



Nottawasaga Futures



2019 Annual Report



WE GRATEFULLY ACKNOWLEDGE OUR DEDICATED PARTNERS

- ◆ Adjala-Tosorontio Residents Association
- ◆ Adjala-Tosorontio Project Team
- ◆ Agilic
- ◆ 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
- ◆ Christian Farmers Federation of Ontario
- ◆ Citizen and Immigration Canada
- ◆ City of Barrie
- ◆ County of Simcoe
- ◆ Dufferin Simcoe Land Stewardship Network
- ◆ Environment Canada
- ◆ EPIC
- ◆ F&P Manufacturing
- ◆ Futurpreneur
- ◆ Georgian College
- ◆ Grey County
- ◆ Holland Marsh Growers Association
- ◆ Honda of Canada Mfg.
- ◆ Lake Simcoe Region Conservation Authority
- ◆ Ministry of Economic Development, Employment and Infrastructure
- ◆ New Tecumseth Streams Committee
- ◆ North Simcoe Community Futures Development Corporation
- ◆ Nottawasaga Community Economic Development Corporation
- ◆ Nottawasaga Steelheaders
- ◆ Nottawasaga Valley Conservation Authority - Healthy Waters Program
- ◆ NT Temps Inc.
- ◆ Ontario Media Development Corporation
- ◆ Ontario Ministry of Agriculture, Food and Rural Affairs
- ◆ Orillia and Area CDC
- ◆ PARO
- ◆ Prestrin Group
- ◆ 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.



2018 Board of Directors

Susan Atkinson , President	Ian Campbell, Director
Catherine Haller, Past President	Barbara Huson, Director
John Greer, Vice President	Kim Keckes, Director
Bob Marrs, Treasurer	Helen Mabee, Director
Cathy Nesbitt, Secretary	Mary Munnoch, Director
Brandon Lapstra, Director	Jim Hunter, Director

2019 Staff

Robin Brown	Martin Kuzma
Meaghan Cave	Silvia Pedrazzi
Andie Cote	Alex Walker
Colleen Gouldson	Marlene Walker

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 15 highly successful initiatives in 2019 Nottawasaga Futures has:

- ◆ created and or maintained 211 jobs
- ◆ Provided 498 in-depth consulting sessions to 200 South Simcoe businesses
- ◆ provided \$1,126,711 in loans from our Community Investment Fund to 15 local area businesses
- ◆ held 14 Business Support Workshops
- ◆ Worked with 58 community partners

On behalf of the Board of Directors, I would like to thank our many partners and supporters and pledge our continued dedication to providing choice and opportunity to the communities of South Simcoe.

Susan Atkinson
President, Nottawasaga Futures

Our Corporate 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

Providing Choice and Opportunity

Looking Forward

Priorities for 2020

2019 has been a year of focusing priorities, developing, engaging and strengthening both old and new partnerships; implementing new initiatives and expanding services and supports to encourage innovation, entrepreneurship development and job creation.

Next year's highlights include:

- ◆ Identifying new opportunities to strengthen innovation within our communities through our Community Investment Loan Fund , business resources and community partnerships
- ◆ Continue to develop Youth and Women Entrepreneurship Programs
- ◆ Continue to partner with our municipalities and regional organizations to develop capacity and provide choice and opportunity for our communities
- ◆ Support a strong ecosystem dedicated to business development, retention and attraction



Building Community Capacity

Nottawasaga Futures provided support for:

- ◆ South Simcoe Streams Network
- ◆ Local Immigration Partnership
- ◆ Tri County Food Entrepreneurship Project
- ◆ Simcoe County Succession Matching Program
- ◆ County of Simcoe Manufacturing Labour Action Plan Committee
- ◆ Bradford Board of Trade
- ◆ Southern Ontario Fund for Investment in Innovation (SOFII)

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

Nottawasaga Futures is a non-profit corporation serving South Simcoe. We were created in 1996 to identify, develop and coordinate initiatives to support the economic needs of our communities. Presently, we participate in or lead 15 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.

Our organization has led or partnered on numerous community economic development projects focusing on entrepreneurship, youth, and the environment. Our office includes a Business Resource Centre, lending library, public work stations, 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 all South Simcoe municipalities, the County of Simcoe, several provincial ministries, federal departments and the private sector. Over the past twenty three years, Nottawasaga Futures has partnered with the 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 (Summer Company and Youth Business Plan Competition) and our Business Incubator Program.

The Community Investment Fund and Resource Centre

In 2019, the Nottawasaga Futures Investment Fund Committee approved 15 loans for a total of \$1,126,711 for local area businesses. This leveraged \$526,500 from third party or owner investment.

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

Along with lending and coaching, the Business Excellence Resource Centre hosted 14 business information workshops to support networking and information sharing.

Special events included:

- ◆ 22nd Annual Business Excellence Awards
- ◆ Youth Entrepreneurship Pitch Night
- ◆ AgKnowledge Forum



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.

2019 Results included:

- ◆ 16 film inquiries conducted
- ◆ Over \$42,000 worth of community impact

Agricultural Action Plan

The objective of this initiative is to strengthen the agricultural sector within South Simcoe by increasing the sustainability of not only this sector, but to enhance the opportunities of the existing food processors within the region, enabling the attraction of additional food processors.

Events supporting the identified goal in 2019 included the annual AgKnowledge Forum, support for green transition activities for the farm operator and partnership in food entrepreneurship through an Agricultural Business Retention and Expansion Survey.

South Simcoe Streams Network

The South Simcoe Streams Network is in its twelfth year of operation. This program continues to draw multi-sector and community support, typically involving over 900 volunteers and 60 partner organizations annually. On average, The South Simcoe Streams Network engages in some 25 public events on 15 project sites per year. Volunteers and partner collaborations have enabled the planting of over 55,000 native trees and shrubs along our local waterways, engagement in strategic invasive species control and thousands of meters of floodplain and bank stabilization work. Through education, community involvement, and on the ground activities, this program has developed innovative, action oriented ways to improve and protect local environments.



SSSN STREAM RESTORATION PROJECTS Connecting Partners & Volunteers



- Stream Buffer Plantings
- Floodplain Creation / Bank Stabilization
- Pond By-pass & Barrier Removal
- Invasive Phragmites Control
- Species at Risk - Native Butternut
- Workshops / Presentations
- Monitoring / Maintenance

South Simcoe Business Excellence Awards

The goal of this annual event is to recognize strong businesses, the cornerstone of economic health and prosperity in our communities. We honour those businesses and individuals in the community who strive to promote continuous quality improvement and business success, applying the principals of quality management, leadership, creativity, and community involvement.

The 22nd Annual Business Excellence Awards were held on May 6, 2019 and were hosted by the Township of Innisfil, and the Innisfil ideLab and Library. These awards rotate between the five municipalities of South Simcoe and in 2020 will be hosted by the Town of New Tecumseth.



South Simcoe Business Week

The goal of this yearly collaborative is to present exciting, informative workshops for new and existing businesses in South Simcoe. Events such as this are just one way Nottawasaga Futures and our partners support our local entrepreneurial community.

The 2019 South Simcoe Business week featured a regional day-long event in partnership with the municipalities of Adjala-Tosorontio, Bradford West Gwillimbury, Innisfil, New Tecumseth, the Business Development Bank of Canada, The County of Simcoe Economic Development Office, and Nottawasaga Futures. The session included presentations from local speakers as well as networking opportunities.

Youth Entrepreneurship Program

Nottawasaga Futures is proud to assist in introducing entrepreneurship as a viable career option to South Simcoe Youth through our Summer Company Program and Youth Business Plan Competition.

In 2019, Nottawasaga Futures, in partnership with the Town of Bradford West Gwillimbury, held the Youth Entrepreneur Business Plan Competition Pitch at the Bradford Public Library. Young entrepreneurs, all under 29 years of age, came out to pitch their business ideas, hoping to win the top prize of \$500 and mentoring support.

Youth Entrepreneurship was also recognized through the Youth and Junior Youth Entrepreneurship Awards.

Small Business Week 2019

Join us for a day of information sharing, action planning and networking. This is a **free event** for everyone involved in employee hiring and retention. Lunch will be provided.

Closing Your Talent Gap – Recruitment and Retention

Thursday, October 17, 2019

10 a.m.-3 p.m.

The Club at Bond Head - 4805 Line 7

Register by October 10:

705-435-1540 ext. 108 or
robin@nottawasaga.com

