

2021-2022 Wins



**BUSINESS
LOANS**

JOBS

IMPACT

Greetings from our Chairperson – Olen Hillaby:

I would like to thank all the Board members and our staff team for their dedication to Community Futures over the last year. Between changing regulations and an unstable economy, all of our partners, clients, and communities have had to adapt and pivot in many ways. I know we all have enjoyed working together, as well as having benefited from each other's knowledge and experience to grow the businesses in our communities. I look forward to getting to see more of everyone in person and continuing to achieve great things over the next year.

Olen Hillaby

Greetings from our General Manager – Corinne McGirr:

It has been a truly resilient year within our region as we see businesses continuing to thrive and rebound from some extremely challenging times. The hard work and adaptability of our clients has been inspiring to see and if we have had the opportunity to help support their journey, then we can certainly call it a successful year. Our entrepreneurial ecosystem has been hard at work with numerous projects, initiatives, events, programming, and opportunities to increase our overall capacity for learning, and growth. We'd like to sincerely thank all of our community and business partners for taking up the call and assisting our entrepreneurs through the past year. I'd also like to acknowledge the amazing efforts of our extended team – Kirsten, Sharon, MaryAnn, and Glenys for going above and beyond for all our clients. Additionally, a big appreciation for our Board of Directors for their continued leadership and guidance through these turbulent times. Our team looks forward to continuing to build communities one idea at a time!

Corinne McGirr

Community Futures Lloydminster and Region acknowledges that the rich and nourishing lands that we gather and do business on today are the ancestral home of the Cree, Dene, Nakota, Saulteaux, and Ojibwe First Nations within what we now call Treaty Six Territory, and the Homeland of the Metis. We commit to meaningful consultation and building respectful relationships to develop a shared vision for economic development and prosperity in our community. Together, we can ensure that all people have equitable access to education, training, and opportunities to develop entrepreneurial capacity and achieve their full potential.

BUSINESS LENDING

For the past year, lending efforts included ongoing Regional Relief and Recovery Fund loans that were part of the federal government’s response to the pandemic, as well as significant lending from our traditional programs. This past year was the highest value of lending we have achieved in our nearly 40 years of operations.



Regional Relief & Recovery Fund (RRRF)

117 Regional Loans to 75 Businesses
(July 2020 to June 2021)

Value of Dollars disbursed \$3,528,700

As with often happens after/during an economic crisis, there comes a surge in entrepreneurship, and we certainly saw that in 2021-2022. We delivered business coaching, advisory services and/or loans to 106 businesses over the past year.

BUSINESS LOANS (April 2021 – March 31, 2022)

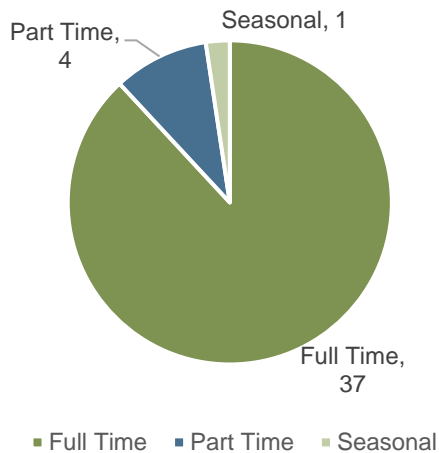
<p>LOANS</p> <ul style="list-style-type: none"> • 17 loans • 14 businesses 	<p>VALUE</p> <ul style="list-style-type: none"> • \$1,074,704 	<p>TYPES</p> <ul style="list-style-type: none"> • Start-ups x 8 • Existing x 7 • Succession x 2
<p>LLOYDMINSTER</p> <ul style="list-style-type: none"> • 10 loans • 8 businesses 	<p>CVR</p> <ul style="list-style-type: none"> • 5 loans • 4 businesses 	<p>OTHER</p> <ul style="list-style-type: none"> • Vermilion x 1 • RM Britannia x 1

JOBS

Maintained and/or Created

A key metric we monitor are the jobs being maintained and/or created through lending activity.

Business loans supported Jobs:



VISION: CFLR is a forward-thinking change agent that enhances partnerships, economic growth and makes business dreams happen.

MISSION: We provide regional entrepreneurs with accessible business development capital and grow communities one idea at a time.



SECTORS & DEMOGRAPHICS

Who is Supported?

The supports this past year affected all sectors, all industries, and all types of businesses. A key Strategic Goal for our organization is the economic empowerment of women entrepreneurs and we had many opportunities to support and assist this group, particularly through our Project Gazelle.



Businesses supported this year with loans:

Women Owned = **14**

Youth Owned = **2**

Entrepreneurs with Disabilities = **3**

Additionally, those receiving training, coaching, or advising services included:

Business Training Participants = **405**

Entrepreneurs with Disabilities = **15**

Indigenous Entrepreneurs = **5** Women Entrepreneurs = **76**

Youth Entrepreneurs = **13**

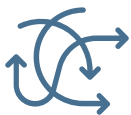
PROJECTS & SERVICES

- Project Gazelle (women entrepreneurs)
- Alberta iMarket (online marketplace for NE AB/NW SK)
- Digital Literacy for SK Entrepreneurs
- Self-Employment Program (GOS for those on EI)
- Think Lloyd First
- Strategic Planning for community organizations
- Youth Entrepreneurship Camp & Lemonade Day
- Entrepreneurs with Disabilities Self Employment program
- Social Media programs
- Northern Alberta Food Marketers Association
- Business coaching, mentoring, and advising
- Supports for business training

STRATEGIC ROADMAP

How is our Progress?

Our 2021-2024 Strategic Plan outlines 4 key Strategic Goals and the activities to support those initiatives. Overall, we continue to see measurable success against our targets.



GOAL #1 – Act as a pathfinder in support of entrepreneurs

Yes, we do this everyday! A few things we've completed specifically include:

- **Make Connections:** Improved access to online resources through our website re-design and our collaborative project with the Business Link to have access to some of their resources
- **Create Awareness:** promotional messaging has been provided semi-annually to our Board so they can better spread the word about our programs and services directly to our communities
- **Enhanced Business Advisory Services:** provide enhanced services to 12 clients to December 2022. Progress to date is that we have 6 clients completed and 6 clients in progress. Additionally, we have taken on the Digital Literacy program for entrepreneurs in Saskatchewan which also includes enhanced services to 4 additional current clients.



GOAL #2 – Support the economic empowerment of women entrepreneurs

Our office worked with 76 women entrepreneurs this past year and provided loans to 14.

- **Activate Women Entrepreneurs:** through our Project Gazelle we have created 6 incubators, introduced entrepreneurship to 5,225 women, with 3,523 women served and 1,702 started on the path to owning their own business. We are heading into our final year of this project.



GOAL #3 – Ensure access to capital that meets the needs of our regional entrepreneurs

A few things we've completed specifically include:

- **Accessible Loan Program:** worked on the creation of the Smarter Small Business program to be implemented in 2022-2023; continued to disburse the RRRF loans
- **Access to Capital:** increase the opportunities for our clients to earn revenue by providing online selling platforms. Currently have 18 clients using at least one of our online platforms – www.albertaimarket.com or www.thegazelle.ca



GOAL #4 – To establish ourselves as a collaborative partner in community economic development

- **Be Involved:** implement projects that support women, youth, those with disabilities, indigenous, or newcomers. Our target is to have 3 such projects on the go and in reality we have 7 that meet these target groups
- **Be Involved:** ensure we have at least one project based within our Saskatchewan region, which we were able to do through our Digital Literacy, Self Employment program, and completing a marketing campaign with the RM of Wilton.
- **Be Involved:** ensure that every project or initiative we undertake involves at least one other community partner. In 2021-2022 this was achieved with 100% success rate.



Thank you to Prairies Economic Development Canada for your continued support and dedication to rural entrepreneurs!

With the support of:
Prairies Economic
Development Canada

Canada 