



ESSEX

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

Annual Report



Essex CFDC/SADC

Canada 

2005/2006

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. Last year, the plan was reviewed then updated with key focus areas and projects determined.

The planning process for the 2006 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.

In the coming year, a new 5-year plan will be developed.

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 in 2006</i>	
Small Business General Enquiries	300 contacts
In-depth Counselling	216 interviews

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 \$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	\$'s 2006	Since Inception
Total Investments Received	\$0	\$1,025,000
Total Funds/Loans Disbursed	\$202,000	\$2,351,000
Average Loan Size	\$ 40,400	\$ 33,586
Total Funds/Loans Outstanding	\$628,222	\$ 628,222
Total Funds/Loans Repaid	\$122,860	\$1,315,330
Total Funds/Loans/interest Written Off	\$ 55,715	\$ 418,987
Funds Leveraged (Equity & 3 rd party)	\$316,699	\$3,703,943
Jobs	15	384

Community Projects

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

Accessibility Online Tool - Its Impact on Small And Medium Sized Businesses

Essex CFDC participated in a pilot project with the Ontario Ministry of Community and Social Services and Social and Enterprise Development Innovations (SEDI) as part of its Advisory Committee. A new online course was developed for businesses to increase knowledge and awareness of accessibility issues that have the potential to impact businesses. It provides resources and tools that will enhance the process of SME's in planning and preparing for the Accessibility for Ontarians with Disabilities Act (AODA) regulations that will affect the way business is conducted. This online learning tool will soon be launched.



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.

Franco Info committee

The CFDC is a member of this networking group for francophone community development organizations which meets on a monthly basis from September to June. In the coming year, the focus is to raise awareness of services available to francophones at large. A mini strategic planning session resulted in some new ideas including hosting two luncheons. The first will be for the francophone population to inform them of what services are available in French as well as to encourage them to use them. The second luncheon will be for the Anglophone service providers to inform them of the committee's services and to encourage them to send francophones to the appropriate organization for service in French. Franco Info continues to deliver an opportunity for francophones to develop a better network and to maintain their profile in the community through these information-sharing sessions.

Breakfast for Francophone Entrepreneurs

During Small Business Week, in October 2005, the ECFDC, in partnership with Caisse Populaire de Tecumseh, hosted a breakfast meeting for Francophone entrepreneurs in Essex County. Keynote speaker and lawyer, Paul P.G. Brisebois, impressed upon everyone the advantages of conducting business in two languages with twice the resources available.

Breakfast Express Club

Six “cracker barrel” networking sessions for entrepreneurs were held in Essex and La Salle last year with each attended by 17 to 34 participants. This was a collaborative effort between the Essex CFDC/SADC, Windsor-Essex Small Business Enterprise Centre, the Windsor & Leamington Self Employment Assistance Offices and the Town of Leamington.



Bridges to Better Business

Approximately 175 small business owners and professionals attended the Bridges to Better Business event during Small Business Week. This full day featured panel discussions to help entrepreneurs grow their businesses and provided them with a valuable opportunity to network with their peers. Louie Mele, President of McDonald’s Canada was keynote speaker. Bridges to Better Business was hosted by the Windsor-Essex Small Business Enterprise Centre with the help of the following partners: Essex CFDC/SADC, Woodslee Credit Union, Municipality of Leamington, Self Employment Assistance Office, Canada Intellectual Property Office, Business Improvement Association.

Building a Brand for the Region



On January 24th, wine marketing expert, Dr. Johan Bruwer, toured parts of Essex County, met with winemakers and tourism representatives and spoke about branding opportunities for the Windsor-Essex County area at a sold-out reception at the Hilton Windsor. Participants on both sides of the border gave ready support to this tour. On January 25th, a power luncheon seminar on regional branding was held at Wayne County Community College. Essex CFDC/SADC is proud to have provided a contribution to this initiative. Other sponsors included: the Canadian Consulate General, City of Windsor, County of Essex, Douglas Marketing Group, Viewpointe Estate Winery, Wayne County Community College District and Westmont Hospitality Group.

Connecting Windsor-Essex™



Proud Partner

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

Regional Online Business Directory: As a sub-committee of the Action Team, this last year, the CFDC chaired an Online Business Directory Task Force. The Task Force was formed to provide an Implementation Plan of Action for maintenance and sustainability of the online CWE Business Directory. Terms of Reference included identifying end user needs; researching best practices from other communities; determining data sources; evaluating sources; providing sustainability options; and the consideration of ownership issues. Phase 1 was completed with a report developed that will be shared with community stakeholders for their consideration and implementation.

Newsletter

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

South Western Ontario Industry Education Council (SWOIEC) - Essential Skills



Essex CFDC/SADC, as part of a development steering committee with SWOIEC, has assisted in the creation of a new simulation activity called "Concerts Inc." for students in grade 10 across the region. The project was designed to create awareness of Essential Skills, as defined by Human Resources and Skills Development Canada, by using these skills in planning an end of year concert. This valuable tool takes the students through the various planning stages such as: marketing, publicity, contract drafting and scheduling using "authentic workplace materials".

The CFDC was also able to provide a French translation of the "Concerts Inc." activity to allow students from both linguistic backgrounds to benefit from this new and stimulating learning tool that further enhances their *essential* skills.

Special Project Funding

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

- Four Breakfast with the Mayors public awareness events hosted by Community Living Essex County – event raised awareness to encourage business participation in the employment of people with intellectual disabilities
- Leadership Windsor-Essex - co-sponsored the fourth Economy and the Environment Learning Day for the Leadership participants
- Francophone Leadership camp: "Jeunes ambassadeurs coopératifs" (Young co-op ambassadors) – supported one Francophone youth pursuing a career in community development and leadership to attend camp
- Bridges to Better Business
- Shores of Erie International Wine Festival
- Hiring and Training Subsidies Breakfasts for Employers – SWOIEC – supported two breakfasts held to inform employers of the tax incentives available to business and industry
- Southshore Broadcasting – provided new traffic software system for local community television station
- Leamington Chamber of Commerce Business Excellence awards
- Lakeshore Economic Development Strategy

In addition to being a member of the Ontario Association of CFDCs, Essex CFDC is also a member of a regional network of CFDCs including Chatham-Kent, Middlesex, Elgin, Huron, Perth, Sarnia-Lambton, and Tecumseh First Nations. The West Region provided support to the 53rd Annual OSUM conference hosted by the Town of Leamington this year.

2006 Essex CFDC Board of Directors

<u>Name</u>	<u>Interests</u>	<u>Geographic Area</u>
Martin Breshamer, Chair	Food Processing	Amherstburg
Susan Friedl, Vice-chair	Youth/Education	Lakeshore
Paul Foster, Treasurer	Business/Financial	Essex
Jim Gaffan	Human Resources	Kingsville
Normand Marcoux	Manufacturing/ Entrepreneur Bilingual	Tecumseh
Rita Ossington	Tourism/HR	Tecumseh
Dodie Wilson	Social Economy	Essex

Retired in 2006: Dr. Alfie Morgan and Tom Ruston

2006 Essex CFDC Staff

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