

Performance Results for 2014-15 Community Futures North Central Development

Community Futures (CF) is a program that supports community economic development and builds the capacity of communities to realize their full sustainable potential. The purpose of the CF Program is to help communities develop and implement *local solutions to local problems*.

Community Futures Performance Results	Results as of March 31, 2015
<i>Strong rural community strategic planning and implementation</i>	
1. Total number of community based projects:	46
<i>Rural access to business development services</i>	
2. Number of jobs created/ maintained/ expanded through business services	9
3. Number of business training session participants	70
4. Number of business advisory services	342
<i>Rural access to capital and leveraged capital</i>	
5. Dollar value of loans	\$740,580
6. Number of loans	16
Provide additional information (e.g. Success stories, Links to priorities, leveraging work, communication events, etc...)	
<p>EDP – CELEBRATING ABILITIES EVENT</p> <p>Progress made by CFNCD and SMD Northern Regional Office in the area of northern disability issues and needs assessments in the 2013/2014 fiscal year led to Manitoba Community Living selecting Thompson as the location for the Celebrating Abilities event. CFNCD came on board as a coordinating partner for this provincial conference held in October 2014. Event focus was accommodation and accessibility for northerners with disabilities. CFNCD ensured entrepreneurship and education topics were prominent in keynote presentations and workshop and CFNCD programs and services were featured. 113 participants (from 10 communities) attended the 3-day inclusive event (ASL interpretation was provided, venue was Thompson’s new TRCC accessible facility, clear print guidelines were used in all marketing materials, etc). Event included:</p>	

- keynote presentations, breakout sessions on entrepreneurship, vocational training, assisted employment
- conversations recognizing the demand for services in the north
- research study focused on women with disabilities in the north
- subsidized registrations

TOURISM NORTH

CFNCD is contracted on an annual basis to provide regional tourism association coordination. Over the 2014/2105 fiscal year CFNCD worked to position northern Manitoba as a priority tourist destination by developing the RTA's annual Operating Plan, general organization management, trip planning assistance, carrying out regional marketing initiatives and project work including snowmobile trail expansion and event coordination. CFNCD partnered with Travel MB on many marketing and tourism advocacy initiatives. Fee-for-service contract generated \$17,000.

DOUBLE DEUCE TOWING

Double Deuce Towing is a new business venture that opened in late spring 2014 serving the Gillam and Fox Lake area. Prior to this business becoming operational, any residents or businesses with down vehicles needed to wait for services to come from Thompson. Since opening in the spring of 2014, Double Deuce has expanded their operations with the purchase of an additional trailer to their fleet. This new business venture is providing a valuable service to residents and businesses in the area and CFNCD was pleased to assist with financing for the expansion. Double Deuce owners Graham Johnstone and Justin Tetrault heard about CFNCD as an options for small business start-up and expansion financing through a friend who had previously choose to borrow from CFNCD.

EXPO NORTH:

CFNCD continued to participate as a stakeholder for the 2015 event. CFNCD was among 25 stakeholders who met to identify the need for this event in northern Manitoba, to identify potential workshops and to help promote to participants. CFNCD provided sponsorship in the amount of \$500 for the initial year. The Expo focused on certified training in the heavy construction sector and was attended by 100 participants. The crowd was young and included a number of female participants. A large number of participants attended from outlining communities. In addition, exhibitors participated in the trade show. MHCA is looking to hold Expo North again in February 2016 in Thompson.

ABORIGINAL ACCORD:

CFNCD participates as a partner in the City of Thompson Aboriginal Accord meetings held quarterly. The purpose of meetings and accord is to enhance partnerships with Aboriginal people, communities, organizations and promote working collectively. Many projects have been streamlined and strengthened due to the information sharing during meetings.

MEDIA EXPOSURE:

Exposure in local media in the 2014/15 fiscal year included:

- “Developer Forum unites students and businesses together” (article in Thompson Citizen referencing Community Futures North Central Development involvement in Developer Forum held at UCN in partnership with CEDF, March 10, 2015).
- “A new snowmobile shelter is being built on the Kelsey Trail” (article in Thompson Citizen referencing CFNCD/Tourism North and Thompson Trailbreakers partnership to expand snowmobile trail system throughout northern MB, November 2014).
- “Vendors packed the community centre for the small business expo” (article in Thompson Citizen referencing CFNCD’s 6th annual Artist, Crafter & Small Business Expo, November 2014).
- “New guide aims to help young aboriginal job-seekers” (article in Thompson Citizen referencing CFNCD’s participation in creation of the guide, September 2014).
- “Conference examining economic impact of disability community being held in October” (article referencing CFNCD’s planning and coordination of the Celebrating Abilities event, September 2014).
- “TNRC distributed quarter of a million dollars in last fiscal year” (article in the Thompson Citizen noting contribution to CFNCD re: Rotary Park, August 2014)
- “Northern businesses affected by recent rail troubles to met in Churchill July 28” (article in the Thompson Citizen referencing CFNCD’s work to coordinate communication meetings held in July of 2014).
- “Newcomers welcome winter at the TRCC” (article referencing CFNCD event held November 2014).
- “Celebrating Abilities conference focused on education, employment and First Nations” (article in Thompson Citizen referencing CFNCD event Celebrating Abilities, October 2015).
- “Event shifts views on disabilities” (article in Vale News, October 2014).
- Radio interviews focused on CFNCD’s coordination of Tourism North on Arctic Radio in Thompson, The Pas and Flin Flon.
- Shaw Cable coverage (presentation on CFNCD at Thompson Chamber of Commerce).

Advertisements

CFNCD advertises programs and services on a regular basis in local media. This fiscal year, CFNCD produced several advertisements including:

- Annual General Meeting Notice
- Artist, Crafters & Small Business Expo
- Community Visits
- Entrepreneurs with Disabilities
- Loan Programs
- SE Program
- Settlement Services Program
- Small Business Week
- Tourism Ads
- Vision Quest promotion
- Capacity Building Workshops

Social Media

CFNCD uses Facebook as an outlet to reach potential clients. CFNCD manages two Facebook pages – CF North Central Development and Thompson Newcomer Settlement Services. CFNCD regularly posts information to the CFM / EDP Facebook page and follows other CFs, clients and other economic development and community organizations.

Through the contract work with Tourism North, CFNCD also manages a Tourism North Instagram account with images of northern Manitoba.