

INFO

pour entrepreneur(e)s
for entrepreneurs

Magazine

MARCH 2024

PRESCOTT AND RUSSELL DEVELOPMENT CORPORATION

VISIONARY VIEWPOINTS

An insightful look on our 2023 highlights and
what's to come



**SOCIÉTÉ DE DÉVELOPPEMENT
PRESCOTT & RUSSELL
DEVELOPMENT CORPORATION**

Funded by:
Federal Economic Development
Agency for Southern Ontario

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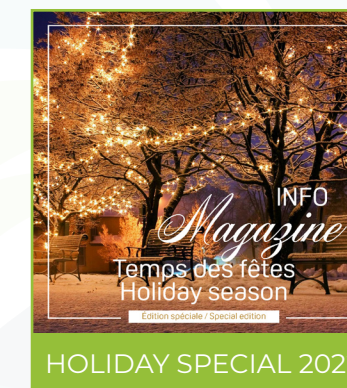
Canada 

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"Many of life's failures are people who did not realize how close they were to success when they gave up."

PREVIOUS EDITIONS



A WORD FROM THE TEAM

First and foremost, we would like to take this opportunity to wish you all a new year filled with health, growth, and prosperity.

As you know, the Prescott and Russell Development Corporation (PRDC), which underwent a transformation in 2023, is unequivocally an important and indispensable institution in the entrepreneurial and economic development of the Prescott and Russell communities.

It is a unique and essential player in business development and regional economic development, and its history clearly reflects this. In addition to interventions with businesses and communities, the Prescott and Russell Development Corporation tirelessly continues its discussions to improve its actions to better support the business community and, undoubtedly, community organizations.

During the last PRDC retreat, the members of the Board of Directors and the management team were unanimous on the urgency of deploying an internal Action plan and a Regional Economic Development Strategy for Prescott and Russell. That being said, the PRDC developed its 3-year internal plan and, in collaboration with the [United Counties of Prescott and Russell \(UCPR\)](#), prepared the groundwork for the 2024-2029 regional economic development strategy.

The current economic context and the last year require more than ever a strategy with a structuring, sustainable, collective, inclusive, and more competitive vision.

This strategy must notably be based on actions such as:

- Accelerate infrastructure investments to create lively, dynamic, and better-served communities in addition to attracting new businesses;
- Increase the construction of affordable housing for an adequate accommodation offer to meet current and future needs;
- Designate an innovation zone as an economic catalyst and job generator in each region with industrial parks;
- Create a workforce attraction plan to meet the needs of employers and businesses;
- Recognize the special status of the PRDC as a LEADER in the economic development of the United Counties of Prescott and Russell.

and much more...

So, take a few moments of your time to read what happened in the Prescott and Russell economy in 2023. But what does the year 2024 have in store for us under the sign and influence of the Dragon ... lol ... To be continued.

ON BEHALF OF THE PRDC TEAM

JOHN CANDIE	Executive Director
DANIEL SIGOUIN	Business Advisor
KIM DENIS	Accounting Technician
PAULINE CHEVRIER	Communications and Loans Officer
KARIANNE SIMARD	Projects Coordinator

HAPPY READING!



**SOCIÉTÉ DE DÉVELOPPEMENT
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Every setback is an opportunity to learn, and every success is a testament to your efforts. Celebrate your victories, big and small, and learn from your challenges, emerging even more robust and refined.



Support and collaboration remain the cornerstones of our our mandate, mission, and values. Together, we are stronger, and more resilient, and we can write the next chapter of your success together.

2023 PRDC HIGHLIGHTS

The PRDC is governed by a Board of Directors made up of eight local volunteers representing different regions in Prescott and Russell in various sectors of activity. The PRDC began its 37th year with the **2023-2024 Board of Directors election**. Congratulations to:



LUC FILION

CHAIRPERSON



PATRICK BROUSSEAU

VICE-CHAIRPERSON



JULIE MÉNARD-BRAULT

SECRETARY-TREASURER



"Being the only REGIONAL economic development organization in Prescott and Russell, the PRDC will continue to make fair and informed interventions and investments for the well-being of our communities and businesses in the Prescott and Russell region because it is our responsibility as regional LEADERS"



ERIC DROUIN, past Chairperson of the Board of Directors

The PRDC would also like to congratulate the following administrators:

- Sylvain Charlebois
- Alain Lamarche
- Eric Drouin
- Éric Charlebois
- Christine Bonneau O'Neill

We would like to extend our heartfelt gratitude to the entire Board of Directors for your exceptional leadership and unwavering commitment. Your collective efforts and strategic vision play a crucial role in guiding our organization to new heights. We thank you all for your time, support, and dedication to local businesses and economic development by representing and upholding our mandate, mission, and values. We are fortunate to have a board of directors that is not only accomplished but also deeply passionate about our collective success.

"In today's interconnected world, economic business and community development cannot occur in isolation. This requires a collective effort involving government agencies, municipalities, regional governments, businesses and entrepreneurs, educational establishments, non-profit organizations such as the Chambers of Commerce, and, above all, the community itself. Our vision as an economic development organization is to promote realistic, inclusive, and sustainable progress."



LUC FILION, Chairperson of the Board of Directors

2023 PRDC HIGHLIGHTS

Each year, during its Annual General Meeting, the PRDC will honor a person from Prescott and Russell for their commitment to the community, their contribution to economic development, and their support for the entrepreneurial ecosystem by presenting them with the **President's Award**.

This year's Annual General Meeting was held on September 19, 2023, at the beautiful [Vankleek Hill Vineyards](#). The President Award recipient, chosen by the PRDC's Board of Directors, is recognized, among other things, for their contribution to regional economic growth, for their contribution to strengthening links between SMEs and the communities, for the the promotion of local purchasing, and of course their LEADERSHIP.



The PRDC's Board of Director members have chosen none other than Ms. Julie Brisson, outgoing President of the Prescott and Russell Chamber of Commerce for this year's President Award recipient for her exceptional leadership towards businesses and entrepreneurs in Prescott and Russell. As president of the [Prescott and Russell Chamber of Commerce](#), Ms. Brisson demonstrated resilience and determination, finding creative solutions and encouraging everyone to persevere, even when times were difficult. Her strategic vision and ability to anticipate the needs of our entrepreneurial community have been invaluable, and we thank her.



2023 PRDC HIGHLIGHTS

In the fast-paced world of entrepreneurial development, workshops and conferences have become an integral part of staying abreast of the latest trends, fostering networking opportunities, and expanding one's knowledge base. Over the past year, the PRDC has actively hosted and participated in a multitude of conferences across various industries, each of which have been invaluable in providing insights into cutting-edge technologies, industry best practices, and emerging trends and leaving an indelible mark on the professional journey.

Atelier 1 / Workshop 1
COACHING D'AFFAIRES
BUSINESS COACHING
 Présenté par / Presented by **DANIEL SIGOUIN** **GrowthWheel®**
 Partenaires / Partners **bdc** **La Chambre de Commerce de Prescott-Russell**
Atelier 2 / Workshop 2
PLANIFIER LA SUCCESSION D'ENTREPRISE
BUSINESS SUCCESSION PLANNING
 Présenté par / Presented by **SYLVAIN LEVAC** **BDO**
15 novembre 2023
November 15, 2023 7:00 am à/to 9:00 am **CASSELVIEW**
GRATUIT FREE

Partnering with the [Bank of Development Canada \(BDC\)](#), the [Prescott-Russell Chamber of Commerce](#) and [BDO](#) was a great way to combine our knowledge, resources, and expertise for 2 informative workshops.

This dynamic and interactive event was designed to empower the participants with the knowledge, skills, and strategies needed to reach new heights. Subjects included an overview and training of the Growth Wheel software and Business succession planning.



Distinction de l'Ontario pour services bénévoles
Ontario Volunteer Services Awards
5
 Luc Filion **Président / Chairperson**
 Sylvain Charlebois **Administrateur / Administrator**
 Eric Drouin **Président sortant / Past Chairperson**
 Éric Charlebois **Administrateur / Administrator**
 Christine Bonneau O'Neill **Administratrice / Administrator**

The PRDC wishes to congratulate and thank Mr. Luc Filion, Mr. Eric Drouin, Mr. Éric Charlebois, Mr. Sylvain Charlebois and Ms Christine Bonneau O'Neill, members of our esteemed Board of Directors. Their 5-year milestone of volunteering and contributing their expertise and knowledge is truly appreciated by the management and staff of the PRDC.

B2B PRESCOTT ET RUSSELL
NAVIGUER LE PAYSAGE FINANCIER
NAVIGATE THE FINANCIAL LANDSCAPE
SOCIÉTÉ DE DÉVELOPPEMENT PRESCOTT & RUSSELL DEVELOPMENT CORPORATION
en collaboration avec in collaboration with
CHAMBRE DE COMMERCE CLARENCE-ROCKLAND CHAMBER OF COMMERCE **Desjardins Entreprises** **bdc**
1 fév./Feb. 2024
17h30 à/to 20h00
Hammond Golf and Country Club
600 chemin du Golf Rd.
Hammond, Ontario
K0A 2A0

Navigating the financial landscape involves understanding and effectively managing various aspects of personal and business finances. This workshop encompassed a wide range of topics. The PRDC was thrilled to collaborate with the [Clarence-Rockland Chamber of Commerce](#), [Desjardins Business](#), and the [Bank of Development Canada \(BDC\)](#) to offer entrepreneurs and businesses an in-depth informational and instructive conference to better understand and help navigate through the financial landscape.

2023 PRDC HIGHLIGHTS

The Prescott-Russell Community Development Corporation, a key player and LEADER in economic development in Prescott and Russell and southern Ontario, announces the launch of its new visual identity, marked by a **REFRESHED LOGO AND NEW NAME**. Created and developed in collaboration with [KB Media Inc.](#), the new branding reinforces its commitment to better serve businesses and entrepreneurs and to anticipate the constantly evolving needs of its clients, partners, and communities.

The new name, **PRESCOTT AND RUSSELL DEVELOPMENT CORPORATION**, was carefully selected to reflect our current identity, our commitment to innovate, and our determination to offer cutting-edge solutions to our clients, partners, and communities.



The new logo embodies our commitment to evolve with the times while remaining true to our core values. The use of vibrant colors demonstrates our dynamism in supporting and collaborating with the community, reflecting its role in promoting economic growth and job creation while emphasizing a sense of solidarity and empowerment.

Sincerity, wisdom, trust, confidence, and business.

Loyalty, assurance, stability, and intelligence.

New beginnings, growth, renewal, energy, creativity, and success.

Optimism, trust, enthusiasm, warmth, and friendliness.



The Maple leaf signifies liberation and the beginning of its unique journey.

The Ribbons represent the dynamic interaction and convergence of two parties, symbolizing conversation, progress, and support.

The Light bulb is innovation, creativity, ideas, and vision. It is also representative of our mandate, mission, and values



Thank you to KB Media Inc.'s Sarah Hayes and Mark Kelly for their professionalism and outstanding collaboration



Past Chairperson, Eric Drouin (at the back) and Luc Filion, Chairperson (at the podium)

Thank you to Vankleek Hill Vineyards for hosting this event. Perfect ambiance as always!



Thank you to all who attended the new branding unveiling

From left to right: PRDC's John Candie, Executive Director, Eric Drouin, past Chairperson, and Luc Filion, Chairperson, Mark Kelly, President of KB Media Inc. and the Prescott-Russell Chamber of Commerce, Normand Riopel, Mayor of Champlain Township



2023 PRDC HIGHLIGHTS

The PRDC attended the 2nd annual **Leadership féminin Prescott-Russell's Symposium** on systemic barriers to gender equality in Prescott and Russell. Guest speakers, a discussion panel covering several topics, and a QA period made it the perfect venue to address gender equality.



2024 PRDC UPCOMING EVENTS

The Prescott and Russell Development Corporation (PRDC) is continuously active in the Prescott and Russell communities. Whether partnering with other organizations or hosting our own events, we are always eager to meet you at various functions and celebrations. Here are just a few events confirmed so far to look forward to in 2024:

PRDC ANNUAL GOLF TOURNAMENT **August 23, 2024**

Daniel Gigault Open



**SOCIÉTÉ DE DÉVELOPPEMENT
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Reuniting entrepreneurs, businesses and organizations each year on the golf course for a fun day of networking, mingling, socializing, and friendly competition. The PRDC is thrilled to host their annual golf tournament again this year. Information will be sent out to everyone over the next few months. We hope to see you on the course!

RURAL BUSINESS SUMMIT **November 21 and 22, 2024**

A unique occasion to connect in Rural Eastern Ontario



**RURAL BUSINESS SUMMIT
SOMMET DES AFFAIRES RURALES**

The Rural Business Summit is designed to connect businesses seeking strategic alliances to innovate, diversify, and grow. A business matchmaking event to meet potential partners, investors, suppliers, and/or clients operating in the agriculture, agri-food and food processing, tourism, bioproducts, advanced manufacturing, transport and logistics, and services sectors.

2024 UPCOMING EVENTS

2024 GALA OF EXCELLENCE **October 19, 2024**

Celebrating local entrepreneurs and businesses



It is with great pride and enthusiasm that the Prescott and Russell Development Corporation (PRDC) announces the 16th edition of the [2024 Gala of Excellence](#), which will be held on Saturday, October 19, 2024, at the Camille Piché Community Center in Embrun. This event encompasses the business community of the [United Counties of Prescott and Russell \(UCPR\)](#). This Gala is unique as it recognizes, brings together, and highlights the small and medium-sized businesses as well as the devotion and passion of entrepreneurs in Prescott and Russell. Since 1991, this event, which welcomes nearly 300 guests, is represented by 16 categories of nomination, 44 finalists, and 16 winners covering all sectors of activity.

OFFICIAL PARTNERS



Why should you **register your business** for the 2024 Gala of Excellence? Participating can provide your business with recognition within your industry and community. Winning an award or being nominated for one can enhance your business's reputation. This event attracts influential figures and leaders in various industries. Attending the Gala of Excellence can provide valuable networking opportunities, allowing you to connect with potential clients, partners, and collaborators. It also allows you to:

- leverage the event for marketing and publicity purposes;
- boost employee morale and motivation by providing a platform to celebrate your business's achievements, and your team's hard work and dedication, contributing to a positive work environment;
- enhance customer trust and loyalty. It signifies that your business is committed to excellence and is recognized by peers and experts in the industry.

A business can register in more than one category, provided they meet the required [general eligibility criteria](#). Available categories to register include Manufacturing Business, Retail Business, Services Business, Tourism Business, Agri-food Business, New Business, Independent Worker, Woman Entrepreneur, Community Participation, Inclusive Business and Young Entrepreneur. Other categories are the Emeritus Award, the Jury Award, the Daniel Gigault Award, the Excellence Award and the Entrepreneur of the Year Award. These categories are determined and selected either by the organization committee and/or the jury. A business cannot register for these categories.

Why should you **sponsor a category**? Sponsoring a category at this prestigious event has many benefits for businesses and organizations. Here are several reasons why you might consider sponsoring:

- The Gala of Excellence often tailored to specific demographics or industries and attracts a specific target audience, providing an opportunity for increased visibility. Events often attract media coverage, providing sponsors with additional exposure through press releases and interviews.
- Logo visibility, mentions, and other promotional materials before, during, and after the event can enhance brand exposure.
- Wonderful networking opportunities with industry professionals, potential clients, and other sponsors.
- Supporting local or community events demonstrates corporate social responsibility and fosters goodwill.

There are 5 levels of sponsorship (3 levels remaining) with distinct exposure plans. You may choose to sponsor more than 1 level. Click on the level to view the exposure plan. Click [HERE](#) to view the categories available for sponsorship.

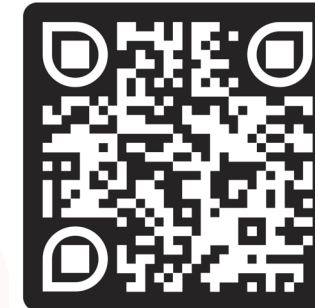
[GOLD](#) level exposure plan

[BRONZE](#) level exposure plan

[ACTIVE](#) level exposure plan

Click [HERE](#) to see the current sponsors and partners.

REGISTRATION



COMMANDITE/SPONSOR



PRDC FUNDING

The Prescott and Russell Development Corporation (PRDC), sponsored by [FedDev Ontario](#), continues to deliver its mandate to encourage the development and diversification of the local economy. We offer various funding options for all your entrepreneurial projects.



Investment Fund loan

The [Investment Fund](#) loan provides a funding source up to a maximum of \$300,000 to new and existing businesses in the Prescott and Russell regions. This source of financing is structured with flexible repayment terms and, an assessment of your project's viability, and assistance in obtaining realistic funding.

\$300,000



Young Entrepreneur loan

The [Young Entrepreneur](#) loan has been created to reduce the outmigration of young people towards urban centers and aims at supporting young entrepreneurs from 18 to 39 years of age in the Prescott and Russell regions with available funding ranging from \$5,000 to \$30,000. This program promotes leadership in young people and values their social, cultural, and economic engagement in our communities.

\$30,000



Express loan

The [Express](#) loan was created to support the operational continuity of businesses in the Prescott and Russell regions. Funding up to a maximum of \$15,000 for expenses such as leasehold improvements, increasing inventory, helping with working capital, improving or updating equipment, and marketing, to name a few. A decision could be transmitted within 72 business hours of receiving the application.

\$15,000



EDISO loan

The [Economic Development Initiative of Southern Ontario \(EDISO\)](#) loan is dedicated to francophone and bilingual businesses in southern Ontario, including rural and urban areas. This program offers funding up to a maximum of \$30,000 and is designed to strengthen the foundation, sustainability, and competitiveness in southern Ontario.

\$30,000

NEW FUNDING OPTION AND TOOLS



Line of credit

\$150,000

To further support entrepreneurs and businesses in achieving their entrepreneurial goals, the PRDC now offers a new financing option, a line of credit. This option can either be paired with the Investment Fund loan or applicants can opt for a line of credit only.

The maximum financial assistance of \$150 000 in the form of a line of credit provided by the investment fund is offered to incorporated SMEs only. The borrower can borrow money from his/her line of credit in whole or in part, according to his/her needs and with proof of justified invoices. The funds can be used for a variety of reasons, including:

- business expansion;
- leasehold improvements;
- cash flow management;
- cash flow for contract purposes;
- bill payment;
- unexpected expenses.

Interest is generally paid on the amount used, meaning the amount disbursed by the PRDC, and not on the amount of the credit line allocated. The interest rates associated with a line of credit can be variable or fixed, depending on the terms of the agreement between the parties and the PRDC preferential current rate.

A line of credit may be secured by assets such as real estate, inventory, accounts receivable, or other valuable assets, as well as general and specific security agreements.

A line of credit cannot be used to acquire or start a business or to pay government taxes.

NEW tools are now available



BUSINESS PLAN TEMPLATES

If you want to start a small business and are not quite sure of the first steps. Or if your business is already up and running and needs a better outlook on your future plans and goals, a business plan is always a good place to start. It will help you steer your business as you start up and/or grow your business endeavor. The PRDC is here to help. The [Business Plan Guide](#), [Business Plan Handbook](#) and [Financial Plan](#) templates are available on our website. These documents can be downloaded and are fillable for your convenience.

LOAN CALCULATOR

The [loan calculator](#) will allow you to calculate your monthly payments based on the loan amount, term, and interest rate and will help you determine how much you can afford to borrow based on your revenues. Please note: this is a basic loan calculator and does not take into consideration the flexible terms and reimbursements we can offer.

ENTREPRENEUR CORNER

Small and medium-sized businesses are the heart of our communities and the backbone of our economy. They also lead the way in innovation and continue to prosper. This section was created for ALL entrepreneurs and businesses in the Prescott-Russell and Southern Ontario regions.

It is with great pleasure that we dedicate this portion of the INFO Magazine to help promote local SMEs. Promotional advertisements, special events and sales, and business logos are all accepted at no cost. If you would like to include your business, please email your publicity (in png format) to pchevrier@sdcp-prcdc.ca and we will be sure to include it in the following editions. Thank you to the following businesses for participating.

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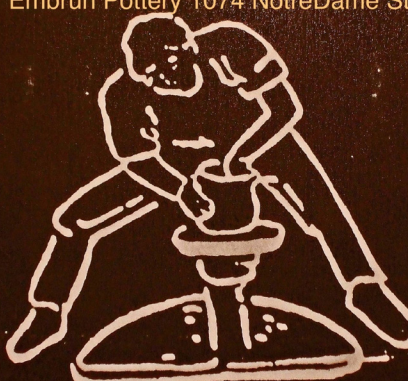
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ENTREPRENEUR CORNER



CÉLÉBREZ:
Arts, culture et patrimoine

Célébrer une décennie d'excellence artistique ! Depuis 2014, le Conseil des arts Prescott Russell Arts Council (CAPRAC) se dévoue à faire rayonner le paysage artistique, culturel et patrimonial des Comtés unis de Prescott et Russell.

Rejoignez notre communauté d'amateurs d'art, d'innovateurs créatifs et de passionnés de culture. Célébrons ensemble la richesse des arts, de la culture et du patrimoine qui nous inspirent, nous captivent et nous unissent tous !

CELEBRATE:
Arts, Culture & Heritage

Celebrating a decade of artistic excellence! Since 2014, the Conseil des arts Prescott Russell Arts Council (CAPRAC) has been dedicated to supporting the vibrant artistic, cultural, and heritage landscape of the United Counties of Prescott and Russell.

Connect with our community of fellow art lovers, creative innovators, and culture enthusiasts. Together, let's celebrate how arts, culture and heritage inspire, captivate, and unite us all!

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Le Conseil des arts Prescott-Russell (CAPRAC) est reconnaissant du soutien financier de tous ses bailleurs de fonds / CAPRAC gratefully acknowledges the financial support of its funders.

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If you would like to include your business in future INFO Magazine editions and share your business experience.

If you would like to offer suggestions or would like to recommend a business you feel should be included in future INFO Magazine editions.

If you are curious and would like to know more about the services and financing options offered by the PRDC.

If you would like to be added to our growing correspondence list to receive future INFO Magazine editions, or current and future services and financing information.

We would love to hear from you

If you would like to promote your business by adding your company logo, publicity, events, sales, or any other information the INFO Magazine's ENTREPRENEUR CORNER.

If you are an entrepreneur or you are contemplating making that leap from dream to reality, or are simply curious about local businesses, events, and entrepreneurial information.

If you would like to register your business on the PRDC's website's [business directory](#).

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"If you look really closely, most overnight successes took a long time."



INFO

pour entrepreneur(e)s
for entrepreneurs

Magazine

MARCH 2024

PRESCOTT AND RUSSELL DEVELOPMENT CORPORATION

VISIONARY VIEWPOINTS

An insightful look on our 2023 highlights and
what's to come



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