



Nottawasaga Futures



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

*Adapting*

*Responding*

*Innovating*

**ANNUAL  
REPORT 2023**

*ced@nottawasaga.com*  
**nottawasaga.com**

# Table of Contents

<b>Supporting Our Business Community</b>	<b>3</b>
<b>Our Corporate Goals &amp; Our Mission</b>	<b>4</b>
Our Goals	4
Our Mission	5
Providing Choice and Opportunity	6
<b>2023 Our Year In Review</b>	<b>7</b>
The Community Investment Fund	7
Resource Centre	9
Memories from 2023	10
Film Friendly Vendor Workshop Series	12
Business Consulting Program	13
Skills in Action	14
Camphill Communities Ontario Maple Syrup Social Enterprise	15
HBEC Newcomer, Immigrant Workshop and Research Series	16
BizLink	17
Youth Entrepreneurship Program	18
Agricultural Action Plan	19
South Simcoe Film Production	20
Attracting Film Production to Small Town Ontario	21
South Simcoe Streams Network	22
<b>Core Activities</b>	<b>23</b>
Building Community Capacity	23
<b>Looking Forward</b>	<b>24</b>
<b>The Organization</b>	<b>25</b>
<b>Our Dedicated Partners</b>	<b>26</b>

## 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, 2023 to March 31, 2024 Nottawasaga Futures has:*

- ♦ Created and or maintained over **180 jobs**.
- ♦ Provided over **500 in-depth consulting sessions** to over **220 South Simcoe businesses**.
- ♦ Provided **\$904,000** in loans from our Community Investment Fund to **12 local area businesses**.
- ♦ Held **18 Business Support Workshops**.
- ♦ Worked with **69 community partners**, and **over 700 volunteers**.

At Nottawasaga Futures, we recognize the crucial role that small businesses play in our economy. Throughout 2023-2024, we've focused on providing financial support and expert advice to entrepreneurs across South Simcoe, helping them adapt to economic fluctuations and new market realities.

Looking ahead, we will continue to strengthen our collaborations with community partners to ensure that local businesses have the support they need to overcome challenges and seize opportunities for growth and success.

# Our Corporate Goals & Our Mission

## Our Goals

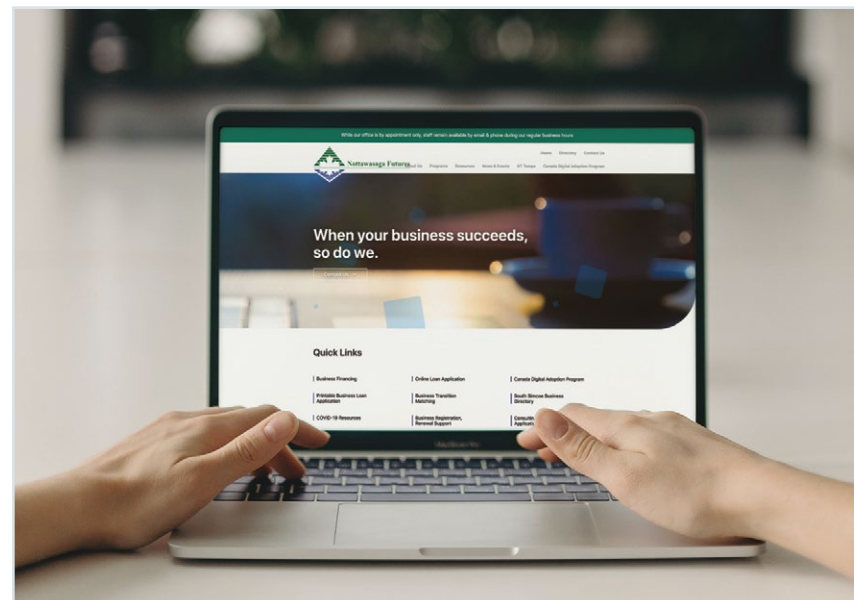
- ✓ Encourage community flexibility to respond to a changing environment through government liaison and human resource development.
- ✓ Increase availability of comprehensive resources to facilitate community interest-based growth, through partnership development.
- ✓ Support and help community-based 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 20 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
- ♦ The South Simcoe Streams Project
- ♦ The Youth Entrepreneurship Program
- ♦ The Film Friendly Vendor Workshop Series

# 2023 Our Year In Review

## The Community Investment Fund

During the fiscal year **April 1, 2023 and March 31, 2024**, the Nottawasaga Futures Investment Fund Committee approved **12 loans**, injecting a total of **\$904,000** into the local community. This leveraged over **\$615,000** from third-party or owner investment, resulting in significant financial support for local businesses. Furthermore, the loans helped create or preserve over **35 jobs**, contributing to the overall economic growth of our community.



*Moon Café & Craft Beer Innisfil*



## By the Numbers in 2023-2024

# 12 Loans

The Nottawasaga Futures Investment Fund Committee approved 12 loans.

# \$904K

Injected a total of \$904,000 into our local community.

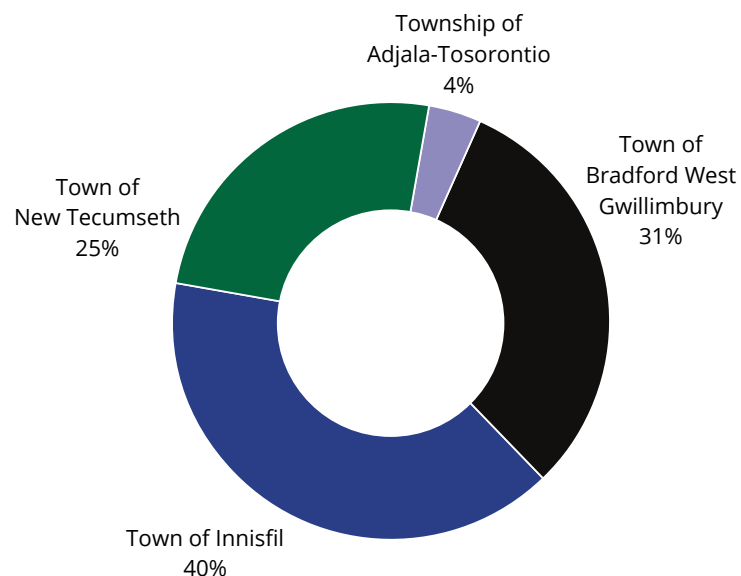
# 220+

South Simcoe businesses were assisted.

# 180+ Jobs

180+ jobs were impacted.

## 2023-2024 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 **18 business information workshops** to support networking and information sharing.

### Special events included:

- ♦ Small Business Week—Economic Challenges: Entrepreneur's Finance Seminar
- ♦ Is Anti-Virus Enough? Cyber Security for your Business
- ♦ BizLink – Your Entrepreneurial Journey

## YOUR ENTREPRENEURIAL JOURNEY

*Don't Travel Alone*

REGISTER NOW

April 5, 2023

Casino Rama

9:00 am - 3:00 pm

\$20 + HST

FEATURING:

**Guest Speakers, including Barb Simmons**  
**The Value of Mentorship and Knowledge Transfer**  
 Building and transitioning successful businesses. Stories and insights on entrepreneurship from the Assistant Deputy Minister, Office of Women's Social and Economic Opportunity.

**Local Entrepreneurs**  
 Sharing their own stories of Start-up, Growth and Transition

**Networking, Lunch, Prize Draws and Much More!**

# Memories from 2023



***South Simcoe Streams Network (SSSN) – Shoutout to the Volunteers for our 2023 Summer Stream Restoration Event (June 2023)***



***Learning how to protect their business at the Cyber Security Event (December 2023)***



***Full house for the 2023 AgKnowledge Forum (March 2023)***



***Thank you Minister Filomena Tassi and Mayor Richard Norcross for visiting us to discuss economic priorities for our region (September 2023)***



***Great turn out to our film and television production in Simcoe County workshop (November 2023)***



# Film Friendly Vendor Workshop Series

*In Partnership with the South Georgian Bay Media Association and funded by the County of Simcoe.*

Businesses in Simcoe County were encouraged to engage with the film industry to enhance their operations, presenting a valuable **opportunity for growth**. The workshops provided insights into the thriving film and television production scene, focusing on how local businesses could succeed as vendors. A diverse group of participants, including hoteliers, caterers, equipment rental companies, and more, attended these workshops. The series, **attracting over 200 attendees**, addressed various interests from space rentals to sustainability in the film sector.



**Becoming a Film-Friendly Vendor in Simcoe County**

→ **4 Oct 2023**  
10:00 AM - 12:00 PM **DMZ Innisfil**

Unlock the potential of the film industry to **grow your business.**

**Register:** [filmfriendlyinnisfil.eventbrite.ca](https://filmfriendlyinnisfil.eventbrite.ca)

Presented by:       

# 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 counselling 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.



**LIVE**

**NEW!**

**BUSINESS COACHING**

Get business advisory services on Social Media, Digital Marketing & Artificial Intelligence (AI) through Nottawasaga Futures.

Visit: [nottawasaga.com](https://nottawasaga.com)

# Skills in Action

*Skills in Action is an online training portal developed by the CBDC Restigouche.*

This portal focuses on Skills for Success to **enhance the skill sets** of Canadian workers, offering workplace training and management tools through an online platform. This training tool, which includes pre-assessments, post-assessments, and various learning modules, helps prepare the Canadian workforce to **acquire new skills**.

Through this program, seven businesses in South Simcoe and **over 30 participants** have successfully enhanced their skills.



**Free online trainings available!**  
Are you a Canadian small or medium enterprise (SME) looking to enhance your employees' everyday skills in the workplace?

Nottawasaga Futures is searching for SMEs in rural regions of Canada to participate in value training based on the new "Skills for Success" model. The trainings are offered in both official languages to prepare rural Canadians for the realities of the labour market.

Skills in Action is an online training portal that offers a training solution to enhance the everyday skills of Canadian workers. This online platform includes workplace training and management tools to plan, manage and deliver free trainings to your employees.

**Learn how to get started, and your business could earn up to \$2,000 plus additional incentives per employee!**

**Benefits of the online training portal:**

- Enhanced skills in the workplace after completing each of the following trainings: Getting Ready with Workplace Skills for Success, Reading, Logic, Numeracy, Digital Skills, Problem Solving and Social Emotional Skills
- Increased productivity
- Better quality of work
- Improved workplace health and safety
- Better use of technology
- Increased staff retention

Contact us now for more information about the initiative and how to get involved!

**Spaces are limited!**

Martin Kutyna, Project Manager  
martin.kutyna@nottawasaga.com  
Nottawasaga Futures

Canada  
This project is funded by the Government of Canada under the "Future Skills" program  
Nottawasaga Futures  
CBDC RESTIGOUCHE

# 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. Additionally, this program also aims to *strengthen connections* within the entrepreneurial ecosystem for these groups.



**MARKETING & BRANDING**  
NETWORKING SKILLS WORKSHOP

Speaker:  
**CANDICE THOMAS**

Thursdays, September 21st  
2PM - 3PM  
Bradford Public Library

**ACCELERATE NOW**

# 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.



Want to buy a business in Simcoe County?

**Turn-Key Wing Restaurant For Sale**

A well-established, profitable, and fully licensed wing restaurant and bar, which has been a local favorite for nearly 20 years. Situated near Base Borden, in a rapidly growing community. The business offers turn-key operations with established systems, marketing, and delivery services, all without franchise fees.

**Key Details:**

- Owner Retiring
- Established: 20 Years
- Number of Employees: 12
- Licensed under AGCO
- 59 Seats Inside, plus 39 seats on patio

**Asking price \$499,000 CAD**

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

**Nottawasaga Futures**

Martin Kuzma  
Nottawasaga Futures  
705.435.1540  
martin@nottawasaga.com  
nottawasaga.com

Logos: Orillia Community Development Corporation, Community Futures South Georgian Bay, Community Futures North Simcoe, Ontario Trillium Foundation, Nottawasaga Futures, SuccessionMatching.com

# 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 counselling, mentorship, and group sessions throughout its duration. Nottawasaga Futures remains committed to providing ongoing assistance to participants beyond the scope and duration of the program.

In 2023, **five participants** successfully completed the **Becoming the Boss Program**.



**FOCUS**  
EMPLOYMENT SERVICES

## Becoming the Boss

Entrepreneurship Skills Training

Earn while you learn to start your own business  
Work with business experts  
Create a business plan

Starts December 11th, 2023  
\$16.55/hr (14 weeks, full-time)  
with FOCUS Employment Services

**Apply now!**  
youthatwork@focusdc.on.ca  
Text or call: 705-716-5595

Hybrid program running at  
46 Wellington Street West, Alliston

This project is funded in part  
by the Government of Canada

Canada

www.focusdc.on.ca

# Agricultural Action Plan

*The 2024 AgKnowledge Forum, held at the Gibson Centre in Alliston, was a successful event that showcased significant agricultural topics.*

The theme of the forum was **"Emerging Issues in the Ag Sector,"** and the discussions at the forum included an in-depth look at storm water management challenges and financial implications for the agricultural sector. The event featured a variety of presentations, including insights into local economic development strategies and labor market research relevant to agriculture, showcasing the region's dedication to supporting and enhancing the agricultural community.



NOTTAWASAGA FUTURES  
PRESENTS

## AgKnowledge FORUM 2024

### Emerging Issues in the Ag Sector

March 22, 2024 9:00am to 12:00pm | Registration 8:30am  
The Gibson Centre 63 Tupper St W, Alliston, ON L9R 1E4

FEATURED TOPICS

- Storm Water Management Charges**  
WITH TINA SCHANKULA  
Farm Policy Analyst at  
Ontario Federation of Agriculture
- Intro to Cap and Trade**  
WITH KEITH CURRIE  
President at Canadian  
Federation of Agriculture
- EDO Initiatives**  
WITH RUTH WALKER-SCOTT  
Economic Development Officer  
at County of Simcoe
- The Challenges for Trees**  
WITH FRED SOMERVILLE  
President at  
Somerville Nurseries Inc.
- Financing and Resources for Farmers**  
WITH ANDIE COTE  
Loans Officer at  
Nottawasaga Futures

**JOIN US FOR THIS  
FREE EVENT**

In partnership with:

TO REGISTER: (705) 435-1540 x 108 • TOLL FREE: (800) 509-7554 • ROBIN@NOTTAWASAGA.COM

# 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.*



# Attracting Film Production to Small Town Ontario

*The study examines how smaller towns near the GTA can attract film productions, capitalizing on their unique charm and economic incentives.*

It emphasizes the substantial economic contribution of the film sector to Ontario, specifically the potential for local economic growth through synergy with tourism. The report details challenges and strategies for developing film infrastructure and supportive policies in these towns. Strategic recommendations are offered to make these locations more appealing to filmmakers, ultimately aiming to extend Ontario's film industry reach and benefit local economies.

To access the report on Attracting Film Production to Small Town Ontario, simply scan the QR code for downloading.





# South Simcoe Streams Network

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

The program continues to successfully restore streams and habitats by engaging communities across South Simcoe County through coordinated efforts with municipalities, businesses, and conservation groups. In 2023 the South Simcoe Streams Network rallied over **700 volunteers** who participated in **23 stream restoration events**, demonstrating strong community involvement.

In the spring of 2023, the program hosted **18 tree-planting events** with the help of **621 volunteers** who contributed nearly **2,000 hours** to plant **over 5,000 trees and shrubs** across multiple sites in local watersheds. Significant efforts were made to stabilize more than half a kilometer of streambanks through in-stream restoration activities with various partners. These volunteer events also served as educational platforms to emphasize the importance of preserving stream ecosystems, maintaining biodiversity, and protecting water resources.



## Core Activities

### Building Community Capacity

*Nottawasaga Futures provided support for:*

- ♦ South Simcoe Streams Network
- ♦ Local Immigration Partnership
- ♦ Attracting Film Production to Small Town 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 deeply grateful to the staff, volunteers, and partnering organizations for their invaluable support of Nottawasaga Futures this year.

A heartfelt thank you goes to our staff for their remarkable efforts throughout the past year, and to the numerous organizations we collaborate with. Without your contributions, our achievements would not be possible.

Additionally, we extend our profound appreciation to our volunteers. As the backbone of our organization, volunteers provide governance, direction, loan approvals, and guidance, and we are immensely thankful for your time and dedication.

*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.
- ♦ Strengthen community partnerships and increase collaborative opportunities.
- ♦ Continuing to invest in our staff and volunteers to ensure the highest level of expertise and support.

# The Organization

## *Board of Directors*

- |  |  |
|--|--|
| ♦ <b>Brandon Lapstra</b><br><i>President</i>           | ♦ <b>Michael Disano</b><br><i>Director</i>             |
| ♦ <b>Keisha-Ann Shaw Hill</b><br><i>Vice President</i> | ♦ <b>Robert Glozier</b><br><i>Director</i>             |
| ♦ <b>Bob Marrs</b><br><i>Treasurer</i>                 | ♦ <b>Helen Mabey</b><br><i>Director</i>                |
| ♦ <b>Barbara Huson</b><br><i>Corporate Secretary</i>   | ♦ <b>Licinio Miguelo</b><br><i>Director</i>            |
|  | ♦ <b>Mary-Ellen O'Neill Madeley</b><br><i>Director</i> |

## *Staff*

- |                        |                          |
|------------------------|--------------------------|
| ♦ <b>Robin Brown</b>   | ♦ <b>Theresa Parent</b>  |
| ♦ <b>Colleen Colby</b> | ♦ <b>Silvia Pedrazzi</b> |
| ♦ <b>Andie Cote</b>    | ♦ <b>Cailyn Stewart</b>  |
| ♦ <b>Martin Kuzma</b>  | ♦ <b>Marlene Walker</b>  |

# 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
- ♦ Camphill Communities Ontario
- ♦ Christian Farmers Federation of Ontario
- ♦ Citizen and Immigration Canada
- ♦ Collingwood Small Business Centre
- ♦ County of Simcoe
- ♦ DMZ Innisfil
- ♦ Dufferin Simcoe Land Stewardship Network
- ♦ Environment Canada
- ♦ 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

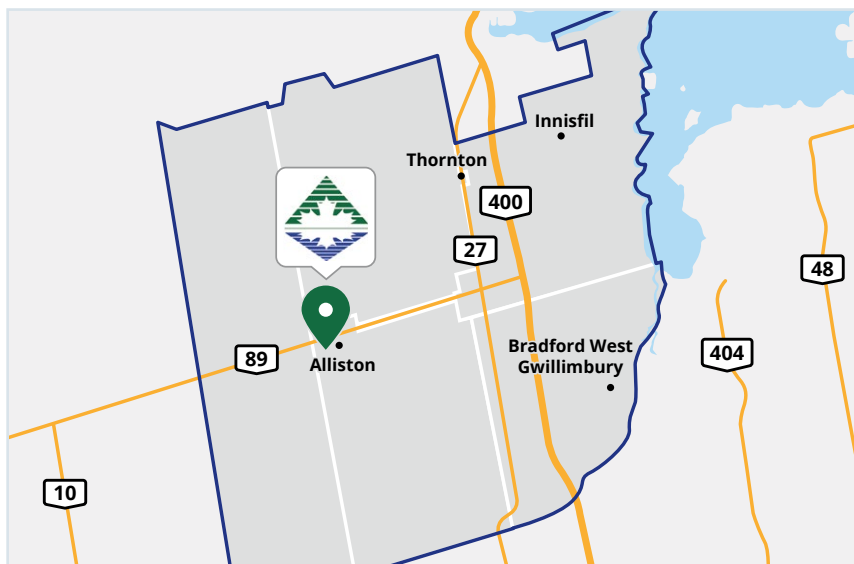
- ♦ Nottawasaga Steelheaders
- ♦ Nottawasaga Valley Conservation Authority - Healthy Waters Program
- ♦ NT Temps Inc.
- ♦ Ontario Federation of Agriculture
- ♦ Ontario Media Development Corporation
- ♦ Ontario Ministry of Agriculture, Food and Rural Affairs
- ♦ Ontario Trillium Foundation
- ♦ Orillia and Area CDC
- ♦ PARO
- ♦ Sandbox Centre—Hub for Shared Innovation & Entrepreneurship
- ♦ Simcoe County District School Board
- ♦ Simcoe County Federation of Agriculture
- ♦ Simcoe Muskoka Catholic District School Board
- ♦ Simcoe Muskoka Workforce Development Board
- ♦ Small Business Centre of Barrie, Simcoe County and Orillia
- ♦ South Georgian Bay Small Business Enterprise Centre
- ♦ 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](mailto:ced@nottawasaga.com)

**Website:** [nottawasaga.com](http://nottawasaga.com)

## Follow Us:

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