



## General Manager's Report



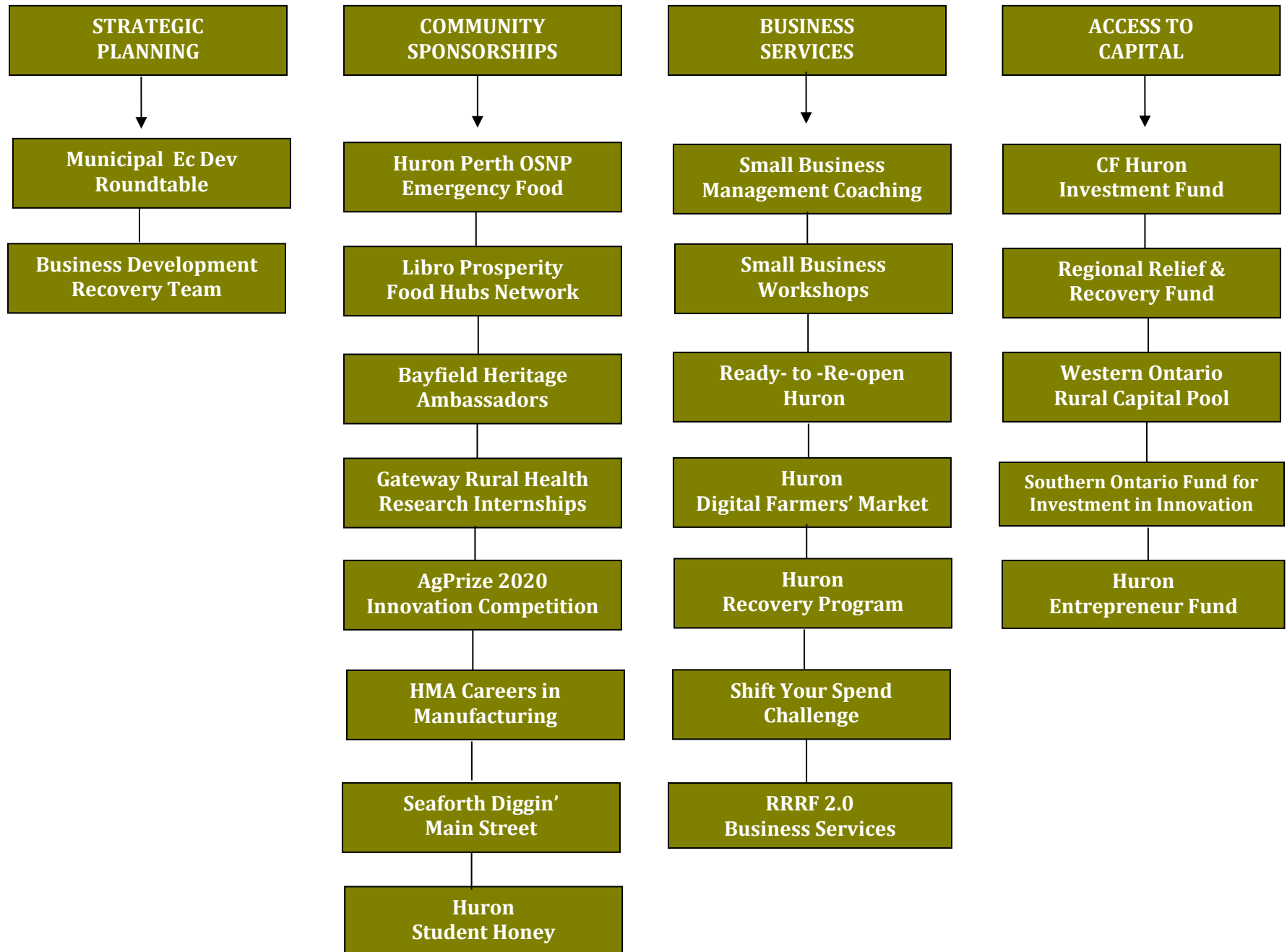
# MARCH 2021

*Helping Entrepreneurs Make Their Futures Happen in Huron County  
Since 1993*

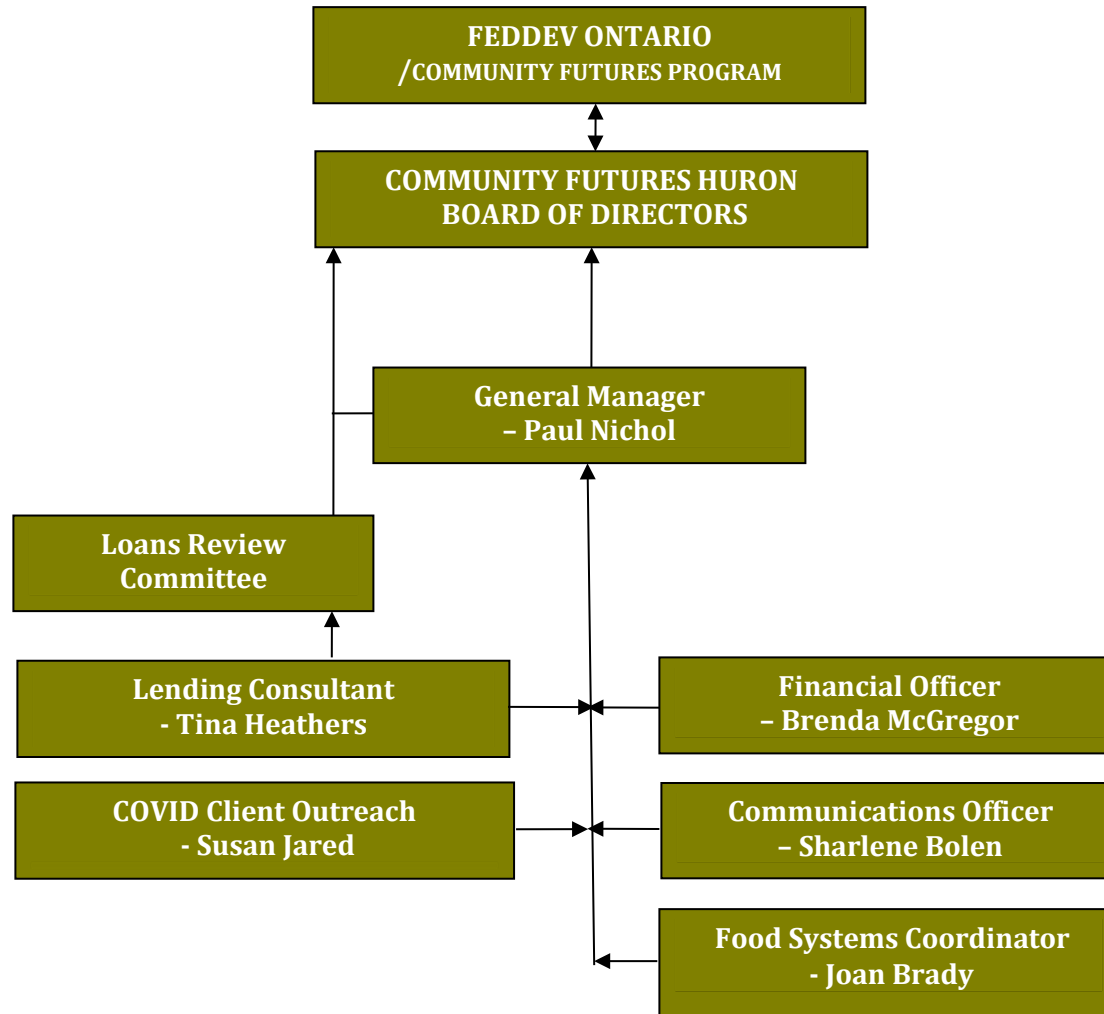


# COMMUNITY FUTURES HURON

## Program Delivery Model – 2021 – What We’re Up To



# COMMUNITY FUTURES HURON – ORGANIZATIONAL CHART 2021 – Who Does What



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PILLAR # 1: STRATEGIC PLANNING	OBJECTIVE	PARTNERS	RESOURCES	STATUS
<b>1. MUNICIPAL ECONOMIC DEVELOPMENT ROUNDTABLE</b>	To share local business challenges and best practices for COVID recovery.	Huron County Ec. Dev.; Goderich BIA; Goderich Tourism; Wingham BIA; Blyth BIA; Seaforth BIA; Central Huron BIA; Exeter BIA; Municipality of Bluewater	n/a	Bi-weekly roundtable meetings to provide local updates on COVID recovery efforts.
<b>2. HURON COUNTY BUSINESS DEVELOPMENT RECOVERY TEAM</b>	To provide resources to local businesses during the COVID pandemic including business toolkits, enhanced coaching and mentoring; workshops and webinars and information on available government financial COVID-19 supports.	County of Huron Economic Development; Community Futures Huron	n/a	Launch of Huron Hygge
PILLAR # 2: COMMUNITY SPONSORSHIPS	OBJECTIVE	PARTNERS	RESOURCES	STATUS
<b>3. HURON PERTH EAT &amp; LEARN PROGRAMS – EMERGENCY FOOD RESPONSE</b>	To establish strong regional supply chains for school nutrition programs in Huron and Perth schools.	Victorian Order of Nurses; SN-Huron-Perth; AMDSB; HPDCSB; Huron- Perth Health Unit; PH United Way	An additional \$12,600 in food certificates supplied through Perth Huron United Way.	Work continues with VON to enhance regional supply chains for School Nutrition Programs.
<b>4. LIBRO PROSPERITY REGIONAL FOOD HUBS NETWORK</b>	To develop a new food distribution marketplace that links local growers and processors to larger regional food consumers.	Libro Prosperity Fund; Huron County Food Bank Distribution Centre; OSNP – Huron Perth	CFH: \$10,000 over 2 years Libro: \$58,750 over 2 years	Libro contract completed October 31 <sup>st</sup> .

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PILLAR # 2: COMMUNITY SPONSORSHIPS	OBJECTIVE	PARTNERS	RESOURCES	STATUS
<b>5. GATEWAY RURAL HEALTH RESEARCH INTERNSHIPS</b>	To sponsor research internships for area students in the healthcare sector.	Gateway Centre of Excellence in Rural Health; Canada Jobs Strategy;	CFH: \$3,500; Canada Summer Jobs: \$12,500	5 research interns hired for Summer 2020. Research papers presented virtually.
<b>6. BAYFIELD HERITAGE AMBASSADORS</b>	To enhance the visitor experience in Bayfield by employing interpretative, knowledgeable heritage ambassadors.	Bayfield Historical Society;	Bayfield Historical Society \$10,000	1 position currently supported at the Bayfield Archives
<b>7. AgPRIZE 2020 INNOVATION COMPETITION</b>	To encourage innovative commercial solutions to a range of challenges facing all aspects of the agri-food industry.	Huron County Economic Development; Huron County Federation of Agriculture	Cash prize of \$2,020 awarded to contest winners.	Innovation prizes awarded for consumer communications and recyclable maple syrup tubing.
<b>8. HMA CAREERS IN MANUFACTURING</b>	To highlight skilled trade occupations in manufacturing through a series of videos that showcase opportunities at local companies.	Huron Manufacturing Association; OMAFRA-RED	CFH: \$1,000 HMA: \$4,650 OMAFRA-RED: \$5,650	Video clips ready for distribution.
<b>9. SEAFORTH BACK ALLEY INITIATIVE</b>	To counter-act this summer's Main St. Seaforth construction by creating exciting and appealing access to downtown stores through back alleyways.	Huron East; Seaforth BIA; Edifice Atelier	CFH: \$9,000 Other: \$42,500	<i>Do-do-do, lookin' out my backdoor!</i> Another award-winning Huron East venture.

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<b>10. HURON STUDENT HONEY COOPERATIVE ENTERPRISE</b>	To offer local youth an opportunity to develop skills in all aspects of bee-keeping – husbandry, marketing and business management.	Central Huron; AMDSB; HPCDSB;	CFH: \$2,000	Huron Student Honey now available at Made-in-Huron Shop – Clinton Plans in the works for next summer.
<b>PILLAR # 3: BUSINESS SERVICES</b>	<b>OBJECTIVE</b>	<b>PARTNERS</b>	<b>RESOURCES</b>	<b>STATUS</b>
<b>11. SMALL BUSINESS MANAGEMENT CONSULTING SERVICE</b>	To assist enterprises in improving business viability by providing specialized management expertise and advice.	Service provided by CFH staff.	Target of 150 consultations assisting 60 businesses and 100 jobs by March 31 <sup>st</sup> , 2021.	295 consultations to date assisting 61 businesses and 94 jobs.
<b>12. SMALL BUSINESS WORKSHOPS</b>	To enhance business management skills through a series of workshops addressing a range of business topics.	Chambers of Commerce; Business Improvement Areas	CFH delivers and/or sponsors workshops with SBEC and various partners. Target of 20 workshops by March 31 <sup>st</sup> , 2021	34 workshops year to date including Ready-to-Re-open & Embrace the Waves Webinars
<b>13. READY-TO-RE-OPEN HURON</b>	To help businesses, organizations and the public prepare for “the new normal” through resources aimed at encouraging consumer confidence in doing business in Huron County.	County of Huron Economic Development; Huron Business Development Recovery Team	n/a	Since the program’s launch on June 22, 122 businesses have attended and 86 have taken the “pledge”.
<b>14. HURON DIGITAL FARMERS’ MARKET</b>	To stimulate increased on-line sales by providing farmers’ markets and their producers with resources required for enhanced e-commerce.	Canadian Agricultural Partnership; Local Farmers’ Markets	CFH: \$5,027 CAP: \$40,673	Farmers Markets’ in Grand Bend, Bayfield and Blyth offering weekly food boxes.

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<b>15. HURON RECOVERY PROGRAM</b>	To stimulate the invention and and/or commercialization of innovative COVID prevention measures.	Huron County Economic Development	Total of \$15,000 available to local businesses.	Winners include Morrison Berries; Pick-a-Posie, Cotton Harvest, Steve & Mary's; Family Tree; Yoga Den
<b>16. SHIFT YOUR SPEND CHALLENGE</b>	To assist local main street businesses in re-capturing local customers through market analysis, re-positioning strategies and community engagement.	Fight Unemployment; Huron East; Seaforth B.I.A.; Blyth BIA; Central Huron BIA; Exeter BIA	Resources to assist one-on-one mentoring for 12-15 local businesses.	BIAs in Clinton and Blyth underway. Exeter, Bayfield and Zurich have also joined in.
<b>PILLAR # 4: ACCESS TO CAPITAL</b>	<b>OBJECTIVE</b>	<b>PARTNERS</b>	<b>RESOURCES</b>	<b>STATUS</b>
<b>17. CF HURON COMMUNITY INVESTMENT FUND</b>	To provide commercial loans to small businesses unable to obtain financing from traditional sources.	WORC Pool; SOFII; Business Development Bank of Canada; Libro Credit Union; Chartered Banks.	Target of \$1,000,000 disbursed assisting 18 area businesses and 75 jobs by March 31 <sup>st</sup> , 2021.	\$1,301,180 in loans approved to date, assisting 17 businesses and 90 jobs.
<b>18. CFH REGIONAL RELIEF &amp; RECOVERY FUND</b>	To provide financial assistance to help support operating costs of SMEs, where revenues have been affected by COVID-19 and support is not available from other Government of Canada measures.	Federal Economic Development Agency for Southern Ontario (FDO)	RRRF 1.0 \$994,889 in 0% interest loans available to local businesses. RRRF 2.0 \$653,900 in 0% interest loans available to local businesses.	\$1,577,673 in loans y-t-d maintaining 77 businesses and 247 jobs.
<b>19. WESTERN ONTARIO RURAL CAPITAL POOL (WORC)</b>	To facilitate the exchange of investment capital from those CFDCs with idle to funds to those facing a shortage of available cash-on-hand.	Federal Economic Development Agency for Southern Ontario (FDO); Western Ontario CFDC Association (WOCFDCA)	CFDCs facing a shortage of idle investment funds can borrow up to \$1.2 M for business succession, diversification and innovation loans.	CF Huron has outstanding debt to WORC totaling \$928,595 supporting 7 business clients in Huron County.

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<p style="text-align: center;"><b>20. SOUTHERN ONTARIO FUND FOR INVESTMENT IN INNOVATION (SOFII)</b></p>	<p>To support high-growth, innovative enterprises in Southern Ontario facing challenges to growth.</p>	<p>Federal Economic Development Agency for Southern Ontario (FDO); Western Ontario CFDC Association (WOCFDCA)</p>	<p>Loans between \$350,000 and \$500,000 available to early stage companies with innovative products and services.</p>	<p>SOFII clients in Huron include:  Vital Imagery - \$350,000 Cabinscapes - \$500,000</p>
<p style="text-align: center;"><b>21. HURON ENTREPRENEUR FUND</b></p>	<p>To launch a new county-wide Community Foundation that will pool donations and bequests into a consolidated granting fund dedicated to the socio-economic improvement of the region.</p>	<p>Huron County Economic Development Board; South Huron Community Foundation; Grand Bend Community Foundation</p>	<p>n/a</p>	<p>“Vital Conversations” event held March 11<sup>th</sup> with regional stakeholders.</p>