

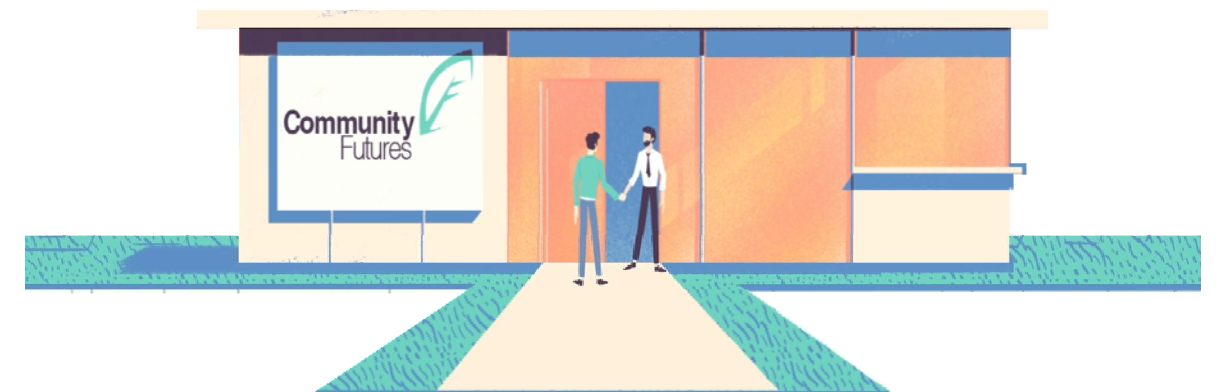


# Annual Report

## 2018 - 19



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### MISSION STATEMENT

To facilitate rural diversification through business and community economic development

## WHO WE ARE \* WHAT WE DO

**OUR MISSION**      “To facilitate rural diversification through business and community economic development”

OUR VISION “Healthy, thriving, diversified region”

OUR PURPOSE	“The purpose of Community Futures Peace Country is... to support community economic development, encourage rural diversification and innovation, stimulating and diversifying the regional economy through viable business plan development and developing innovative economic development initiatives”
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**OUR VALUES** Innovative • Entrepreneurial • Accountable economic diversification strategies



Community Futures (CF) is a national economic development program supported in western Canada by Western Economic Diversification Canada. Community Futures are nonprofit organizations guided by volunteer boards of directors and staffed with business professionals. Together, CF staff and community volunteers are actively engaged in

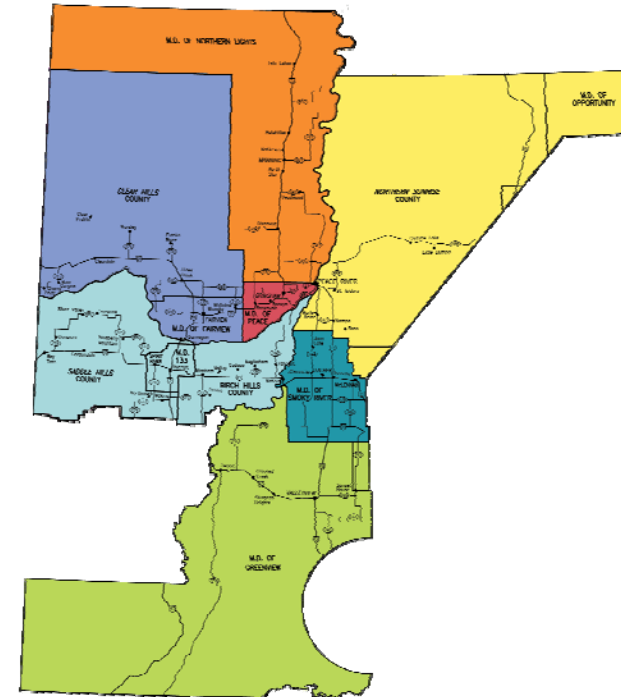
helping to develop and implement community-based economic development and diversification strategies. These strategies create growth within our rural communities one idea at a time.

**ACCESS TO CAPITAL** - Community Futures organizations (CFs) are developmental lenders. Priority is given to viable business ideas that result in wealth generation for the business and economic development for the community or region. CFs may invest in qualified business projects to a maximum of \$150,000.00. Terms and borrowing rates are competitive and tied to the cash flow of the business.

**BUSINESS SERVICES** - CFs provide a wide range of coaching and technical assistance to businesses, including support with business planning.

**STRATEGIC COMMUNITY PLANNING & SUPPORT** - For rural communities to continue to compete in a fast-changing world full of economic uncertainties, they must adopt new economic development strategies. These strategies must be focused and intentional, but also flexible enough to allow the community to capture new opportunities presented by a truly global market place. Community Futures organizations provide essential community support, and at times, community strategic planning leadership. Additionally, all CFs have access to special project funding designed to assist communities in successfully implementing identified economic diversification strategies.

## CFPC MAP



Population: 50,000

## 50 Communities

## 26 Municipalities

## 4 First Nations

122,000 square kms

## A PICTURE PERFECT YEAR!





## CED PROJECTS



**WIN 11:** The 11th Annual Women in the North Conference took place on April 11th & 12th in Peace River. In a continuing effort to bring relevant and timely information to women in business we expanded the conference into a two day event and kicked it off with a dinner, followed by our keynote speaker Marty Park of Evolve Business Group. The following day concentrated on training and education, starting with Jenifer Horvath of AWE, facilitating a hands on workshop called the Business Model Canvas. The “Let’s Talk!” Show portion of the event featured three business women in widely varied professions sharing their own entrepreneurial stories. We spent the afternoon learning from Kelly Martin-Harris and Amanda Robinson of Community Futures Tawatinaw Region, who traveled to Peace River to facilitate sessions on “Facebook for Business” and “Trade Shows and Marketing”, using the newly developed Community Futures Network of Alberta Training Modules. The entire conference is geared towards women and we had a total number of 101 registrations, with approximately 35 individual companies being represented.

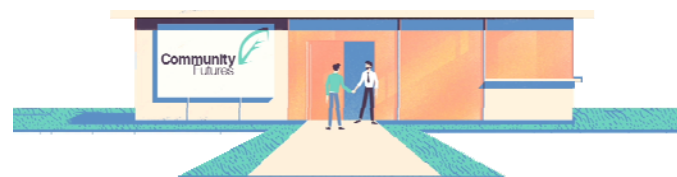
**LUNCH & Learn:** With the generous support of Alberta Labour and in partnership with the Peace River & District Chamber of Commerce and the Fairview & District Chamber of Commerce, Community Futures Peace Country concluded our 2nd year of facilitating the LUNCH & Learn program. Following on the heels of our successful pilot year, CFPC expanded the program to include the community of Fairview. Ten sessions were delivered between the two communities including topics on:



- Harassment in the Workplace
- Understanding Financial Statements
- Mapping Your Business
- The Canada Alberta Job Grant
- Easy Web Site Development
- Transforming Organizational Culture

A total of 136 people attended the sessions which were delivered by CF staff, local experts and Government of Alberta representatives.

Based on the outstanding success of the program, CFPC will continue to expand the program as we move into the next year, delivering timely and relevant topics to our local entrepreneurs.



## OUR BOARD & STAFF



**Gordon Nelson**  
Board Chair  
Manning



**Cheryl Anderson**  
1st Vice Chair  
County Of Northern Lights



**Frank Light**  
2nd Vice Chair  
Peace River



**Raoul Johnson**  
Director  
MD of Little Smoky



**Janet Sinkwich**  
Director  
Rycroft



**George Leger**  
Director  
Grimshaw



**Marie Dyck**  
Director  
Nampa

**Chair’s Message:** Community Futures Peace Country is composed of a volunteer Board of Directors, a general manager and a staff of business professionals each bringing different backgrounds, talents and personalities to the table. Like a three legged stool, it is not possible to say which of those legs is most critical to our CF. This unique mix creates an environment of genuine recognition and respectful appreciation of each person’s role. Each, in turn, lifts their share making it easier for the others and creating a culture of harmony in which we really do enjoy working together. It is that culture that ensures that Community Futures Peace Country continues to meet or exceed all performance targets set by our funder, Western Economic Diversification Canada.

Although there have been noticeable improvements, it is still quite clear that we continue to find ourselves in difficult economic times. The vacant buildings, idle equipment and empty windows tell a story of extreme stress for those who had invested heavily in their business plans. Entrepreneurs are the foundation of our local economy and it is the mission, vision and purpose of Community Futures to support them through the good times and the bad times.

We were sad, but understanding, when Janet Sinkwich felt that her other obligations made it necessary for her to resign her position as a director after nearly eight years of dedicated service. We wish Janet well in the future and will miss her input based on her extensive knowledge of managing a trucking business.

I look forward to our continued success as we support entrepreneurship in the region.



**Randy Hodgkinson**  
General Manager



**Deb Kalyn**  
Business Officer



**Sherry Crawford**  
Projects Coordinator



**Sheila Blumentrath**  
Office Administrator/CSR

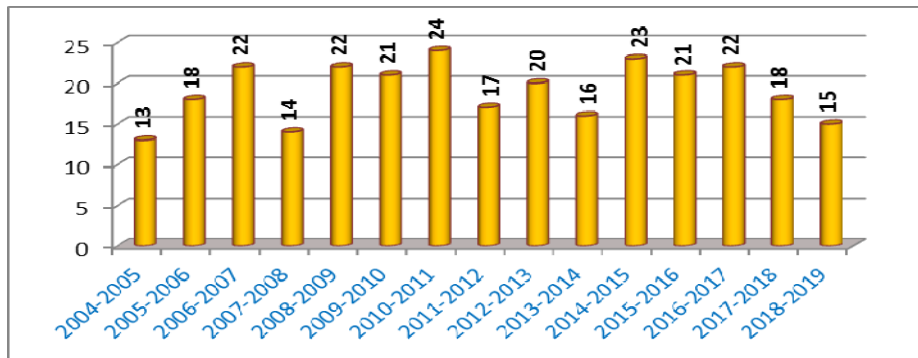
Community Futures Peace Country staff are knowledgeable, well trained and committed to providing their best to our clients and partners as we facilitate rural diversification through business and community economic development.



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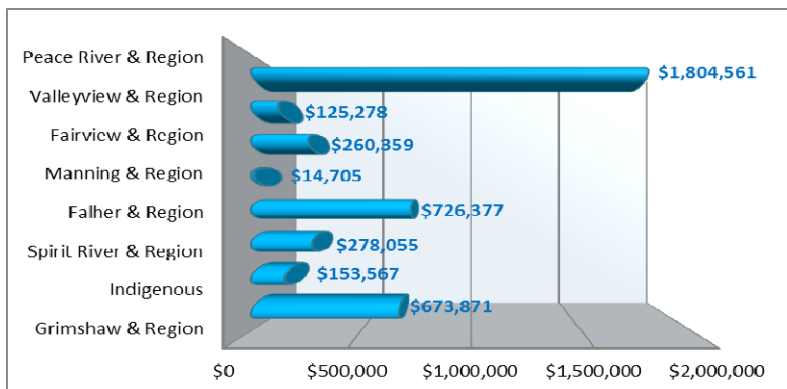
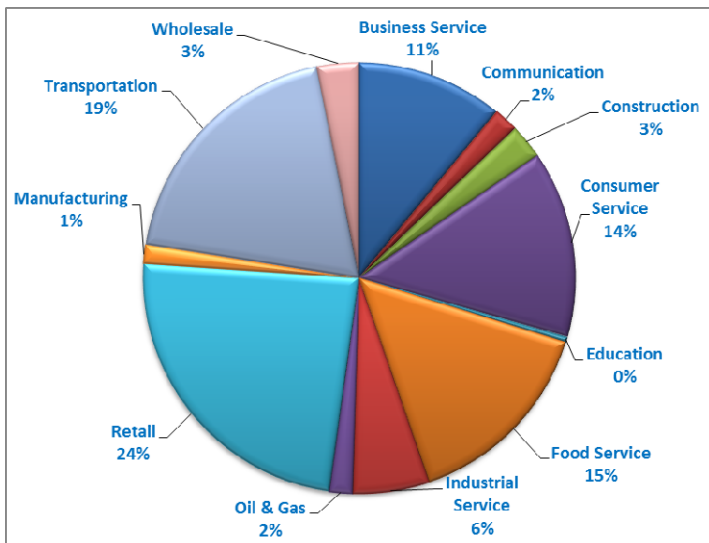
# BUSINESS LOAN STATS



NUMBER OF LOANS BY YEAR

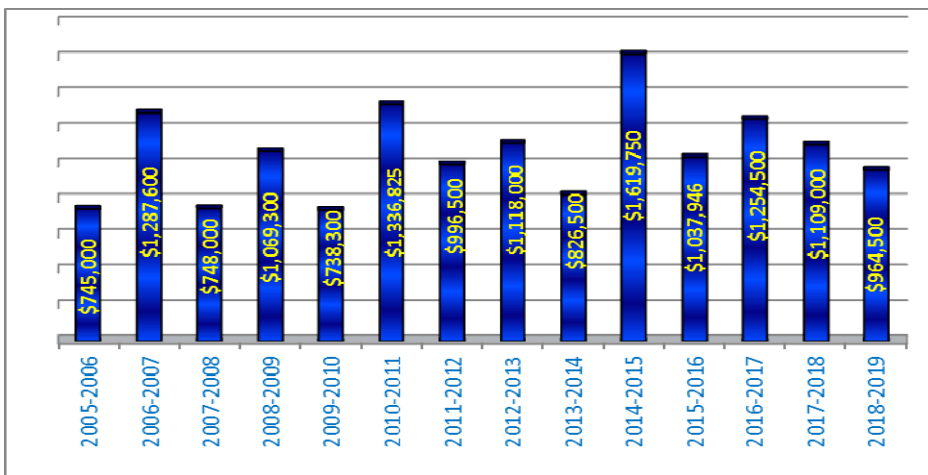
March 31, 2019

LOAN PORTFOLIO BY SECTOR



LOAN PORTFOLIO BY REGION

DOLLAR VALUE OF LOANS BY YEAR



# CLIENT HIGHLIGHTS

## Simply For Life - Peace River, AB



Passionate about fitness and healthy living, Dani Davis was very excited about the opportunity to buy the Simply for Life franchise in Peace River. In the fall of 2017, Community Futures assisted Dani with the development of her business plan, as well as with the financing of the franchise purchase. "Community Futures made it possible to pursue my dream of owning my own business and creating a life I've always wanted. With their help and encouragement, I was able to start off on the right foot and now I can continue to grow."

## Trinity Repair Ltd. - Berwyn, AB



In business for almost 20 years, Barry Dale's commitment to customer service has helped him build a thriving automotive repair business in Berwyn, AB. Community Futures helped Barry finance the purchase of the Berwyn Sales building in 2010. Community Futures also helped Barry with financing to renovate the building, upgrade garage equipment and the gas pumps. "Working with Community Futures has been a rewarding experience. When we needed help due to the economic downturn, Community Futures was there to lend a hand."

## 2G Parts & Equipment Ltd. - Grimshaw, AB



Long time friends and co-workers, Cam Geddes and Ray Gillon made the decision to leave their jobs, and open a business specialising in new and used after market parts for heavy equipment. Community Futures assisted Cam and Ray with the development of a sound business plan and with start-up capital to open their store. Located in Grimshaw, AB, 2G Parts and Equipment has expanded its customer base to now include agricultural equipment. "Thank you Community Futures, for the help and believing in us as we started this venture."

Growing communities one idea at a time.