

message from the chair

EUGENE CASAVANT

Community Futures Shuswap continues to actively promote economic development initiatives throughout our region. Since our establishment in 1985, we have focused our efforts on helping to start and grow successful businesses and, through a wide variety of community economic development initiatives, we have helped to develop stronger, more vibrant and sustainable communities in the Shuswap.

The Community Futures Network of Canada has continued to provide a national forum where we also get to share ideas and best practices for program delivery. The Community Futures Program has one of the largest footprints of any federal government program, including a network of 269 Community Futures Organizations touching virtually every community across Canada.

Each of the 34 offices in BC are supported by a local Board of Directors, who volunteer their time, knowledge and passion to guide a team of staff in providing a wide array of business and community economic development services. We offer a variety of services to strengthen and diversify local economies and tools to help entrepreneurs and small business owners thrive.

These services include:

- Business support services
- Business planning advice
- Self-employment assistance.
- Services targeted towards youth and entrepreneurs with disabilities
- Small business financing
- Community Economic Development

The CF Pan West Network also expanded the access to training opportunities to build the skills of our CF volunteers through the Community Futures Leadership Institute and our staff through the Staff Development program. The training is exceptional, not only benefiting our organization, but it has had a ripple effect with other organizations that our volunteers support within the Shuswap.

We would like to thank all of the volunteers involved for their continued hard work and dedication to the many entrepreneurs and small business owners who use the services of Community Futures Shuswap. We are equally appreciative of the work of our amazing staff and their commitment to CFS and our clients. Thanks also to WD, our primary funding partner, for their ongoing support.

We are extremely proud of our track record and accomplishments at CFS and we will continue to innovate, develop and grow business in the Shuswap. We look forward to an undoubtedly exciting year to come!



“ Our dream of buiding cabins on our property became a reality through Community Futures’ belief in our business plan. Their guidance while writing the business plan and any questions we had after the loan was approved has been so helpful. We are thankful for the opportunity and can’t wait to see what the future holds with this endeavour. ”

NATALIA & DAVID MATTSON
 White Lake Cabins
www.whitelakecabins.com



“ Community Futures stepped up when the banks wouldn’t. Going into our third year of business, we need operating capital in order for us to expand our crews and purchase specialty equipment. We are so thankful for Community Futures believing in our business and affording us the ability to grow; We couldn’t have done it without them. ”

CHRIS & SARAH COUSENS
 On Point Concrete Forming Ltd.
www.opcf.ca

Community
 Futures Shuswap

Small Business,
BIG IDEAS

2018/19
Annual Review Highlights

VIKTORIA HAACK PHOTOGRAPHY



PO Box 1930
 #101, 160 Harbourfront Drive NE
 Salmon Arm, BC V1E 4P9

T 250.803.0156
 T 1.877.803.0156
 F 250.803.0157

BeYourFuture.ca



BeYourFuture.ca

executive director

ROB MARSHALL

Community Futures Shuswap continues to work collaboratively with our regional partners to leverage economic development programs and resources for the benefit of residents throughout the Shuswap. We have strong and valued relations with other economic development agencies within our service area and we share in several Community Economic Development projects through these partnerships.

This past year we have been successful in receiving approval for two BC Rural Dividend Fund applications: Secwepemc Lakes Tourism project and Secwepemc Labour Market and Entrepreneurship project. Each project will last for two years and have received funding support in the amount of \$100,000. Each project will serve to identify and strengthen skills training and employment opportunities within the local Indigenous communities, with a focus on youth.

We are fortunate to serve a region that is well represented with committed organizations, elected officials and private citizens who share a collective positive vision for the Shuswap. We were pleased this past year to have contributed to the Shuswap Salmon Symposium, Salmon Arm Branding Project, Sicamous Attainable Housing and the Shuswap Economic Development Strategy Implementation. Each of these programs serves to enhance economic development prospects for the Shuswap and create new jobs. Our funding support helped us leverage an additional \$385,920.

Launch-a-Preneur was another big success with Season 5. This bi-annual event is a great example of community organizations working well together to provide meaningful training opportunities for our residents along with a lot of fun and friendly competition. This season, 26 teams joined the multi week program to learn about starting a business and to develop their business plans. The Final Night Competition included 12 of the teams who competed before a sold-out audience and a panel of judges to compete for over \$40,000 in prizes.

None of this work could be achieved without much effort and recognition must be given to our dedicated staff and board members. They provide diverse knowledge, skills and professionalism to their position at CF and they represent our organization proudly throughout the Shuswap, and beyond.

partnerships AND PROGRAMS

MENTORSHIP & CONSULTANTS NETWORK

In an effort to provide our clients and overall business community with access to timely and well regarded access to qualified business consultants and mentors, Community Futures Shuswap has established a Mentors and Consultants Network of local and regional specialists who are skilled in an array of business areas. From marketing to sales and on to general operations and strategic planning the network of vetted consultants and mentors continues to grow and respond to local business needs.

LAUNCH-A-PRENEUR

Launch-a-Preneur is a bi-annual Dragon's Den style business development competition designed by Community Futures Shuswap, Okanagan College Enactus and Salmon Arm Economic Development Society. The program assists individuals and teams to successfully plan for and launch their business in the Shuswap, while competing for prize packages in true 'Dragon's Den' fashion! The program is divided into two stages: training and competition. The first stage consists of a series of six evening workshops supplemented with resources and business mentorship support to assist participants in validating their business model and preparing a detailed business plan. The second stage is an optional Final Night Competition, where participating teams compete for thousands of dollars in prizes and in-kind donations designed to assist with business start-ups in the Shuswap.

FUTUREPRENEUR

Formerly Canadian Youth Business Foundation – a natural partnership with Futurepreneur was formalized with an eye to increase Community Futures Shuswap's ability to respond to the business and lending needs of youth (ages 18-39) in our region. As a full, active partner of Futurepreneur, Community Futures can coordinate loan application processes and support.

4H YOUTH LOANS PROGRAM

Building on the success of the 4H beef lending program, the CF Board of Directors expanded the youth lending program to also include swine as a viable product to take to market.

ATTRACTION VIDEOS

In partnership with six other community-based organizations, Community Futures Shuswap is pleased to present a five part video series that showcases and highlights the many competitive advantages our region has to offer both would-be residents and relocating businesses. The complete video series can be found online @ www.livinginsalmonarm.com

BUSINESS WALKS

In partnership with Salmon Arm Economic Development Society and CSRD, Community Futures is participating in ongoing business walks as part of our Business Retention and Expansion program. Local businesses are surveyed annually and their information is maintained in a database monitored for changes to business activity and for planning decisions looking forward.

MARKETING & AWARENESS

In an effort to create greater ease of access to information and resources, the Community Futures Shuswap website has undergone a refresh at www.beyourfuture.ca. As well, we have invested in new marketing materials to raise our profile at supported community events such as Salmon Arm Roots & Blues, Salmon Arm Fall Fair, regional job fairs and trade shows.

VENTURE CONNECT

Community Futures Shuswap has partnered with another CF office who has initiated a program addressing the growing needs concerning succession planning for businesses throughout BC. Venture Connect showcases current business opportunities that are available for sale across BC and also works with businesses that are looking at succession planning and valuations for their businesses.

2018/19 Highlights



MISSION STATEMENT

Facilitating the on-going development of a sustainable and diversified economy by providing current business guidance and supports in communities across our region.

BOARD OF DIRECTORS

Eugene Casavant, **CHAIR**
Dorothy Argent, **PAST CHAIR**
Marilyn Harford, **TREASURER**
Kevin Flynn, **CITY OF SALMON ARM**
Paul Demenok, **CSRD AREA 'C' DIRECTOR**

Theresa Black
Jeff Tarry
Cookie Langenfeld
Ron Langridge
Julie John
Gail Evans

The **Entrepreneurs with Disabilities Program** helped Althea Mongerson spin a long yarn into a success story.



Althea Mongerson,
Owner of Intwined Fibre Arts

The **Entrepreneurs with Disabilities Program (EDP)** provides flexible business loans and assistance to business owners who are managing ongoing health or disability issue. Can EDP help you?