

NEWS FROM THE  
**Frontenac CFDC**  
*building business – growing communities*

## Discovering the Frontenacs



Looking for an activity for your tourism guests or family members? Last year the Frontenac CFDC developed five themed driving routes designed to give visitors another reason to extend their stay in the region.

These one page descriptions outline a day trip with map, directions and highlights on each route. Just visit the “Events” section of the Frontenac CFDC website [www.frontenaccfdc.com](http://www.frontenaccfdc.com) and click on the “On the Road to” series.

These drives are also available on the Land O’ Lakes Tourism Association site [www.lol.on.ca](http://www.lol.on.ca).

Another way to discover the Frontenacs is by geocaching - a modern day twist on treasure hunting. This hot new family pastime combines GPS technology, online clues and a spirit of adventure.

For more information on this free year-round family activity and a chance to win prizes, visit [www.frontenaccfdc.com/events](http://www.frontenaccfdc.com/events)

## Frontenac CFDC Wins Advertising Award

Liz Crothers, Chair of the Frontenac CFDC is pleased to announce that the CFDC won the 2006 “Stand Alone Advertisement” award from the Economic Developer’s Council of Ontario for their testimonial ad campaign. The award was presented to Liz Crothers and Anne Prichard at EDCO’s annual conference in February. This is the second time that the Frontenac CFDC has been recognized by EDCO. In their first year of operation, they won for the best website.

*EDCO is an independent, non-profit, incorporated association of persons engaged in economic development.*



*Margaret Prichard, Owner, Hastings Equipment*

## Our Community Investments

We offer commercial financing up to \$150,000 to new or existing businesses:

- amount lent to local businesses since inception (Jan 2004): \$1,229,038.00
- amount lent to local businesses from July 1/06 to May 31/07: \$390,415.00
- average size of investment loan: \$34,140.00
- 62 full-time jobs and 21 part-time jobs created or maintained in the last 10 months

## Passion & Participation

Margaret Prichard is passionate about her family, her business and the County of Frontenac. For almost 50 years, Margaret's father and now Margaret, her husband Ron and their two sons have operated Hastings Equipment where they sell and service farm, industrial and consumer equipment. Their business is a thriving Frontenac success story.

As a lifetime resident and local business owner, Margaret wanted to give something back to the community that has given her so much. She joined the Board of Directors of the Frontenac Community Futures Development Corporation in 2004 and is now helping her community grow, while gaining new skills and connections.

"I wanted to contribute to the community that has served us well in business and life," says Margaret. "Along the way I've also learned a great deal about programs and services available to area businesses and met entrepreneurs who inspire me with their drive and vision."

Funded by Industry Canada, Frontenac CFDC is a non-profit organization that offers free business advice, workshops and commercial financing to entrepreneurs and those looking to start a business in the Frontenacs.

To find out more about how you can become a passionate leader within your community, call the Frontenac CFDC at 613-372-1414 or e-mail [info@frontenaccfdc.com](mailto:info@frontenaccfdc.com).

*building business – growing communities*

**FRONTENAC**  
Community Futures Development Corporation  
[www.frontenaccfdc.com](http://www.frontenaccfdc.com)

Canada

## Eastern Ontario Development Program

The Frontenac CFDC is now inviting applications from businesses and organizations located in Frontenac Islands, South, Central or North Frontenac, for the Eastern Ontario Development Program.

The following programs are being offered to support local businesses and community projects:

**Skills Development** - receive up to \$5,000/ employee to assist in training

**Youth Intern** - receive up to \$2,500/month to hire an intern

**Access to Capital** - interest free loans available for the development of vacant or under-utilized commercial properties

**Community Development** - seed money to support incremental local economic development projects; support for projects that are incremental, address local needs and priorities, and result in long-term benefits including job creation, economic diversification, enhanced business competitiveness.

For more information or to obtain an application, please visit [www.frontenaccfdc.com/initiatives.cfm](http://www.frontenaccfdc.com/initiatives.cfm) or call 613-372-1414

## Frontenac CFDC Workshops

A number of workshops were offered this winter/spring to assist businesses in honing their skills including:

“Promoting Yourself on a Shoestring” (Flatdog Communications);

“Business Finance Workshops” (Ignite Consulting);

“Essential Skills to Help Your Business Achieve Success”  
(St. Lawrence College);

“Selling on the Internet” (Wolfe Island Design); and

“Basic Bookkeeping” (Ignite Consulting).

Recognizing the important role that volunteers and not-for-profit organizations make to the local economy, two workshops were offered to assist them: “Determine Your Best Fundraising Strategy”; “Special Event Savvy”

If you would like to learn about upcoming workshops, sign up for our email notification by visiting <http://www.frontenaccfdc.com/events.cfm> and “click” on create an account

## Visions Awards

The Land O'Lakes Tourism Association (LOLTA) launched their first Visions Awards in the fall of 2005 to recognize initiatives that display real vision for growth and economic development in the Land O' Lakes region. LOLTA will soon be seeking nominations for this year's ceremony to be held in September.

## About the Frontenac CFDC

The Frontenac Community Futures Development Corporation (Frontenac CFDC) is a non-profit organization whose mission is to stimulate community and economic development throughout the Frontenacs. Run by a volunteer board of directors and funded by Industry Canada, the Frontenac CFDC offers free business advice, workshops and commercial financing to entrepreneurs and those looking to start businesses in the Frontenacs.

The Frontenac CFDC also provides support to initiatives that are designed to stimulate economic development in the County of Frontenac, and business planning assistance to community organizations.

You can contact us at:

**Frontenac Community  
Futures Development  
Corporation**

4917 Highway 38

Harrowsmith, Ontario

K0H 1V0

Tel: 613-372-1414

[www.frontenaccfdc.com](http://www.frontenaccfdc.com)

**Visit our website** and make use of the many on-line resources available including business information and e-learning courses

**Promote your company** FREE in the on-line business directory or advertise your community event.

**Sign up** for notification of upcoming events and the latest news on our website.

## County Update on BR&E

Dianna Bratina, Manager of Economic Development for the County of Frontenac, is leading the County's Business Retention and Expansion (BR&E) project. Dianna's status report is as follows:

- BR+E Survey project - implementation began in the fall of 2007;
- partnership between the County of Frontenac and the Frontenac CFDC with financial support from the Province of Ontario, the Frontenac CFDC, the Frontenac municipalities and local business associations;
- contacted 465 businesses;
- scheduled interviews with 183 businesses;

- successfully completed 177 interviews;
- To date, the results of 167 surveys have been entered into provincial database.

Once data entry has been completed, the results will be reviewed and analyzed by the Economic Development Advisory Committee. The final report will be completed by June.

A series of public meetings will be arranged to present the results to the public. The results will be used to refine the economic development strategies of various groups and organizations representing the interests of the County.

## Eastern Ontario Development Program Projects supported by the Frontenac CFDC

The Frontenac CFDC supported the following recipients through the Eastern Ontario Development Program (EODP) from August 2006 until March 2007. The EODP is a \$10-million, short-term contribution to a program aimed at addressing socio-economic challenges in rural Eastern Ontario. The EODP provides resources to Community Futures Development Corporations (CFDCs) which invest in a variety of initiatives focused on community economic development, small business growth, and job creation. The EODP takes an innovative, grassroots approach to economic development - one that encourages local stakeholders to work together to create a competitive and diversified regional economy. It supports community-based initiatives in five strategic areas:

- Business and Community Development
- Attracting and Retaining Youth
- Skills Development
- Enhancing the use of technology
- Improving Access to Capital

This funding is important since it allows rural Eastern Ontario communities to continue aggressively pursuing economic opportunities so they can take charge of their own economic future. The EODP is managed by FedNor, the regional economic development organization responsible for the Community Futures Program in rural Ontario. It is being delivered by the 15 CFDCs located throughout rural Eastern Ontario. And it seeks to foster business growth, job creation and economic stability in rural Eastern Ontario

**Community Capacity Building Program:** Designed to strengthen County of Frontenac organizations by supporting economic development projects that address local needs and priorities and result in long-term benefits including job creation, economic diversification and enhanced business competitiveness.

- County of Frontenac: "Vision for the Frontenacs", to develop a website and a storyboard as tools to encourage individual taxpayers and community organizations to articulate their vision of their community/ township/ county, \$15,000
- County of Lennox & Addington: Ethanol Study to assist local farmers in how they may best supply the proposed plant to be built in L&A, \$8,000
- Harrowsmith Social and Athletic Club to assist in restructuring some of their facility to accommodate community programming, \$22,000
- North Frontenac Community Centre - to develop blue prints for centre enhancements that, when completed, will enable them to host more tournaments, \$50,000
- Limestone Learning Foundation: Robotics Challenge, provide robotics kits to elementary schools as a teaching aid for literacy and technology, \$25,200

**Local Initiatives Program** Designed to support incremental local economic development projects throughout the County of Frontenac.

- County of Frontenac: Signage strategy and implementation, \$10,000
- Land O' Lakes Tourism Association: Development and printing of the "City Guide to Rural Routes", \$4,250
- Land O' Lakes Tourism Association: Exhibit at the Toronto Outdoor Show, \$2,200
- Friends of Frontenac Park: Pamphlet, \$2,500
- Northern Connections: Volunteer Capacity Building event, \$4,961
- Central Frontenac Township: Frontenac Heritage Festival, support for a new off-season event, \$5,700
- Rideau Heritage Route Tourism Association: marketing materials for new organization, \$7500
- Wolfe Island Tourism Association: Heritage Mural Project, Community Heritage Project and Cycle Wolfe Island, \$10,000
- Frontenac CFDC: "Beef It Up" Building a market for locally grown beef, \$5,000
- Frontenac 4H Steer Club: Creation of Steer Club (not implemented), \$2,588

**Skills Development:** Designed to encourage and assist private sector businesses in training of employees to enhance the skill sets of employees, to provide transferable skills, and to contribute to the overall strength of the workforce capabilities.

- National Farmers Union: Local Food Marketing Systems, (not implemented), \$2,825
- Northern Connections: Delivery of workshops on WHMIS, SuperHost, and SmartHost, \$4,961
- Upper Canada Wood Co-op: Workshops on "How to Sell Your Forest Products" and "Chainsaw Safety Training Course", \$2,092
- Central Frontenac Community Social Services: First Aid and CPR Training Certification and equipment \$3,641
- Kingston Literacy (Hartington Office): Bookkeeping workshops, \$6,600
- Frontenac CFDC: Construction Skills training, \$6,000
- Frontenac CFDC: Business and Not-For-Profit workshops, \$8,000
- Frontenac Cattleman's Association: Workshops (not implemented), \$500
- Twenty private sector businesses provided with \$32,498 in training funds

**Youth Internships:** Designed to encourage employers to provide Eastern Ontario post-secondary school graduates with opportunities to develop valuable skills during full-time work experiences.

- County of Frontenac: Economic Development Assistant, \$12,500
- County of Frontenac: Planning Assistant (not implemented), \$11,250
- Central Frontenac Community Social Services: After School Coordinator \$2,839
- Central Frontenac Community Social Services: Care and Bereavement Support intern, \$5,324
- Land O' Lakes Tourism Association: Marketing Coordinator, \$11,250
- North Frontenac Community Services: Youth Program Co-ordinator, \$11,637
- Seven private sector businesses, \$46,344

**Business Planning:** Designed to support entrepreneurs with financial assistance for the development of business, export, and marketing plans.

- Five private-sector businesses provided with financial support for business and marketing plans, \$18,950

**Access to Capital:** Designed to assist and encourage the development of vacant or underutilized, industrial, commercial or retail properties leading to development and job creation/retention potential.

- 4 businesses provided with a total of \$250,000 of financing

