

# ANNUAL REVIEW

2012-2013

Community  
Futures East Parkland



## Message from the Chair

While modernization, realignment and restructuring were the hot topics last year, the inability of the Community Futures Offices to reach a consensus on how to accomplish this, resulted in business as usual for East Parkland.

The Manufacturing Cluster Project with the Central Alberta Rural Manufacturers Association (CARMA) was on the agenda for many Board meetings during the year as the project worked its way to its conclusion. The wind-up and Gala was held in Red Deer, where the participants declared the project a success, and we look forward to seeing the program, under the guidance of CARMA, continue as a self-supporting venture into the future.

We had many other opportunities present themselves throughout the year, such as providing education regarding downtown revitalization, and trainings for a 4-H youth camp and business plan competition out of Hobbema. We also investigated the development of a storefront enhancement program, youth financial literacy program, and presented the *Unleashing Local Capital Initiative* (COOP model) to many of our communities during the *2012 International Year of Cooperatives*. Our entrepreneurial clients took advantage of our assistance in areas of accounting, business planning, debt counseling, succession planning, product patenting, and human resource management. The lending program, as always, offered a unique array of potential business prospects for our region, with loans provided for such businesses as restaurants, within the oil and gas sector, and a pet supply store. We were also proud and pleased to have six current clients retire their obligations to us by transitioning to conventional financial sources.

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 is very fitting to give a special thanks to the Staff, for their commitment and dedication is indeed of great benefit for the Board, and the continued success of the organization.

*Hans Spelt*

## Lending Statistics:

- *355 clients served*
- *18 applications presented*
- *15 loans approved with funds disbursed*
- *\$839,000 disbursed*
- *45 jobs created or maintained*
- *Interest rate stable at 6.25% throughout the entire year*



## Manufacturing Cluster Project

March 2013 marked the completion of a two year project for the development of a manufacturing business cluster within the Central Alberta region. In 2011, Community Futures East Parkland was awarded \$120,900 in federal funding from Rural Diversification Initiative (RDI) and \$295,000 in provincial funding from the Rural Alberta Development Fund (RADF). An agreement was signed with the established Central Alberta Rural Manufacturers Association (CARMA) to achieve the project goals of helping to expand the manufacturing sector and diversify Central Alberta communities. Initiatives included the development of new products, enhancing productivity, and pursuing market opportunities.

Cluster development and educational opportunities were pursued through networking events, workshops, and individual business coaching. Project requirements and indicators were met or exceeded with the culmination of the project resulting in a networking Gala event held March 13<sup>th</sup>. A legacy video was completed as a reminder for project partners, as well as for marketing and promotion by the partners. ([www.youtube.com/watch?feature=player\\_embedded&v=wW7jxBTdRso](http://www.youtube.com/watch?feature=player_embedded&v=wW7jxBTdRso))

The cluster project, through CARMA's ongoing efforts, continues to build on the foundations and partnerships developed. Further information may be obtained at [www.carmagroup.ca](http://www.carmagroup.ca)



## Success Story

With the assistance of two loans in 2012, a client was able to expand operations in a franchise business, as well as purchase a similar franchise in another community - employing twelve full-time equivalent positions between the two locations. With accelerated payments, the first loan will be paid out in less than eighteen months (instead of five years), and the client is already in the process of receiving a third loan to further expand operations to include a complementary franchise within the first business.

*"...the credit should go to the Manager and Staff who helped me in achieving this goal. Believe me without the help of C.F.E.P. Mirror, AB, it would not be possible for me."*

## Alberta Youth Entrepreneurship Camp

Applications were received and accepted from five youth to participate in the 16th annual week-long summer camp for youth ages 13-15 at Eagles Nest Ranch in Cypress Hills, a partnership between South Region Community Futures Offices. One past camper was accepted to return as a Youth Leader. Three of the participants received awards – *Hardest Working Business Team Award*, the *Innovation Award* for the creation of a children's game 'windows of mystery', and the *Mr. Entrepreneur Award*. Community Futures East Parkland continues to support the promotion and development of youth entrepreneurship, and have extended a commitment for another season.



## Training Opportunities

- Partnered with the Central Alberta Economic Partnership (CAEP) to present the '*Business Expansion & Retention Education*' Program within five communities of the East Parkland region.
- Community Futures East Parkland was invited to provide a training session on developing a business plan during an entrepreneurship camp for 4-H members aged 13-16.
- Community Futures East Parkland was also requested to present a training session on business plan development for students of the Nipisihkopahk Education Authority in Hobbema, for their '*Change It Up*' business plan competition. The General Manager was then invited to participate on their judging panel for the contest.

*"This experience was extremely valuable to my future business plans...now I feel confident to go off and build my future. Your comments and input are greatly appreciated."*

## Marketing

Even after more than twenty years, new provincial wide marketing campaigns, and cutting edge technology, word of mouth continues to remain the major source of marketing and referrals received. Along with advertisements in the local Coffee News and several youth magazines, the company car was decorated for participation in five community parades throughout the summer months.



Growing communities one idea at a time.

## OUR VISION

**Strong Communi-**

**People**

**Possibilities**

**Partnerships**

**Projects...**

**PASSION**

### Board of Directors

Hans Spelt—Chair  
Vivian Hulley  
Raymond Jarl  
Bob Tiltgen

Bob Willis—Vice Chair  
Warren Bloomquist  
Sheila Reckseidler

The Manufacturing Cluster Project was sponsored in part by **Rural Alberta's Development Fund**, whose funding is provided by the Government of Alberta.



## Audited Financial Summary

ASSETS	2013	2012
Current Assets	\$2,202,805	\$1,946,902
Long Term Investments	\$3,920,186	\$3,919,686
Capital Assets	\$ 41,191	\$ 55,767
Total Assets	\$6,164,182	\$5,922,355
<b>LIABILITIES &amp; NET ASSETS</b>		
Current Liabilities	\$ 57,504	\$ 90,276
Deferred Contributions	\$ 30,285	\$ 48,989
Long-Term Debt	\$ 4,534	\$ 9,973
Fund Balances	\$6,071,859	\$5,773,117
Total Liabilities & Fund Balances	\$6,164,182	\$5,922,355
<b>STATEMENT OF OPERATIONS</b>		
Revenue	\$ 751,883	\$ 841,785
Expenses	\$ 453,141	\$ 581,585
Excess Revenues over Expenses	\$ 297,742	\$ 206,200

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