

Performance Results for 2020-21 Community Futures Grande Prairie & Region

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*.

<b>Community Futures Performance Results</b>	<b>2020-21</b>
<b><i>Strong rural community strategic planning and implementation</i></b>	
1. Total number of community-based projects (new & on-going)	<b>10</b>
2. Total number of local and regionally-based community strategic plans developed and/or updated	<b>10</b>
<b><i>Rural access to business development services</i></b>	
3. Total number of business training session participants	<b>102</b>
4. Total number of business advisory services	<b>1315</b>
<b><i>Rural access to capital and leveraged capital</i></b>	
5. Dollar value of loans	<b>6,406,411</b>
6. Total number of loans	<b>191</b>
7. Number of jobs created/maintained/expanded through lending <sup>1</sup>	<b>1031</b>
Provide additional information (e.g. Success stories, Links to priorities, leveraging work, communication events, etc...)	
<p>As the world faced unprecedented times, the CF world responded. Community Futures Grande Prairie &amp; Region, as the grassroots organization it is, met the challenge as best it could, focusing on existing clients first and then focusing on resiliency and relief. The CFGP Board responded to the immediate needs of loan clients by passing a motion to allow all loan clients to request loan payment deferral and/or other loan relief to offset the impacts of legislated closures. Surprisingly, and despite current conditions, most clients are back to making regular payments, save a few who have continued closures and have requested one or two months of revised payments, such as interest only.</p> <p>CFGP also partnered with the local Business Resiliency Taskforce (City, County and Chamber) to create and mobilize the Advisory Services Voucher Program that saw financial contributions from the City and County to offer local small businesses to access up to \$3000 to spend with local professional services providers for any number of services such as marketing, digital marketing, bookkeeping, accounting, legal, etc. We helped 32 businesses with the funds that in turn were disbursed to more than 20 local firms. The program clients were also supported with full spectrum coaching from CFGP staff. The program also resulted in the Digital Marketing Training program that was a partnership between CF, the BRT and nine10 inc., a local marketing firm that took the demand for digital marketing in the voucher program to the next level, creating a comprehensive training program that has now pivoted to an entire online delivery system.</p> <p>The program was funded through the WD RRRF fund, municipal funding and a contribution from nine10. Since</p>	

<sup>1</sup> Estimated at the time of lending

Performance Results for 2013-14 Insert Name of CF Here

Summer 2020, we put 3 cohorts of 10 businesses through the training. In the ensuing months nine10 has grown the program and have partnered with the Alberta Chamber of Commerce to offer the program at a discount to Chamber members and to assist applicants to access other training dollars such as the Canada Alberta Job Grant, to leverage the cost of the program.

CF Grande Prairie is also proud to have launched the first ever North American Shell LiveWIRE program in November 2020. The Covid Challenges did not daunt us in moving the program from in person to virtually and we assisted 4 entrepreneurs and 6 mentors with business training, guest speakers and support through their business scale up. The program launch was a week long program filled with training, speakers, performers and cultural activities. Our focus for the program was supporting Indigenous entrepreneurs so all participants and mentors were Indigenous business owners and we partnered with the Grande Prairie Friendship Centre to get the word out.

The launch was followed by monthly bootcamps in December, January and February and culminated in a Pitch Event in March where we leveraged \$20,000 in cash prizes and an additional \$35,000 in donated services for our pitch participants. We look forward to the opportunity to grow the program in a non-Covid environment but will retain the virtual delivery to ensure we are hitting a diverse geographic catchment area.

We are exceedingly proud of our role in supporting our local economy from budding entrepreneur to seasoned business owner, growing non profit to well networked organizations!