



ANNUAL REVIEW

2013-2014

Community Futures East Parkland



Message from the Chair

Community Futures is a federally funded not-for-profit program created in the late 1980s to assist rural communities with economic development. March 2014 marked the 25th anniversary of lending for East Parkland. Enclosed you will find a brief overview of the activities for the past year.

- Modernization and realignment were once again the focus at many Board meetings, which will result in the need for some restructuring of governance policies in the near future. In preparation, East Parkland took the initiative to examine its own operations. A new full-time Business Analyst position was created, upgrades to the computer and tracking software were implemented, and the mandate and vision were streamlined, to name a few.
- Without the presence of a full-time Economic Development Officer, economic development projects focused on local ideas and needs. Entrepreneurs continued to be assisted through one-on-one business coaching, and research into funding opportunities. Community organizations and municipalities were provided assistance with their projects through resources, and advice on incubators, CO-OP models, downtown enhancement, as well as training on the creation of social enterprises. Connections with existing project and referral partners were maintained and strengthened, while new ones were formed.
- Our volunteer Board of Directors was again very active and spent countless hours on the different economic development projects, loans and assisting the Staff in keeping the organization running smoothly. It was with regret that Ray Jarl, a 10 year veteran Director from Rimbey resigned. In appreciation for his dedicated service, a donation in his name was made to the Rimbey Chamber of Commerce. In turn, the Board was pleased to welcome Wayne Clark, also of Rimbey, as a new Director.

It is very fitting to give a special thanks to the Staff. It is their faithfulness to the Community Futures program in general, and East Parkland in particular, that continues to assist not only the Board, but the clients and communities we are committed to serving.

If your community, organization or business requires assistance, or has any questions, we encourage you to contact our office and speak with one of our knowledgeable staff.

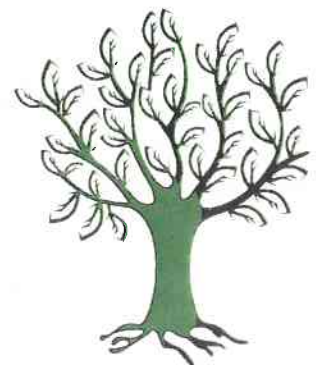
Hans Spelt

2014 Lending Statistics:

- **442 clients served**
- **25 applications presented**
- **13 loans approved with funds disbursed**
- **\$833,300 disbursed**
- **30 jobs maintained or created**
- **Interest rate stable at 6.25% throughout the entire year**

25 Year Statistics:

- **340 loans approved with funds disbursed**
- **\$17,952,516 disbursed**
- **1232 jobs maintained or created**



Youth Financial Literacy Program



In 2012-2013, East Parkland researched and developed a program for presentation to parent council meetings and/or students, to introduce youth to the necessity and benefits of money management. The program is very flexible and can range from a few minutes out a class, as an extracurricular event, or a series of lesson plans. This past year, presentations were made at Bashaw and Delburne Schools, as well as to the principals of the Clearview School District. In partnership with Reckseidler Films, a brief promotional video was created. <http://youtu.be/VCx-oTKqEbY>.

Marketing

As in the past, word of mouth has provided the basis of marketing for East Parkland, however this was supplemented by year round ads in the *Coffee News*, as well as seven different articles and/or ads throughout the year in local newspapers. East Parkland also participated in the Community Futures provincial wide web-branding campaign gaining a new website.



Public relation visitations were completed to 128 offices (banks, accountants, realtors, lawyers, municipal offices, etc.) in fifty communities within the East Parkland region, along with packages sent to the seven MLAs and three MPs with ridings in the region. Letters and packages were sent out to all municipal Councils.

East Parkland had a presence at the Stettler Trade Show, in partnership with the Stettler Regional Board of Trade, as well as at the CAEP AGM trade show, in partnership with Community Futures Central Alberta.

The company car was decorated and entered into thirteen community parades, and a legacy bench was purchased to support the Delburne Centennial. A legacy video for the 2011-2013 FarmOn Foundation's *Farm Masters* project was also completed in partnership with Benjo Productions. http://youtu.be/3WpWDoj_og.

Alberta Youth Entrepreneurship Camp

Applications were received and accepted from four youth to participate in the 17th annual week-long summer camp for youth ages 13-15 at Eagles Nest Ranch in Cypress Hills. This is a partnership between South Region Community Futures Offices. One past camper was accepted by the camp to return as a Youth Leader. East Parkland continues to support the promotion and development of youth entrepreneurship, and have extended a commitment for another season. <http://www.ayec.ca>



Western Economic Diversification

Over the past few years, WD has been reviewing the structure and delivery of the Community Futures Program. Within the past year, WD conducted several partner dialogues, questionnaires, and client surveys, resulting in a revitalization of the program with a focus on governance, and transparency. With a new set of minimum performance requirements, East Parkland corporate documents have been reviewed and will be upgraded early in the new fiscal year.

"For over 25 years, Community Futures organizations (CFs) have played an important, grassroots role in contributing to the economic development of their local communities. Building on the success and achievements of the CF program, Western Economic Diversification Canada (WD) undertook a revitalization initiative to ensure the program remains relevant to the evolving needs of western Canadian rural communities and the priorities of the federal government and department."

(Doug Maley, Assistant Deputy Minister, WD)

Chinook Entrepreneurship Contest

As a part of the partnership with Community Futures Lethbridge, the General Manager was responsible for reviewing two business plans for the contest. 'Plenty FULL Services', from the East Parkland region also entered a business plan for the contest, and was a runner up. East Parkland continued the partnership for the 2014 season. <http://www.chinookchallenge.com>



Growing communities one idea at a time.

OUR MISSION

To develop, diversify, and sustain our local economies.

OUR VISION

Strong communities through:

- Support of community economic development
- Creation and expansion of small to medium sized enterprises
- Delivery of business services to rural communities

Board of Directors

Hans Spelt—Chair
Vivian Hulley
Bob Tiltgen
Wayne Clark (Mar)

Bob Willis—Vice Chair
Warren Bloomquist
Sheila Reckseidler
Raymond Jarl (Apr-Oct)

Recipient of the
**2013 Community Futures Alberta
Award of Excellence and Innovation,**
for work on the
Cluster Manufacturing Project

**2013 Community Futures Alberta
Swan-Knight Award,**
presented to **Diane Szumlas**
for excellence in management.



Audited Financial Summary

ASSETS

	2014	2013
Current Assets	\$1,840,711	\$2,202,805
Long Term Investments	\$4,316,047	\$3,920,186
Capital Assets	\$ 38,153	\$ 41,191
Total Assets	\$6,194,911	\$6,164,182

LIABILITIES & NET ASSETS

Current Liabilities	\$ 30,840	\$ 57,504
Deferred Contributions	\$ 1,000	\$ 30,285
Long-Term Debt	\$ 0	\$ 4,534
Fund Balances	<u>\$6,163,071</u>	<u>\$6,071,859</u>
Total Liabilities & Fund Balances	\$6,194,911	\$6,164,182

STATEMENT OF OPERATIONS

Revenue	\$ 454,110	\$ 751,883
Expenses	<u>\$ 362,898</u>	<u>\$ 453,141</u>
Excess Revenues over Expenses	\$ 91,212	\$ 298,742

Chapman and Co. Professional Accountants LLP

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Western Economic
Diversification Canada

Diversification de l'économie
de l'Ouest Canada