



Huron

Business Development Corporation

A Community Futures Development Corporation

ANNUAL REPORT - 2007



DELIVERED IN PARTNERSHIP WITH





MESSAGE FROM THE PRESIDENT:

In 2007, HBDC formulated, possibly, the most important economic development partnership in the history



of Huron County. In conjunction with the Warden’s Task Force initiative of 2006, the county government and HBDC joined forces and funds to create Huron Economic Development Matters. By mid 2007, the Ontario Ministry of Agriculture, Food and Rural Affairs granted matching dollars to the partnership and HEDM created three new departmental job designations enhancing youth engagement, community revitalization and specific economic development targets.

Over the past fifteen years, HBDC has consistently and successfully supported economic growth in Huron. The investment of loan funds through our partnership with Industry Canada created eighty-five local job positions in 2007. The multitude of services, programs and placements created or maintained over eleven hundred jobs...twice the target set for the year! Those new jobs generate \$27 million in annual income.

Partnerships are the key to successful growth and prosperity. With a strong volunteer board of directors, incredibly committed staff and associates across the county, HBDC recognizes the challenges of rural business in our county. With our community’s future in our hands, we will continue to adapt our leadership role to suit the times and keep Huron strong!

Director	Sector	Region
Pamela Stanley, President	Business Consulting	Central
Donna Taylor, Vice-President	Environmental/Healthcare	North
Bonnie LaFontaine, Secretary	Retail	North
Rick Hundey, Treasurer	Consulting Services	South
Bonnie Baynham	Youth	South
Stephen Burns	Engineering/Construction	Central
Kerri Herrfort	Economic Development	North
Klaas Jorritsma	Manufacturing/Construction	North
Susan Meyers	Community Service	Central
Joe Seili	County of Huron Representative	
Brock Vodden	Information Technology	North

Staff and Resource
Jim Niesen, Business and Loans Manager
Paul Nichol, Economic Development Manager
Lisa Harper, Information Manager
Brenda McGregor, Office Administrator
Scott Tousaw, County of Huron Representative
Diane Cloutier, Industry Canada



MILESTONES FOR 2007:

<u>INITIATIVE</u>	<u># OF ENTERPRISES</u>	<u># OF JOBS</u>
1. Self Employment Benefit Program	21	36
2. Small Business Management Consulting Service	17	52
3. Community Futures Development Institute	23	40
4. HBDC Loans & Guarantees	14	85
5. Business Planning Initiatives	2	1
6. Centres for Employment & Learning	n/a	689
7. HealthKick Huron Placements	11	12
8. Spokes On-line Learning	2	11
9. Canadian Agricultural Skills Service	137	199
10. Centre for Applied Renewable Energy	5	25
11. HR Practices in Small & Medium Enterprises	3	n/a
12. Summer Company Program	4	4
13. CED Youth Internship Program	2	7
14. Community Development Initiatives	<u>2</u>	<u>1</u>
TOTAL	243	1,162

	<u>2007 TARGET</u>	<u>2007 ACTUAL</u>
1. Total Client Service Contacts	30,000 client contacts	30,959 contacts
2. Business Start-Ups & Expansions Assisted	157 enterprises	243 enterprises
3. Jobs Directly Created/Maintained	633	1,162
4. Average Public Cost/Job (Fed., Prov., Mun.)	< \$ 2,500	\$ 2,371
5. Approximate Annual Income Generated By Jobs	\$ 14,748,900	\$ 27,425,000
6. Approximate Annual Income Taxes Generated	\$ 4,289,841	\$ 7,875,000

Since inception in 1993, the Huron Business Development Corporation and its partners have helped launch or expand 1,553 enterprises throughout Huron County, or approximately 42% of all farms and businesses in the area. In turn, these enterprises employ 5,975 people, or approximately 22% of the Huron County workforce. The approximate income generated in Huron County as a result of these jobs is \$140 million/yr with \$40 million returned each year to senior level governments in the form of income taxes.



The following report highlights the major activities and achievements for the past year. A total of **30,959 individual client contacts** were served at the Huron Business Centre in 2007, up from the previous year's total of **25,794**. The results of this activity are outlined as follows:

IN SMALL BUSINESS DEVELOPMENT:

- ☑ **591 consultations** were held with entrepreneurs regarding their plans to start-up or expand their business ventures.
- ☑ **21 new businesses** were launched in 2007 with the support of the **Self Employment Benefit Program**, offered in partnership between Employment Ontario, the County of Huron and the HBDC.
- ☑ **17 business ventures** received extensive one-on-one support from the HBDC's **Small Business Management Counselling Services**. These businesses have gone on to create an additional **52 jobs** throughout Huron County.
- ☑ **693 participants** attended HBDC-sponsored **Business Networking Events**, including the 14th Annual HTA Brochure Swap and Tourism Event in Wingham, the 2007 Renewable Energy Summit in Goderich, the HMA Manufacturing Awards of Excellence in Exeter and the Huron Women in Networking dinners at Holmesville.
- ☑ *570 people attended business management workshops on a variety of topics from marketing to bookkeeping as part of the ever-popular Better Business Seminar Series.*
- ☑ **40 individuals** sharpened their business management skills by enrolling in on-line programs offered through HBDC's **Community Futures Development Institute**.
- ☑ **\$828,976 in commercial loans** was disbursed to **14 Huron County businesses** in 2007, resulting in the creation of **85 new jobs** throughout the region.





IN ECONOMIC GROWTH:

- ☑ **4 Business Planning Initiatives** were launched this year to explore emerging opportunities in the Huron County economy. These include:

- Marketing Plan for the **Reuben Sallows Gallery**
- Feasibility Study for a **Centre for Fine & Performing Arts**
- Climatic Assessment for the **Commercial Production of Grapes**
- Feedstock Inventory for **Bio-fuels Opportunities for Producers Initiative**

- ☑ *Investment opportunities in Huron County were showcased in the world spotlight as the Goderich Chamber of Commerce attended the **International Chambers of Commerce Congress** in Istanbul, Turkey. International delegates received extensive information packages outlining the advantages of investing in Huron County.*



- ☑ **5 industrial investment inquiries** were fielded from abroad as a result of the **Invest-in-Huron** campaign. All proposed ventures were in the field of agri-business.

- ☑ *Mike Pullen has been hired as the **Senior Economic Development Officer** for the County of Huron. As part of his duties with the newly formed Economic Development division, Mike will be developing and implementing a series of new programs and initiatives to grow and promote the*

four economic pillars of the County: manufacturing, agriculture, tourism and culture. Mike's 18-year career in municipal government has been focused on marketing, economic development, tourism, policy planning, community development and management.





IN EMPLOYMENT & TRAINING:

- ☑ **689 Huron County residents** found new jobs this year with the support of employment services provided by HBDC staff at the **5 Centres for Employment & Learning**.

- ☑ **20 healthcare workers** continued their training as part of Year 2 of the Registered Practical Nurse Training program delivered by Georgian College in Seaforth and sponsored through the **HealthKick Huron Initiative**;

- ☑ **187 farm operators** from **137 area farms** received training assistance to help develop new revenue generation opportunities with the support of the **Canadian Agricultural Skills Service** administered by HBDC.

- ☑ *17 people found sustainable employment in the renewable energy field with the support of training and job shadowing offered at the Centre for Applied Renewable Energy in Brussels. Another 8 individuals are currently enrolled.*



- ☑ **3 local companies** received extensive support in human resources planning through the **Human Resources Practices in Small & Medium Enterprises** pilot operated by the HBDC.

- ☑ *In October 2007, Kelly Harrison was hired as coordinator for the **spokes On-Line Learning Program**. The spokes Program is designed to make distance learning accessible to anyone living in rural areas. Spokes allows both individuals and businesses the opportunity to search for courses and enroll directly, locate training programs for employees, and post and search current*

job opportunities in the region. As a result, 329 area residents accessed training without leaving Huron County through the support of the Spokes On-line Learning Collaborative.





IN YOUTH ENGAGEMENT:

- ☑ **4 local youth** received a taste of small business by operating their own summer ventures with the support of the **Summer Company Program**;

- ☑ **131 young people** took part in HBDC-sponsored youth skills initiatives, including:

- *1st Annual Youth Leadership Retreat Weekend*
- Girls Unlimited 2007
- South Western Ontario Outlook Project
- Technology Skills Summer Camp 2007
- HealthKick Huron Student Healthcare Placements
- 2007 Huron Med-Quest Camp



- ☑ **7 young people** gained valuable job experience and networks by participating in the **CED Youth Internship Program**. In addition to developing their job skills, these interns lent support to many exciting economic development initiatives, including:

- Main Street Brussels Commercial Heritage Project
- HealthKick II Business Plan
- Marketing Sallows
- Willing Workers Youth Employment Program
- Newcomer Recruitment & Retention Programs
- Centre of Excellence for Rural Healthcare

- ☑ *Clinton resident Rob Bundy has taken on the challenging new position of **Youth Engagement Coordinator** for the Huron Business Development Corporation. Rob will oversee the administration and delivery of a wide variety of youth-related initiatives throughout the County.*



He was responsible for having initiated and coordinated the highly successful Willing Workers Project, is regularly called upon to present Junior Achievement's popular Economics of Staying in School program, and was a mentor for the Summer Company.



IN COMMUNITY REVITALIZATION:

- ☑ Financial support was provided to implement recommendations from the **Strategy to Revitalize Our New Goderich (STRONG)** including a Starting a New Business Toolkit, Grand Opening Toolkit and a Business Ambassador Program.
- ☑ Survey comments and recommendations were compiled and summarized from the **South Huron Alliance for Retention & Expansion (SHARE)** initiative.
- ☑ Shared funding was awarded to the Municipality of North Huron to move forward with a **Wingham Business Retention & Expansion** initiative in the upcoming year.

- ☑ *Two Downtown Revitalization initiatives were launched, including the Blyth Queen St. Façade Improvement Program and a Goderich Consumer Demand & Supply Analysis.*



- ☑ Support was provided to several worthwhile community initiatives that are improving the economic, social, cultural and environmental health of Huron County. These include:
 - Creation of a new **Bayfield River Valley Trail**
 - Expansion of **Lake Huron Learning Collaborative** programs across the region
 - Marketing for the successful **Shakespeare-to-the-Shoreline** tourism initiative
 - Production of “**Noted**”, a CD featuring Huron County women musical artists

- ☑ *Kerri Herrfort has been hired as the **Downtown Revitalization Coordinator** for the County of Huron under the Huron Economic Development Matters Program. Kerri will be developing relationships with the local municipalities, business and retail associations, Councils, Chambers*



of Commerce, and Business Improvement Areas (BIAs) throughout the County. Kerri gained a great deal of municipal, economic development and marketing experience as previous Manager of the Wingham & Area Chamber of Commerce and Economic Development Officer for the Township of North Huron.



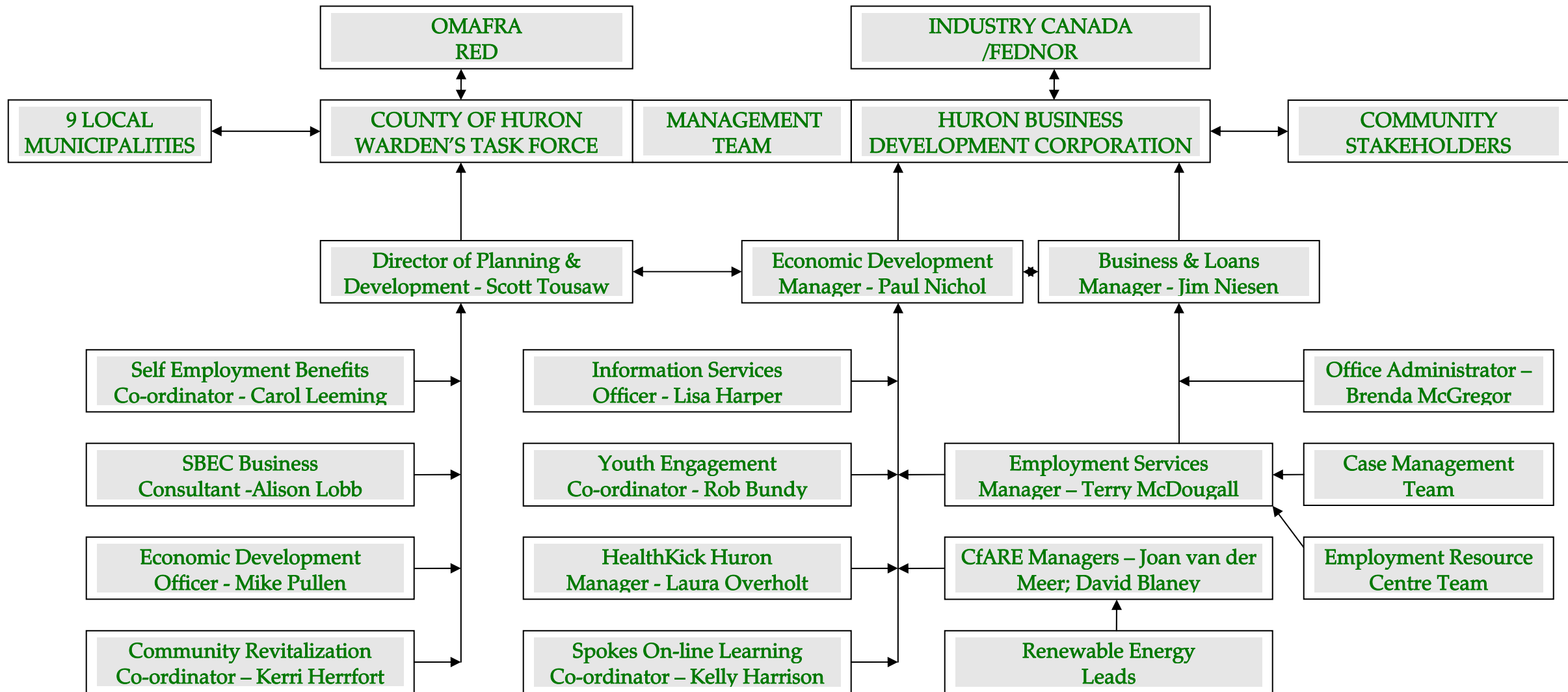
HURON ECONOMIC DEVELOPMENT MATTERS STATUS OF APPROVALS

As of December 31st, 2007

		<u>Annual Budget '07</u>	<u>Committed</u>	<u>Remaining</u>
A.	BUSINESS PLANNING INITIATIVES	\$30,000		
	- Sallows Gallery Marketing Plan		\$ 7,500	
	- Goderich Arts & Cultural Centre Feasibility		\$10,000	
	- Climatic Assessment for Grape Production		<u>\$15,000</u>	
			\$32,500	(\$-2,500)
B.	INVEST-IN-HURON MARKETING CAMPAIGN	\$30,000		
	- World Chambers of Commerce Congress		\$ 2,500	
	- Shakespeare-to-the-Shoreline		\$ 5,000	\$22,500
C.	WORKPLACE SKILLS CAMPS	\$20,000		
	- Employer-School Development Fund		\$ 2,500	
	- Technology Summer Skills Camp		\$ 2,000	
	- Spokes On-line Learning Network		\$ 3,500	
	- Centre for Applied Renewable Energy		\$ 3,500	
	- South Western Ontario Outlook Projects		\$ 2,500	
	- Willing Workers		\$ 2,000	
	- Youth Leadership Retreat		<u>\$ 2,000</u>	
			\$18,000	\$ 2,000
D.	CED YOUTH INTERNSHIPS	\$30,000		
	- Brussels Heritage Committee		\$ 3,500	
	- HealthKick Huron		\$ 4,000	
	- Sallows Gallery		\$ 3,500	
	- Willing Workers (2)		\$ 6,000	
	- Newcomer Recruitment & Retention Project		\$ 4,000	
	- Centre of Excellence for Rural Healthcare		<u>\$ 4,000</u>	
			\$25,000	\$ 5,000
E.	BUSINESS RETENTION & EXPANSION	\$30,000		
	- Wingham BR & E Initiative		\$ 9,000	
	- Goderich STRONG Implementation		<u>\$15,000</u>	
			\$24,000	\$ 6,000
F.	DOWNTOWN REVITALIZATION	\$30,000		
	- Blyth Queen St. Improvement Program		\$ 8,000	
	- Heritage Conservation Districts Study		\$ 5,000	
	- Goderich Consumer Demand & Supply Analysis		<u>\$ 4,000</u>	
			\$17,000	\$13,000
G.	COMMUNITY ENTERPRISE DEVELOPMENT	\$40,000		
	- Bayfield River Valley Trail		\$ 7,000	
	- Lake Huron Learning Collaborative		\$ 5,792	
	- "Noted"		\$ 5,000	
	- Business Alliance for Local Living Economies		<u>\$ 7,200</u>	
			\$24,992	\$15,008
TOTAL		<u>\$210,000</u>	<u>\$148,992</u>	<u>\$61,008</u>

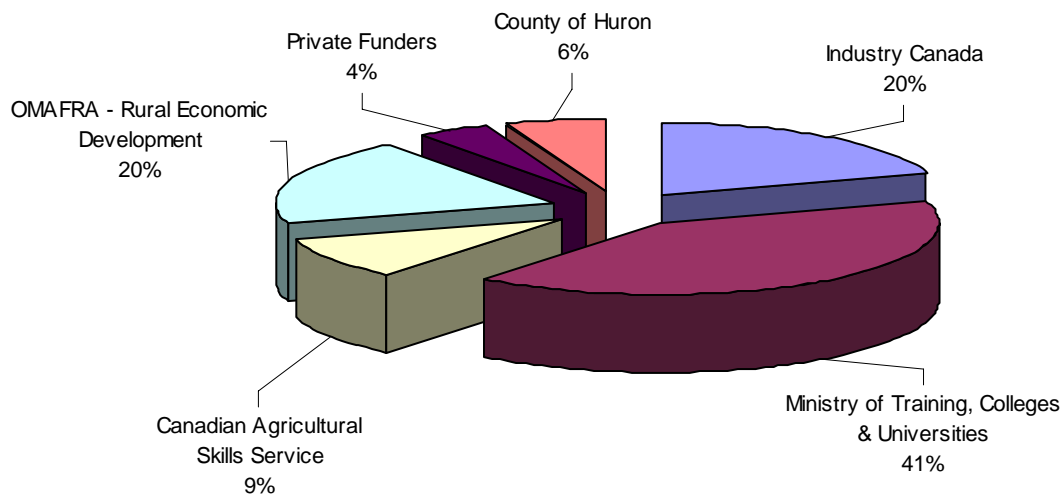


HURON ECONOMIC DEVELOPMENT MATTERS – PARTNERSHIP MODEL





HBDC Sources of Project Funding - 2007



THANKS TO ALL OF OUR PARTNERS:

Agriculture & Agri-food Canada
 Armstrong, Hayes & Associates
 Ausable Bayfield Conservation Authority
 Avon Maitland District School Board
 Bayfield River Valley Trail Association
 Blyth Business Association
 Bruce Grey Huron Perth Georgian Triangle Training Board
 Brussels Downtown Revitalization Committee
 Centres for Employment & Learning
 CON*NECT CASS Centre
 County of Huron
 Exeter Business Association
 Fanshawe College
 Foundation for Education
 Georgian College
 Goderich & District Chamber of Commerce
 Goderich B.I.A.
 Goderich Community Development Partnership
 Goderich Theatre Build Committee
 Heritage & Cultural Partnership
 Human Resources & Skills Development Canada
 Huron County Warden's Task Force on Economic Development
 Huron East/Seaforth Community Development Trust
 Huron Manufacturing Association
 Huron Tourism Association
 Huron Park Industrial Association
 Huron Perth Catholic District School Board
 Huron United Way

Huron Women in Networking
 Industry Canada/FedNor
 Junior Achievement of London & District
 Lake Huron Learning Collaborative
 Municipality of Bluewater
 Municipality of Huron East
 Municipality of South Huron
 Office of Learning Technologies
 Ontario Association of Community Futures Development Corporations
 Ontario Ministry of Agriculture, Food & Rural Affairs
 Ontario Ministry of Small Business & Entrepreneurship
 Ontario Ministry of Training, Colleges & Universities
 Ontario Trillium Foundation
 Pan Canadian Community Futures Network
 Perth Community Futures Development Corporation
 Restigouche Community Business Development Corporation
 Sallows Gallery
 Service Canada
 Sierra Youth Coalition
 Social and Economic Development Innovations
 South Huron Chamber of Commerce
 Town of Goderich
 Township of North Huron
 West Region CFDC Network
 Women Today of Huron
 Workplace Skills Initiative
 Wingham & District Chamber of Commerce

