



Community Economic Development Projects

QUARTERLY REPORT

January 1 – March 31, 2024

COMMUNITY FUTURES WILD ROSE

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January 1 – March 31, 2024

CED Indicators	Annual Goal #	Current Outcome				Total To Date
		Q1	Q2	Q3	Q4	
Local and regionally-based community strategic plans developed and/or updated	3	1	0	1	1	3
Partners engaged in community strategic planning	10	6	0	5	6	17
New community-based projects	1	7	5	0	1	13
New community-based projects linked to a strategic plan	3	1	4	1	0	6
On-going community-based projects	2	3	2	2	1	8
Partners engaged in community-based projects	15	12	16	8	6	42
Number of Participants Trained	200	107	56	179	48	390
Number of Business Advisory Services	200	89	82	52	34	257

CED Indicators	Annual Goal #	Current Outcome #
Invested in community-based projects	\$12,600	\$14,441
Leveraged from partners in community-based projects	\$40,000	\$187,503

Numbers will vary as contributions and commitments are confirmed for projects.

Project Summaries

Regional Workforce Development Project

The project is in partnership with Wheatland County, Town of Strathmore, Prospect Human Services, Community Futures Wild Rose, Kneehill County and Rocky View County to develop a regional labour market profile and strategic plan to address workforce challenges and solutions to close labour gaps and access to training. The project funders have funded the project and will be available to support all businesses and communities within the CF Wild Rose Region. The project consultant is Factor 5 Group and managed by CF Wild Rose.

Quarterly Status Completed Deliverables:

- Strategic Planning workshop held February 29, 2024
- Environmental and Literature Scans
- Industry Interviews (21 in total)
- Release all Surveys again
- Completion of Data Analysis
- Preliminary Labour Profile and Draft Strategic Plan

Next Quarterly Deliverables:

- Draft Report presentation to PSC on April 4, 2024
- Stakeholder Presentation May 17, 2024
- Strategy presented to PSC June 7, 2024
- Completion of project June 30, 2024

Dates: May 15, 2023 – June 30, 2024

Value: \$255,681.82 (cash and in-kind)

Project Manager/Lead: Chantale Sangster

Communities: Regional

Outcomes: Partnerships Developed (14), Regional Labour Market Profile, Regional Workforce Development Strategy with 3 Initiatives, 100% of planned investments to proceed

Digital Economy Program #2

Project is an extension of DEP #1 and provides access to support for businesses to increase their online presence. The project is funded by BusinessLink and is available to all businesses within the region. Businesses receive access to a specialist to assist them with training, planning and counselling to help identify their needs and establish an action plan of items to complete.

Quarterly Status Completed Deliverables:

- Marketing and delivery of training sessions (5-part series in February)
- Continue one-on-one support sessions
- A new DSS team member has been hired from Virtual Gurus

Next Quarterly Deliverables:

- Marketing and delivery of training sessions (will offer the 5-part series again date TBD through the OLM System)
- Continue one-on-one support sessions

Dates: April 1, 2023 – September 30, 2024

Value: \$108,638.00

Project Manager: Lindsay Desrosiers

Project Lead: Sandra Bell

Communities: Regional

Outcomes: 80 businesses served (44 served)

Capacity Building for Entrepreneurs

Project is funded through Northern Regional Economic Development Fund (NRED) to provide access to business training and mentorship in response to the RRRF Needs Assessment. The project will develop 6 training modules to assist with securing financing and loan/debt repayment; Planning: Changing, Pivoting, Growing and Resilience; Introduction to Marketing and Building Brand Awareness; Work Life Balance and Mental Wellness; Operations, Time Management & Business Efficiency and Recruiting, Retaining & Managing Staff. The project will develop and deliver a mentorship program for businesses to assist them in areas of business development and coaching to help them grow their business and address any key challenges they are facing. A Business Development Officer will be recruited to assist in curriculum development and delivery of training in 3 intervals throughout the duration of the project.

Quarterly Status Completed Deliverables:

- Training series completed and delivered: 5-part Marketing Series delivered February (25 Participants)
- 24-month project deliverables: Train 30 entrepreneurs and deliver 18 training sessions. Trained 70 entrepreneurs, and delivered 15 training sessions
- Execute Marketing Plan to promote Mentors and Mentees to apply for new program, opened applications and have received an application for both a mentor and a mentee
- Online Learning Management System has gone into pilot testing in January and will run to April 15. The first two modules are Business Planning (3 completed) and Human Resources (2 completed). Each module will have multiple courses, and once module is complete, the trainee will receive a certificate of completion.

Next Quarterly Deliverables:

- One more delivery of Work Life Balance series
- Deliver Marketing through the Online Learning System

Dates: March 24, 2023 – March 31, 2025

Value: \$177,204.84 (cash and in-kind)

Project Manager and Lead: Trisha Breault

Communities: Regional

Outcomes: Partnerships (19) (4), Mentors (12), Businesses (30), 100% Workshop Completion

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Online Learning Management System:

The two-part project focuses on the development and implementation of an online learning management system (LMS) to support entrepreneurs and CF office staff.

The objective of the project is to develop an easy-to-use, non-linear, online learning solution that modernizes current resources, tools, and materials, with a common brand and creates an attractive foundation for training across multiple offices and supports younger clientele.

- a. The learning solution (one stop shop) will support Entrepreneurs while they are building their business plan and will be self-directed and have 24/7 access.
- b. The solutions developed will provide Business Training and Guidance that meet the needs identified in the RRRF clients Small Business Needs Assessment 2022 for both new clients and existing businesses at any stage of business.

The ultimate goal is to create a comprehensive online learning solution that meets the needs of entrepreneurs and enhances the support provided by CF offices.

Quarterly Status Completed Deliverables:

- Online Learning Management System went into pilot testing in January 2024 to April 15. The first two modules are Business Planning (2 completed) and Human Resources (1 completed). Each module will have multiple courses, and once the module is complete, the trainee will receive a certificate of completion.
- Pilot testing will be with 3 staff per office and 10 learners from each office

Next Quarterly Deliverables:

- Complete pilot testing by end of Q1.
- Evaluate post-pilot testing surveys and make any necessary adjustments to LMS
- Create 2 new modules for pilot testing in Q2

Dates: August 2023 – March 2026

Value: \$554,000.00

Project Manager: CF Central Alberta

CFWR Project Lead: Chantale Sangster

Communities: Regional

Outcomes: 180 trained learners, 20 partners engaged, \$206,000 leveraged dollars into the project

YETI - Youth Entrepreneurs Training Initiative

The YETI program offered by Community Futures Wild Rose is a dynamic and empowering initiative aimed at nurturing the entrepreneurial spirit among young individuals. This program provides aspiring young entrepreneurs with the necessary tools, resources, and mentorship to turn their business ideas into reality. Through a series of workshops, training sessions, and networking events, participants gain valuable insights into various aspects of entrepreneurship, including business planning, marketing, financial management, and customer service. The program is in partnership with CF Capital Region.

Quarterly Status Completed Deliverables:

- Class presentations at Prairie Christian, Wheatland Crossing and Strathmore High School delivered
- Marketing push to CTS/ CALM teachers, Guidance Counselors, Vice Principals, Principals, and youth organizations
- Updated teacher contact list

- Created YETI Sponsor Brochures and Letters
- At the end of presentations sign up sheets were left, 2 have been returned with 9 participants expressing interest 1 of them is a returning student

Next Quarterly Deliverables:

- Plan first week of sessions (Our participants will be able to join CF Capital Region's sessions)
- Select applicable candidates
- Secure sponsors. Start with Alberta wide banks, look for community & municipality sponsors when we know where the students will be coming from
- Secure presenters when we know where the students will be coming from

Dates: September 1, 2023 – September 30, 2024

Value: \$4,000

Project Manager: Trisha Breault

Project Support: Jo Huzan

Communities: Regional

Outcomes: 5 Participants, 3 Partners, 6 Training Sessions, 8 Counselling Sessions

Disaster Recovery

The proposed project aims to address the lack of preparedness for disasters in Community Futures (CF) offices in Alberta. Recognizing the increasing frequency of disasters affecting communities, such as wildfires, floods, and the pandemic, the project seeks to better equip CF offices to support businesses and non-profit organizations during and after emergencies.

The project's goals include educating CF staff and partnering municipalities on disaster preparedness, developing tools and policies for CF offices to manage disasters internally, and creating resources for non-profits and businesses to enhance their preparedness and continuity. It will involve training sessions for CF staff, management, and boards, as well as hosting round table discussions and workshops to facilitate knowledge sharing and collaboration among participating CF offices.

The project aims to develop templates, policies, and toolkits for CF offices to use in disaster preparedness and recovery efforts. It will create resources specifically tailored for non-profits and businesses, including toolkits, workshop outlines, and templates that can be accessed through CF office websites. The project emphasizes a collective approach, with participating CF offices working together to share experiences, data, and best practices in disaster preparedness and recovery.

Quarterly Status Completed Deliverables:

- 1-day Visioning and Strategic planning session
- Secured EDA to deliver Economic Disaster Resilience and Recovery 1-day workshop during Small Business Week 2024.
- Environmental scan, gap analysis, and research - ongoing

Next Quarterly Deliverables:

- Host EDA Economic Resiliency & Recovery Course in 5 in-person locations and 1-2 online workshops for 200 people across Alberta.
- Host a One-Day Economic Development Round Table and Workshop of Participating CF Offices.
- Schedule and host 8 in-person round table meetings with economic development partners across Alberta

Dates: September 2023 – August 2024
Project Manager: CF Yellowhead East
Communities: Regional/CF Provincial
Outcomes:

Value: \$164,000.00
Project Lead: Chantale Sangster

Western Events and Cultural Centre

The concept for the centre is a venue for both western and cultural events and lead by the Strathmore and District Agricultural Society (SAG). In 2022, CFWR contributed to the feasibility study and in June 2023 the SAG Board of Directors adopted the plan to pursue the development of the centre. CFWR is on the steering committee to assist in the revenue development of the centre. The \$17M facility is to be located on a 59.3-hectare (146.6-acre) site in Wheatland County, just outside the Town of Strathmore municipal border and has been designed by Modern Dimensions of Calgary.

Quarterly Status Completed Deliverables:

- Project Plan and Business Plan creation. RFP for consultants sent and contract secured.
- Community Presentation Feb 15, 2024

Next Quarterly Deliverables:

- VIP Presentation April 4, 2024
- Secure outside funding sources
- Apply for grant funding

Dates: August 2023 – December 2026

Value: \$20 million

Project Manager: Ryan Schmidt, SAG

CFWR Project Lead: Chantale Sangster

Communities: Strathmore and Wheatland County

Outcomes: In Progress

Skills in Action

In August 2023, CFWR will begin the delivery of the essential to employers and individuals. The Skills in Action program is a comprehensive and dynamic initiative designed to equip individuals with the necessary skills and knowledge to succeed in today's competitive job market. This program focuses on providing participants with practical training in various areas such as communication, problem-solving, teamwork, and leadership.

Through a combination of virtual classroom instruction, hands-on activities, and real-world simulations, participants are able to develop and enhance their skills in a supportive and engaging environment. Overall, the Skills in Action program empowers individuals to take charge of their professional growth and achieve their career goals.

Quarterly Status Completed Deliverables:

- Participant training (57 complete in total)
- 2 SME's recruited and 2 Organizations recruited
- CFWR project management final invoice sent (\$25,000)
- Payment was sent to remaining qualified learners and businesses

- Reporting submitted to CBDC Restigouche
- Completed

Next Quarterly Deliverables:

Dates: August 2023 – December 2023 – extended to January 2024 **Value:** \$25,000
Project Manager: Chantale Sangster **CFWR Lead:** Trisha Breault
Communities: Regional
Outcomes: 1 Stakeholder Organization Recruited, 30 Individuals Trained

Travel Drumheller Destination Development Zone

In 2022/23 Travel Drumheller built a destination development plan (Destination Drumheller) to guide the sustainable development and management of tourism over the next two decades based on evidence and key tourism engagement with our consultant Twenty 31. This steering group will bring their expertise to support and guide Travel Drumheller in the implementation of Drumheller Destination Plan.

The purpose of the Destination Drumheller Steering Committee is to act as the primary interface into the community and provide community direction into the execution of the Development Plan.

Quarterly Status Completed Deliverables:

- Attended the first meeting after being invited to rejoin after Wendy left
- Employee Position Recruited
- Steering Committee Meeting
- Brown Tourism signs reviewed
- Met with Lana Phillips

Next Quarterly Deliverables:

- Update on Brown Tourism Signs
- Meetings attended

Dates: Ongoing **Value:** \$110,000
Project Manager: Lana Phillips Travel Drumheller **CFWR Lead:** Trisha Breault
Communities: Kneehill County, Wheatland County (Rosebud)
Outcomes: To Follow

Women’s Conference – Nurturing our Roots

The Women's Conference is held bi-annually to provide women with knowledge and a chance to socialize all while having a fun day to themselves.

Quarterly Status Completed Deliverables:

- Attended two meetings since being asked to join
- Marketing Plan Developed and Executed

- Identify Events and Speakers
- Delivered 4 Sponsor request letters
- Vender letters sent out
- Vender table purchased for event (CFWR)

Dates: January 2024 – April 2024

Value: \$xxxx

Project Manager: Crystal Gaudet WFCSS

CFWR Lead: Trisha Breault

Communities: Regional

Outcomes:

2023-2024 Year to Date KPI Performance Report CF Wild Rose:

Performance Indicator	23-24 Target	April June	July Sept	Oct Dec	Jan Mar	YTD Totals
**Targets for MPSs should be greater than or equal to the MPS in the proper group.						
Indicate which Group the CF is in (groupings can be found in the attached Instruction Manual):	Group 1					350%
<i>Strong rural community strategic planning and implementation</i>						
# of local and regionally based community strategic plan(s) developed and/or updated during the year	3	1	1	0	1	100%
# of partners engaged in community strategic planning (New & Ongoing)	10	6	0	5	6	170%
Total # of community-based projects (New & Ongoing) (MPS)	3	7	5	0	1	430%
Total \$ Value of community-based projects (includes leveraged amounts)	\$12,000	\$7,005	\$8,333	\$13,799	\$5,000	698%
\$ leverage value of community-based projects	\$40,000	\$123,770	\$130,505	\$25,000	0	216%
# of partners engaged in community-based projects	15	12	16	8	6	280%
<i>Rural Access to Business Development Services</i>						
# of businesses created, maintained, or expanded through business services	15	10	4	7	41	494%
# of business training session participants (MPS)	200	107	56	179	48	195%
# of business advisory services (MPS)	200	89	82	52	34	129%
<i>Rural Access to Capital and Leveraged Capital</i>						
\$ value of loans (MPS)	\$1,000,000*	\$485,000	\$300,700	\$122,000	\$929,275	167%
# of loans (MPS)	16	5	7	2	12	162%
Amount Leveraged through Lending (EDP and non-EDP)	\$90,000	\$25,000	\$157,425	\$22,000	\$589,000	881%
Total of community-based projects AND Clients loans that Align with WD/GOC priorities (MPS)	3	3	7	4	5	633%

RRRF Quarterly Report

CF Office Name:

Date

40K RRRF Loans

Total 40k Loan Funds Drawn	\$	2,467,000.00
Total \$ Amount of 40k RRRF Loans	\$	2,467,000.00
Total Number of 40k RRRF Loans		77
Total Amount Forgiven :	\$	359,250.00

Expansion (20k) RRRF Loans

Total Expansion Loan Funds Drawn	\$	720,000.00
Total \$ Amount of Expansion Loans	\$	720,000.00
Total Number of Expansion Loans		36
Total Amount Forgiven :	\$	200,000.00

Total RRRF \$ Loaned (auto-calculates)	\$	3,187,000.00
Total RRRF \$ Forgiven (auto-calculates)	\$	559,250.00

RRRF Loans Refinanced

Total \$ Amount 40K Loans Refinanced	\$	109,500.00
Total \$ Amount 20K Loans Refinanced	\$	20,000.00
Total Refinanced (auto-calculates)	\$	129,500.00

Loan Repayments Sent to CWT

Repayments being sent this Quarter	\$	1,285,039.39
Date current repayment sent to CWT		April 5, 2024
Total repayments prior to this Quarter	\$	-
Total repayments to date(auto-calculates)	\$	1,285,039.39

please email this report to:
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