

Performance Results for 2021-22 Ventures Community Futures Development Corporation

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)	39
2. Total number of local and regionally based community strategic plans developed and/or updated	1
<i>Rural access to business development services</i>	
3. Total number of business training session participants	143
4. Total number of business advisory services	961
<i>Rural access to capital and leveraged capital</i>	
5. Dollar value of loans	\$782,530
6. Total number of loans	20
7. Number of jobs created/maintained/expanded through lending ¹	23
Provide additional Information (e.g., Success stories, Links to priorities, leveraging work, communication events, etc....)	
<p>As of March 31, 2022, Ventures Community Futures Development Corporation approved 10 applications under the Regional Relief and Recovery Fund (RRRF) for a total of \$280,000, there were 29 jobs maintained.</p> <p>Due to the global pandemic training is provided online through Community Futures offices, square one and partnerships with Nail the Numbers, clients are notified through mail chimp of all upcoming webinars. Community Futures Ventures now offers online loan applications for clients that prefer to use the online services.</p> <p>Monthly newsletters are sent out via mail chimp to all our client contacts, this newsletter provides updates and events offered through Community Futures Ventures.</p> <p>Partnerships are ongoing with the Yorkton Chamber of Commerce, CF Ventures sponsored Jolene Watson “How to Navigate the Post Pandemic Work Environment” at the first Chamber Luncheon since the global pandemic and again at the Celebrate Success Business Awards Dinner for the Marketing Award.</p> <p>Cyber Security Assessment was completed in 2021 with ongoing updates in 2022.</p> <p>Radio Advertising campaign started in 2021/2022, GX 94 Radio and 94.1 The Fox advertise week day’s information on the Community Futures program.</p> <p>EDP-COVID-19 Support Services program phase 2 was launched in the fiscal year 2021-2022 by Entrepreneurs with Disabilities program. This program continued to provide funding up to \$750 for digital marketing services. Ventures Community Futures Development Corporation was one of the biggest users</p>	

¹ Estimated at the time of lending

of this program to help their clients. A total of 7 entrepreneurs were supported through a total commitment of \$5,250.

Community Futures Ventures is contracting the Business Analyst duties out to other Community Futures offices within Saskatchewan. Currently there is one office that Community Futures Ventures has assisted and two others that are considering this option.

The recent global pandemic has revolutionised digital marketing industry in rural Saskatchewan. In an attempt to reach out wider range of audience, Community Futures Ventures hired a media firm called Verb media to design promotional videos featuring the staff in animated form. The media firm created and promoted these videos on social media platforms like Facebook, Instagram, and YouTube. Verb Media provides monthly statistics of the number of views achieved and the demographics reached. Total number of views reached 27,070 with 43,773 impressions to March 31, 2022.

Succession Matching in partnership with Community Futures Saskatchewan and Manitoba launched Ambassador Program in Nov 2020 and is still an ongoing project. The project's purpose is to help business owners prepare for their ownership transitions by providing cost-effective access to information and services that can aid in their succession planning and business transition efforts. Priya Timiri, Business Analyst represented Community Futures Ventures as an ambassador to market this project to the clients in need of help in their transition process. Community Futures Ventures assisted two entrepreneurs willing to sell their business, by providing them with coupon codes to avail the services of Succession Matching worth \$2,000 for free of cost.

Community Futures Ventures supported The Canadian Association for Supported Employment and University of Fraser Valley to develop a Digital Literacy Certification Program. Community Futures South Fraser and Community Futures Entrepreneurs with disabilities program have also provided support in this project. The pilot program was launched in June 2021; Community Futures Ventures has a certified trainer for this course.