

**2016 - 2017**  
**YEAR IN**

*Review*



The 2016-2017 fiscal year was an exciting time of **GROWTH AND INNOVATION** worth celebrating for Valley Heartland, Lanark County and North Leeds. With your support, we enabled economic growth on the ground through our Community Investment Fund and the Eastern Ontario Development Program; funding an array of businesses from craft breweries to a start-up that fabricates cannabis processing equipment.

During this time we advanced **91** loans, funded **35** Eastern Ontario Development Program grant projects and completed a Lanark County-wide Economic Development Strategic Planning Process.

I would like to thank our staff, board and partners for the expertise and dedication that continues to bring our goals to life and produce such outstanding results. This **DEEP WELL OF EXPERTISE** has helped us respond to the changing needs of our region and we are seeing continued strong demand for our services.

This document highlights the accomplishments of 2016-2017, both ours and those who we have worked with. These achievements are not just ours to celebrate. **THEY ARE YOURS.**

Tina Stevens,

*Tina Stevens*

General Manager  
Valley Heartland Community Futures  
Development Corporation

**Your business** *isn't small business to us*

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# LOCAL INVESTMENT FUND

for local entrepreneurs

When other sources are insufficient or unavailable, our loans programs offer financing solutions for local entrepreneurs. We receive loan applications monthly, and strive to make the loans process straight forward and flexible to suit the needs of our business community.

\$2M

IN LOAN  
REQUESTS

\$1.3M

IN LOAN  
APPROVALS

91

LOANS  
APPROVED

28

JOBS  
CREATED

141

JOBS  
MAINTAINED

# EASTERN ONTARIO DEVELOPMENT PROGRAM

72

APPLICATIONS

\$2.1M

IN  
REQUESTS

35

PROJECTS  
APPROVED

\$450K

IN PROJECTS  
APPROVED

22

JOBS  
CREATED

6

JOBS  
MAINTAINED

EODP ADVANCES ECONOMIC DEVELOPMENT BY CONTRIBUTING TO THE DEVELOPMENT OF BUSINESSES AND COMMUNITIES.

We have strategically invested our EODP funds in local projects that: drive sustainability, innovation and spark job creation to better position our region for global competitiveness and economic diversification.

# WALK THE WALK & TALK THE TALK, *really.*

40+ YEARS OF COLLECTIVE EXPERIENCE

39

BUSINESSES  
MENTORED

50+

HOURS OF  
MENTORING

7

WORKSHOPS  
DELIVERED

A key partnership we have been building over the past five years has been with Launch Lab. They are a team of entrepreneurs helping entrepreneurs, delivering one-on-one mentoring at no cost to businesses. Through this partnership, mentors were at our office at least once a month. They have worked with over 30 businesses in our region this past year on bringing innovative ideas to market, distribution, sales, business structure, intellectual property strategies, and more.

## SAVVY + HOLISTIC + COLLECTIVE

BUSINESS SERVICES IN ONE PLACE

1

STAFF + DIRECTOR  
ON STARTER  
COMPANY + PANEL

7

EODP & STARTER  
COMPANY +  
COLLABORATIONS

36

BUSINESS PLANS  
REVIEWED

5

CO-HOSTED  
WORKSHOPS

Our co-location with the Small Business Advisory Centre reduces duplication of services and creates ample opportunity to partner and interconnect our programs and services to better serve the business community.

# STRONG PARTNERSHIPS BUILD +

**SHARED UNDERSTANDING +  
COLLECTIVE FOCUS =  
LASTING PROGRESS**

A key part of our mandate is community economic development. We often work alongside community leaders and stakeholders to create plans and implement projects that support the 'big picture' such as business retention and succession planning strategies.

One of our ongoing initiatives is the regional Economic Development Alliance: The alliance is made up of economic developers representing all municipalities in our region, that meet bi-monthly to share information and partner on projects. Many partnerships have developed from this alliance and have complemented our long standing partnership with Lanark County.

By way of a Service Agreement, Valley Heartland provides economic development services to Lanark County, and has recently completed a county-wide collaborative economic development strategic planning process. The process was led by Valley Heartland, Lanark County and OMAFRA, and was driven by:

44	4	8
LEADERSHIP TEAM MEMBERS	WORKING GROUPS	LANARK COUNTY MUNICIPALITIES

The plan will serve as a roadmap with evidence-based actions and partnerships to inform decision-making and planning of future economic development projects at the county and lower tiers. Our collaboration with Lanark County continues to be an effective partnership that leverages the strengths of each partner and is driving economic development activities county-wide.

# WHAT'S NEXT

We couldn't be happier with the accomplishments of 2017, but we are very excited for 2018.

Any organization worth their salt is on a continuous mission to improve their performance and increase their contributions to the region they serve. We are no exception. Significant progress has been made over the past five years to modernize our organization. New personnel, new roles, and evolving programs have played a crucial role in providing responsive services and solutions of the highest quality.

## NEW FACES

### + NEW

### ROLES +

### EVOLVING

In our region there is now more commitment than ever before - from businesses and municipalities (and higher expectations on both sides of the equation) to expand and retain a sustainable, skilled, and competitive local economy.

As such, Valley Heartland has launched:

1. Six new loans (micro-loans, lines of credit, loans for women and youth, for social enterprises and the business improvement program)
2. Partnered with Lanark County to deliver a one year, county-wide Business Retention and Expansion Program.
3. Launched two new pilot programs (Food & Beverage Peer Group + Amplify) in partnership with Launch Lab.
4. Launched a refreshed brand and new website.

**Stay tuned + in touch with us in 2018 for updates and news!**