

Performance Results for 2018-19 Shuswap

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 2018-19
<i>Strong rural community strategic planning and implementation</i>		
1. Total number of community-based projects (new & on-going)		28
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		278
4. Total number of business advisory services		164
<i>Rural access to capital and leveraged capital</i>		
5. Dollar value of loans		476,725
6. Total number of loans		12
7. Number of jobs created/maintained/expanded through lending ¹		14
Provide additional Information (e.g. Success stories, Links to priorities, leveraging work, communication events, etc...)		
<ul style="list-style-type: none"> • <u>Launch-a-Preneur, Season 5</u> – Shuswap Launch-a-Preneur is an entrepreneurial competition designed by Community Futures Shuswap, Enactus and the Salmon Arm Economic Development Society. The purpose of the program is to assist individuals and teams to successfully plan for the establishment of their business in the Shuswap, while at the same time competing for prize packages in true “Dragon Den” fashion. Season 5 (January to March, 2019) had 26 registered teams joining the program with 12 proceeding to the Final Night Dragons Den competition vying for prizes valued at \$40,000 • <u>Salmon Arm Branding Project</u> - The goal of this project was to develop a Salmon Arm brand which residents, businesses, community organizations and local government can collectively support. There is a strong appetite to join together to establish one community storyline/image, which can collectively be supported and built upon over time. The end result will be multiple community organizations working towards a common economic development goal. Community Futures Shuswap was pleased to financially support the project and to participate on the Brand Leadership Team. • <u>Sicamous Attainable Housing</u> - A sub-committee of the Sicamous Labour Market Action Team was struck to address the issues of attainable housing in Sicamous. There is a strong desire to work together and find ways to access some of the recently announced federal and provincial funding opportunities for rural housing. Funding support for Sicamous has been announced by BC Housing. 		

¹ Estimated at the time of lending

- **Shuswap Business Accelerator** – Community Futures Shuswap has partnered with Salmon Arm Economic Development Society and Okanagan College to develop and deliver a client-based business accelerator program for the Shuswap.
- **Secwepemc Labour Market Project** – This project is a partnership between Adams Lake, Neskonalith, Little Shuswap Lake and Splat's'in Indigenous Communities and Community Futures Shuswap. Funding support has been received from the BC Rural Dividend Fund. This is a two-year capacity building program whose purpose is to take action on the current labour market challenges and opportunities identified by the four communities. It includes identifying employment opportunities and entrepreneurship development for all members, particularly focussing on youth.
- **Secwepemc Indigenous Tourism Development Project** - The purpose of this project is to enable the development of a strong Indigenous Tourism industry for the indigenous communities of Adams Lake, Neskonalith, and Splat's'in of the Secwepemc Nation. Developing “in-demand” Indigenous components of the tourism sector in this region will develop opportunities for employment, revenue generation, education and training for the Shuswap Lakes Secwepemc people. This will also play a role in reconciliation for indigenous and non-indigenous community members and visitors through cultural education, knowledge sharing, pride and recognition.
- **Export Navigator Workshop: Pursuing Sales Beyond the Shuswap** - Diversifying revenue sources and sales channels is a must for Shuswap businesses wanting to improve their chances of long-lasting success. Developing new markets can offset the impacts of seasonal business fluctuations and dependency on just a few clients. To provide support for businesses looking to expand their markets in this way, Community Futures Shuswap and Salmon Arm Economic Development Society have collaborated to bring Export Navigator Workshops to Salmon Arm. No matter their experience with expanding into new markets, exporting or type of product or service, these interactive workshops prove invaluable to those seriously looking to strengthen or grow their business by pursuing markets beyond our local borders.