

Performance Results for 2021-22 Community Futures Mount Waddington

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		2021-22
<i>Strong rural community strategic planning and implementation</i>		
1. Total number of community-based projects (new & on-going)		15
2. Total number of local and regionally-based community strategic plans developed and/or updated		2
<i>Rural access to business development services</i>		
3. Total number of business training session participants		63
4. Total number of business advisory services		286
<i>Rural access to capital and leveraged capital</i>		
5. Dollar value of loans		3,030,000
6. Total number of loans		20
7. Number of jobs created/maintained/expanded through lending ¹		28
Provide additional Information (e.g. Success stories, Links to priorities, leveraging work, communication events, etc...)		
<p>Over the past couple of years (stemming from Covid-19) we have worked with various organizations in the region (Regional District, Chambers, visitor centers, etc.) to set up a Customer Relationship Management (CRM) program called Executive Pulse. In 2021-22 the business data entry was completed and the CRM became operational. The platform allows us to have two-way communication with the businesses in the region. In 2021-22 it was used to collect information from businesses which was then showcased at multiple Economic Development Forums on Vancouver Island North.</p> <p>We provided both plenty of business planning advice and a loan to help a client open a coffee shop in Port Alice. Since the closure of the Port Alice pulp mill roughly a decade ago, many businesses have closed down, and not many new businesses have started. Port Alice doesn't have any coffee shops or many "gathering places" for the community. This business offers something important to the community that Port Alice desperately needs. It seems as if opening the coffee shop has led to other people seeing that new businesses can be successful in Port Alice. Since the coffee shop has opened we have received many inquiries about people wanting to start businesses in Port Alice. The opening of the coffee shop has seemingly created a small buzz in the town. The coffee shop has been doing well since opening and we particularly feel that the client did a great job with the branding of the business.</p>		

¹ Estimated at the time of lending