



**2018-2019
Annual General Meeting**

**Box 68
Ashern, Manitoba
R0C 0E0**

June, 2019

Growing communities one idea at a time.

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COMMUNITY FUTURES WEST INTERLAKE Annual General Meeting

Lundar

Wednesday, June 19, 2019 - 7:00 p.m.

AGENDA:

1. Welcome and Greetings
2. Adoption of Agenda
3. Adoption of Minutes of the last AGM, Wednesday, June 20, 2018
4. Business Arising from the Minutes of an AGM Nature
5. Reports (AGM Package)
6. Audit Report for the 12 month period ending March 31, 2019
7. Confirmation of the Auditor for 2019/20
8. Presentation of Council Appointed Slate for 2019/20
9. Confirmation of Investment Review Committee
10. Policy Manual amendments
11. Open Meeting
12. Adjournment

Annual General Meeting

Wednesday, June 20, 2018 – 7:00 p.m. – Warren

PRESENT: Amanda Stevenson, Chairperson
Carroll Hull, Sec.-Treasurer
Rudy Reimer
Lana Cowling-Mason, GM/CDC
Ila Buchanan, Vice-Chairperson
Bryce Bullock, WED
12 Guests from the RM and CDC's of Woodlands and Grahamdale

Diane Bottrell
Marnie Mills-Holm
Dan Meisner
Jenny Petersen, BA
Kelynda Springer, O/A

ABSENT: Monte Carrier
Tiffany Desjarlais

Watersong Farms spoke about their upcoming summer culinary events.

The meeting was called to order at 7:27 p.m. Meeting was conducted by Lana Cowling-Mason, General Manager.

WELCOME AND GREETINGS

Introductions of the attendees.

ADOPTION OF AGENDA

Moved by Marnie Mills-Holm, seconded by Carroll Hull **THAT** the agenda be adopted as presented.

CARRIED

R2018/2019-13

ADOPTION OF JUNE 14, 2017 MEETING MINUTES

Moved by Rudy Reimer, seconded by Ila Buchanan **THAT** the June 14, 2017 meeting minutes be adopted as presented.

CARRIED

R2018/2019-14

BUSINESS ARISING FROM THE MINUTES – there was no business arising from the minutes of an AGM nature.

ANNUAL GENERAL MEETING PACKAGE FOR THE YEAR ENDING MARCH 31, 2018. The following was highlighted from the AGM package.

- Chairperson's Report
- General Manager's Report
- Community Futures Manitoba Report
- Board of Directors & Staff Positions
- Community Economic Development Highlights
- Business Development Highlights
- Auditors Report and audit for the year ending March 31, 2018

Growing communities one idea at a time.

Providing financial and community economic development assistance to the West Interlake.

Moved by Dan Meisner, seconded by Carroll Hull **THAT** the Audit Report for the twelve-month period ending March 31, 2018 be adopted as presented.

CARRIED

R2018/2019-15

Moved by Marnie Mills-Holm, seconded by Rudy Reimer **THAT** the Annual General Meeting Report for the year ending March 31, 2018 be adopted as presented.

CARRIED

R2018/2019-16

CONFIRMATION OF AUDITOR

Sensus Partnership of Chartered Accountants was approved for three fiscal years ending March 31, 2020 - \$3,690.00 plus PST and GST as per R2017/2018-26.

PRESENTATION OF COUNCIL APPOINTED SLATE FOR 2018/2019

Council elections are October 2018. We will be deferring executive appointments after October Municipal elections. It is unsure who will be running for council and who will be appointed to our CF board.

Regular Board: Amanda Stevenson has completed Year III of her position of Chairperson, Ila Buchanan has completed Year III of her position as Vice-Chairperson, and Carroll Hull has completed Year I of her position as Secretary-Treasurer.

Slate Presented (until October 2018) – Regular Board:

- Amanda Stevenson, Chairperson
- Ila Buchanan, Vice-Chairperson
- Carroll Hull, Secretary-Treasurer

Investment Review Committee: Ila Buchanan, Chairperson, Diane Bottrell, Vice-Chairperson and Vacant, Secretary-Treasurer. Tiffany Desjarlais and Marnie Mills-Holm.

Slate Presented (until October 2018) – Investment Review Committee:

- Ila Buchanan, Chairperson
- Diane Bottrell, Vice-Chairperson
- Vacant, Secretary-Treasurer

POLICY MANUAL AMENDMENTS

Moved by Ila Buchanan, seconded by Marnie Mills-Holm **THAT** the corporation policy and procedures manual add the Community Futures West Interlake Policy for Providing Accessible Goods, Services or Facilities for The Accessibility for Manitobans Act.

CARRIED

R2018/2019-17

OPEN MEETING - There was no other business of an AGM nature.

ADJOURNMENT

Moved by Carroll Hull, seconded by Dan Meisner **THAT** the meeting adjourn at 8:14 p.m.

CARRIED

R2018/2019-18

Chairperson

Sec.-Treasurer

After the AGM meeting, guests toured the Watersong Farms Fish Facility.

Watersong Farms is a family run Chicken farm, owned by Rudy and Leslie Reimer. The farm started as producers of fresh Whole Roasting Chickens. In 2008, Reimer's implement shed was retrofitted to house the state of the art simulated indoor river, teeming with tens of thousands of steelhead trout. 2015 brought the addition of the Butcher Shop and Smokehouse, and full production of various poultry and trout items became available to the already committed and growing list of customers shopping farm gate and farmers markets locales.

CHAIRPERSON'S REPORT - Annual General Meeting – June 19, 2019

This is my first report as Chairperson of Community Futures West Interlake – assuming my role in November of this past year. I am pleased to represent the organization and the important work it does within the region.

On our Community Economic Development side, we were pleased to continue our Interlake Community Development Project Support Initiative (ICDPSI), providing matching grant funding for projects that have a positive impact on our region's growth. This year the program supported four projects: the Steep Rock Church redevelopment (Steep Rock Community Club); St. Laurent Ball Diamond Improvements (St. Laurent Minor Baseball Association); Community Garden & Greenspace Development (Lakeshore Women's Resource Centre); and Woodlands Museum Accessibility Project (Woodlands Pioneer Museum). We are pleased to be able to provide this program and funding resources that help lever outside investment for the region – over \$6.8 M since inception.

Each year our funder, Western Economic Diversification, sets performance targets for activity. These targets reflect the number of CED projects we participate in, the number and value of the loans provided and the number of business services and training provided. In 2018/19, CFWI exceeded these targets. As demonstrated in this report, lending activity increased significantly to a variety of businesses across sectors and the region. Our client base has also diversified, with notable increases in participation from women, youth and indigenous entrepreneurs. Our loan fund has grown to a portfolio of over \$4M, with over \$2M available to lend. The interest generated off the loan fund also allows ongoing supports to CED programs and projects such as ICDPSI and the West Interlake Regional Plan.

As we continue to help our communities manage change, the need to innovate and try new approaches becomes increasingly important. The Social Return on Investment (SROI) pilot project tested out a new method of measuring the impact of community development initiatives. Many times, the benefits of CED are long-term and less tangible than strictly dollars and cents. The pilot project measuring the impact of childcare services in a rural community proved to be an excellent demonstration of the value of CED. Aside from quantifying the \$2.50:1 return to the community, it was also an excellent opportunity for staff to learn some new evaluation tools. This project was awarded the Community Futures Award of Excellence and Innovation in January and we are pleased to share the results of the project with many other CFs and partners within the childcare field. Thank you to our project partners, Health In Common and Woodlands Childcare.



As our office continues to maintain services to our region, we must also continue to maintain fiscal balance. We are now entering the second year of a three-year funding agreement and are thankful for the certainty that a multi-year contract allows. This year also represents the tenth year in a row without an increase in operational funding. With annual increases in the regular costs of doing business, the budget has become tighter. In response to these pressures, CFWI has worked on a number of outside contracts to generate some additional revenue and assure the books are balanced. Although our primary focus will always be our businesses and communities, the proceeds from these projects have benefited our region as a whole. These opportunities will continue to be pursued as long as staff resources are available and it is not at the cost of service delivery within our region.

In closing, I would like to thank our board members and the many community leaders and champions that serve our region. Your dedication ensures that we continue to move our communities forward. To our staff, thank you for sharing your talents and enthusiasm for the program and ensuring Community Futures West Interlake is present and well represented in the region.

Respectfully submitted,
Diane Bottrell, Chairperson

GENERAL MANAGER'S AGM REPORT

April 1, 2018 – March 31, 2019

It is hard to believe another year has come and gone. Community Futures West Interlake's business and community support services remain in demand across our region.

Over the past year, 13 business loans were approved with investments totalling nearly \$460,000. This is the largest number of loans in recent years and confirms the need for small to medium sized financing options for our businesses. Many of these loans are smaller in dollar amount but assisted existing businesses sustain their operations, their jobs and their ability to service the area. CFWI is pleased to fill this need and is often the first call of previous clients looking for additional supports. A number of the loans have also been advanced in partnership with other economic development agencies such as neighbouring Community Futures and Louis Riel Capital Corporation. CFWI enjoys these opportunities and appreciates the shared mission to help businesses succeed.

Our Micro Youth Loan was also updated and relaunched this past year. The program offers entrepreneurs between the ages of 15 and 21, a start up loan to a maximum of \$4,000. The loan can be repaid over a two-year period with a 5% interest rate. If the youth client is on time with scheduled payments, repaying the loan in full, they receive a 10% rebate on the amount borrowed. The intent of this program is to introduce entrepreneurship, to gain understanding of basic business and financial management skills and to build positive a credit record. The program currently has one participant and we hope to promote it within high schools in the coming year.

Two of our Entrepreneurs with Disabilities programs wrapped up in 2018/19. The Elevate Program offered additional supports to new or existing business owners living with a disability. The supports available included training, adaptive equipment purchases and travel and cost of living contributions to help reduce barriers to business success. Two entrepreneurs with existing businesses accessed the program. Elevate was funded by Western Diversification for a two year period and has now concluded.

The Just Watch Me Contest is a social media program that showcases the achievements of entrepreneurs with disabilities. Contestants submit a video highlighting their business and how they have adapted to or overcome a disability. The videos are then promoted online and the public is encouraged to vote for their favourite inspiring business. Christina Hooper, owner of Back Country Fitness and Conditioning finished third in the competition. This is the first time there has been a finalist from the West Interlake – congratulations Christina! Finalists received a prize package that included cash, additional media coverage and on-going business training and resources. The Just Watch Me Contest is expected to return in 2020.





The priorities of the West Interlake Regional Plan were further advanced in 2018/19. In May, the new “See the 6 – Discover the Interlake’s Secret Side” brand was launched. The brand was developed in conjunction with Travel Manitoba and over 40 regional stakeholders (tourism organizations, businesses and community leaders). In Travel Manitoba’s recommendations for improved awareness and marketing of the region’s assets, highway/wayfinding signage was a top priority. CFWI coordinated a grant application to Partner 4 Growth

and secured \$14,000 for the purchase and installation of highway signage with the new “See the 6” brand. At this time, we continue to wait for final MB Infrastructure & Transportation sign-off on the installation. The total project cost was \$34,000 and involved contributions from all five municipalities and CFWI.

The Housing Working Committee continued work on a strategy to encourage the development of housing options within the region. In November, about 25 people attended a forum to discuss the barriers to and opportunities for development. A co-operative model was considered as a way to support housing initiatives. This has resulted in a strategic partnership with Co-operatives First, based in Saskatoon. The committee is currently exploring how an investment co-op may be established to support regional priorities.

CFWI continues to participate in the North Interlake Training Committee along side CF East Interlake, IERHA, Red River College, Fieldstone Ventures and various school divisions. The Committee completed a skills assessment last year, identifying that most employers are looking for employees with basic front line skills. The committee is now looking at ways to deliver the needed training opportunities. As part of this process, CFWI has been very active in youth entrepreneurship activities. Introducing entrepreneurship and improving basic financial literacy is the intent of the Lemonade Stand Business Game. The challenge gives students an opportunity to plan, set up, operate and market their own lemonade stand. Judges evaluate each team based on their business plan, their marketing “pitch” and the taste of their lemonade. Sessions have been offered free of charge to all school grades and in three different communities in the past year. This is a fun way to teach the kids about self-employment and for staff to promote our program.



Our Community Economic Development (CED) services continue to provide support to a number of community organizations. The year has been filled with opportunities to facilitate strategic planning sessions with our Community Development Corporations, partner CFs and municipal councils, and to provide governance training to groups like childcare centres, museums and recreation organizations. In response to the mandatory Accessible Customer Service training for all businesses and community organizations, CFWI delivered eight training sessions with over 100 participants receiving their certification.

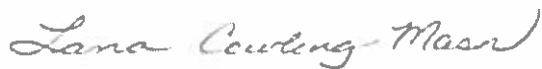
In June of 2019, Community Futures Manitoba hosted the Community Futures National Event in Winnipeg. Approximately 500 delegates and companions experienced Manitoba's hospitality and shared economic development successes and best practices. As part of the conference, a number of mobile workshops and tours were organized to get delegates beyond the perimeter into the rural communities our CF program serves. CFWI organized and hosted the "This Ain't Old MacDonald's Farm" ag innovation tour. The tour included stops at Boonstra Dairy Farms, a 600 head, state of the art facility; Watersong Farms steelhead trout facility and meet shop and Arrow Farm Equipment, manufacturers of livestock handling equipment shipped world-wide. The tour received very positive feedback and featured not only local success stories but the tastiest variety of locally produced foods. The Conference was a huge success based on registration but also due to the fact that our small Manitoba CF family worked together well, volunteering in many ways to assure every guest experienced "Friendly Manitoba".



In closing, the year has been very busy and included some significant changes due to staff leaves and new board appointments. The municipal elections resulted in a number of former board members moving on to other opportunities and some new faces around our board table. To the out-going board members, thank you for your service to CFWI and your region. To our current board and newly appointed members, I look forward to the continued work we will do together and to the new ideas and energy you bring to our table. You truly are the connection to the communities and the ambassadors for our services and we appreciate the time you commit to the organization. At this time, we are in the process of hiring a Business Analyst. For the last number of months, our office has been anchored by our Office Administrator, Kelynda Springer. Kelynda's dedication to her job and to the people we serve is second to none and her many skills have assured our continued success – thank you Kelynda.

Working along side our communities and the volunteers and leaders who drive them forward is truly a privilege. I am regularly inspired by the projects, the spirit and perseverance that makes the West Interlake great and I look forward to being apart of it in the year to come.

Respectfully submitted,

A handwritten signature in cursive script that reads "Lana Cowling-Mason".

Lana Cowling-Mason

COMMUNITY FUTURES MANITOBA (CFM) REPORT

Community Futures Manitoba is our provincial association that provides resource support to the 16 Manitoba offices, joint project opportunities and a unified voice when dealing on the western Canadian or national levels. Each of the CF offices has a board representative sit on the provincial association board. In 2018, Ila Buchanan served as the West Interlake representative with Courtney Roehl assuming the role after joining the board in November.

2018/19 activities were centered around two very important initiatives: hosting the CF National Event and lobbying for additional operating funding for the program. The CF National Event is held every three years and is hosted in different parts of the country. The 2018 conference was the first time that Manitoba welcomed CF staff and board volunteers from every part of Canada. Manitoba set a very high bar for volunteer participation with dozens of the CF family stepping up to take care of our guests. Though other much larger Canadian cities have hosted the event, Manitoba has lead the way on quality of program and hospitality. This success was punctuated by the event winning the Tourism Winnipeg "Bring It Home" Award recognizing an event that brought in outside visitors into the province.

CF Manitoba has been working along side the CF Pan-West group (association of CFs in western Canada) and the Community Futures Network of Canada to lobby for funding increases and consistency across the country. This included a strategy to increase awareness of the program among federal elected officials and of the programs well-documented successes in supporting rural businesses and economies. For the first time, the CF program was invited to appear in front of the House Treasury Standing Committee. This was viewed as a very positive step forward and resulted in a recommendation for increased funding for the program. Unfortunately that recommendation did not translate into the 2019 budget but the advocacy efforts certainly increased the profile of the CF program (especially among urban representatives). Although no new operational funding is anticipated, there may be additional project based resources available and the next contract may be a five year commitment. This will bring added stability to our program and the services provided.

CF Manitoba continues to administer the Entrepreneurs with Disabilities Program and the Indigenous Business Development Services Program. CF West Interlake was fortunate to receive project funding from the EDP fund to support two business fairs during small business month. CF Manitoba also provided \$2,000 to each CF for board and staff training. This allowed our office to participate in board development sessions and professional development opportunities. The provincial association is a tremendous asset to our office and we extend thanks for all the support provided.

BOARD OF DIRECTORS

The Corporation is governed by a Board of Directors composed of ten (10) persons elected/appointed by their Municipal Councils. Two (2) directors are elected/appointed from each of the R. M.'s of Grahamdale, West Interlake, Coldwell, St. Laurent and Woodlands.

Community Futures West Interlake's Board of Directors is as follows:

R. M. OF WOODLANDS

Rudy Reimer, RM of Woodlands - Vice-Chairperson of the Investment Committee and Vice-Chairperson of the Regular Committee – Rudy was appointed to the Board in January, 2016.

Lori Schellekens, R. M. of Woodlands Reeve – Lori was appointed to the Regular Board in December 2018.

R. M. OF ST. LAURENT

Guy Dumont, R. M. of St. Laurent - Guy was appointed to the Regular and Investment Committee in March 2019.

Phil Mathews, RM of St. Laurent Councillor – Phil was appointed to the Regular Board in November, 2018.

R. M. OF COLDWELL

Jim Scharf, RM of Coldwell Councillor – Jim was appointed to the Regular and Investment Committee in November, 2018.

Debbie Valiquette, R. M. of Coldwell – Debbie was appointed to the Regular Board in November, 2018.

R. M. OF WEST INTERLAKE

Diane Bottrell, RM of West Interlake – Chairperson - Diane joined the Regular and Investment Committee in December, 2015.

Courtney Roehl, RM of West Interlake Councillor – Secretary/Treasurer - Courtney was appointed to the Regular Board in November, 2018.

R. M. OF GRAHAMDALE

Maretta Philippon, RM of Grahamdale Councillor – Maretta was appointed to the Regular Board and Investment Committee in November, 2018.

Carroll Hull, RM of Grahamdale – Carroll was appointed to the Regular board in December, 2018.

BOARD EXECUTIVE

Diane Bottrell– Chairperson
Rudy Reimer – Vice-Chairperson
Courtney Roehl– Secretary-Treasurer

INVESTMENT COMMITTEE EXECUTIVE

Diane Bottrell –Chairperson
Rudy Reimer – Vice-Chairperson
Maretta Philippon – Secretary-Treasurer

STAFF

Lana Cowling-Mason – Lana has been employed with the Corporation since August, 2014. Lana is the General Manager and Community Development Coordinator.

Kelynda Springer - Kelynda started in August, 1996 and is the Office Administrator for the Corporation.

COMMUNITY ECONOMIC DEVELOPMENT HIGHLIGHTS 2018/2019

Community Futures West Interlake is committed to helping communities in the region to grow by helping them help themselves. This means that we are dedicated to helping communities, local governments, and volunteer groups with obtaining what they need in order to succeed in their projects. This may mean assisting with organizational development, training, creating by-laws, incorporation, setting up committees; facilitating strategic or project planning, creating budgets, work plans, and long-term visions; and identifying funding sources, help creating proposals and making applications. The following is a brief summary of some of the projects we have worked on in the past year.

Regional Highlights

❖ West Interlake Community Development Project Support Initiative (WICDPSI)



- CF West Interlake works to foster community and business development in the region. We have dedicated some of our resources (\$20,000) to create a contribution program that will assist community groups in undertaking projects that will create jobs and economic growth in our region. For 2018/19 - 4 projects were approved for a total investment of \$13,000 in projects totaling more than \$40,000 dollars.
- Projects approved were: Steep Rock Community Club – Church Redevelopment; Lakeshore Women’s Resource Centre – Ashern Community Garden; St. Laurent Minor Baseball Association – Baseball Diamond Repairs; and Woodlands Pioneer Museum – Accessibility Project – Removing Barriers. In 11 years, we have invested over \$310,000 in direct contribution to 48 projects totaling \$6,805,422 in Community Development Investment.

❖ West Interlake Regional Plan and Collaborative Strategy

Community Futures West Interlake (CFWI) has been working with thirteen partners to implement the regional strategy that identifies common goals and clear actions that will benefit our region. The four priority areas are: health, housing, marketing and training. The following summarizes the work completed on each priority area.

Health: To achieve consistent/quality emergency response across the region based on a 30-minute response time (regional guideline): Healthcare in Manitoba is going through significant changes to ultimately create a more efficient and effective system of delivery. The Province reports that there are over 270 agencies delivering services. The goal of the provincial strategy is to reduce that number significantly. Emergency response (paramedic services) is a part of this review. CFWI has been in discussions with IERHA about how ambulance services in the area are often tied up in inter-facility transfers and non-emergent patient transport (testing, diagnostics). Development of a rural stretcher service (similar to Manitoba Stretcher Services offered in Winnipeg) would be helpful in keeping ambulances and the highly trained staff available for emergent calls. CFWI has been advised that rural Stretcher Service is now apart of the overall review and considerations for the future. CFWI has also maintained

communication with local fire department responders to determine if there are any training supports needed to assure local volunteer fire departments are able to access the training needed.

Housing: To establish and implement a regional housing strategy that assures access to the continuum of housing options within the region. The Regional Housing Working Group continues to meet to discuss how to support housing development throughout the West Interlake. In November, the group hosted a public forum to discuss the barriers to and opportunities for housing. Those in attendance agreed that there is a need for seniors housing and affordable options for younger families. Although access to services and infrastructure were noted as barriers, the group concluded that there are opportunities if communities are development ready and can attract community investment needed for development to proceed. The evening also included a presentation by Kyle White of Co-operatives First – a business development organization focused on promoting and supporting business development based on a co-operative business model. The presentation outlined how the model may be used to address housing needs. Mr. White provided some examples of housing co-ops in other communities. Participants agreed that a co-operative structure should be explored further. Since that November session, the Working Group has continued discussions with Co-operatives First and has begun exploring the development of a regional investment co-op that would allow community members to invest or buy shares in the co-op. The invested money would then be used as a financing source for projects that meet regional priorities such as housing. This could create an opportunity for individuals to invest in projects that truly benefit the area. For more on this concept, please visit: <https://cooperativesfirst.com/blog/2017/11/10/grow-your-community-by-investing-locally/>. As this is a very complex process, details of the structure, regulations and organization are currently being considered.

Marketing: To develop and implement a West Interlake marketing initiative to capitalize on the "Corridor to the North". Thanks to the support of Travel Manitoba and a number of tourism attractions and businesses, the "See the 6" brand was created and officially launched in May of 2018. A number of promotional activities around the "See the 6" brand were developed:

- A promotional video showcasing the Steep Rock area was produced and launched in partnership with Travel Manitoba, with 35,000 views so far
- A blog on a culinary tourism featured a Chef's table at Waterson Farms.
- Live feeds, Instagram posts were done from Eriksdale Creamery Days to help influence people to come out to the event
- Blogger coverage of Metis Days in St. Laurent helped to promote cultural tourism opportunities



Discover the
Interlake's
Secret Side

Wayfinding signage was identified as a priority for the region if we hope to attract visitors to our many worthy attractions. Organizations and municipalities were asked to identify the attractions that would benefit from "See the 6" directional signage. CFWI

coordinated a joint application to Partner 4 Growth for funding to assist with the purchase and installation of the signage (including two gateway signs at each end of the region). Funding was approved. We are currently awaiting MB Infrastructure & Transportation approval for installation. Thank you to Travel Manitoba and all the community partners in moving our branding initiative forward.

Training: To expand locally offered training opportunities for skilled labour. One project we are developing is a regional trades program for high school students to participate in a house build. We are also looking at delivering some core employability training sessions at our high schools (customer service, food handling, etc.) in order to prepare them for identified “front line” labour needs. These are often the training topics that employers cannot afford to invest in for entry level positions.

❖ Social Return on Investment

CFWI funded and facilitated the pilot project to help measure the social return (benefit) on investment into a childcare facility. This was also an opportunity for CFWI staff to learn and evaluate the effectiveness of this process to measure CED outcomes. Health In Common was contracted to guide the process and conduct the assessment. The scope of the assessment included:

- Value of benefit to families (time/mileage savings due to proximity)
- Value to staff (wages, local employment options, professional development opportunities)
- Value to School Division (child development and adjustment advantages by having the program attached to the school)
- Value to Municipality (tax benefits, community marketability)
- Value to Board Members (personal skill/capacity development value in managing operations and project development)

The SROI showed a more than 2.46:1 return on investment considering all the parameters of study & “discounting” benefits that could not be solely attributed to the childcare facility. This information will be used directly to showcase the importance of childcare services to rural communities and that the benefits outweigh the initial investments. Woodlands Childcare will be using this information in helping promote their expansion plans and to support operational grant requests/provincial licensing.

On a broader base, the SROI process proved extremely robust and technical (not a soft, subjective approach) that will serve as a good mechanism to measure CED. The complexity of this evaluation tool will demand additional staff training/experience but an excellent pilot initiative to address the challenges of measuring the value of much needed CED investment.

The project was the proud recipient for the Community Futures Award for Excellence and Innovation.



❖ **Townfolio**

Townfolio is a trusted community profile network used by municipalities and businesses to access hard-to-find public data. Community Futures West Interlake was able to negotiate a regional pricing package for the five municipalities. A majority of the profiles are now active and each community has taken the opportunity to customize the information offered.

❖ **Resource to Community Groups**

Community Futures West Interlake staff sit as an active ex-officio Board Member on Interlake Tourism Association. We also sit as ex-officio members of all active Chambers of Commerce and Community Development Corporations.

Community Edge – CED Certification Program

The Economic Developers Association of MB (EDAM) is leading the development of a Community Economic Development training program. The program includes eight modules that will provide the core concepts that municipal leaders and practitioners should understand in the delivery of community development. These modules will also be the basis for a certification process for the practitioners. The modules have been completed and will be offered in the coming months. EDAM will be the owner of the program and seasoned EDAM members have been trained to deliver the modules throughout the province. General Manager, Lana Cowling-Mason, is a certified trainer.

As a member of the Education Committee, Lana has been directly involved in determining content and delivery methods for the program and will continue to serve as a representative on the overall MB Rural Economic Development Strategy.

Local Activities Highlights

Our efforts at “getting the word out” about how we can help community organizations have resulted in a busy year. A combination of signage, print ads, direct mailings, and promotion of our services by our Board members and community partners enabled us to actively participate in many projects including:

❖ **2018 Community Futures Economic Development Award**

Community Futures West Interlake partnered with Interlake Tourism Association and Community Futures East Interlake, to celebrate Community and Business successes in the Interlake at the 17th Annual Celebration of Stars event held on September 20th in Fraserwood. The Community Futures Economic Development Award recognized a non-profit community organization that has made a significant impact in their community. The group’s efforts have a demonstrated community development benefit and contribution to the long-term economic success of their community and/or region.

The following organizations were nominated by their peers for the award: Eriksdale Museum, Grettir Co-op Inc., Lakeshore Hospital Guild, Lundar Agriculture Society Inc., RM of Grahamdale CDC, St. Laurent Minor Baseball Inc., West Interlake Trading Company, Woodlands Childcare Inc., Fieldstone Ventures Education & Training Centre and Woodlands Pioneer Museum. **The successful winner was the Fieldstone Ventures Education & Training Centre.**



Some other local projects Community Futures West Interlake assisted with in 2018/19 are:

- Developed and delivered governance session to Interlake childcare directors. The session covered practical tips/tools to improve governance, meeting effectiveness, policy and procedures, bylaws, roles and responsibilities, effective meeting management and handling difficult situations.
- Coordinate breakfast with local Economic Development Officers (EDO). This is an opportunity for the EDO's to share the projects/ideas they are working on and collaborate on any opportunities that arise.
- Interlake Tourism Association ongoing support and assistance facilitating the annual planning process and administration of their new Tourism Development Fund.
- Assisted the Rosser Woodlands Rec Commission with their financials.
- Provide resource support to the RM of Grahamdale regarding the Lake Manitoba Outlet Channel.
- Assisted and facilitated planning session for the RM of Grahamdale CDC.
- Assisted and facilitated Eriksdale CDC strategic planning session.
- Assisted and attended the Steep Rock Beach Park Board meetings and "Meet and Greet" for the seasonal campers.
- Assisted the Eriksdale Creamery Museum board with the succession of their bookkeeping/accounting.
- Provided governance and human resource policy support to Woodlands Childcare Inc.
- Provided resource support and bookkeeping assistance to Woodlands CDC.
- Provided policy resource support to the Steep Rock Beach Park board
- Assisted the St. Paul's Lutheran Church committee to apply for grant dollars from Community Places.

The Community Futures lobbying activities for 2018/19 were:

- Ongoing leadership with regard to the Economic Developers Association of Manitoba efforts to develop training resources and support for rural community economic development.
- Ongoing involvement in Community Futures Manitoba including the Pooled Investment Fund and the Employee Wage Classification System. Our corporation is an active member of the Community Futures Investment Fund as a lender to the fund in the amount of \$773,709
- Ongoing involvement in Interlake Economic Developers' meetings and a commitment to cultivating a strong network of professional contacts.
- Meetings with MPs and MLAs when the opportunity arises.
- Partnerships: Work with other economic development entities such as CF East Interlake, ITA and Manitoba Agriculture on topics of regional interest, and Workplace Education Manitoba and Fieldstone Ventures to explore training opportunities.

Corporate Marketing and Awareness

We promote our services in a number of different ways in order to reach the widest possible audience with a consistent message. We try to keep our communities and partners aware of our services, priorities and activities by:

- Maintaining marketing materials and billboard signs to promote our name and logo
- Twice annual newsletters to every household in the region
- Regular ads in local papers promoting our services
- Many email notices throughout the year advising of new grant programs and deadlines
- Spring and Fall West Interlake Service Providers meetings
- Having a current and informative web page, www.westinterlake.com.
- Annual visits with the Financial Institutions in our region
- Regular visits with Councils
- Attend the North Interlake Career and Job Fair
- A part of a Provincial Strategy and Social Media Campaign - Community Futures West Interlake is involved in a provincial cooperative marketing campaign to promote CF services. Community Futures website has been redeveloped so it is more mobile-friendly. We have a social media presence, with a facebook page.
- With CF East Interlake and Interlake Tourism developing a marketing video. The video will be used to promote the region at conferences, and assist with labour attraction and tourism.

COMMUNITY FUTURES PARTNERS

Partnerships are vital to successful economic development in our region and much of what we have achieved over the past year has been made possible by the support, involvement and often leadership of many partners, including:

- Ashern Chamber of Commerce
- Business Development Canada
- Business Info Centre (BIC)
- Canadian Imperial Bank of Commerce
- Caisse Populaire
- Coldwell CDC
- Communities Economic Development Fund
- Community Futures East Interlake
- Community Futures Manitoba
- Conseil de Development Economique des Municipalities Bilingues du Manitoba
- Economic Developers Association of Manitoba
- Employment and Income Assistance
- Entrepreneurs with Disabilities Program
- Eriksdale CDC
- Eriksdale Chamber of Commerce
- Noventis Credit Union Ltd.
- Fieldstone Ventures Education & Training
- First Peoples Investment Fund
- Independent Living Resource Centre
- Indigenous Business Development Services
- Interlake Employment Services
- Interlake Eastern Regional Health Authority
- Interlake School Division (WCI)
- Interlake Tourism Association
- Junior Achievement Canada
- Lakeshore School Division
- Lakeshore Communities Health
- Care Committee
- Louis Riel Capital Corporation
- Lundar Chamber of Commerce
- Training and Employment Services
- Manitoba Agriculture
- Manitoba Business Start Program
- Healthy Living Youth and Seniors
- Interlake Metis Association
- Manitoba Young Entrepreneurs Program
- Members of Legislative Assembly and Parliament
- Office of Rural and Northern Health
- Rural Municipalities of the West Interlake:
 - Woodlands
 - St. Laurent
 - Coldwell
 - West Interlake
 - Grahamdale
- Society for Manitobans with Disabilities
- St. Laurent CDC
- Steep Rock Beach Park Board
- Western Economic Diversification Canada
- Women's Enterprise Centre
- Workplace Education Manitoba
- Woodlands CDC
- Woodlands Childcare Inc.

BUSINESS DEVELOPMENT HIGHLIGHTS

2018/2019

Business Support

- ❖ Assist in the development and planning of new business or business expansion.
- ❖ Assist with approaching Banks, Credit Unions and other lenders.
- ❖ Assist in developing a business or financial plan.
- ❖ Help in accessing government business support programs, including the Self-employment Program.
- ❖ Analyze business plans and access industry statistics.
- ❖ Repayable small business loans, loan guarantees, or equity investments.
- ❖ A regional site for the Business Info Centre (BIC) (formerly Canada/Manitoba Business Service Centre). We maintain a comprehensive business library and an internet access point available to you to search your business idea.
- ❖ Business training on marketing, cash flow management, how to start a business, taxation, and many more.

Business Financing

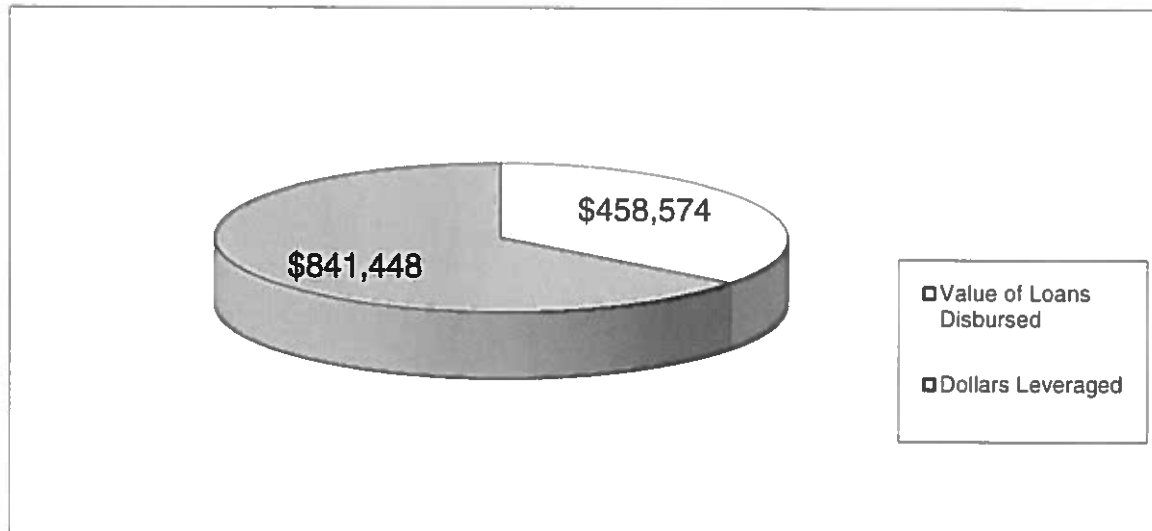
- ❖ Small business, Entrepreneurs with Disabilities, Youth and Social Enterprise loans up to \$150,000.
- ❖ Regular loans require a minimum equity of 10% in the business.
- ❖ Repayment terms up to 5 years with a maximum period of 10 years.
- ❖ Interest charges of bank prime +2% to +4%, minimum base rate of 6.5%. Disability, Youth and Social Enterprise loans interest charges of bank prime, minimum base rate of 5%.
- ❖ Youth Micro Loan Program loans up to \$2,000 for enrolled full-time students. Interest charges of bank prime for a maximum of one year repayment term. Rebate/grant of 10% borrowed will be returned if loan is paid in full and on time.
- ❖ Aftercare loan and business counselling.

Loan Statistics for 2018/19

Business Client Activity	<ul style="list-style-type: none">• Disbursed 13 loans, for a total amount of - \$458,574• Dollars leveraged \$841,448 (owner's equity, assets, or other financial institutions).• Created or maintained 27 jobs
On an annual basis:	<ul style="list-style-type: none">• 100 in-depth services for individuals requiring technical and advisory services.
In a typical Month:	<ul style="list-style-type: none">• Provide services to 7 - 8 business clients• Have over 40 contacts with these business clients• Work on 2 to 3 business plans.

Loan Activity For 2018/2019

	2017/2018	2018/2019
Total Number of Loans Disbursed	8	13
Value of Loans Disbursed	\$260,060	\$458,574
Dollars Leveraged	\$105,450	\$841,448
Total Dollars Invested	<u>\$365,510</u>	<u>\$1,300,021</u>
Jobs Created or Maintained	21.5	27



Loans by Sectors and Value

Sectors	Number of Loans	Value of Loans	%
Arts, Ent. & Recreation	4	274,116	16%
Manufacturing	5	235,884	14%
Transportation and Warehousing	1	14,166	1%
Professional, Scientific & Tech	2	76,263	4%
Retail Trade	5	306,292	18%
Other Services	9	236,114	14%
Accommodation & Food Serv.	8	563,352	33%
Total Value/Loans	34	1,706,187	100%

Loans by Municipality and Value

Municipality	Number of Loans	Current Balance	Amount Approved
Grahamdale	1	14,166	15,000
West Interlake	9	320,354	333,151
Coldwell	6	492,447	619,773
St. Laurent	4	301,368	280,280
Woodlands	13	555,235	911,032
Joint-Community Futures	1	22,618	150,000
TOTAL	34	1,706,188	2,309,236

TRAINING AND BUSINESS DEVELOPMENT ACTIVITIES FOR 2018/19

Lemonade Stand Game – Delivered to the 10 Warren Summer Camp participants in August, and the 25 Grade 7 Moosehorn School students in October. The game introduces the kids to the experience of running their own lemonade stand business. Lemonade Stand puts you in the role of a budding entrepreneur selling lemonade. You must decide the price of your lemonade, the recipe (sweet and lemony is the best seller!), and manage your inventory (lemons, sugar, and cups) in order to maximize profits. The game helps participants gain practical experience so they have the confidence to explore starting and running their own business.

EDP Trade Fair – Two business fairs in partnership with the RM of Grahamdale and Woodlands CDC's. Booths were set up promoting business and educational services. The event included provincially legislated Accessibility Customer Service Training and a Lemonade Stand for the youth. The RM of Grahamdale fair was in October with approximately 25 people in attendance and the RM of Woodlands Fair was in November, 30 + in attendance.

Business Info Centre (BIC) Satellite Office – the Community Futures office is a satellite office for the Business Info Centre (formerly the Canada/Manitoba Business Service Centre) and has access to a collection of business resource materials and 2,000+ business resource books and community internet access site.

Self-Employment Program – Community Futures West Interlake continues to deliver this program on behalf of Training and Employment Services. The program allows individuals on Employment Insurance to start a business while receiving program benefits. We have established a very positive working relationship with the program consultant to ensure sound delivery of the program.



Accessibility Customer Service Training – The Accessibility for Manitobans Act Standard of Customer Service is now law in Manitoba. By November 1, 2018 it was law to have been trained for the customer service standards. Took part in a pilot project with the Society of Manitobans with Disabilities and CFM to offer to our RM's the training online. 28+ participants took part from the RM of Woodlands, Coldwell, West Interlake, Grahamdale and Community Futures West Interlake. The General Manager became a certified trainer with the program. Hosted eight training sessions throughout our region with over 100 people receiving training.

Workplace Education Training Sessions – Partnered with Workplace Education MB. to bring business training to our region. It was a 2-part session on "Effective Communication" on May 8th and 9th. The event had six participants.

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INVESTMENT REVIEW COMMITTEE FOR 2019/20

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