

ANNUAL REVIEW

2011-2012

Community
Futures East Parkland



Message from the Chair

The operating year of 2011-2012 ended with uncertainty as to the direction the Community Futures program will follow. Modernization, realignment and restructuring were terms frequently used and became the focus of a number of our meetings early in 2012. Members of our Board met with representative of neighboring Community Futures Offices to discuss potential joint ventures and possible realignment. Information was shared and discussions will continue.

Our office had the opportunity to provide business-counseling services and extend loans to a variety of entrepreneurs and community enterprises. Through our involvement with the FarmOn Masters project, we assembled a team of local experts to provide on-line video training sessions. This extended our services past face-to-face meetings, and in addition to our conventional marketing, resulted in an array of new businesses and services to our communities. The most unique of the year were loans provided to a singer/song writer, a horse trainer, and a community church. We continue to provide opportunities to clients who are unique but necessary to their local communities.

Our Board was enhanced this year with the addition of Sheila Reckseidler. Sheila's community involvement in different areas is indeed an asset for East Parkland and her participation on the Board ensured all areas of our region are represented.

We are also pleased to announce that during the provincial Community Futures Conference Gala in Edmonton, our former manager, Don Moulton was presented the Pioneer Award and retired director, Victor Duffin received the Laura Swan Award for volunteerism. These two awards were indeed a highlight for our organization and well deserved by the recipients.

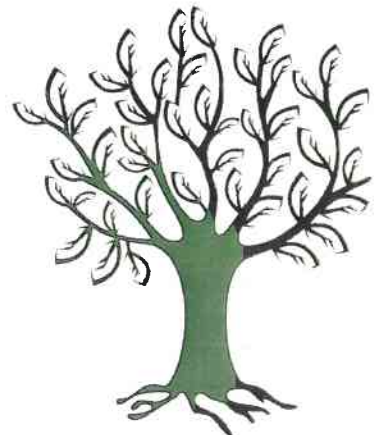
Despite uncertain times regarding modernization and realignment, we continue to receive core funding, maintain assets of approximately \$6 million, and anticipate another active and interesting year.

A huge thanks to our Staff, as their efficiency and hard work makes the job of the Directors that much easier.

Hans Spelt

Lending Statistics:

- **22 applications presented**
- **13 loans approved with funds disbursed**
- **\$759,000 disbursed**
- **35 jobs maintained or created**
- **Interest rate remained stable at 6.25%**
- **5 applications for \$259,000 later declined by the applicants**



Farm Masters Project

The FarmOn Foundation was awarded \$147,000 in Rural Diversification Initiative (RDI) funding in 2010 to assist in inspiring and encouraging young people to recognize the viability of staying on the farm and/or starting businesses in rural Alberta. Resources were then leveraged with \$970,000 in financial support from the Rural Alberta Development Fund (RADF) in order to promote the Perfect Pitch Contest, develop a social media platform and on-line education segment, as well as develop agriculture business clusters.



The Farm Masters section of the website, www.farmon.com was developed, beta-tested, and launched in Edmonton during Farm Fair, with Edmonton East MP, Peter Goldering representing WD. The on-line education segment includes a series of 'Expert Presenters' discussing varying aspects of business, including a piece on lending by East Parkland's General Manager. (<http://farmon.com/pages/workshops/guides/diane-szumlas/farm-masters-content/farm-masters-content/the-five-c's-of-credit.aspx>).

Evidence of business clusters have started to form and this aspect of the project will continue to be monitored despite the RDI project officially ending in March 2012.

Evolving Communities Speaker Series

Through partnerships with the Boom Town Trail and Augustana University's Rural Capacity Intern Program, East Parkland was provided with a Summer Intern who assisted with the development of the Evolving Communities Speaker Series. This project is aimed to bring high-level speakers/researchers to small rural communities to lead presentations on key local topics (climate change, local economy and food, sustainable community), to spark community conversations among each other to discuss new sustainable ideas, and issues important outside the community. The Town of Bashaw and the Village of Delburne participated.



Entrepreneurship Contests

East Parkland assisted the FarmOn Foundation with their 2nd annual Perfect Pitch Contest; an event aimed at rural Alberta youth aged 18-30. Participants have 3 minutes to present their rural and/or agriculture based business idea to a panel of judges. Five finalists selected receive business coaching and planning support to help refine and develop their idea into a business plan. Part of this educational component is the GoForth on-line business training that is sponsored by CFEP. The event culminated at Farm Fair in Edmonton with a final presentation before a panel of judges, and the winner (from Camrose) being awarded \$25,000.



Also partnered with Community Futures Lethbridge for their 8th annual business plan contest, which provides business seminars for participants and culminating with a grand prize of \$10,000. Four individuals from our region participated, with the contest extending into the next fiscal year.

Manufacturing Cluster Project

East Parkland was awarded \$120,900 in Rural Diversification Initiative (RDI) funding & \$295,000 from the Rural Alberta Development Fund (RADF), for the development of manufacturing business clusters in Central Alberta. An agreement was signed with the already established Central Alberta Rural Manufacturers Association (CARMA) to achieve the project goals of expanding the manufacturing sector and diversifying Central Alberta communities through initiatives that include enhancing productivity, development of new products, and pursuing market opportunities.



A Cluster Advisory Team (CAT) was created (with terms of reference, budget, and a 2-year work plan) to manage the project, a Cluster Facilitator was hired to administer it, and an official launch was held in September 2011.

Cluster development and educational opportunities have been pursued through networking events, workshops, website maintenance, and the hiring of a consultant to research natural clusters within the region. Funding and development are scheduled to continue throughout the next fiscal year.

Bashaw Aging In Place

This was a 2006 Rural Community Economic Development (RCED) Project for the creation of a feasibility study into the viability of constructing an 'Aging in Place' facility for seniors in Bashaw. After years of planning and development, the partners were presented with an almost \$4.5 million provincial Affordable Supportive Living Initiative matching grant, as well as awarded an additional \$934,000 in top-up funding for the construction of Bashaw Meadows.

*Almost \$5.5 million in
government funding
awarded*

Alberta Youth Entrepreneurship Camp

Applications from 5 youth were received to participate in the annual week-long summer camp for youth 13-15 at Eagles Nest Ranch in Cypress Hills, a partnership between the South Region Community Futures Offices. Five past campers applied for positions as Youth Leaders and all were accepted. East Parkland continues to support the promotion and development of youth entrepreneurship in general, and this event in particular by renewing its commitment for another year.



Miscellaneous Projects

Several other projects were initiated and include: **Investors Coop**, **Review of Municipal Economic Plans** for 6 communities and assistance to increase capacity based on the needs addressed, **Grant of the Month**, support for **Video Conference trainings** and **GoForth online training** course.

Growing communities one idea at a time.

OUR VISION

Strong Communities

People

Possibilities

Partnerships

Projects...

PASSION

Board of Directors

Hans Spelt—Chair
Warren Bloomquist
Raymond Jarl
Bob Tiltgen

Bob Willis—Vice Chair
Vivian Hulley
Sheila Reckseidler

The FarmOn Masters and Manufacturing Cluster projects are funded by the **Community Futures Rural Diversification Initiative**, as supported by Western Economic Diversification, and sponsored in part by **Rural Alberta's Development Fund** whose funding is provided by the Government of Alberta.



Audited Financial Summary

ASSETS

	2012	2011
Current Assets	\$1,946,902	\$1,622,938
Long Term Investments	\$3,919,686	\$3,937,220
Capital Assets	<u>\$ 55,767</u>	<u>\$ 66,368</u>
Total Assets	\$5,922,355	\$5,626,526

LIABILITIES & NET ASSETS

Current Liabilities	\$ 90,276	\$ 73,744
Deferred Contributions	\$ 48,989	\$ 24,453
Long-Term Debt	\$ 9,973	\$ 15,412
Fund Balances	<u>\$5,773,117</u>	<u>\$5,512,917</u>
Total Liabilities & Fund Balances	\$5,922,355	\$5,626,526

STATEMENT OF OPERATIONS

Revenue	\$841,785	\$733,858
Expenses	<u>\$581,585</u>	<u>\$755,491</u>
Excess Revenues over Expenses	\$260,200	\$(21,633)

Chapman and Co. Professional Accountants LLP

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