



Nottawasaga Futures



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

*Adapting*

*Responding*

*Innovating*

**ANNUAL  
REPORT 2022**

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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 20 highly successful initiatives from April 1, 2022 to March 31, 2023 Nottawasaga Futures has:*

- ♦ Created and or maintained over **170 jobs**
- ♦ Provided over **500 in-depth consulting sessions** to over **260 South Simcoe businesses**
- ♦ Provided **\$790,628** in loans from our Community Investment Fund to **18 local area businesses**
- ♦ Held **13 Business Support Workshops**
- ♦ Worked with **69 community partners**

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As an organization, we recognize that small businesses are the backbone of our economy, and we are dedicated to providing the necessary resources to help them survive and thrive. We have been working tirelessly to provide financial assistance, training, and counseling to entrepreneurs and small business owners across South Simcoe, helping them navigate the challenges presented by the pandemic and economic downturn.

Our team at Nottawasaga Futures will continue to work closely with our community partners to provide the support and resources necessary to help our local businesses overcome the current economic challenges and emerge stronger than ever.

# Our Corporate Goals & Our Mission

## Our Goals

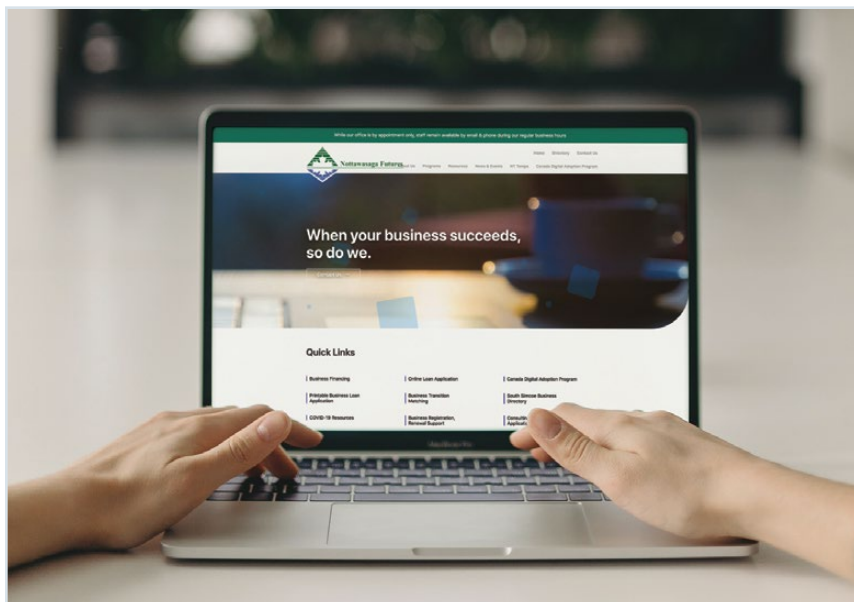
- ✓ Encourage community flexibility to respond to a changing environment through government liaison and human resource development.
- ✓ Increase availability of comprehensive resources to facilitate community interest based growth, through partnership development.
- ✓ Support and help community based 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 corporation 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 **20 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 numerous community economic development projects focusing on entrepreneurship, youth, women and the environment.



# Providing Choice and Opportunity

## *Our office includes:*

A Business Resource Centre, lending library, business coaches and consultants and an Investment Fund loans officer. ***All of these resources are offered at no cost to area businesses and organizations.***

## *Partners include:*

The Federal Development Agency for Southern Ontario, all South Simcoe municipalities, the County of Simcoe, several provincial ministries and the private sector.

Over the past 20 years, Nottawasaga Futures has partnered with South Simcoe municipalities and community organizations to build community capacity, and support thriving socioeconomic environments.

## *Some of the successful projects include:*

- ♦ The South Simcoe Business Excellence Awards
- ♦ The AgKnowledge Forum
- ♦ The South Simcoe Streams Project
- ♦ The Youth Entrepreneurship Program
- ♦ Business Incubator Program

# 2022 Our Year In Review

## The Community Investment Fund

During the Fiscal year *April 1, 2022 and March 31, 2023*, the Nottawasaga Futures Investment Fund Committee approved **18 loans**, injecting a total of **\$790,628** into the local community. This leveraged **\$707,028** from third-party or owner investment, resulting in significant financial support for local businesses. Furthermore, the loans helped create or preserve over **60 jobs**, contributing to the overall economic growth of our community.



*Moon Café & Craft Beer Innisfil*

*By the Numbers in 2022-23*

**18 Loans**

The Nottawasaga Futures Investment Fund Committee approved 18 loans.

**\$790K**

Injected a total of \$790,628 into our local community.

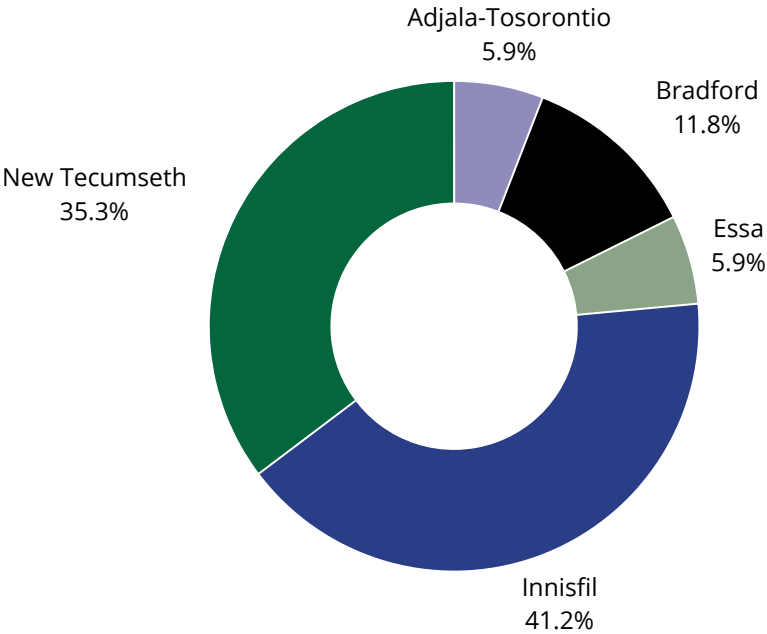
**280+**

South Simcoe businesses were assisted.

**170+ Jobs**

170+ jobs were impacted.

*Loans 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 **13 business information workshops** to support networking and information sharing.

## *Special events included:*

- ♦ Small Business Week—Programs, Services, and Grants for Small Businesses
- ♦ AgKnowledge Forum—Harvesting Opportunities: Exploring the Potential of Agri-Tourism
- ♦ Ask An Expert Series— How to Value a Business

**ASK AN EXPERT**

How to Value a Business

**JUNE 16 NOON**

TO REGISTER

SIMCOE SMALL BUSINESS CENTRE Agri-Tourism SANDBOX Georgian Henry Bertick Entrepreneurship Centre

# Simcoe County Cybersecurity CDAP Top-Up Grant

*In Partnership with White Tuque and funded by the County of Simcoe.*

The Simcoe County Cybersecurity CDAP Top-Up Grant provides eligible businesses across Simcoe County with the chance to ***completely fund their cybersecurity digital adoption plan***. To be eligible, applicants must qualify for the Canadian Digital Adoption Program (CDAP) Stream 2 “Boost Your Business Technology” grant.

*In 2022, 3 businesses participated in the program.*

Supported by:

COUNTY OF  
**SIMCOE**

Nottawasaga Futures

CANADA DIGITAL  
ADOPTION PROGRAM

[WhiteTuque.com/SimcoeCounty](http://WhiteTuque.com/SimcoeCounty)

**WHITE  
TUQUE**

Protecting Simcoe County  
Businesses from Cyber Threats

We asked ourselves, ‘What can we do to help rural businesses across the county who may not survive the wave of cyber crime expected over the next five years?’ White Tuque was the natural choice for raising the awareness of cyber threats to our local businesses.

Martin Kuzma  
CEO, Nottawasaga Futures

WT

# Business Consulting Program

*In collaboration with the 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.



# Hire For Talent

*Hire for 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.*

By focusing on disability as the primary diversity demographic, the initiative seeks to foster workplace inclusion and positively impact culture, morale, staff retention, safety, and innovation. Committed to helping Canadian employers prepare for the future of work, Hire for Talent supports the development of a diverse workforce through leading-edge resources and fostering “collective wisdom” by building effective working partnerships.



Hire for Talent's 'Leading Inclusion' workshop provides a practical introduction to workplace diversity and inclusion with a specific focus on candidates and workers with disabilities. This diversity group provides a multitude of capacity- building benefits to employers including innovation, lower turnover, attracting talent, and ultimately business resilience.

In the face of an uncertain future, employers can learn how to engage this diversity group to build inclusion competencies across their organization while accessing 'inclusion coaching' from publicly funded service providers. Diverse and inclusive businesses are 6x more likely to be innovative which is vital for our "new normal".

PRESENTED BY  Nottawasaga Futures

# Camphill Communities Ontario Maple Syrup Social Enterprise

*Camphill is a non-profit organization in Simcoe County dedicated to offering residential, vocational, and learning opportunities for individuals with cognitive and developmental disabilities.*

The Maple Syrup Social Enterprise encourages entrepreneurship by involving adults with disabilities in diverse aspects of maple syrup production and sales. This inclusive approach fosters engagement and provides opportunities at various levels for the participants.





# HBEC Newcomer, Immigrant Workshop and Research Series

The Newcomer, Immigrant and Refugee Workshops cater to this specific audience, offering a series of workshops and a celebration event designed to supply added resources and assistance to newcomers, immigrants, and refugees in our region. This program also aims to strengthen connections within the entrepreneurial ecosystem for these groups.

Helping Newcomers With Their Business Journey

## XCELERATE NOW

### FREE LAUNCH PARTY!

REGISTER

ARE YOU A **NEWCOMER, IMMIGRANT OR REFUGEE** LOOKING FOR **BUSINESS OPPORTUNITIES AND CONNECTIONS?**

**This event is for you!** Join our growing community of entrepreneurs and learn "How Immigration Fosters Innovation" at this celebration and get started on your business journey **NOW**

**FEATURING KEYNOTE SPEAKER**

**Zahra Al-Harazi**

Award-winning and successful serial entrepreneur, crusader for human rights and purpose-driven leadership expert

**Tuesday, October 25, 2022**

**3 - 5 p.m.**

Hosted at The Mexican House  
24 Maple Ave. Barrie ON

@xcelratenow

Georgian College, SIMCOE, Innisfil, Investbarrie, Small Business Centre, SandBox

# BizLink

*This joint program aims to help local entrepreneurs in Simcoe County with buying or selling a business.*

Our objective is not just to offer affordable membership to the online business matching service, SuccessionMatching.com, but also to support local businesses through **each stage of the transition process**. Nottawasaga Futures is collaborating with the Orillia Community Development Corporation, Community Futures South Georgian Bay, Community Futures North Simcoe, and the Ontario Trillium Foundation to bring this innovative initiative to life.

**BizLink**  
Buyers Sellers Connected

Want to buy a business in South Simcoe County?

### Profitable Cabinetmaking Business

This well-established business has been supplying Southern Ontario with quality cabinetry for 34 years. Contact list includes high-end designers, architects, and contractors. The business has received great exposure as it has been published in over a dozen magazines.

Included in the sale is a 3000 sq. foot industrial shop in a rural setting complete with all equipment, stock, and a reliable workforce of four individuals. A true turn-key opportunity.

**Key Details:**

- 34 years in business
- Next 5-6 months of projects booked
- Sale includes all equipment and stock

Asking price

**Business: \$350,000 CAD**  
**Building: \$800,000 CAD**

**Contact us for a coupon code to connect with this business!**

**Nottawasaga Futures**

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Ontario Trillium Foundation, Andromeda Nelson, Orillia Community Development Corporation, CDC, COMMUNITY FUTURES SOUTH GEORGIAN BAY, Nottawasaga Futures, NORTH SIMCOE/SIMCOE MIBO

# 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 will build on the partnerships, tools and resources developed by Nottawasaga Futures to deliver knowledge, skills, and supports to local area youth. The program will assist youth to develop and operate a successful business through one-on-one counseling, mentorship and group sessions throughout the duration of the program. Nottawasaga Futures provides assistance to the participants both during and beyond the scope and duration of this program.

In 2022, **5 participants** successfully completed the Becoming the Boss Program.





# Agricultural Action Plan

*The 2023 AgKnowledge Forum, held at the Windrush Estate Winery in Hockley Valley, an emerging wine region, was a successful event that brought together service providers and Agri-Tourism business owners.*

The theme of the forum was “Harvesting Opportunities: Exploring the Potential of Agri-Tourism,” and the discussions centered around the promotion of agritourism in the region. Service providers shared their knowledge and experience on agritourism, while Agri-Tourism business owners shared best practices for success in the industry. With over 90 participants in attendance, the event was a great platform for networking, knowledge sharing, and learning about the potential of agritourism in the region. Overall, the AgKnowledge Forum was a valuable event for promoting the growth and development of agritourism businesses in the area.



# 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, the Town of Wasaga Beach, 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, 2022—March 31, 2023:*

- ♦ 5 film shoots
- ♦ 7 filming days
- ♦ Over \$19,000 worth of community impact

# South Simcoe Streams Network

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

This program continues to draw multi-sector and community support. COVID years reduced volunteer numbers, but in 2022 with restrictions lifted and protocols in place, we had a resurgence with over **700 participants!** Since its inception in 2008, volunteers and partner collaborations have enabled the planting of **over 60,000 native trees and shrubs** along our local waterways, engagement in strategic invasive species control and thousands of meters of floodplain and bank stabilization works. This program provides communities with action-oriented ways to improve and protect local environments.

# Core Activities

## Building Community Capacity

*Nottawasaga Futures provided support for:*

- ♦ South Simcoe Streams Network
- ♦ Local Immigration Partnership
- ♦ Tri County Food Entrepreneurship Project
- ♦ Simcoe County Business Transition Program

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### *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

2022-2023 has been marked by remarkable achievements and continued growth, thanks to the dedication of our staff, volunteers, and partners. This year, we strived to create a positive impact in our community by investing in economic development, supporting local businesses, and fostering entrepreneurship. Despite the challenges posed by the pandemic, we adapted and continued to provide essential resources, such as training and mentorship programs, to empower our clients and help them reach their goals.

*As we look ahead to the next fiscal year, 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.
- ♦ Enhancing our digital infrastructure to better serve our clients and stakeholders.
- ♦ Continuing to invest in our staff and volunteers to ensure the highest level of expertise and support.

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## *A Heartfelt Thanks*

A heartfelt thanks goes out to our staff, board members, volunteers, partners, and clients for their unwavering support and dedication. Without them, our achievements would not have been possible. Together, we will continue to build a thriving and prosperous South Simcoe community.

# The Organization

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## *2022 Board of Directors*

- ♦ **John Greer**

*President*

- ♦ **Susan Atkinson**

*Past-President*

- ♦ **Brandon Lapstra**

*Vice President*

- ♦ **Bob Marrs**

*Treasurer*

- ♦ **Barbara Huson**

*Corporate Secretary*

- ♦ **Ross Bennett**

*Director*

- ♦ **Michael Disano**

*Director*

- ♦ **Robert Glozier**

*Director*

- ♦ **Helen Mabee**

*Director*

- ♦ **Licinio Miguelo**

*Director*

- ♦ **Mary-Ellen O'Neill Madeley**

*Director*

- ♦ **Keisha-Ann Shaw Hill**

*Director*

---

## *2022 Staff*

- ♦ **Robin Brown**

- ♦ **Colleen Colby**

- ♦ **Andie Cote**

- ♦ **Martin Kuzma**

- ♦ **Katherine Passer**

- ♦ **Silvia Pedrazzi**

- ♦ **Alex Walker**

- ♦ **Marlene Walker**

# Our Dedicated Partners

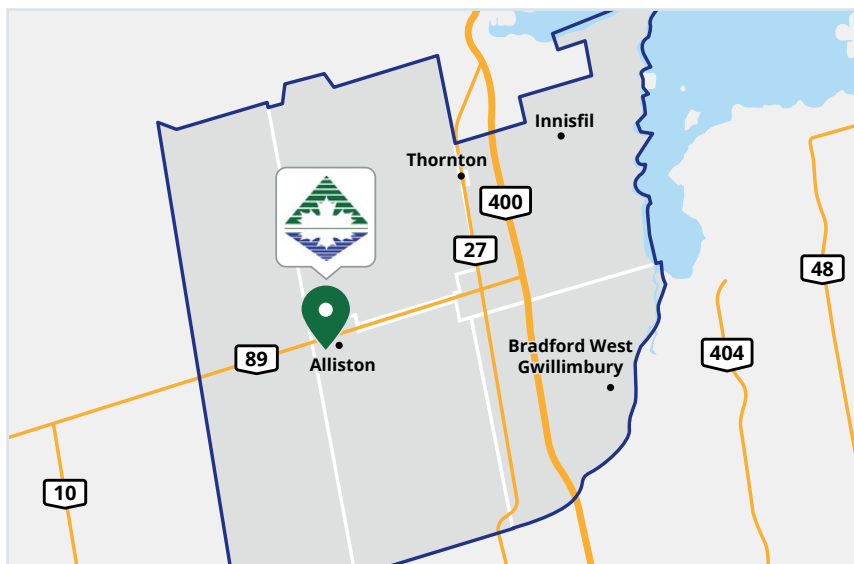
- ♦ Adjala-Tosorontio South Simcoe Streams Project Team
- ♦ Adjala Tosorontio South Simcoe Streams Project Team
- ♦ Agilec
- ♦ Angus & Area Chamber of Commerce
- ♦ Alliston & District Chamber of Commerce
- ♦ Alliston Business Improvement Association
- ♦ Alliston Lion's Club
- ♦ BDC
- ♦ Banting Memorial High School
- ♦ Base Borden Family Resource Centre
- ♦ Beeton Tottenham Business Improvement Association
- ♦ Bradford Board of Trade
- ♦ Bradford Immigrant Services
- ♦ Camphill Communities Ontario
- ♦ Christian Farmers Federation of Ontario
- ♦ Citizen and Immigration Canada
- ♦ City of Barrie
- ♦ County of Simcoe
- ♦ Collingwood Small Business Centre
- ♦ Dufferin Simcoe Land Stewardship Network
- ♦ DMZ Innisfil
- ♦ Environment Canada
- ♦ EPIC
- ♦ F&P Manufacturing
- ♦ FOCUS Community Development Corporation
- ♦ Futurpreneur
- ♦ Georgian College—HBEC
- ♦ Holland Marsh Growers Association
- ♦ Honda of Canada Mfg.
- ♦ Lake Simcoe Region Conservation Authority
- ♦ Nantyr Shores
- ♦ New Tecumseth Streams Committee
- ♦ North Simcoe Community Futures Development Corporation

- ♦ Nottawasaga Community Economic Development Corporation
- ♦ Nottawasaga Valley Conservation Authority - Healthy Waters Program
- ♦ Nottawasaga Steelheaders
- ♦ NT Temps Inc.
- ♦ Ontario Federation of Agriculture
- ♦ Ontario Media Development Corporation
- ♦ Ontario Ministry of Agriculture, Food and Rural Affairs
- ♦ Ontario Trillium Foundation
- ♦ Orillia and Area CDC
- ♦ PARO
- ♦ Sandbox Centre—Hub for Shared Innovation & Entrepreneurship
- ♦ 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 Small Business Enterprise Centre
- ♦ SuccessionMatching.com
- ♦ The Learning Centre
- ♦ 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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