

Performance Results for 2019-20 Community Futures West Interlake

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 2019-20
<i>Strong rural community strategic planning and implementation</i>	
1. Total number of community-based projects (new & on-going)	50
2. Total number of local and regionally-based community strategic plans developed and/or updated	3
<i>Rural access to business development services</i>	
3. Total number of business training session participants	222
4. Total number of business advisory services	98
<i>Rural access to capital and leveraged capital</i>	
5. Dollar value of loans	442,714.48
6. Total number of loans	9
7. Number of jobs created/maintained/expanded through lending ¹	8.5
Provide additional information (e.g. Success stories, Links to priorities, leveraging work, communication events, etc...)	
<p>Business advisory and lending services continue to be focused on small business in the region – often returning clients with a positive history with CFWI. The need for smaller “maintenance” loans continue to be in demand and meeting the needs of our clients. Two of our loans this year were in partnership with other CFs providing additional financing to their clients. We are pleased to have a good working relationship with our neighbouring CFs. We also approved two youth loans to young entrepreneurs. Our board has made youth entrepreneurship a priority in the hope of “home-growing” our next generation of community leaders and business owners. This priority was also supported by the delivery of Junior Achievement programs in our schools (CFWI is the only delivery partner JA has within our region). CFWI staff delivered 9 sessions to 100+ students with very positive feedback and interest in more delivery once the children return to school.</p> <p>The West Interlake Regional Strategy was a major focus of our CED efforts. The “See the 6” tourism brand development involved a nearly 18 month negotiation with MB Infrastructure and Transportation on the approval of highway wayfinding signage. Staff worked along side Travel MB staff to finally get approval to install directional signage. The five municipal and 20+ tourism industry partners remain committed to the brand and a “re-launch” will be planned for this year now that regulatory issues have been addressed. The regional strategy group has also been developing a “first in MB” investment cooperative to generate a capital investment fund to assist regional priorities (first one being housing). Staff and the working group have partnered with Cooperatives First to help navigate the</p>	

¹ Estimated at the time of lending

Performance Results for 2019-20 Community Futures West Interlake

development. Because this type of cooperative is new to the province, there is a great deal of regulatory issues to be clarified. The provincial minister of Economic Development & Training has met with the group and is in support of the initiative, making a commitment to assign a provincial liaison to guide development. Communities investing in their own future in a cooperative structure is an attractive pilot according to the province. The Covid 19 pandemic has slowed this project but there is hope that it can resume post-Covid.