2002 with input from key community partners and focus groups. This year, the plan was reviewed then updated with key focus areas and projects determined. The planning process for the 2005 update included:

- An external/internal scan including results of studies, articles, and local community contact to identify the main issues for the coming year
- Development of objectives for the next year
- Strategy to achieve the Objectives and
- Implementation strategy including needed resources.

Business Services

The CFDC provides important services to businesses and entrepreneurs that include:

- Business advice, counselling, information and referrals
- Help with business plans
- Export support
- Entrepreneurial training
- Information on relevant federal and provincial programs and services.

<i>Impact /What We Accomplished 2005</i>	
Small Business General Enquiries	315 contacts
In-depth Counselling	189 interviews
Jobs created/maintained	28

Access to Capital

CFDCs 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 \$125,000 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

	\$'s 2005	Since Inception
Total Investments Received	\$0	\$1,025,000
Total Funds/Loans Disbursed	\$355,000	\$2,149,000
Average Loan Size	\$71,000	\$33,062
Total Funds/Loans Outstanding	\$603,588	\$603,588
Total Funds/Loans Repaid	\$102,646	\$1,192,470
Total Funds/Loans/interest Written Off	\$22,880	\$363,272
Funds Leveraged (Equity & 3 rd party)	\$421,008	\$3,387,244
Jobs	42	369

Community Projects

Essex CFDC works closely with community partners to assess local problems and encourage economic opportunities. The following are highlights of some Economic Development initiatives that Essex CFDC has participated in over the past year.

10th Anniversary Celebration

In March 2005, the Essex CFDC/SADC held a reception celebrating ten years of service fostering small business development in Essex County. Essex CFDC Chair, Martin Breshamer, welcomed everyone and stated how proud he was of the success of the CFDC. « In 1994, with the help of the Honourable Jerry Pickard, the Essex CFDC was opened under the name South Essex Economic Development Corporation. With 10 years behind us, a new bilingual name & services, we are very happy to showcase the organisations we were able to help.» A number of recipients of CFDC support as well as many community partners were on hand to join in the celebration.



Bilingual Services

Since October 2002, services have been provided to clients in French. The CFDC continues to expand its francophone CED opportunities and is a part of the local Franco-Info network.



SuperHost “en français” Workshop

In March 2005, the Bilingual Community Development Assistant co-ordinated a professional development session for the Francophone community via a French SuperHost workshop in partnership with the Convention & Visitors Bureau. There were 12 participants. Representatives from RDÉE, ACFO, Caisse Populaire, Collège Boréal and Place Concorde participated in this initiative.

Community Projects

Breakfast Express Club

Five “cracker barrel” networking sessions for entrepreneurs were held in Essex attended by 15 to 35 participants each month. This was a collaborative effort between the Essex CFDC/SADC, Small Business Enterprise Centre, Leamington & Windsor Self Employment Services and the Town of Leamington.



Bridges to Better Business



Last November, the CFDC partnered with & helped sponsor the Small Business Enterprise Centre’s “Bridges to Better Business” forum to over 70 participants. The event brings the business community together for a day of learning, networking and inspiration. Keynote speaker was Alfie Morgan, Ph.D. Professor Emeritus at the University of Windsor & Essex CFDC Board member. A variety of entrepreneurs throughout Windsor-Essex County also took part in roundtable discussions facilitated by experienced professionals.

Border Compliance Workshop

This workshop included information from the Assistant Attaché, of the Dept. of Homeland Security, U.S. Customs & Border Protection, American Embassy, Ottawa, which addressed the issues of border security and trade facilitation. The 40 participants were also provided a presentation by Keith Pickard, Operations Manager for Red Zoo Marketing, one of the largest greenhouse vegetable distributors in North America. Mr. Pickard spoke about marketing strategies, and the need for the implementation of border protection programs.

The Southwest Regional Opportunities Coalition (SROC) coordinated the workshop. The SROC is a partnership of: Ministry of Municipal Affairs and Housing; Community Futures Development Corporations of: Chatham-Kent, Essex, Elgin, Middlesex and Sarnia-Lambton; Municipality of Leamington; Windsor-Essex County Development Commission; Chatham-Kent Economic Development Services; County of Middlesex; Sarnia-Lambton Economic Partnership; Ministry of Economic Development and Trade.

Youth Initiatives:

- **Exploring New Worlds**

The Essex CFDC was pleased to be a supporter of this conference for grades 9 & 10 students enabling them to explore numerous career paths. The 350 students attended career workshops facilitated by men and women employed in those fields, asked questions in a panel discussion, were inspired by a keynote speaker, and visited educational static displays. This event presented by the South Western Ontario Industry-Education Council was held at St. Clair College.

- **French ESIS - Economics of Staying in School**

This Junior Achievement program was locally coordinated by the Essex CFDC bilingual Community Development Assistant and presented to a French class of grade 8 students where they spent a day learning about the economics of staying in school en français.

Economic Development Day

Essex CFDC hosted /sponsored their third Economy and the Environment Learning Day to 29 participants for Leadership Windsor/Essex in March 2005.

CFDC Day Mystery Shopper



In celebration of CFDC Day, the last day of Small Business Week, the CFDCs of Essex and Chatham-Kent partnered on a Mystery Shopper Challenge to promote customer service in the two-county area. In Essex County, 43 businesses participated. There were three winners from Essex and three from Chatham-Kent as well as one winner for best bilingual services. The winners were awarded local tourism packages in support of our local businesses, with Essex winners travelling to Chatham-Kent and vice-versa.

Winners were presented their awards by the Honourable Jerry Pickard, Martin Breshamer, Chair ECFDC/SADC, and Anne Gilbert, Chair CFDC of Chatham Kent

CFDC Committee Participation:

- Connecting Windsor-Essex™
 - Portal Content Advisory Group
 - Smart Community Action Team
 - Online Business Directory Task Force
- South Western Ontario Industry-Education Council
- Small Business Enterprise Centre Advisory Committee
- Regional Opportunities Coalition

Newsletter

Two years ago, the Essex CFDC's "Community Current" newsletter was launched. The newsletter provides current information on the CFDC organization as well as shares updates from our community partners on a three times per year basis. These newsletters are also available on our website.

Special Project Funding

The Essex CFDC also provided support from its Special Project Fund to:

- Connecting Windsor-Essex™ Portal for Infogist software
- Leamington Chamber of Commerce Business Excellence awards
- Green Energy for Greenhouses conference to 160 registrants
- Provincial Marine Amherstburg Heritage c.d.
- Convention & Visitors Bureau Sports Fishing initiative

2005 Essex CFDC Board of Directors

<u>Name</u>	<u>Interests</u>	<u>Geographic Area</u>
Martin Breshamer, Chair	Food Processing	Amherstburg
Chris MacLeod	Business/Financial	Leamington
Susan Friedl, Vice-chair	Youth/Education	Lakeshore
Tom Ruston, Secretary/Treasurer	Marketing/Agriculture	Leamington
Rita Ossington	Tourism/HR	Tecumseh
Alfie Morgan	Education/Management Consultant	LaSalle
Normand Marcoux	Manufacturing/ Entrepreneur Bilingual	Tecumseh
Jim Gaffan	Human Resources	Kingsville

Chris MacLeod is retiring from the Board of Directors after ten years of service. Essex CFDC would like to thank him for the many hours of expertise and dedication that he has generously provided over these last ten years.

2005 Essex CFDC Staff

Linda Malenko	General Manager
Michelle Perron	Bilingual Community Development Assistant /Office Administrator
Brenda Andres	Business Development Officer