

Performance Results for 2015-16 Community Futures Winnipeg River (CFWR)

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	2015-16 Results
<i>Strong rural community strategic planning and implementation</i>	
1. Number of local and regionally-based community strategic plan(s) developed and/or updated during the year:	12
2. Total number of community based projects (“new” and “on-going”):	28
<i>Rural access to business development services</i>	
3. Number of businesses created/ maintained/ expanded through business services	27
4. Number of business training session participants	102
5. Number of business advisory services	381
<i>Rural access to capital and leveraged capital</i>	
6. Dollar value of loans	\$101,167
7. Number of loans	3
Provide additional Information (e.g. Success stories, Links to priorities, leveraging work, communication events, etc...)	
<p>Over the course of the 2015-2016 Fiscal Year, CFWR has been involved with numerous projects throughout the North Eastman region. Project highlights from over the past year include...</p> <p>REGIONAL ECONOMIC DEVELOPMENT PLAN</p> <p>CFWR led a regional economic development planning process to strengthen the local areas and the region as a whole so we are better prepared, proactive, strategic and working together in our economic development efforts. The plan identifies goals, strategies and actions to work on as a collective region to reach our Regional Mission...</p> <p style="text-align: center;"><i>To work together to create a positive and progressive economic future for Eastern Manitoba that is more diverse, sought after and competitive within Manitoba, Canada and the world.</i></p> <p>REGIONAL MARKETING PROJECT (PHOTO CONTEST)</p> <p>In partnership with Community Futures Triple R (CFTR) and Eastman Tourism Association (ETA), CFWR developed and delivered a photo contest from June 1 – September 15, 2015. Individuals were encouraged to capture high quality digital photographs that showcased Eastern Manitoba. 106 photos of places, faces, events and activities showcasing various facets of our region were received. The top 5 winning photos</p>	

were determined through an online voting process that resulted in 250,000 contest votes and visits to the CFWR website. All photo submissions were provided to local governments, Chambers, Community Development Corporations, and tourism agencies to use in future marketing.

MARKETING RESOURCES/WORKSHOPS FOR BUSINESSES & NONPROFITS

Over 50+ marketing resources for both business and nonprofits were developed over the past year to aid clients with social media and website development. A 4-Part Marketing series workshop was also developed and delivered. The series included the following four 2-hour workshops:

- Marketing 101
- Build Your Own Business Website
- Expand your Reach with Social Media
- Tips & Tools for Using Social Media Effectively

SMALL BUSINESS WEEK EVENT

CFWR hosted a Small Business Week Wine & Cheese Networking Event on October 21st at the Beausejour Brokenhead Community Hall with 25 people in attendance. Sponsorship for the event was provided by Sunova Credit Union and the Beausejour and District Chamber of Commerce. Guest speaker, Theresa Kuzina from Think Shift spoke about the importance of branding, building a business profile and how branding is carried out through various strategies. Two local organizations – Eastman Tourism Association and River's Edge Resort illustrated their branding and marketing strategies.

DIGITAL ESSENTIAL SKILLS

CFWR partnered with the Restigouche Community Business Development Corporation (CBDC) in New Brunswick to pilot the **Digital Essential Skills Project**. The purpose of the project was to develop a bilingual online training platform that could be used to develop the digital essential skills of employees in rural small businesses. The training model was piloted in 10 small rural businesses from 5 different provinces. CFWR worked with ACL-Beausejour and Wings of Power in Powerview-Pine Falls to pilot the platform in Manitoba and report the results back to Restigouche CBDC. The project wrapped up in December 2015 and will be available for organizations/businesses to utilize later in 2016.

LAC DU BONNET HARBOR FRONT MARINA RESEARCH PROJECT

In 2014, CFWR assisted a group of local citizens in forming a working committee to conduct research to determine if development of a community harbor/marina would be feasible and viable in Lac du Bonnet. After an initial petition determined high public interest, the committee proceeded with more in-depth work in 2015-2016. The group conducted extensive research, explored various funding models and started developing a business plan to be presented to the Town and Rural Municipality of Lac du Bonnet.

In tandem with this project, members of the group have been lobbying to have the height of the PR313 Bridge raised to accommodate future economic growth of the proposed harbor/marina. Raising the bridge height would accommodate two-tier pontoon boats, houseboats and sailboats. Relative to this activity, the Town and Rural Municipality of Lac du Bonnet have started the process of forming a local Community Development Corporation (CDC) that would ultimately spearhead future projects of this nature.