

Performance Results for 2022-23 CF West Yellowhead

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	2022-23
<i>Strong rural community strategic planning and implementation</i>	
1. Total number of community-based projects (new & on-going)	48 + 4
2. Total number of local and regionally-based community strategic plans developed and/or updated	6
<i>Rural access to business development services</i>	
3. Total number of business training session participants	283
4. Total number of business advisory services	550
<i>Rural access to capital and leveraged capital</i>	
5. Dollar value of loans	\$467,700
6. Total number of loans	12
7. Number of jobs created/maintained/expanded through lending ¹	30
Provide additional information (e.g. Success stories, Links to priorities, leveraging work, communication events, etc...)	
<p>In 2022-2023, Community Futures West Yellowhead focused on building our core services of coaching, training, financing, and community economic development with an emphasis on pandemic recovery. Our focus was on strengthening our businesses in the recovery period of the pandemic while understanding our role in economic recovery in the West Yellowhead. As the RRRF program was completed quickly and virtually during the pandemic, we engaged our RRRF clients in the West Yellowhead through a specific designed RRRF aftercare program to build relationships and share information on our core services. Through the Town of Edson small business loan program and our community business walks, we were able to work with our regional businesses and partners to strengthen our branding and marketing of our core services to potential clients in the region and support businesses with the basics of business through coaching, training, and financing.</p> <p>Lemonade Day 2023 saw the success of Kaylee Leis and Kaylee's Little Lemons business win Best Entrepreneur, Best Stand and Best Recipe in our local competition in Edson. Our team submitted Kaylee's business to the Northern Alberta competition which she also won resulting in her business as Alberta's choice for the international competition in Houston, TX. Kaylee won 2nd runner-up in that competition and was praised for her use of recycled materials in her stand as well as her entrepreneurial spirit.</p> <p>In the fall of 2022, Community Futures West Yellowhead partnered with the Municipality of Jasper, Town of Hinton, Town of Edson, and the Municipal District of Greenview to complete a triage business retention and expansion study to understand the issues that our regional businesses are facing at this stage in the pandemic. This study resulted in</p>	

¹ Estimated at the time of lending

Performance Results for 2013-14 Insert Name of CF Here

four community reports and a regional report for the West Yellowhead to identify clearly the issues facing businesses in the next two years of pandemic recovery. Our unique focus of concentrating on our individual communities while maintaining a regional focus was unique for our consultant and has resulted in a nomination from the Town of Edson for an international BRE award at the International Business Retention and Expansion conference to be held in Grande Prairie, AB in June 2023. Once again, CFWY has shown that we are creative and imaginative in building our core services to offer a valued and unique service to our businesses and our municipal partners in the West Yellowhead.

An interest transfer in 2022-2023 resulted in a Request for Proposals to complete high quality videos to promote our core services. CFWY used the services of one of our cherished clients in Edson to add to our promotional materials and highlight some of our small businesses to discuss the rewards and challenges of being a small business owner in the West Yellowhead; and of course, to share how CFWY helped these businesses become a success.