



Nottawasaga Futures

Annual Report 2020

Adapting, Responding, Innovating

This project is funded by the Government of Canada through the Federal Economic Development Agency for Southern Ontario.

Ce projet est financé par le gouvernement du Canada à travers l'Agence fédérale de développement économique pour le Sud de l'Ontario.

Canada 

 Ontario



WE GRATEFULLY ACKNOWLEDGE OUR DEDICATED PARTNERS



- ◆ Adjala-Tosorontio Residents Association
- ◆ Adjala-Tosorontio 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
- ◆ 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.

2020 Board of Directors

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Colleen Colby	Alex Walker
Andie Cote	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 18 highly successful initiatives from April 1, 2020 to March 31, 2021 Nottawasaga Futures has:

- ◆ Created and or maintained over 350 jobs
- ◆ Provided over 682 in-depth consulting sessions to 284 South Simcoe businesses
- ◆ provided \$688,000 in loans from our Community Investment Fund to 10 local area businesses
- ◆ Held 7 Business Support Workshops
- ◆ Worked with 62 community partners
- ◆ Distributed \$2,079,888.67 in Regional Relief and Recovery funding
- ◆ Distributed \$252,500 through the Town of Bradford West Gwillimbury Emergency Business Sustainability Fund (EBSF)

This year has presented our communities with exceptional challenges. Nottawasaga Futures remains flexible and adaptable in supporting the needs of our local business community.

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 moving forward:

2020 was a year of focusing priorities and adapting to the changing economy. We continue to prioritize 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 strategies and resources to adapt to the economic challenges created by the Pandemic COVID –19
- ◆ 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 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



Nottawasaga Community Futures Development Corporation is a non-profit corporation serving South Simcoe. We were created in 2004 to identify, develop and coordinate initiatives to support the economic needs of our communities. Presently, we participate in or lead 18 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. 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 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 seventeen 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 and our Business Incubator Program.

The Community Investment Fund and Resource Centre

During the Fiscal year April 1, 2020—March 31, 2021 the Nottawasaga Futures Investment Fund Committee has approved 10 loans, injecting a total of \$688,000 into our local community. This leveraged \$350,000 from third party or owner investment. An additional \$2,079,888.67 was disbursed under the Regional Relief and Recovery program.

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 PARO Centre for Women's Enterprise. This past year 4 loans have been distributed for a total disbursement of \$3000.

Along with lending and coaching, the Business Excellence Resource Centre hosted 7 business information workshops to support networking and information sharing.

Special events included:

- ◆ How to Get Your Business on Line, Selling Your Expert Services
- ◆ Beyond Covid-19, Business Continuity and Recovery
- ◆ Ask An Expert Series, Mental health
- ◆ eCommerce Accelerator



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, 2020—March 31, 2021:

- ◆ 17 film inquiries conducted
- ◆ Over \$55,500 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.

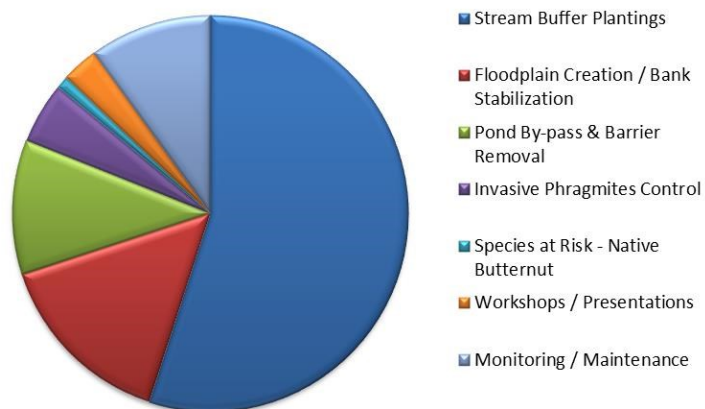
Events supporting the identified goal in 2020 included the annual AgKnowledge Forum, support for green transition activities for the farm operator and partnership in the Business Transition Program for operators looking to retire, sell or purchase a farming business.

South Simcoe Streams Network

The South Simcoe Streams Network is in its thirteenth 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 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



Regional Relief and Recovery Program

The Regional Relief and Recovery Fund (RRRF) provides liquidity support to businesses and not-for-profit organizations affected by the economic impacts of COVID-19. Businesses are eligible if they are unable to access other federal relief measures, or require additional support. The Fund, valued at more than \$2 billion nationally, is delivered by Canada's regional development agencies. In southern Ontario, \$436.4 million is being delivered by FedDev Ontario and the Community Futures Development Corporations (CFDCs).

In order to provide targeted assistance in the small towns and communities they serve, CFDCs are helping a range of businesses, such as retail shops, restaurants, corner stores, and businesses of strategic importance to their communities, with loans up to \$60,000. Not-for-profit (NFP) organizations that provide support services to SMEs as well as those engaging in commercial activities will be eligible for liquidity support.

Between May 2020-March 2021, Nottawasaga Futures has injected \$2,079,888.67 into the South Simcoe community through this fund, and assisted 49 businesses, and helped maintain over 90 jobs.

The Emergency Business Sustainability Fund



The Emergency Business Sustainability Fund (EBSF) was created when the Town of Bradford West Gwillimbury made a one-time grant of \$250,000 to Nottawasaga Futures in order to provide emergency relief to local small businesses. Grants of \$2,500 were available to eligible home-based businesses, and \$5,000 to eligible small businesses with fewer than 10 employees operating full time in the Town of Bradford West Gwillimbury. Through this innovative partnership, the EBSF was able to offer relief to 57 small or home based businesses with funding of over \$250,000.

BizLink

The goal of this collaborative program is to assist local entrepreneurs to buy or sell a business within Simcoe County. Our goal is not only to provide very low cost membership to the on line business matching service, SuccessionMatching.com but to support our local businesses through every step of the transition process. Nottawasaga Futures is partnering with the Orillia Community Development Corporation, the Centre for Business, Community Futures North Simcoe and the Ontario Trillium Foundation to deliver this innovative program.

Business Transition Matching Program!



- Connecting buyers & sellers
- Information & training through transition, buyout or sale
- Three levels of privacy to control who sees your information

Limited spots available!

To find out if you qualify, contact:



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Colleen Colby
Nottawasaga Futures
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Brooke Girdwood
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Lois Irvine
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Youth Entrepreneurship Program

Nottawasaga Futures is proud to assist in the introduction of entrepreneurship as a viable career option to South Simcoe Youth through the Be Your own 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.



YOUNG
ENTREPRENEUR 101