

Smooth Rock Falls Community Development Corporation

Annual General meeting
June 22, 2011

Presentation Agenda

- A look at the past year 2010/2011
- Current projects
- Priorities of the SRFCDC
- Road map for the next year
- Any questions

2010/2011 Review

- NOHFC EDC funding
- Celebrate Ontario Truck Fest Funding
- Health Community Fund
- Enabling Accessibility Fund
- Summer Jobs Funding

SRFCDC funding

- NOHFC Funding
- 270,000 over two years
- Priorities include
 1. Initiate discussions with Tembec for transfer of 30,000 acres of land
 2. Pursue Implementation of Smooth Rock falls Industrial Cooperative project
 3. Continue efforts to develop and finance 120 acre Industrial Park
 4. Pursue negotiations with land owners to obtain additional lands for development purposes
 5. Continue to further the development proposed by Nightingale Premier Inc.

Celebrate Ontario Funding (Truck Fest)

- \$38,000 to fund the purchases of;
- Tents and shelters \$18,000
- Signage, garage and toilets \$2,000
- Communication systems \$9,000
- Bleachers \$9,000

Healthy Community Fund

- Funding for two years \$59,914.60
- Hiring of an Intern to manage project
- Creation and distribution of HCF newsletter
- Providing Seminars on healthy eating
- Equipment purchases for Ski Club, Golf Course and Bowling alley
- Providing free or low cost activities to engage participation targeting low-income households
- Clearing and further developing of trails

Heritage center

- Application to the Enabling Accessibility Fund has been submitted
- Grant to provide a wheelchair lift and for the renovation of the washroom to accommodate persons with disabilities

Summer Jobs

- Approved for 4 summer students
- One working at the SRCDC office
- Three will be employed at the Heritage
- Pivotal for youth retention

Current Projects

- Organization of SRF CDC files and work area including equipment
- Marketing & further development of Truck Fest including Internship position
- Member of the NeCN steering committee for Agricultural study for the North Clay Belt
- Working to improve and increase local businesses and non-profit groups
- Attraction of new businesses and opportunities for SRF
- Creation of an Economic Development Strategy for SRF

Priorities of the SRF CDC

- Business Retention & Expansion
 1. Program notification alert service
 2. Business Help centre
 3. Provide business workshops and seminars for businesses
 4. Develop partnerships and link businesses to financing options

Priorities of the SRF CDC

- Attraction of External Investment
 1. Work with Town of SRF to assist in the transfer of lands
 2. Further develop Web presence and marketing capabilities of the SRF CDC
 3. Update Community Profile and market to selected companies
 4. Enhance networks and business relationships to encourage investment

Priorities of the SRF CDC

- Enhancing performance of Non-Profit Organizations
 1. Working with groups to develop marketing initiatives ex. Website's
 2. Developing programs or events to further financing opportunities
 3. Assisting with application writing and management
 4. Providing intern employment for peak season and events

Priorities of the SRF CDC

- Develop Tourism Model for SRF
 1. Assessment of current tourism model
 2. Increase marketing and branding of SRF and tourism assets
 3. Inquire into Tourism accommodation and cottage development in SRF

Priorities of the SRF CDC

- Collaboration with SRF Chamber of Commerce
 1. Representative of SRF Chamber of Commerce on SRF CDC board
 2. Create a new partnership and develop opportunities for businesses of SRF
 3. Assist and collaborate with marketing efforts of SRF Chamber of Commerce.

Road Map for 2011/2012

- Manage current projects
 1. EDC funding
 2. Healthy Community Fund
 3. Celebrate Ontario
 4. Enabling Accessibility Fund

Road Map for 2011/2012

- Install Business Retention and Expansion program for SRF
- Update and further develop marketing capabilities of the SRFCDC
- Increase Corporate awareness of SRF assets and investment opportunities

Road Map for 2011/2012

- Further the development of Truck Fest and marketing reach of event
- Development of projects and events for our heritage centre
- Position the SRF CDC to manage Agricultural and Agri-Forest opportunities in this region.

Road Map for 2011/2012

- The Creation of an Economic Development Strategy for SRF that will span at a minimum of 3-5 years
- The creation of a Tourism strategy for SRF working with the Tourism operators that exist.

Thank You

- Questions or Comments?