



Nottawasaga Futures



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

Adapting

Responding

Innovating

**ANNUAL
REPORT 2021**

ced@nottawasaga.com

nottawasaga.com

Table of Contents

Supporting Our Business Community	3
Our Corporate Goals & Our Mission	4
Our Goals.	4
Our Mission	5
Providing Choice and Opportunity	6
2021 Our Year In Review	7
The Community Investment Fund	7
Resource Centre.	8
CEBA-Like Program	9
Regional Relief and Recovery Fund Success Story	10
Business Consulting Program	12
Youth Entrepreneurship Program	13
South Simcoe Film Production	14
BizLink.	15
South Simcoe Streams Network	16
Agricultural Action Plan	18
Core Activities	19
Building Community Capacity.	19
Looking Forward	20
Priorities Moving Forward	20
The Organization.	21
Our Dedicated Partners	22

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 19 highly successful initiatives from April 1, 2021 to March 31, 2022 Nottawasaga Futures has:

- ♦ Created and or maintained over **100 jobs**
- ♦ Provided over **400 in-depth consulting sessions to 210 South Simcoe businesses**
- ♦ Provided **\$638,792** in loans from our Community Investment Fund to **10 local area businesses**
- ♦ Held **18 Business Support Workshops**
- ♦ Worked with **63 community partners**
- ♦ Distributed **\$120,000** Regional Relief and Recovery funding through the CEBA-Like Program

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 & Our Mission

Our Goals

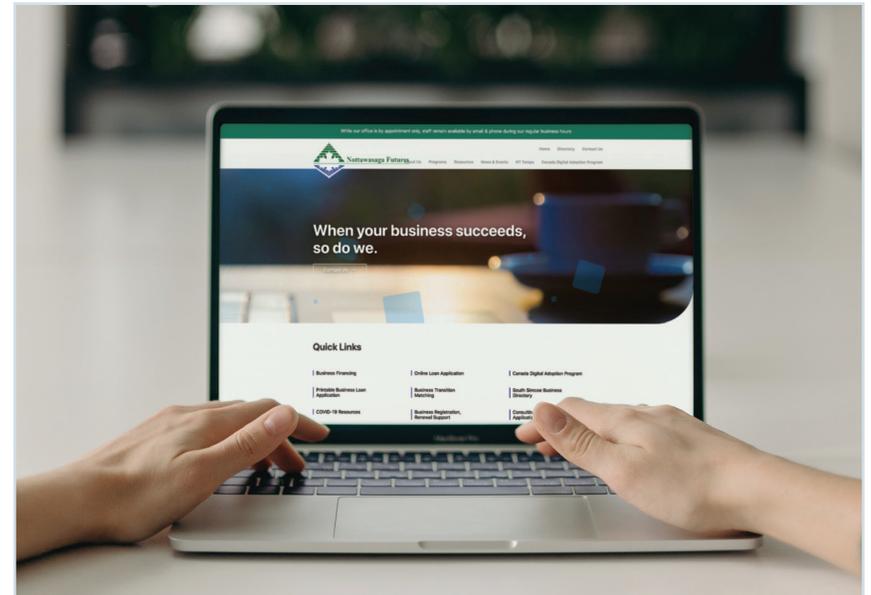
- ✓ Encourage community flexibility to respond to a changing environment through government liaison and human resource development.
- ✓ Increase availability of comprehensive resources to facilitate community interest based growth, through partnership development.
- ✓ Support and help community based 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 2004 to identify, develop and coordinate initiatives to support the economic needs of our communities. Presently, we participate in or lead **19 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, electronic resources, business coaches, consultants, and an Investment Fund loans officer. *All of our 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
- ♦ Our Business Incubator Program

2021 Our Year In Review

The Community Investment Fund

During the Fiscal year *April 1, 2021—March 31, 2022* the Nottawasaga Futures Investment Fund Committee approved **10 loans**, injecting a total of **\$638,792** into our local community. This leveraged **\$2,257,150** from third party or owner investment. An additional **\$120,000** was disbursed under the CEBA-Like Regional Relief and Recovery program.

\$638K

Injected a total of \$638,792 into our local community.

10 Loans

The Nottawasaga Futures Investment Fund Committee approved 10 loans.

\$2.2M+

Leveraged \$2,257,150 from third party or owner investment.

\$120K

An additional \$120,000 was disbursed under the CEBA-Like Regional Relief and Recovery program.

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. This past year 1 loan was distributed for a total disbursement of \$1,000.

Resource Centre

Along with lending and coaching, the Business Excellence Resource Centre hosted **18 business information workshops** to support networking and information sharing.

Special events included:

- ♦ Small Business Week Cybersecurity Workshop
- ♦ AgKnowledge Forum—South Simcoe Agriculture Stronger Together
- ♦ Ask An Expert Series—Business Transitions, How to Stay in Control

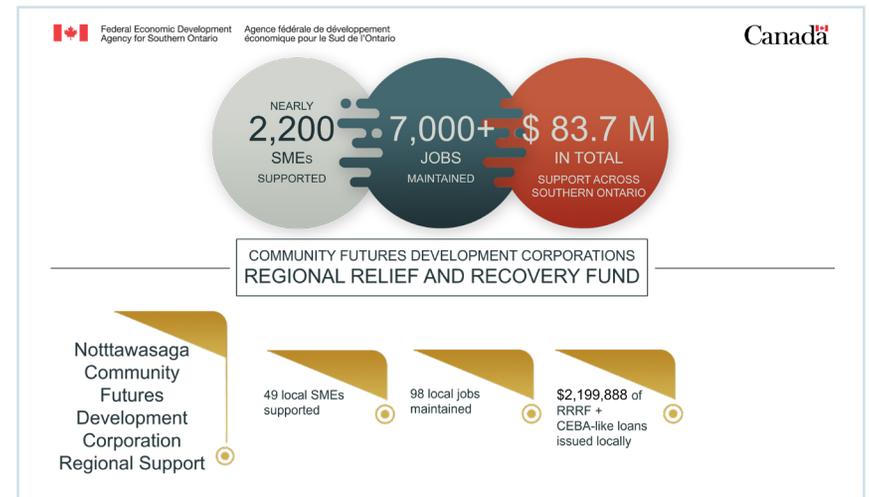


CEBA-Like Program

As part of Canada's COVID-19 Economic Response Plan, the Regional Relief and Recovery Fund (RRRF) assisted businesses and organizations across Canada to mitigate financial pressures caused by the pandemic.

\$536.4 million of RRRF funding was delivered by FedDev Ontario alongside local Community Futures Development Corporations and other partners in southern Ontario. This support helped southern Ontario businesses and organizations weather the economic impacts of COVID-19, sustaining more employers for recovery and keeping more people employed—protecting more than **25,500 jobs**.

Through the program Nottawasaga Futures was able to provide **\$120,000 in liquidity support** to businesses in South Simcoe.



Regional Relief and Recovery Fund Success Story

Canada's COVID-19 Economic Response Plan has helped to protect millions of jobs, provide emergency support to families, and keep businesses afloat as they deal with the impact of COVID-19. A central part of this is the Regional Relief and Recovery Fund (RRRF), which helps support those who may not be eligible for other programs.

Since May 2020, Community Futures Development Corporations (CFDCs) have been delivering targeted RRRF support to businesses in their communities. With their local expertise and connections, southern Ontario CFDCs have been trusted partners of the Federal Economic Development Agency for Southern Ontario (FedDev Ontario) to deliver this funding to support local businesses that have been impacted by the COVID-19 pandemic to stay afloat and maintain jobs.

Between May 2020–July 2021, Nottawasaga Futures has injected **\$2,199,888.67** into the South Simcoe community through this fund, and assisted **49 businesses**, and helped maintain over **90 jobs**. The funding is making a difference in the South Simcoe area by providing businesses the support they need to navigate the uncertainty of the pandemic while finding ways to grow for the future.

For example, Alliston Flooring Inc., which supplies and installs different types of flooring for retail and commercial clients, located in Alliston, was struggling because of the COVID-19 pandemic. With RRRF support through Nottawasaga Community Futures Development Corporation they received liquidity support and have expanded their operations and have pivoted to a virtual

sales model. Alliston Flooring Inc. is now better positioned for sustainability and growth. The funding has provided the company with the ample runway to weather the storm and to be there for their customers when they needed them.

“On a much larger scale the RRRF Funding has allowed us to be more competitive by instituting an app that enables our showroom to be virtual, where we can have client meetings and be able to offer them the same experience as if they were physically in the store.”

– Nana Boateng, Alliston Flooring Inc.



Business Consulting Program

Our professional staff is experienced and knowledgeable about the local market and understands the challenges faced by businesses.

Nottawasaga Futures, in partnership with the Town of Bradford West Gwillimbury, Town of Innisfil, and the Town of New Tecumseth, provides business services. These include one-on-one counselling at no charge to assist entrepreneurs in creating a new business or existing businesses looking for guidance in marketing, purchasing, exporting, business plans, financial projections, succession plans and sources of financing and programs.



Nottawasaga Futures Consulting Program

With the unprecedented economic impacts of COVID-19, having access to professional services is critical for the success of any business. However, not all business owners can easily afford these costs.

Nottawasaga Futures Consulting Program provides eligible businesses with access to free professional advice, including accounting, legal, financial, marketing, mental health, start-up and more.

Eligibility :

- Businesses must operate in one of the following municipalities :
 - Township of Adjala Tosoronto
 - Town of Bradford West Gwillimbury
 - Township of Essa
 - Town of Innisfil
 - Town of New Tecumseth

To learn more contact Nottawasaga Futures • 705-435-1540

 WHEN YOUR BUSINESS SUCCEEDS, SO DO WE

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 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 2021, 5 participants successfully completed the Becoming the Boss program.

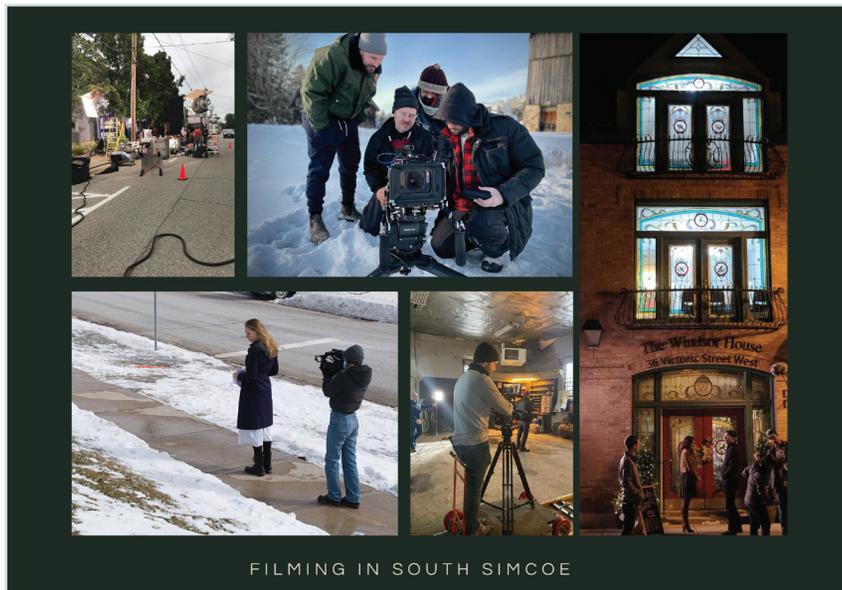


South Simcoe Film Production

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, 2021—March 31, 2022:

- 15 film shoots
- 34 filming days
- Over \$98,000 worth of community impact



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, Community Futures South Georgian Bay, Community Futures North Simcoe and the Ontario Trillium Foundation to deliver this innovative program.

BizLink
Buyers. Sellers. Connected.

We have the experience to set you up for success

Ontario Trillium Foundation / Fondation Trillium de l'Ontario
 BizLink
 Buyers. Sellers. Connected.
 CDC
 COMMUNITY FUTURES SOUTH GEORGIAN BAY
 Nottawasaga Futures
 NORTH SIMCOE/SIMCOE WOOD
 Community Futures Development Corporation / Société d'aide au développement des collectivités

South Simcoe Streams Network

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

This program continues to draw multi-sector and community support, even with reduced volunteer numbers and COVID protocols in place.

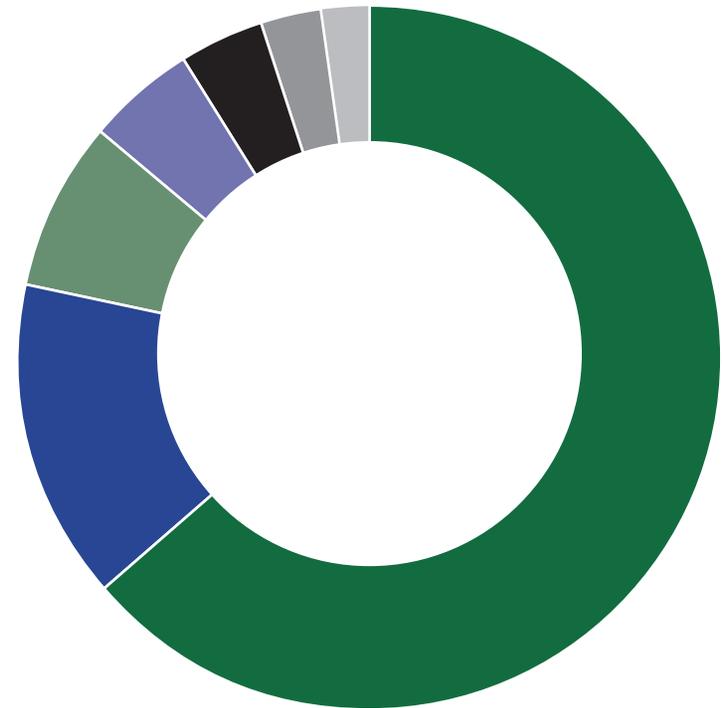
Since its inception in 2008, volunteers and partner collaborations have enabled the planting of **over 60,000 native trees and shrubs** along our local waterways, engagement in strategic invasive species control and thousands of meters of floodplain and bank stabilization work. Through partnerships and community involvement, this program has developed innovative, action-oriented ways to improve and protect local environments.



Tribute to Ontario Trillium Foundation & Community at South Simcoe Streams Network Volunteer Tree Plant along the Nottawasaga River, October 16 2021

Connecting Partners & Volunteers!

SSSN Stream Restoration Projects



- **65%** Stream Buffer Plantings
- **15%** Floodplain Creation & Bank Stabilization
- **8%** Pond By-pass & Barrier Removal
- **5%** Invasive Phragmites Control
- **4%** Species at Risk: Native Butternut
- **3%** Workshops & Presentations
- **1%** Monitoring & Maintenance

Agricultural Action Plan

The objective of this initiative:

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 2021 included the annual AgKnowledge Forum, mental health, farm safety and workplace safety support for the farm operator and partnership in the BizLink Program for operators looking to retire, sell or purchase a farming business.



Core Activities

Building Community Capacity

Nottawasaga Futures provided support for:

- ◆ South Simcoe Streams Network
- ◆ Local Immigration Partnership
- ◆ Tri County Food Entrepreneurship Project
- ◆ South Simcoe Film Program

Core Activities:

- ◆ Continue to develop the activities, tools, and resources available in our online Business Excellence Resource Centre
- ◆ Ensure access for local businesses to our Community Investment Fund
- ◆ Continue to expand our youth programming
- ◆ 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

Priorities Moving Forward

In 2021 we found ourselves still in the thick of a worldwide pandemic. In the past year our priority has remained to do everything we could to continue to support business owners in South Simcoe. We remain committed to the success of our local business community and entrepreneurs.

2021 was a year of transition for Nottawasaga Futures as well. New digital resources and client friendly tools were created and implemented to better support clients for years to come.

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.

A Heartfelt Thanks

A heartfelt thanks goes out to our dedicated volunteers. Your continuous and diligent efforts have contributed to our success. Thank you for the generous contribution of your valuable time and energy.

The Organization

2021 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
- ♦ **Helen Mabee**
Director
- ♦ **Licinio Miguelo**
Director
- ♦ **Vincent O'Brien**
Director
- ♦ **Mary-Ellen O'Neill Madeley**
Director
- ♦ **Keisha-Ann Shaw Hill**
Director
- ♦ **Rachael Tracey**
Director

2021 Staff

- ♦ **Robin Brown**
- ♦ **Colleen Colby**
- ♦ **Andie Cote**
- ♦ **Martin Kuzma**
- ♦ **Katherine Passer**
- ♦ **Silvia Pedrazzi**
- ♦ **Alex Walker**
- ♦ **Marlene Walker**

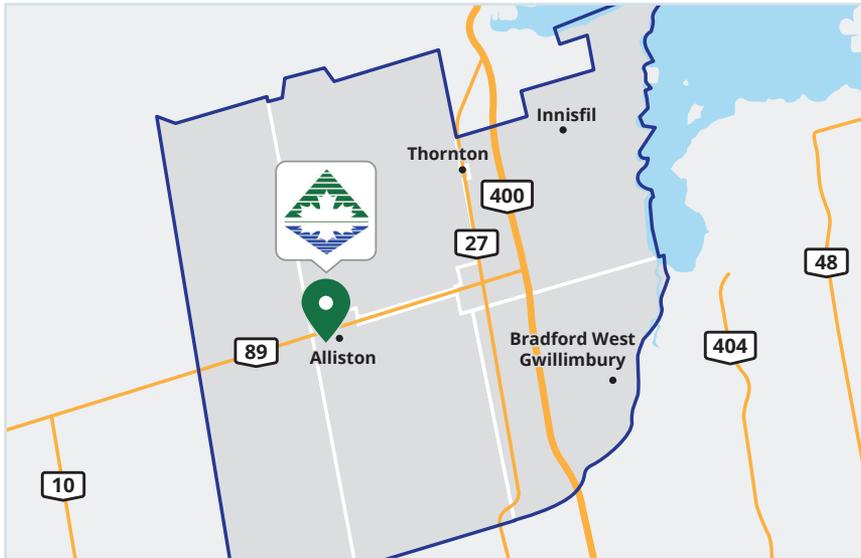
Our Dedicated Partners

- ♦ Adjala-Tosorontio South Simcoe Streams Project Team
- ♦ Agilec
- ♦ Alliston & District Chamber of Commerce
- ♦ Alliston Business Improvement Association
- ♦ Alliston Lion's Club
- ♦ Angus & Area Chamber of Commerce
- ♦ Banting Memorial High School
- ♦ BDC
- ♦ Beeton Tottenham Business Improvement Association
- ♦ Bradford Board of Trade
- ♦ Bradford Immigrant Services
- ♦ Brookfield Homes
- ♦ Bruce County
- ♦ Christian Farmers Federation of Ontario
- ♦ Citizen and Immigration Canada
- ♦ City of Barrie
- ♦ Community Futures South Georgian Bay
- ♦ Cookstown and District Chamber Of Commerce
- ♦ County of Simcoe
- ♦ Dufferin Simcoe Land Stewardship Network
- ♦ Environment Canada
- ♦ F&P Manufacturing
- ♦ FOCUS Community Services
- ♦ Futurpreneur
- ♦ Georgian College – HBEC
- ♦ Grey County
- ♦ Henry Bernick Entrepreneurship Centre
- ♦ Holland Marsh Growers Association
- ♦ Honda of Canada Mfg.
- ♦ Lake Simcoe Region Conservation Authority
- ♦ Michael Dinner
- ♦ 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 Creates
- ♦ Ontario Federation of Anglers and Hunters
- ♦ Ontario Ministry of Agriculture, Food and Rural Affairs
- ♦ Ontario Trillium Foundation
- ♦ Orillia and Area CDC
- ♦ PARO
- ♦ Prestrin Group
- ♦ Sandbox Barrie
- ♦ Simcoe County District School Board
- ♦ Simcoe County Federation of Agriculture
- ♦ Simcoe Muskoka Catholic District School Board
- ♦ Simcoe Muskoka District Health Unit
- ♦ Simcoe Muskoka Workforce Development Board
- ♦ Simcoe Parts Service
- ♦ Small Business Centre of Barrie, Simcoe County and Orillia
- ♦ Social Enterprise Network of Central Ontario (SESCO)
- ♦ Sommerville Nurseries
- ♦ South Georgian Bay Small Business Enterprise Centre
- ♦ South Simcoe Community StartUp
- ♦ 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

39 Victoria St E, PO Box 184
Alliston, ON L9R 1V5

Phone: (705) 435-1540

Fax: (705) 435-6907

Toll-Free: 1-800-509-7554

Email: ced@nottawasaga.com

Website: nottawasaga.com

Follow Us:

-  [@NottawasagaNews](https://twitter.com/NottawasagaNews)
-  [/NottawasagaFutures](https://www.facebook.com/NottawasagaFutures)
-  [nottawasagafutures](https://www.instagram.com/nottawasagafutures)
-  [Nottawasaga Futures](https://www.youtube.com/NottawasagaFutures)
-  [Nottawasaga Futures](https://www.linkedin.com/company/NottawasagaFutures)