

Performance Results for 2019-20 Community Futures South Fraser

Community Futures (CF) is a program that supports community economic development and builds the capacity of communities to realize their full sustainable potential. The purpose of the CF Program is to help communities develop and implement *local solutions to local problems*.

| Community Futures Performance Results | Results as of 2019-20 |
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| <i>Strong rural community strategic planning and implementation</i> | |
| 1. Total number of community-based projects (new & on-going) | 69 |
| 2. Total number of local and regionally-based community strategic plans developed and/or updated | 5 |
| <i>Rural access to business development services</i> | |
| 3. Total number of business training session participants | 432 |
| 4. Total number of business advisory services | 786 |
| <i>Rural access to capital and leveraged capital</i> | |
| 5. Dollar value of loans | 90,000 |
| 6. Total number of loans | 5 |
| 7. Number of jobs created/maintained/expanded through lending ¹ | 15 |
| Provide additional Information (e.g. Success stories, Links to priorities, leveraging work, communication events, etc...) | |
| <p>Community Economic Development started out in the beginning of the year focusing on supporting entrepreneurs to establish excellent customer service practices through lunch and learns with Main Street Businesses, engaging business in the tech sector with support through the Google Start-up Grind, the Innovation Network and by delivering market research workshops to start up entrepreneurs looking for help with their business plans. Throughout the year, CFSF engaged in supporting local non-profits with strategic planning sessions and also developed our own Strategic plan for the next 3 years. We also facilitated and sponsored workshops for the general population in marketing, personal branding, social media, finance and budgeting as well as CRA tax help seminars.</p> <p>In the final quarter, the economic effect of Covid-19 hit our local businesses and this caused our economic development strategy to pivot from a growth phase to a relief and recovery phase. CFSF joined two economic recovery groups that covered Chilliwack and Abbotsford and played an integral part in setting up the Support Local BC campaign for local business in each community. These economic recovery groups include business partners such as Chilliwack Economic Partners Corporation, Chilliwack and Abbotsford Business Improvement Associations, Chamber of Commerce, Tourism, Abbotsford Economic Development, as well as Sto:lo Community Futures, IRAP, and media partners from each community. These networks continue to work together to support local business in each community.</p> | |

¹ Estimated at the time of lending

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Training and Development for the staff included the Community Futures Fall Conference, BCEDA Summit, and Community Futures Spring Training. As the GM was new to the Community Futures family she attended the New General manager training at Spring Training.

A new loan policy was approved and implemented in the early part of the fiscal year.

CFSF continues to support cluster growth initiatives and innovation through participation in the Innovation Network and sponsorship of the “hackathon” in Chilliwack. This event did get postponed in the last quarter of the year due to the impacts of Covid-19.

Overall, CFSF had a successful year considering the impact of Covid-19 and the changeover of management part way through the year.

Kevin is an entrepreneur with a disability that had an idea to use his previous experience as a furniture maker to build garden boxes using his lean manufacturing practices. Kevin accessed the self-employment program to learn how to start up his business and then accessed funding from the entrepreneurs with disabilities program to get assistance with his social media campaign. Kevin also accessed a micro loan through the EDP Fund to set up his business and purchase the required material. He had a very successful first month and continues to grow his portfolio of products. The impact of Covid-19 turned many locals to gardening and Kevin’s product helped the community to grow their own vegetables in their back yard. This loan created 1 job and as it continues to grow will create a part time job.

Kim was a previous owner of a VQA wine store that closed due to a change in location of her store. Kim continued to run a wine club and saw the impact of losing the location had on her sales. Kim came to CFSF for a loan to open a kitchen and wine bar serving local farm to table and BC VQA wines. The loan helped her to hire 3 staff and start an unique concept to the Fraser Valley. Visitors come from all over to have flights of unique wines from the Okanagan without having to visit the wineries. Kim is a women entrepreneur that has enhanced the services available in the community for locals as well as drawing tourists to the community creating an economic impact.

| | Strategy | Project/Initiative (2 – 3 sentences) | Outcome Achieved |
|------------------|--|--|--|
| 1 (a) | Inclusiveness – primary focus on Indigenous peoples and women | Collaborative efforts with Sto:lo Community Futures in our region focus on Indigenous peoples. Total Makeover Challenge- supporting women through a transitional phase in their life to more positive outcomes | Presentation to over 25 women on the benefits of self-employment and the how-to of starting their own business. Hosted a location for their amazing race to bring groups of people to our offices and learn more about what community futures offers in our community. |
| 1 (b) | Inclusiveness – secondary focus on youth and persons with disabilities | Business Plan Made Simple – a project partnered with EDP to build a digital and user friendly booklet to assist persons with disabilities to navigate through a simple business plan template. | Booklet created on time and used by Community Futures Offices all over BC to help entrepreneurs with disabilities write business plans. |
| 2 | Cluster growth – focus on | Abbotsford Farmers Market – Value Added Agriculture – Board member and volunteer | Individuals come from all over the Fraser Valley to attend the Abbotsford Farmers Market. Products |

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| specialized clusters within: value-added agriculture. | supporting local Abbotsford growers to sell their products and goods at a popular market. | include fresh vegetables, herbs, soaps, local brews, dairy and farm products. The market sees up to 45 exhibitors with as many as 2000 visitors on a Saturday from May to October |
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Best Practices: CFSF offers free market research workshops to anyone interested in starting their own business and are looking for help with their business plan and wanting to know where to start.

Meaningful Community Based Projects: CFSF collaborates with the Chamber of Commerce and Downtown Chilliwack Business Improvement Association to offer the training for Lunch and Learns. These sessions have included training for main street businesses in providing exceptional customer service. CFSF collaborated with EDP to create the “Business Plan Made Easy” workbook that has been provided to all Community Future Offices as well as the “Marketing and Branding Basics” workbook. CFSF has collaborated with the local Chamber of Commerce to become a Pillar Partner for the Chamber and in return the Chamber has provided discounts for CF clients, promotion and marketing to member base, and major sponsor credit at their main events. This has proven to be a valuable partnership with our local Chamber to build awareness of Community Futures as well as support our local start-up businesses to make the connection they need with other businesses and organizations while they are building their business foundation.