

Performance Results for 2021-22 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	2021-22
<i>Strong rural community strategic planning and implementation</i>	
1. Total number of community-based projects (new & on-going)	48
2. Total number of local and regionally-based community strategic plans developed and/or updated	6
<i>Rural access to business development services</i>	
3. Total number of business training session participants	131
4. Total number of business advisory services	155
<i>Rural access to capital and leveraged capital</i>	
5. Dollar value of loans	\$385,167
6. Total number of loans	7
7. Number of jobs created/maintained/expanded through lending ¹	18
Provide additional information (e.g. Success stories, Links to priorities, leveraging work, communication events, etc...)	
<p>CFWI coordinated and applied for Rural Opportunities Funding for a regional tourism marketing initiative. The initiative was a partnership between Interlake Tourism Association (Destination Marketing Agency), CF East Interlake, CF North Red and CF West Interlake. Driftscape is a digital travel guide app that directs users to points of interest, provides guide and interpretation on themed tours and connects visitors to current, quality content about the point of interest. The project funding was used to develop the content for 30+ tours in the Interlake region (video production, interpretation in both official languages, closed captioning and in ASL). The app allows the small points of interest in the region to access new markets that they could not afford to reach in traditional marketing. The project supported the maintenance of 198 Interlake businesses/organizations, attractions and non-profits, Here is a link to a video overview of the project: You can download the project video here</p>	

¹ Estimated at the time of lending