



SPRING 2013

NEWS from the FRONTENAC CFDC

building business ~ growing communities



Promote your business for FREE on our online directory or advertise your community event on our calendar.

Log onto our website, click "Directory" and add your business.

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Ace Bakery Contest

Congratulations to Seed to Sausage who was selected as one of the top twenty in the Ace Bakery Artisan Incubator Tastemakers contest. Celebrating their 20th anniversary ACE Bakery created The Artisan Incubator as a celebration of the joys of artisan food, the importance of local and sustainable food producers, and the vital contribution of artisan entrepreneurs to communities across Canada.

Together with their nine Tastemakers, including the likes of Chef Lynn Crawford and Chef Anne Desjardins, ACE selected 20 artisans (out of over 140) to bring to Toronto in June to celebrate their craft, introduce their foods to a wider public, and share with them what they have learned over the past twenty years. For a list of the top 20 and more info visit acebakery.com.



FAB Region Award

At the Economic Developers Council of Ontario (EDCO) annual conference in February, the new website, FABRegion.ca won a provincial marketing award. The website, created by Fine Line Design in Stirling Ontario, is a project belonging to the economic development office of Hasting, Prince Edward and Lennox & Addington Counties and the Frontenac CFDC.

"We are thrilled to receive this award," stated Hastings County Economic Development Manager Andrew Redden who attended the conference. "The award is marvelous recognition for our efforts and the ongoing partnership of our four communities." FABRegion.ca is an online marketing platform that builds on the existing awareness and momentum of the four counties together as a gastronomic capital. The website offers an avenue to promote the identification of the latest food trends, seed ideas and assist new entrepreneurs with an interest in opening an artisan food or beverage business.

For more on our services visit www.frontenaccfdc.com

Food & Beverage Region Celebrates Craft Beer

The Food & Beverage (FAB) Region is an investment marketing partnership structured to attract and grow small scale artisanal food and beverage businesses. Originally, our FAB Region partnership labeled itself as “Invest In Cheese” with a main focus on attracting artisan cheese producers. Now that we have expanded our focus to other artisan food and beverages, we are wanting to turn our attention to attracting craft breweries to the region. Why craft beer? with sales growth of over 45% in the past 12 months, according to the LCBO, the FAB partners believe it is time to focus their efforts on attracting the attention of beer

enthusiasts and investors and entice them to consider opening a craft brewery in the region. A handbook which will assist people through the process of starting a craft brewery is now being developed.

FAB Region will be unveiling their plans to create the “how to start a craft brewery” handbook April 17th at the Brewer’s Plate event in Toronto. Brewer’s Plate is a charity event where chefs pair locavore fare with libations from many of Ontario’s finest craft brewers, VQA wineries and cider cellars. The FAB team will also be promoting the area as a

place to open an artisan food or beverage business and will be showcasing fare from the region with Seed to Sausage from Shabot Lake and Barley Days Brewery from Picton.



Ethno-Cultural Market Opportunities

The Frontenac CFDC has partnered with the Ontario Ministry of Agriculture, Food and Rural Affairs, Kingston Immigration Partnership, Downtown Kingston! BIA, KEDCO, Frontenac Federation of Agriculture, and the National Farmers’ Union Local 316 on a market research project to assess demand for ethno-cultural foods in the Kingston and Frontenac area and to identify potential market opportunities from area farmers and agri-food businesses. Demographic trends show that opportunities may exist for ethno-cultural foods to be produced, processed and distributed locally. The market research study will make use of a survey instrument developed by OMAFRA to interview consumers, retail and foodservice businesses.

The purpose of the project is to provide business people in the agri-food sector in Frontenac County with current market intelligence that can improve their ability to take advantage of ethno-cultural markets. This intelligence may assist with decision making for the 2014 growing season and beyond. WCM Consulting Inc. was awarded the contract to conduct the market research in the coming months. Stay tuned for an update on the project in our Fall newsletter.



Go Behind The Scenes at Limestone Organic Creamery

Staff at the Frontenac CFDC, representing the FAB Region, and CROWE Video Productions had the rare treat of going behind the scenes at Limestone Organic Creamery in Sydenham to see their milk bottling process in action.

Limestone Organic Creamery is an on farm processing plant for organic milk owned and operated by Francis, Kathie, Patrick and Olivia Groenewegen. Aside from their own brand of milk, chocolate milk, cream, whipping cream, and butter Limestone Creamery also carries Organic Meadow Products and a wide variety of local products like cheeses,



meats, produce, coffee, frozen entrees and home baked goods.

As partner in the Food and Beverage (FAB) Region the Frontenac CFDC has been working to highlight our area as a destination for artisan food and beverage and part of this is helping to promote those businesses. With the help of EODP funding the FAB Region has produced two videos this year highlighting Seed to Sausage in Sharbot Lake and our newest video at Limestone Organic Creamery.

To view Limestone Creamery’s video log on to www.fabregion.ca

Frontenac CFDC Spring Workshops

Facebook Management for Businesses

You took the first step and created a Facebook Page for your business, now learn how to effectively and efficiently manage your page. Join Jennifer Baker of Jennifer Baker Consulting as she discusses creating and executing a social media strategy, how to schedule updates, include links and page tags, upload photos, how to pin and highlight posts and the best times to engage. **Tuesday April 9, from 9:30am to 11:00am at the Frontenac CFDC office.**

What to consider when having a webpage designed for your business

Thinking about having someone develop a website for your business or adding online shopping to an existing site and not sure what to include or what questions to ask of the developer? Patricia Czychun of Capstone Web Solutions will provide an overview of the type of content and tools you may wish to consider. **Thursday April 11, from 9:30am to 11:00 at the Frontenac CFDC Office.**

How to use Facebook Ads for your Business

Considering using Facebook Ads to promote your business but not sure how to get started? Join Jennifer Baker of Jennifer Baker Consulting as she discusses the benefits of advertising on Facebook, creating ads, choosing your target audience, and how to schedule, time and budget your ads. **Tuesday April 23, from 9:30am to 11:00am at the Sydenham Library meeting room.**

How to use Facebook Applications to build your following

Facebook applications enhance the functionality of your Page. There are a number of effective (and FREE!) applications that can: Link to your website, showcase your products on your ETSY store, highlight your Pinterest Boards, display your YouTube Videos, allow users to sign-up for your newsletters and much more. Jennifer Baker from Jennifer Baker Consulting will teach participants how to integrate key applications into their Facebook Page. **Wednesday May 1, from 9:30 am to 11:00am at the Frontenac CFDC Office.**

Starting a business?

Want to be your own boss? This session will help you plan for a successful business start-up, discuss business structure, your business plan, financing and where to obtain additional information. Presented by the Frontenac CFDC Staff. **Thursday May 2, from 9:30am to 11:00am at the Frontenac CFDC Office.**

Introduction to Marketing

This session will be of interest to individuals considering starting a business or have recently started one. The workshop will focus on knowing your prospective customer and low cost options to promote your business. Guest speaker Jon Begg, Manager Strategic Alliances, Kawartha Credit Union. **Tuesday May 14, at 9:30am at the Frontenac CFDC office**

Forest Certification for Private Woodlot Owners - Eastern Ontario Model Forest

Join the Eastern Ontario Model Forest for a workshop designed to inform, inspire and help Frontenac's private woodlot owners to certify their forests under the EOMF established, easy and affordable Forest Certification Program. For a limited time, 20 qualifying woodlot owners in Frontenac County can take advantage of a FCFDC funded program that provides a free, on-site visit by a forest management consultant. **When and were: Thursday May 9, from 9am to 2pm at Soldier's Memorial Hall 1084 Elizabeth St. Sharbot Lake or Thursday June 13, from 5pm to 9pm at the Verona Lions Hall 4504 Verona Sand Road Verona. Cost is \$10 per person and you can register online at www.eomfcert.ca, call 613-258-8241 or email modelforest@eomf.on.ca.**

Registration is required for all workshops - space is limited and spots fill up fast! To register for a workshop call 613-372-1414, 1-888-372-9962 or email krista@frontenaccfdc.com.

Congratulations!

Congratulations to Karen & Dan Lahey who are the new owners of The Oaks Cottages on Crow Lake. Visit their webpage theoaksresort.com or find them on Facebook.

Congratulations to the Frontenac 4-H who celebrated their 100th Anniversary.

Stop by and say hello to the Gilmour family who are opening a meat shop and deli in the new Harrowsmith Plaza. Construction is underway! Watch their sign for opening announcements. Congrats!

Congrats to Casey Fisher the new owner of the Wolfe Island Grill. Keep an eye open for their new menu and new look at www.wolfeislandgrill.com

Shanti Yoga Retreat on Wolfe Island is celebrating 10 years in business! Congratulations Darin and Wendy. Visit them online at shantiretreat.ca

Do you have business news you would like to share on our next newsletter? Call 613-372-1414 or email krista@frontenaccfdc.com

Frontenac CFDC News

Frontenac CFDC AGM

We have changed our year end- look for announcements to attend our AGM meeting in mid-June.

We are on the move!

The Frontenac CFDC is relocating to the Harrowsmith Plaza at 5062 Rd 38. We hope to be settled into the new offices by the end of April. Please come visit!

Frontenac CFDC Student Bursary

Available to residents of North, Central, South, and Frontenac Islands Townships, who have been accepted into a full time skilled trades or technology program, or who register as an apprentice and attend St. Lawrence College with in the next 2 years. Applicants must be enrolled at any secondary school within the Limestone District School Board or the Algonquin & Lakeshore Catholic District School Board. Deadline April 30, 2013. Apply online at:

<http://tinyurl.com/b42y47a>

Eastern Ontario Development Program

Do you have a great idea that will grow your business or your local economy? Are you located in the County of Frontenac or your project will impact the Frontenacs? You may be eligible for a grant from the Eastern Ontario Development Program (EODP) through the Frontenac CFDC.

EODP promotes economic development in Eastern Ontario, leading to a diversified and competitive regional economy with successful businesses and prosperous communities. It has been a catalyst in many communities by encouraging new projects and community plans, mobilizing community stakeholders and helping to form partnerships. EODP provides resources to the CFDC's which invest in projects in three key economic development priorities: Business Development, Community Development, and Collaborative projects.

For the fiscal year of April 1, 2012 to March 31, 2013 the Frontenac CFDC approved \$919,778.37 for 92 EODP projects in the Business Development, Community Innovation and Collaborative Projects categories.

Business Development Funding Recipients:

Accounted IV
Austin Fox Plumbing & Heating
Beckwith Contracting
BH Porter Bookkeeping & Tax Services
Circle Square Ranch
E-Clips
Elm Tree Farm
Fernleigh Lodge
Frank's Garage
Freedom 55 Financial
Frontenac Outfitters
Gilmour's Meats
Greenshield Pest Control
Iron Art
Kingston Nurseries
Kingston Local Farms
KJP Technologies
Kwik Load Products
Limestone Organic Creamery
Metalcraft Marine
Natural Capital Resources
R&D Nelson General Maintenance
Seed to Sausage
Septic Solutions
Shanti Yoga Retreat
Silverbrook Landscape & Garden Centre
Stone Soup Farms
Sugar Hill Farms
Sydenham Pet and Farm Supply
Trousdale Funeral Home
Uptown Dairy
Welsh Miner's Lamps
Wilmer Wicks
Witters Welding
WSC Survival School Inc.

Community Innovation Projects:

The Frontenac CFDC has placed particular emphasis on four strategic directions for its community economic development - Vibrant Communities, Business promotion, Commercial / Industrial Space and Tourism Accommodation - and EODP applications are assessed with these priorities in mind. Some of the projects have the potential to impact more than one area of focus.

Vibrant Communities:

Bell Rock Community Hall Assoc.: Investing in the hall's water treatment system let them stay open to the public and providing funding for their theater lights will enhance their abilities to deliver dinner theatre to the community and increase revenues for the hall.

Cataraqui Region Conservation Authority: Funding to enhance the visibility and quality of the Cataraqui Trail and develop the Harrowsmith trail hub.

Central Frontenac Township: Funding to hire a consultant to create a site plan and conceptual building design for a trails centre.

Eastern Ontario Trails Alliance: To support trail development and marketing.

Shabot Obaadjiwan First Nation: To create a training/cultural centre for the First Nations members as well as providing business training and encourage self-employment.

Central Frontenac Township: To hire a consultant to produce perspective sketches of the core business section

of Verona in support of their Community Improvement Plan.

Township of Frontenac Islands: Act as a catalyst for the building of a roof for an existing rink by funding the engineering drawings.

Business Promotion:

Central Frontenac Township: Supported the township's request to organize and host a natural health event that showcased natural health practitioners, food products and cooking.

Central Frontenac Township: Received funding to hire a marketing manager and provide some marketing support for the Sharbot Lake Farmers Market.

Eastern Ontario Model Forest: To provide Forest Stewardship Council Certification for private and municipal lands.

Food & Beverage (FAB) Region: Funded the development of a "how to start a craft brewery" handbook as a tool for investment attraction and assistance for website to promote existing artisan food businesses in the region.

Ontario Maple Syrup Producers: Economic analysis of the industry.

South Frontenac Township: Received funding to create a shop local campaign. The purpose of this pilot project was to promote businesses and encourage residents to shop locally during the month of February.

Tourism Accommodation:

Eastern Ontario Trails Alliance: To provide training to tourism operators on tourist/accommodation packaging.

Frontenac Arch Biosphere: Create and develop "experience" packages that will be used by tourism operators.

Land O' Lakes Tourist Association: Funding of festival and events marketing including the hiring of an intern.

Land O' Lakes Tourist Association: To host a "live release" fishing derby event at 5 lakes in the Frontenac's.

Northern Connections and their Partner Shabot Obaadjiwan First Nation: Funding to organize an event that re-enacted life in a frontier encampment allowing visitors to learn about the Aboriginal culture and traditions.

EODP Success - Business Development



Iron Art designs unique stainless steel belt buckles as well as custom iron furniture and accessories. After great success at recent trade shows Iron Art took advantage of EODP funding to create a new website that integrated an online shopping cart and created an Etsy shop so their customers can now purchase their products online. Using Etsy and their online shopping cart Iron Art has been able to reach a larger customer base resulting in an increase of sales. www.ironartcanada.com



Uptown Dairy, located in Sydenham is a goat milk production farm and a pedigreed Saanen dairy goat breeding stock. Currently dairy goats in the area are live breeding which limits genetic availability and increases potential for the spread of disease between farms. Uptown took advantage of EODP funds to take skills training to initiate the use of artificial insemination breeding of their goat herd to control disease and make excellent genetic breeding stock available to other area producers.



Fernleigh Lodge, located on Kashwakamak Lake, is a full service fishing and vacation lodge with 24 cabins owned and operated by the Phillips Family.

Like many Frontenac accommodation businesses the Phillips have seen it get harder and harder for lodges and tourist businesses in the area to stay open. After making significant upgrades to their cabins, including winterizing 3 of their cottages, Fernleigh Lodge took advantage of Eastern Ontario Development Program funding to promote their Lodge at sportman shows, fishing shows, boat shows and trade shows within Canada and the United States hoping to attract more visitors to Fernleigh Lodge.

BH Porter Bookkeeping & Tax Services, located in Inverary, BH Porter provides accounting, bookkeeping, and financial services to business in the Frontenac's and surrounding areas. To better serve their growing client base BH Porter hired a Youth Intern with the help of EODP funding.

Beckwith Contracting is a construction company located in Sydenham that does everything from footings and foundations to roofing, exteriors and everything in between. Looking to expand their operation Beckwith Contracting took advantage of the Youth Internship program to hire an intern who had received training through the St. Lawrence College Carpentry Program.

Through the EODP Youth Internship program both BH Porter Bookkeeping & Tax Services and Beckwith Contracting have been able to expand their businesses to serve their client base more efficiently and also mentor young professionals and help them gain the skills, knowledge and confidence to excel in their fields.

EODP - How to get started

Did the EODP success stories spark an idea to help grow your business? Find out how the Eastern Ontario Development Program can help your business by logging onto our website for more information, deadline dates, guidelines and applications.

www.frontenaccfdc.com

Not sure where to start? call our office at 613-372-1414 to set up a time to talk about your project.

Rural Summer Job Service Incentive

The Rural Summer Job Service, RSJS encourages rural employers to create summer jobs that enhance the life skills and work experience of students in Ontario.

What does the program offer?

The Government of Ontario provides a \$2 an hour hiring incentive to eligible, rural employers who can create summer jobs for rural students between the ages of 15 and 30.

The program offers an opportunity for employers to hire a student and receive reimbursement for the time worked between April 1 & September 20th. Rural employers may receive the hiring incentive for up to 560 hours per summer employee.

The Rural Summer Job Service helped 1,243 employers create 5,251 rural summer jobs in 2012.

How to apply in 2013?

Please visit the Rural Summer Job Service website for an application and details on the intake period for the 2013 program.

<http://www.omafra.gov.on.ca/english/rural/rsj/index.html>

For more information contact:

RSJS.OMAFRA@ontario.ca



Frontenac CFDC seeking Volunteers for Board of Directors

The Frontenac CFDC is seeking residents and/or business owners within the County of Frontenac to apply to our Board of Directors who ideally have: an interest in local and regional community development, and knowledge of the County of Frontenac in general and perhaps an understanding of a specific business sector.

Those wishing to find out more about being a director, please call Anne Prichard at 613-372-1414 or 1-888-372-9962.



Power & Possibilities

For Ron and Anne Kortekaas, realizing a dream of an alternative energy business in Sharbot Lake meant a major investment, new careers and a family move.

Working with the business experts at the Frontenac CFDC helped keep their vision alive. "We had a house to sell, another to buy and a new business to learn," remembers Anne, co-owner with her husband Ron of ECO Alternative Energy Ltd., specialists in solar and wind electrical systems for residential and commercial properties.

To help ease the transition, Ron and Anne contacted the Frontenac CFDC, a non-profit organization that understands launching and growing a business means taking risks. Ron and Anne

received the short-term financing they needed to firmly establish ECO Alternative Energy Ltd.

"They also told us about employee training allowances," says Ron, "And they keep in touch regularly with news of workshop opportunities." With funding from FedDev Ontario, Frontenac CFDC offers free business advice for entrepreneurs and those looking to start a business in the Frontenacs. "Frontenac CFDC understands local business owners," adds Anne.

To find out more about realizing your business dream, call the Frontenac CFDC at 613-372-1414, 888-372-9962 or email info@frontenaccfdc.com.

About the Frontenac CFDC

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

Visit our website and make use of the many online resources available including business information and e-learning courses.

Promote you company for FREE in on our online business directory or advertise your community event.

Sign up on the events page of our website to receive email alerts for

Frontenac Community Futures Development Corporation

Harrowsmith

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