



Nottawasaga Futures



**When Your
Business Succeeds,
So Do We!**

Adapting

Responding

Innovating

**ANNUAL
REPORT 2025**

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nottawasaga.com

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Supporting Our Business Community

Together with our valued partners, municipal, provincial, and federal governments, and community organizations, Nottawasaga Futures continues to establish strategic projects to provide economic opportunities for our residents and businesses in South Simcoe.

Through the development and implementation of 23 highly successful initiatives from April 1, 2025 to March 31, 2026 Nottawasaga Futures has:

- ◆ **Created and or maintained over 188 jobs.**
- ◆ **Provided over 600 in-depth consulting sessions to over 180 South Simcoe businesses.**
- ◆ **Provided \$1,400,000 in loans from our Community Investment Fund to 11 local area businesses.**
- ◆ **Hosted 25 Business Support Workshops with over 1,300 attendees.**
- ◆ **Worked with 72 community partners, and over 500 volunteers.**

Small businesses are the backbone of our economy, and at Nottawasaga Futures, we take that seriously. Over the course of 2025-2026, our focus has been clear — delivering meaningful financial support and hands-on expert guidance to entrepreneurs throughout South Simcoe, equipping them to navigate economic shifts and respond confidently to an ever-evolving marketplace.

Looking ahead, we will continue building strong community partnerships to ensure local business owners have the support, resources, and networks they need to thrive.

Our Corporate Goals & Our Mission

Our Goals

- ✓ **Encourage community flexibility to respond to a changing environment through government liaison and human resource development.**

- ✓ **Increase availability of comprehensive resources to facilitate community interest-based growth through partnership development.**

- ✓ **Support and help community-based organizations through mentoring.**

- ✓ **Provide investment financing for start-up, growth, expansion, and reorganization of small businesses.**

- ✓ **Provide advice, counselling, and support to new and existing businesses.**

- ✓ **Demonstrate accountability to our funders and our community for the use of the Corporation's operating and investment funds.**

Our Mission

Nottawasaga Community Futures Development Corporation is a non-profit organization serving South Simcoe.

We were created in 2003 to identify, develop and coordinate initiatives to support the economic needs of our communities. Presently, we participate in or lead 23 community projects and provide ongoing support to various community organizations. Our mission is to provide choice and opportunity to the businesses and residents of our region while responding to the challenges of our local economy.

Our organization has led or partnered on various community economic development projects focusing on entrepreneurship, youth, women, and the environment.



Providing Choice and Opportunity

Our Services:

Nottawasaga Futures serves as a Business Resource Centre, offering a lending library, business coaches, consultants, and an Investment Fund loans officer—all provided at no cost to area businesses and organizations.

Our Partners:

Over the past 22 years, Nottawasaga Futures has partnered with South Simcoe municipalities and community organizations to build community capacity, and support thriving socioeconomic environments.

Our partners include The Federal Development Agency for Southern Ontario, the County of Simcoe, several provincial ministries and the private sector.

Some of our successful projects include:

- ◆ **The South Simcoe Business Excellence Awards**
- ◆ **The AgKnowledge Forum & Vendors Market**
- ◆ **The South Simcoe Streams Project**
- ◆ **Nottawasaga Futures Financial Literacy Program**



2025 Our Year In Review

The Community Investment Fund

During the Fiscal year *April 1, 2025 and March 31, 2026*, the Nottawasaga Futures Investment Fund Committee approved *12 loans*, injecting a total of *\$1,466,180* into the local community.

This leveraged over *\$251,500* from third-party or owner investment, resulting in significant financial support for local businesses. Furthermore, the loans helped create or preserve over *40 jobs*, contributing to the overall economic growth of our community.



By the Numbers in 2025-26

12 Loans

The Nottawasaga Futures Investment Fund Committee approved 9 loans .

\$1,4mil+

Injected a total of \$1,466,180 into our local community .

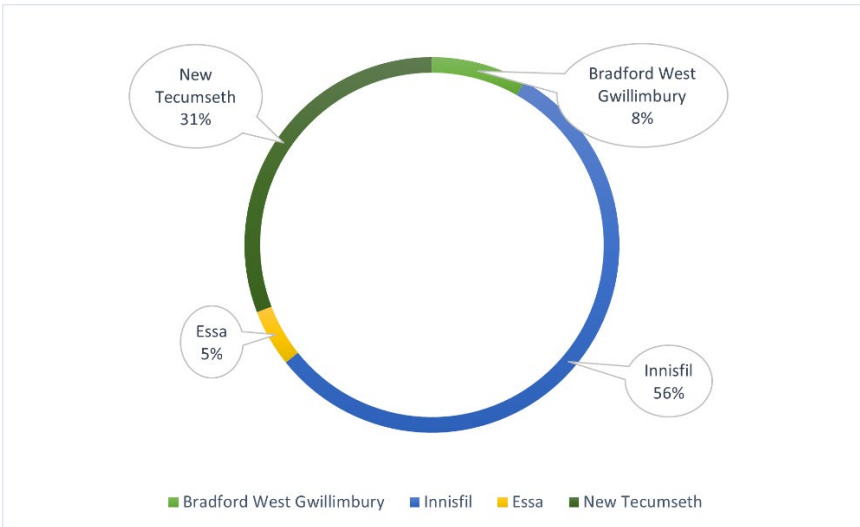
200+

South Simcoe businesses were assisted .

220+ Jobs

220+ jobs were impacted .

2025-26 Loan Disbursements By Municipality



Women Entrepreneurs

Nottawasaga Futures is pleased to report that as well as our traditional loan products, we continue to deliver a loan product targeted specifically to women entrepreneurs through our partnership with the PARO Centre for Women's Enterprise.

Resource Centre

Along with lending and coaching, the Business Excellence Resource Centre hosted 25 business information workshops to support networking and information sharing.

Special events included:

- ◆ Nottawasaga Futures Financial Literacy Series
- ◆ Festive Christmas Market
- ◆ New Roots, New Routes



Memories

SSSN 2025 Volunteer planting engaging community in creating a treed streamside buffer as part of the NVCA's Nottawasaga River Restoration Project.



2025 Filming at The Next Chapter Bookstore in Alliston



Events



**Full house at the
AgKnowledge Forum**



***An incredible bounty from the
Vendors Market***



2025 South Simcoe Business Excellence Awards

Nottawasaga Futures Financial Literacy Series

*In Partnership with Co-Found Wealth
and funded by NT Temps Inc.*

The **Financial Literacy Series** is designed to equip local small business owners with the skills and support needed to make informed financial decisions. By providing essential financial tools and strategies, the series aims to empower entrepreneurs to confidently manage personal and business finances.

To learn more about the series [click here](#).



**STOP GUESSING.
START MASTERING
YOUR MONEY.**

 **Sign Up for the Financial Literacy Series**
Made possible by NT Temps Inc.

 **OVER 25 YEARS IN BUSINESS**
NT Temps Inc.
People From Our Community For Our Community

Business Consulting Program

In collaboration with the Township of Adjala-Tosorontio, Town of Bradford West Gwillimbury, Town of Innisfil, and the Town of New Tecumseth.

Nottawasaga Futures offers a range of business services, including personalized counseling sessions designed to support entrepreneurs in establishing new ventures or guiding existing businesses, seeking assistance in marketing, acquisitions, exporting, business planning, financial forecasting, succession planning, and funding opportunities. Our coaches and mentors are well-versed in the local market dynamics and have a deep understanding of the challenges that businesses confront.



BUSINESS COACHING

Did you know that Nottawasaga Futures offers **FREE** business coaching services to South Simcoe Entrepreneurs in the following areas:

- Accounting/Bookkeeping/Quickbooks
- ecommerce
- Business planning
- Cash Flow
- Employment Law

Take the first step to owning and running your own business today. To find out more about our coaching program contact us today at ced@nottawasaga.com

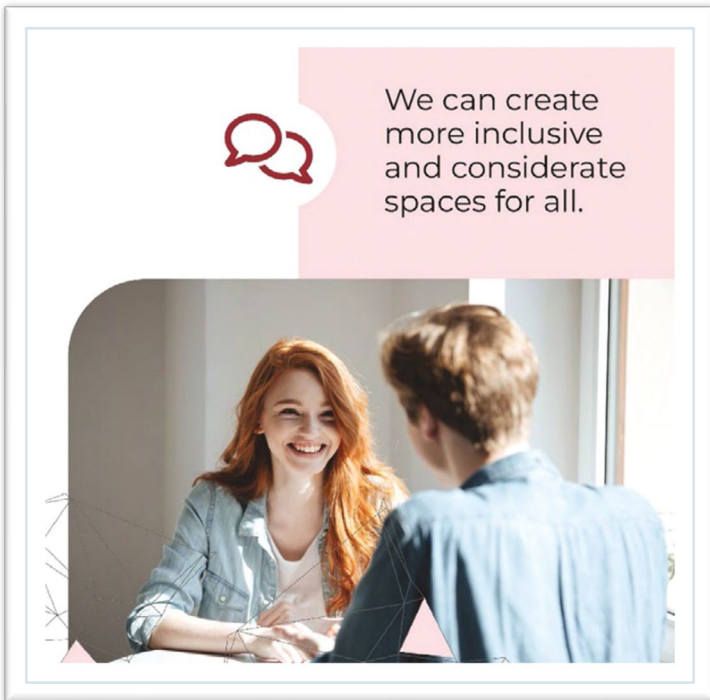


WHEN YOUR BUSINESS
SUCCEEDS,
SO DO WE

Hire 4 Talent

Hire 4 Talent, a national awareness campaign, aims to boost employer confidence in hiring people with disabilities and offers resources to help them access this skilled talent pool.

The Hire 4 Talent program is designed to foster inclusivity in the workforce by engaging employers in activities aimed at understanding and improving the hiring process for individuals with disabilities. By participating in this program, organizations have contributed to the advancement of inclusive employment practices.



Fuelled by Females

Fuelled by Females, in partnership with Nottawasaga Futures, proudly hosted the 2nd Annual Celebration of Women's Day on March 7, 2026 at the Gibson Centre in Alliston.

For the second year in a row, this event showcased female entrepreneurs with a vast variety of skills, knowledge, services, and products to offer. Over five hundred women from all walks of life joined the Celebration for an inspiring and empowering day.

Guests enjoyed a variety of local food and drinks, shopped from a curated collection of artisan makers, and participated in unique workshops.



Agricultural Action Plan

The 2026 AgKnowledge Forum, held at the Gibson Centre in Alliston, brought together the agricultural community for a day of learning and connections.

Local farmers heard the journey of local farmer Sinda Simpson who in 2023 landed on the idea of building a gourmet mushroom farm on their 60 acres.

Attendees also learned proven start-up strategies, available farmer grants, and food safety for farm-gate sales, markets, and small-scale processing. The AgForum and Market are a must-attend event for anyone passionate about the future of farming in South Simcoe.



Nottawasaga Futures
AgKnowledge FORUM 2025

Cultivating Growth, Innovation, and Flavour on the Farm
February 28, 2025 • The Gibson Centre, 63 Tupper St W, Alliston
Forum: 8:30 am-12 pm • Vendors Market: 12 pm-2 pm

ABOUT THE EVENT

Grow Within the Agricultural Community
Learn, Grow, Connect & Shop

- Learn: Hear directly from local farmers as they share their experiences.
- Grow: Learn strategies to boost your farm's profitability.
- Connect: Network with the local agricultural community.
- Shop & Sample: Explore our Vendors Market (Open to the public, no registration required).

FEATURED SPEAKERS

Marianne Edward
Sheldon Creek Dairy

Bert Harrington
Harrington's Sauerkraut

Lisa Peterson
Stone Horse Farm

VENDORS MARKET **NEW**

Market & Tasting
Open to the Public | 12-2pm
Explore a vibrant marketplace featuring local farm produce and indulge in the unique flavours of the region.



IN PARTNERSHIP WITH



Join us for this FREE Event! Register Today!
Call: (705) 502-0311 • Email: Robin@nottawasaga.com
Registration is at 8:30 am and a light breakfast will be served. Registration not required for the vendors market portion of the event.

AgKnowledge Vendors Market

The 2026 AgKnowledge Vendors Market celebrated local agriculture with a vibrant marketplace, engaging conversations, and a delicious tasting experience.

The sample and shop vendors market featured over 25 vendors. The South Simcoe farming community was brilliantly represented at the market with over 500 attendees coming out to sample and shop. From fresh produce to specialty meats, the event offered a rich showcase of innovation and community spirit, making it a perfect gathering for farmers, food lovers, and supporters of local food systems in South Simcoe

Market is Open to the Public and Free to Attend

AgKnowledge FORUM
MARKET & TASTING

February 27, 2026 | 12-3 pm
at The Gibson Centre in Alliston
Sample and Shop at the Vendors Market!

- Beamish Honey
- Burling Books
- Bradbury Family Farm
- Breedon's Maple Syrup
- CLASSY Canine Cookies
- CONTACT Chippery Chips
- Doc Bells Hot Sauce
- Flippin Good Canning
- Granolala
- Heritage Crumb Bakery
- Holland Marsh Market
- K2 Milling
- Lavender Fox
- Little Bloom Naturals
- Mid Valley Gardens
- Organic Garlic Farm
- Quayle's Brewery
- Roll'Her Up Bakehouse
- Sheldon Creek Dairy
- So Jam Good
- Sun Sprouts
- The Mushroomery at White Pine Meadows
- The Truffle Girl
- Vamira Herbal Crafts
- Veggie Confetti
- Victorian Pantry

IN PARTNERSHIP WITH

Youth Entrepreneurship Program

*Nottawasaga Futures, in partnership with Focus Community Development Corporation, is proud to assist in the introduction of entrepreneurship as a viable career option to South Simcoe Youth through the **Becoming the Boss Program**.*

This project leverages the partnerships, tools, and resources developed by Nottawasaga Futures to impart knowledge, skills, and support to local area youth. The program aims to guide youth in developing and operating successful businesses through one-on-one counseling, mentorship, and group sessions. Nottawasaga Futures remains committed to providing ongoing assistance to participants beyond the scope and duration of the program.

In 2026, 10 participants successfully completed the *Becoming the Boss Program*.

South Simcoe Film Production

Nottawasaga Futures coordinates and facilitates filming in South Simcoe on behalf of the municipalities of Adjala-Tosorontio, Bradford West Gwillimbury, Essa, Innisfil, New Tecumseth, and the County of Simcoe. The goal of the program is to liaise between local host communities, residents, film production companies and other stakeholders to ensure a positive, streamlined experience for all.

Results for April 1, 2025 – March 31, 2026:

- ◆ 8 film shoots
- ◆ 36 filming days
- ◆ Over \$30,000 worth of community impact

FILMING ANNOUNCEMENT

Nottawasaga Futures is proud to serve as the film liaison for South Simcoe, facilitating coordination between local municipalities and production teams filming in the region.

705-502-0311
CED@NOTTAWASAGA.COM

WWW.NOTTAWASAGA.COM

South Georgian Bay Film & Tourism Industry Strategy Guide

The study explores the impact of digital disruption on rural communities through the lens of independent filmmaking.

The SGB Film and Tourism Industry Strategy Guide aims to analyze industry trends and gather stakeholder insights across the film and tourism sectors in South Georgian Bay and surrounding counties.

Anchored by Blue Mountain Resort and within close proximity to Toronto's major film hub, the study seeks to better understand industry dynamics and develop strategies to enhance access for film and television productions to local locations, businesses, and workforce.



South Simcoe Streams Network

The South Simcoe Streams Network (SSSN) is in its eighteenth year of operation.

The program continues to restore streams and riparian habitats across South Simcoe County by engaging communities through partnerships with municipalities, businesses, schools, and conservation authorities. In 2025, the South Simcoe Streams Network mobilized over 500 volunteers across 19 restoration events, planting more than 4,600 native trees and shrubs, installing over 100 revetment trees and 500 Dogwood stakes to stabilize stream banks. In partnership with the Nottawasaga Valley Conservation Authority, the program also completed key river restoration projects, including stabilizing 158 metres of eroding bank, constructing a by-pass channel, and creating new riffle and 900 m² wetland habitat along the Nottawasaga River, while fostering environmental stewardship through hands-on learning opportunities.



Core Activities

Building Community Capacity

Nottawasaga Futures provided support for:

- ◆ **South Simcoe Streams Network**
 - ◆ **Local Immigration Partnership**
 - ◆ **Filmmaking Outside the Box. Disconnection and Disruption in Rural Ontario – Research Study**
 - ◆ **BizLink Business Transition Program**
-

Core Activities:

- ◆ **Continue to develop the activities, tools, and resources available in our Business Excellence Resource Centre.**
- ◆ **Ensure access for local businesses to our Community Investment Fund.**
- ◆ **Continue to expand our youth programs.**
- ◆ **Partner with local municipalities, county, federal and provincial governments on various activities and special projects to retain our existing businesses and attract new investment.**
- ◆ **Maintain and update the online South Simcoe Business Directory.**

Looking Forward

A Heartfelt Thanks

We are sincerely grateful to our staff, volunteers, and partner organizations for their invaluable support of Nottawasaga Futures this year. Our heartfelt thanks go to the staff for their dedication and hard work, and to the many organizations whose collaboration makes our progress possible.

A special thank you to our volunteers — your commitment to governance, strategic direction, and loan approvals is the foundation of our success. Your time, insight, and passion are deeply appreciated. Together, your contributions have made a meaningful impact, and we thank you for being part of our journey.

As we look ahead, we remain committed to supporting the South Simcoe community in the following ways:

- ♦ **Expanding our reach and impact by delivering new and innovative programs and services.**
- ♦ **Strengthening community partnerships and increasing collaborative opportunities.**
- ♦ **Continuing to invest in our staff and volunteers to ensure the highest level of expertise and support.**

The Organization

Board of Directors

◆ **Brandon Lapstra**

President

◆ **Keisha-Ann Shaw Hill**

Vice President

◆ **Bob Marrs**

Treasurer

◆ **Barbara Huson**

Corporate Secretary

◆ **Michael Disano**

Director

◆ **Robert Glozier**

Director

◆ **Licinio Miguelo**

Director

◆ **Mary-Ellen O’Neill-Madeley**

Director

Staff

◆ **Robin Brown**

◆ **Colleen Colby**

◆ **Andie Cote**

◆ **Martin Kuzma**

◆ **Theresa Parent**

◆ **Charlene Anderson**

◆ **Marlene Walker**

Our Dedicated Partners

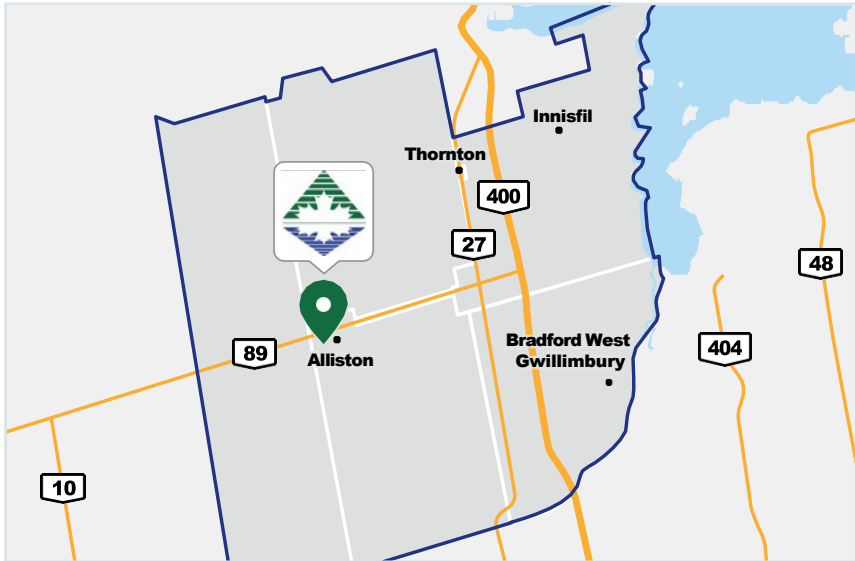
- ◆ **Agilec**
- ◆ **Alliston & District Chamber of Commerce**
- ◆ **Alliston Business Improvement Association**
- ◆ **Alliston Lion's Club**
- ◆ **Angus & Area Chamber of Commerce**
- ◆ **BDC**
- ◆ **Banting Memorial High School**
- ◆ **Beeton Tottenham Business Improvement Association**
- ◆ **Boyne River Public School**
- ◆ **Bradford Board of Trade**
- ◆ **Bradford Immigrant Services**
- ◆ **Christian Farmers Federation of Ontario**
- ◆ **County of Simcoe**
- ◆ **Collingwood Small Business Centre**
- ◆ **DMZ Innisfil**
- ◆ **F&P Manufacturing**
- ◆ **Fairstone**
- ◆ **FOCUS Community Development Corporation**
- ◆ **Futurpreneur**
- ◆ **Georgian College—HBEC**
- ◆ **Girl Guides**
- ◆ **Honda of Canada Mfg.**
- ◆ **Lake Simcoe Region Conservation Authority**
- ◆ **Nantyr Shores**
- ◆ **North Simcoe Community Futures Development Corporation**
- ◆ **Nottawasaga Community Economic Development Corporation**
- ◆ **Nottawasaga Steelheaders**
- ◆ **Nottawasaga Valley Conservation Authority**
- ◆ **NT Temps Inc.**
- ◆ **Ontario Creates**

- ◆ **Ontario Federation of Agriculture**
- ◆ **Ontario Federation of Anglers and Hunters**
- ◆ **Ontario Ministry of Agriculture, Food and Rural Affairs**
- ◆ **Orillia and Area CDC**
- ◆ **PARO**
- ◆ **Sandbox Centre—Hub for Shared Innovation & Entrepreneurship**
- ◆ **ScouTrees**
- ◆ **Simcoe County District School Board**
- ◆ **Simcoe County Federation of Agriculture**
- ◆ **Simcoe Muskoka Workforce Development Board**
- ◆ **Simcoe Muskoka Catholic District School Board**
- ◆ **Small Business Centre of Barrie, Simcoe County and Orillia**
- ◆ **South Georgian Bay Media Association**
- ◆ **South Georgian Bay Small Business Enterprise Centre**
- ◆ **St. John’s United Church**
- ◆ **St. Peter’s Catholic HS**
- ◆ **The Learning Centre**
- ◆ **The Pestrin Group**
- ◆ **Tottenham, Beeton & District Chamber of Commerce**
- ◆ **Town of Bradford West Gwillimbury Economic Development**
- ◆ **Town of Innisfil Economic Development**
- ◆ **Town of New Tecumseth**
- ◆ **Township of Adjala-Tosorontio**
- ◆ **Township of Essa**
- ◆ **Western Ontario Community Futures Development Corporation Assoc.**

We partner with entrepreneurs to help them build successful businesses!

Our Service Area:

Adjala-Tosorontio, Bradford West Gwillimbury, Essa, Innisfil, and New Tecumseth



Nottawasaga Futures

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