

NEWSLETTER

Growing Eastern Manitoba one idea at a time.

DECEMBER 2015

EXPLORE EASTERN MANITOBA PHOTO CONTEST WINNERS

In partnership with Community Futures Triple R and Eastman Tourism Association, Community Futures Winnipeg River developed and delivered a photo contest from June 1 – September 15, 2015 to encourage individuals to capture high quality digital photographs that showcased Eastern Manitoba. The public was asked to take photos of places, faces, events and activities in our region and were encouraged to showcase extraordinary places of little known interest. The goal of this contest was to capture high quality images that could then be shared with local key stakeholders to better promote and market our region.

The contest was widely promoted through social media and resulted in 106 high quality photos being submitted. These photos were then shared with Travel Manitoba, Tourism Manitoba, local Chambers of Commerce, local Community Development Councils and local Governments. These stakeholders were encouraged to use these images to promote and market our region.

The top five winners of the contest are showcased below. We'd like to take this opportunity to thank everyone who participated, thanks to you this contest was a huge success!

1ST PLACE: JEFF COWAN - \$300 + Gift Certificate for Pinewood Lodge

Photo by Jeff Cowan. "Whitemouth Falls"



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Community Futures Winnipeg River (CFWR) is a community-based, regional economic development organization serving the North Eastman region of Manitoba. We are one of 16 Community Futures Development Corporations (CFDC's) in Manitoba and are funded primarily by Western Economic Diversification Canada (WD).

Photo contest winners, cont'd...

2ND PLACE: MARTY MALCHUK - \$100
"Baby Foxes"



4th PLACE: ANGELA PAPINEAU - \$50
"Farming in Silver Falls"



3rd PLACE: ANNELIES SIKKENGGA - \$75
"Busy Bee"



5th PLACE: MICHEL LARIVIERE - \$25
"Grand Beach"



UPCOMING WORKSHOPS/EVENTS

4-Part Marketing Series Workshops:

Marketing 101
January 7, 2016, 7-9 pm
Lac du Bonnet, MB

Build your Business Website
February 4, 2016, 7-9 pm
Lac du Bonnet, MB

Expand your Reach with Social Media
March 3, 2016, 7-9 pm
Lac du Bonnet, MB

**Tips & Tools for Using Social Media
Effectively**
April 7, 2016, 7-9 pm
Lac du Bonnet, MB

Email or call CFWR to express interest
in any of these events:

info@cfwr.mb.ca
204.345.8691

Wanted:
Business success stories of
entrepreneurs with disabilities
or health conditions.

CONTEST OPENS DECEMBER 3, 2015
Pictured above: Last year's winner Sydney Deneke, owner of Kozy Kritters, Beausejour, MB

Grab a video camera or smartphone and tell
us your story for a chance to win \$1000!

More info at www.justwatchmecontest.ca

Contest Ambassador
Joelle Tomlinson
Marketing Show Reporter/Associate
Producer, Global Saskatoon

JUST WATCH ME!
PRAIRIE EDITION
VIDEO CONTEST

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Community
Futures



Highlights from the Regional Economic Development Planning Forum

Together we will work to increase economic diversity and growth for Eastern Manitoba. Our region will be highly sought after for business investment, tourism and the high quality living available here.

An exciting vision that 55 representatives from Municipal governments, Chambers, Community Development Corporations, employers, and service sectors in North Eastern Manitoba came together to discuss in Beausejour on November 16th. The Forum was the first step to proactively plan and shape our region's economic future.

Community Futures Winnipeg River (CFWR) was motivated to start this process because of the losses in industry and jobs seen in the region. With main employers closing their doors (San Gold Mine, Tembec Paper Mill) or downsizing their workforce (AECL, TANCO), it is imperative to figure out how to replace these jobs and keep our residents from moving away.

The region is faced with challenges, but it is also filled with numerous assets and opportunities. The Forum provided a day of cross-sector networking and discussions to explore potential opportunities and to discuss ways to overcome key challenges towards

addressing the following **4 Regional Goals** (desired results we will work to achieve):

1. Strengthen and diversify the economic base and workforce of the region.
2. Enhance physical infrastructure and services within the region to support business development and high quality living.
3. Strengthen human resource capacity required for economic development.
4. Increase visitation and population within the region.

A lot of great ideas and input were gathered. Meeting notes from the session will be available in January. They will be widely distributed through the region, but if you do not receive them, please contact our office for a copy. In January, a Planning Committee will be struck to develop a written Regional Economic Development Action Plan that will be overseen by CFWR.

Economic development happens at all levels – local, regional and provincial. These levels of strategies all fit together and much of our success lies in how well we communicate and work together.

COMPLIMENTARY RESOURCES

Available through Community Futures Winnipeg River

Marketing

- ↳ Using Social Media to Market your Small Business
- ↳ Social Media Sample Action Plan
- ↳ 12 Basic Tips to Master your Instagram Marketing Strategy
- ↳ How to Increase Your Post Reach on Top Social Networks
- ↳ How to Cultivate Loyal Customers with Social Media
- ↳ Top 12 Best Social Media Management Tools
- ↳ How to Create a LinkedIn Company Page
- ↳ Crowdfunding 101
- ↳ How to Create a Website for your Business
- ↳ Marketing Plan Template

Non-Profit/Business

- ↳ Fundraising Planning Calendar
- ↳ Annual Fundraising Plan Template
- ↳ Revenue Generating Planning Template
- ↳ Master Database of Various Grants / Funds (Please contact us)
- ↳ How to Register your Business, Non-Profit or Charity
- ↳ Strategic and Operational Planning Templates
- ↳ Constitution and By-Laws Template
- ↳ Non-Profit Revenue Generating Template
- ↳ Business Plan Template

And many more to help develop or enhance your business/organization. Let us know what you are looking for.



COMMUNITY FUTURES - THE MYSTERY OF 4 PARK AVENUE

The following article is reprinted from our monthly column in the Lac du Bonnet Clipper.

There are a lot of misconceptions out there about our organization and what we do. It is awful to think that people in need of our services are missing out so hopefully the following information will clear up some common misconceptions.

✗FALSE - We are a provincial or federal government building.

- ✓ TRUE – Community Futures is a nonprofit Regional Development Corporation that provides various business, community and economic development services.
- ✓ TRUE – Our services are FREE! We work with people wanting to start or expand a business; people eligible for the Self-Employment Program; and councils, chambers, and nonprofit agencies who require strategic planning or project development assistance.
- ✓ TRUE – Aside from consulting services, we can provide informational resources, referrals to other service agencies, and training recommendations.
- ✓ TRUE - Service Canada, J.U.S.T. Training and the Regional Arts Council all work out of our office.

✗FALSE – Community Futures Winnipeg River is the local development corporation for Lac du Bonnet.

- ✓ TRUE – Our office is located in Lac du Bonnet. You can find us at 4 Park Avenue, in between the Royal Bank and Sunova.
- ✓ TRUE - We are a regional service agency and we serve 16 rural communities within North Eastern Manitoba.
- ✓ TRUE – Business and community development clients can be served at our office or we can travel to you.

✗FALSE – Community Futures is a lender of last resort.

- ✓ TRUE – If you want to start a business and are having trouble getting financing through the bank you should contact us.
- ✓ TRUE – We can provide you with business counselling to help strengthen your business concept and loan application.
- ✓ TRUE – We can approve loans up to \$150K and provide continual counselling through your business development and implementation.

If you think you can benefit from any of our services, please call or email us at 204.345.8691 or info@cfwr.mb.ca.

CFWR SERVICES:

Business:

- ➔ Business loans
- ➔ Counsel and assistance with business plans, market research & marketing plans, financial analysis and forecasting
- ➔ Connections to other business services and training
- ➔ Self Employment Program delivered on behalf of Training and Employment Services for people eligible for EI benefits or who have had an EI claim in the past 3 years or been on maternity/paternity leave in the past 5 years and interested in starting a business

Community Development:

- ➔ Strategic and operational planning
- ➔ Building knowledge and skills to enhance leadership, teamwork and planning within organizations
- ➔ Project development assistance through research and planning services
- ➔ Enhancing regional communication and partnerships between communities, sectors, businesses and social organizations
- ➔ Promoting the region, its businesses, organizations and other assets