



Société de développement communautaire
Prescott-Russell
Community Development Corporation

Une Société d'aide au développement des collectivités
A Community Futures Development Corporation

ANNUAL REPORT

Prescott-Russell Community
Development Corporation

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info@sdcp-prcdc.ca

2023

Funded by:
Federal Economic Development
Agency for Southern Ontario

Canada

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*You only fail
when you
stop trying*



WELCOME

A word from the Chairperson and Executive Director

We are happy to present the Prescott-Russell Community Development Corporation's 2022-2023 annual report. The 2022-2023 year has been another significant and quite discreet year for several businesses and organizations in our region since several issues still persist after the pandemic.

The labor shortage exacerbated by the shortage of affordable housing, the complexity of the supply chain, and overconsumption have contributed to generating the inflation that is currently underway.

In addition, we have noticed a slight decrease in investment from our businesses and entrepreneurs, fewer community projects seem to have developed this year, less government aid for our SMEs and of course, the increase in the Bank of Canada interest rates represented a crushing blow for many. However, the PRCDC was able to adapt its approach and its flexibility to alleviate these impacts and maintain its assistance by financing several entrepreneurial projects worth close to \$2.3 million.

During the year, the PRCDC has benefited from significant partnerships, such as Desjardins for several initiatives, including Women's Day in Toronto. For the 2022 Gala of Excellence, partners such as Scotiabank, La Cité and Groupe Convex to name a few. And of course, StrikeUp, in partnership with the Northumberland CFDC which attracted more than 3 500 network connections from all over the world and more than 300 references for Prescott-Russell.

Always being attentive to clients and partners and remaining flexible and efficient in order to offer quality service, these are the 2023-2026 action plan objectives that we will pursue for the benefit of the businesses and community development in Prescott and Russell.

It is a source of pride to note that the organization's richness is based on the cohesion, solidarity, and expertise of its team and the professional and committed volunteers who support it. We are deeply grateful to them.

Eric Drouin

Chairperson
Prescott-Russell Community Development Corporation

John Candie

Executive Director
Prescott-Russell Community Development Corporation

ABOUT US



PRCDC VALUES

- **INTEGRITY:** We act with integrity to listen, advise, and support our businesses, entrepreneurs, and communities while providing quality services.
- **INCLUSIVE:** We ensure, through our policies, diversity and inclusion within the administration, directors and all the processes carried out by the organization.
- **PROFESSIONAL:** We take our role as an economic development organization seriously through our knowledge, our obligations for quality of service, and transparency.
- **UNIFIER:** We advocate collaboration with our peers while joining all communities in an atmosphere of mutual respect and conducive trust.
- **VISIONARY:** We envision change by encouraging creativity, innovation, and the development of new sustainable ideas.



PRCDC MANDATE

The [Prescott-Russell Community Development Corporation](#) is a support agency for local economic development in the [United Counties of Prescott and Russell](#). A team of professionals offers its services in the following four areas:

- Consulting and financial support for businesses.
- Support for community projects and initiatives.
- Support for development and access to training.
- Promotion of local economic development.

Proudly serving entrepreneurs and businesses in the Prescott and Russell and Southern Ontario regions, our dedicated staff of professionals are:

JOHN CANDIE

Executive Director

KIM DENIS

Accounting Technician

DANIEL SIGOUIN

Business Advisor

PAULINE CHEVRIER

Communications and Loans Officer

KARIANNE SIMARD

Projects Coordinator

The PRCDC is managed by a volunteer board of directors representing businesses, education, and agricultural sectors:

ERIC DROUIN

Chairperson

ÉRIC CHARLEBOIS

Vice-chairperson

CHRISTINE BONNEAU O'NEILL

Secretary-treasurer

SYLVAIN CHARLEBOIS

Administrator

PATRICK BROUSSEAU

Administrator

JULIE MÉNARD-BRAULT

Administrator

LUC FILION

Administrator

ALAIN LAMARCHE

Administrator



PRCDC OBJECTIVES

The main objective is to maintain and create jobs in the community. The Prescott-Russell Community Development Corporation (PRCDC), through an investment fund, offers high-risk funding to small and medium-sized businesses in the form of loans, loan guarantees, and shared capital. We support and encourage all job creation and enhancement initiatives.

The objectives of the PRCDC are as follows:

- Stimulate job creation by supporting existing businesses and the development of new ones;
- Stimulate entrepreneurship in the Prescott-Russell region;
- Promote the development of employment, education, and training.



PRCDC REGIONS SERVED

Providing services to SMEs in the Prescott and Russell and Southern Ontario regions, offering funding, coaching, mentoring, and hosting different workshops and events to help guide entrepreneurs in their projects.

PRESCOTT AND RUSSELL REGIONS

- [Township of Alfred and Plantagenet](#)
- [Municipality of Casselman](#)
- [Champlain Township](#)
- [City of Clarence-Rockland](#)
- [Town of Hawkesbury](#)
- [East Hawkesbury Township](#)
- [The Nation Municipality](#)
- [Russell Township](#)



SOUTHERN ONTARIO REGIONS

- Brant
- Bruce
- Chatam-Kent
- Dufferin
- Durham
- Elgin
- Essex
- Frontenac
- Grey
- Haldimand-Norfolk
- Haliburton
- Halton
- Hamilton
- Hastings
- Huron
- Kawartha Lakes
- Lambton
- Lanark
- Leeds and Grenville
- Lennox and Addington
- Middlesex
- Niagara
- Northumberland
- Ottawa
- Oxford
- Peel
- Perth
- Peterborough
- Prescott and Russell
- Prince Edward
- Renfrew
- Simcoe
- Stormont, Dundas and Glengarry
- Toronto
- Waterloo
- Wellington
- York





FINANCIAL REPORTS

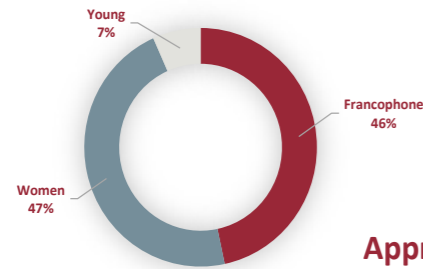
ECONOMY
COMMUNITY
CREDIT
AFFAIRS
EXPENSES
PLAN
ENTERPRISE
RESOURCE
FUNDS
FLEXIBLE
BUDGET
TERMS
SOCIETY
RICHNESS
EQUIPMENT
CAPITAL

FUNDING REPORT

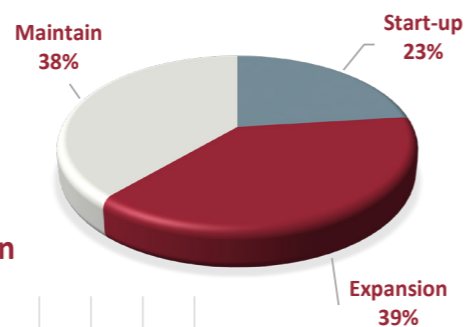
In the 2022-2023 fiscal year, the PRCDC approved loans totaling more than \$1 367 000 in the Prescott-Russell region, including \$90 000 in the RERF fund and \$120,000 in the southern Ontario area (EDISO funding) to help with start-up, maintain and expansion of local SMEs.

Investment Funds	2022-2023 fiscal year	Since inception
Disbursed Investment Fund loans	\$2 298 000.00	\$36 164 272.00
Approved Investment Fund/ loans	13	668
Jobs created and maintained	181	5 129

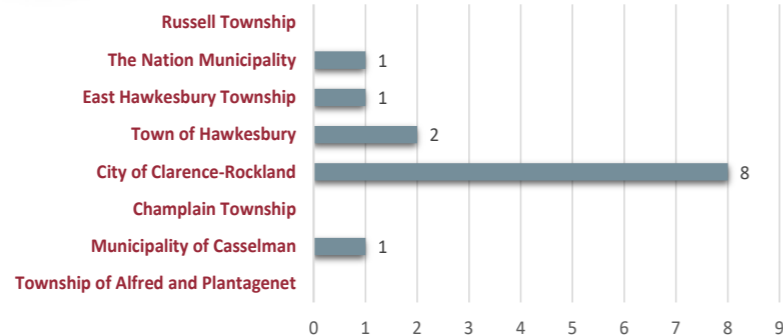
Approved projects by designated clients



Approved projects by goal



Approved projects by region



Leverage funding	\$286 083.00
Total value of investment portfolio	\$7 866 283.00

EDISO/FFO loans	2022-2023 fiscal year	Since inception
Disbursed EDISO/FFO loans	\$45 000\$	\$1 490 000.00
Approved EDISO/FFO loans	2	48
Jobs created and maintained	35	290
Leverage funding	\$203 500.00	
Total value of investment portfolio	\$879 114.00	

FUNDING

Under the authority of the Board of Directors, the objective of the Investment, Young Entrepreneur, Express and Economic Development Initiative of Southern Ontario (EDISO) funds is to create and maintain full-time and part-time employment opportunities in the regions by providing new and existing businesses with a source of financing with a flexible payment structure.

INVESTMENT

The Investment Fund loan offers term loans up to \$250,000 with flexible terms and reimbursement options and the possibility of 12 months without capital reimbursement. An evaluation of the viability of your business venture and assistance in obtaining realistic financing.

YOUNG ENTREPRENEUR

The Young Entrepreneur loan has been created to reduce the outmigration of young people towards urban centers. This funding aims at supporting young entrepreneurs from 18 to 35 years of age in the start-up, acquisition, expansion, and modernization of their businesses with terms from \$5,000 to \$30,000.

EXPRESS

The Express loan was created to support the continuity of businesses for SMEs in Prescott-Russell. Term loans are available up to a maximum of \$15,000 for expenses such as marketing, improve or refresh equipment, leasehold improvements, and increase inventory, to name a few.

EDISO

The Economic Development Initiative of Southern Ontario (EDISO) offers funding up to a maximum of \$30,000 for francophone and bilingual businesses in the southern Ontario urban and rural regions.

REGIONAL EMERGENCY RELIEF FUND (RERF)

The Prescott-Russell Community Development Corporation (PRCDC) moved as quickly as possible to set up a Regional Emergency Relief Fund (RERF) to support businesses and entrepreneurs in Prescott-Russell deal with the damage caused by the severe windstorm of May 21, 2022, by offering financial aid to eligible businesses and entrepreneurs. The maximum assistance of \$30,000 was among the measures taken to deal with the emergency situation, given the extraordinary circumstances.



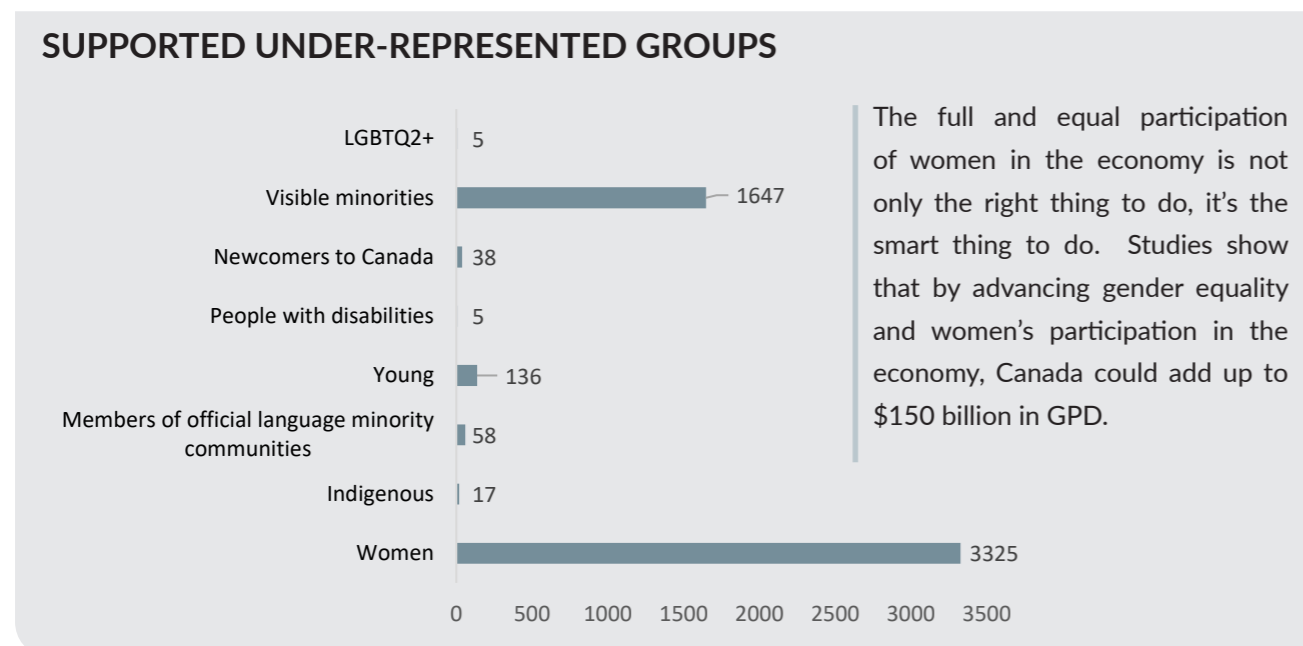
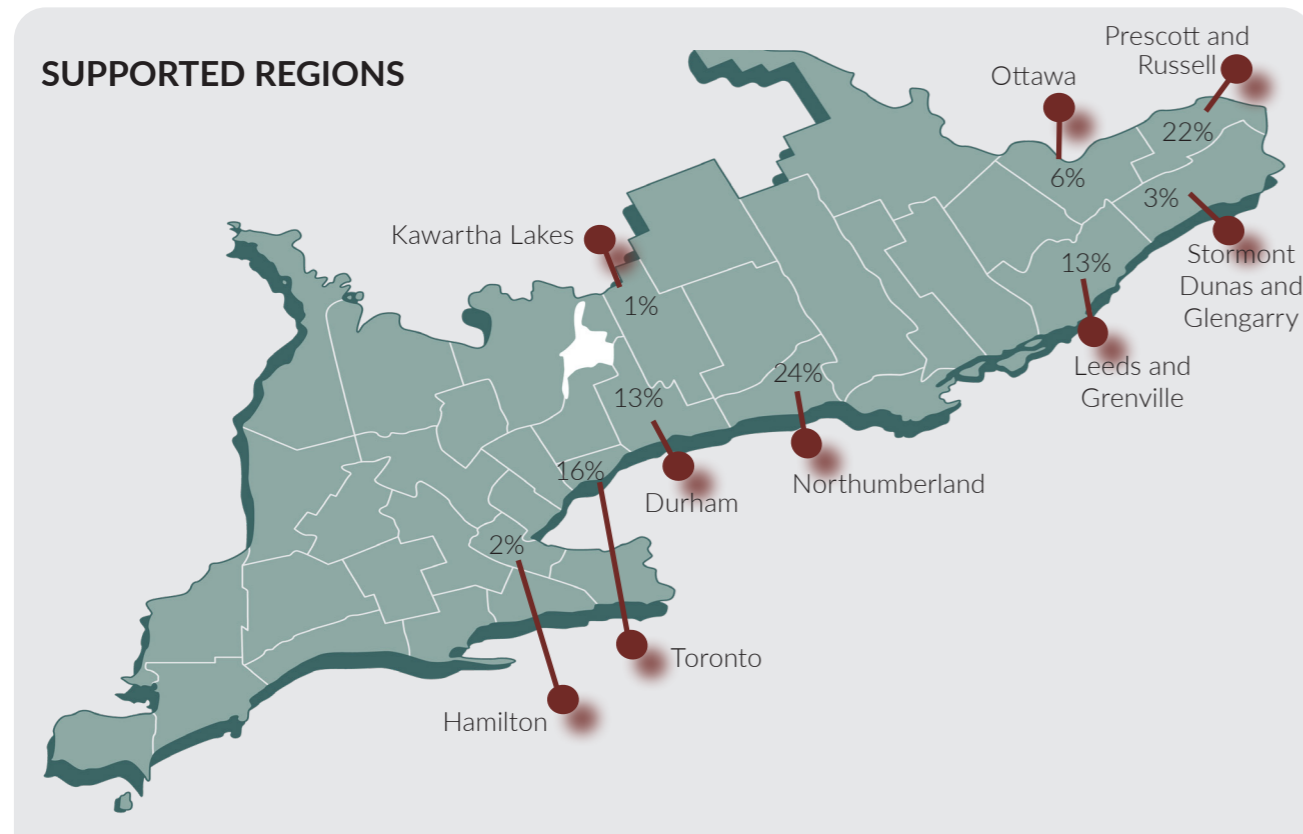
Building our economy ... one SME at a time



WES PROGRAM

The **Women's Entrepreneur Strategy (WES)** program aims to increase women-owned businesses access to financing, to a pool of talented people, to networks, and the expertise they need to start-up, expand, and access new markets. There are four major pillars of the WES program:

1. Helping women-owned businesses grow.
2. Increase access to capital.
3. Improving access to federal business innovation programming.
4. Enhancing data and knowledge.



Through the Southern Ontario Women Entrepreneur Initiative (SOWEI), many women entrepreneurs benefited from the various services offered. The SOWEI's objective is to support the development of Francophone and bilingual women's entrepreneurial skills in southern Ontario through strategic alliances, coaching, training, mentoring, and microcredit funding.

TYPES OF SUPPORTED BUSINESSES

72 % of supported women-owned businesses were individual businesses, followed by 14% incorporated businesses, 3% partnerships, 1% non-for-profit organizations, and 10% other.

The WES program sets out a flexible approach to the delivery of nationally coordinated, regionally tailored programming that recognizes the varying needs of diverse women entrepreneurs across Canada.

PARTNERS

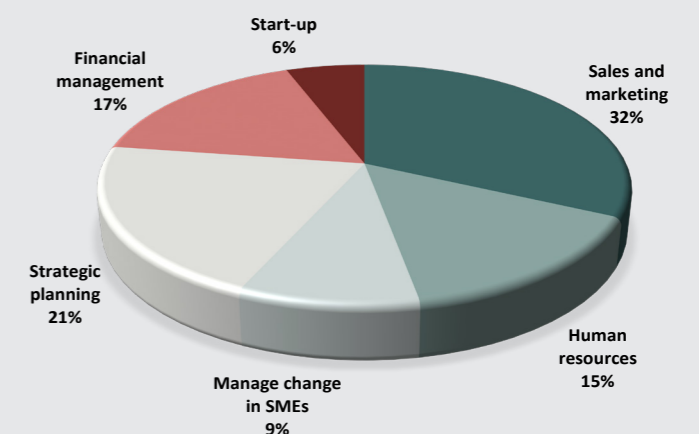
Many thanks to all our partners who, through their loyal support, made the realization of the WES program possible.

Funded by:
Federal Economic Development
Agency for Southern Ontario



SKILLS COACHED

The SOWEI program offered a maximum of 10 hours of free coaching with professional coaches to support Francophone or bilingual women entrepreneurs and help them acquire the necessary knowledge and know-how to build a thriving business by providing essential tools and advice to access funding sources.





COMMUNITY ECONOMIC DEVELOPMENT PROJECTS (CED)

COURAGE
DECISIONS
ATTITUDE
DRIVE
CHALLENGE
OPPORTUNITY
PROGRESS
SUCCESS
COMMUNITY
LEADERSHIP
FOCUS
GROWTH
GOALS
ACHIEVEMENTS
INSPIRATION
SUPPORT

CED PROJECTS - EVENTS

The PRCDC and the Southern Ontario Women Entrepreneur Initiative (SOWEI) are very proud to support and partner with various organizations, supporting programs and projects to promote community economic development in 2022-2023 in the Prescott and Russell and southern Ontario regions. Presented is an overview of some of those projects.

Community Economic Development projects (CED) 2022-2023

DÉFI 48

Prescott-Russell Chamber of Commerce's annual conference

Labor attraction

2022 Gala of Excellence

Knowledge hub incubator

Conference center in Limoges

The CSDCEO Dragons

2023 International Women's Day

Strike Up 2023

Feminin leadership Symposium

Global entrepreneur week

Prescott-Russell Women Entrepreneur Ecosystem

Soirée Saphir

Various events

Disjonction des affaires

INFO Magazine for women entrepreneurs

Destination Fempreneure

Forum franco-ontarien des affaires

Provincial CFDC conference

FedDev Ontario announcement

Expo Clarence-Rockland

Visit from the Honourable Sean Fraser

Feminin leadership Symposium



Systemic barriers to gender equality in Prescott and Russell.



2023 International Women's Day



An event focused on women's voices; towards inclusive and diverse leadership. An exciting day with a discussion panel made up of women leaders with inspiring backgrounds.

CED PROJECTS - EVENTS

Prescott-Russell Chamber of Commerce's annual conference



Entrepreneurship conference with Olympic champion, Ms. Danièle Sauvageau, speaker and exceptional businesswoman.



The CSDCEO Dragons

The first edition of the CSDCEO Dragons with 6 participating students. A total of \$13 000 was given to them.



Conseil scolaire de district catholique de l'Est ontarien



Prescott-Russell Women Entrepreneur Ecosystem



Newtorking events to introduce the Prescott-Russell Women Entrepreneur Ecosystem with presentations from the CSDCEO, the CSEPR, LFPR, La Cité and the PRCDC.



Conference - Business Communication



Speaker Sylvie Tiffault, CHRP, Business leader and communication specialist. PTopics discussed:

- leadership with or without direct authority;
- the manager's role in the behavior of the organization;
- how to interpret the unspoken;
- increasing the ability to convey a message;
- reduce communication blindspots.

National CFDC conference

National conference bringing together the 269 CFDCs from coast to coast



FedDev Ontario announcement



FedDev Ontario will invest nearly \$40 million for CFDCs that provide targeted support to help grow regional economies.

Funded by:
Federal Economic Development Agency for Southern Ontario



CED PROJECTS - EVENTS

Business visits - 2022 Derecho



Nancy Gardiner, Deputy Minister and President of FedDev Ontario and her team visited 3 local businesses following the violent May 15, 2022 windstorm.

Funded by:
Federal Economic Development
Agency for Southern Ontario



Young entrepreneurs

As part of the Golbal Entrepreneur Week, the PRCDC highlights the initiative of entrepreneurial projects by presenting two cheques for \$100.00 to support the efforts of elementary students from the Conseil scolaire de district catholique de l'Est ontarien.



Conseil scolaire de
district catholique
de l'Est ontarien



Local business visit

Funded by:
Federal Economic Development
Agency for Southern Ontario



The Minister of Immigration, Refugees, and Citizenship, the Honorable Sean Fraser announces the extension of the agri-food pilot program.



Défi 48



A one-of-a-kind entrepreneurial experience. Set up a profitable business in 48 hours. Projects in 2 provinces, Ontario (Prescott-Russell) and Quebec.



Networking events

Several networking events with women entrepreneurs and local organizations.



PRCDC announcement



Contribution of \$30 000 from the PRCDC to the Prescott-Russell collaborative workforce attraction strategy, bringing together several Prescott-Russell organizations in a project totaling \$125 000.



INFO MAGAZINE

for women entrepreneurs

The Prescott-Russell Community Development Corporation (PRCDC) continually supports SMEs throughout the Prescott and Russell and Southern Ontario regions.

*“We are more **POWERFUL** when we empower each other.”*

The INFO Magazine for women entrepreneurs is one of the many ways we like to promote local businesswomen by sharing their stories. We have met amazing women entrepreneurs from a variety of different sectors, and we thank them for taking the time from their busy days to chat with us and share their inspiring journeys.

The INFO Magazine is published and available on the PRCDC’s website roughly every 2 months, in 2 formats (PDF and online versions) and is **free**. Along with local success stories, each edition includes a wide array of information for our readers:



VALUABLE INFORMATION

Topics such as creating a business plan, developing entrepreneurial skills and mindsets, and determining a business’ key points and options.



LOCAL EVENTS

We love to showcase and promote local events. From conferences to community fairs. From press releases to Paint Nights.



PRCDC FUNDING PROGRAMS AND OTHER SERVICES

Details and descriptions of the PRCDC’s funding options as well as other services.



ENTREPRENEUR’S CORNER

A special promotional section dedicated to **ALL** entrepreneurs (men and women) has been recently added to highlight business events, sales, and/or logos.

[PDF version](#)
[Online version](#)

MAY 2022



[PDF version](#)
[Online version](#)

JULY 2022



[PDF version](#)
[Online version](#)

SEPTEMBER 2022



[PDF version](#)
[Online version](#)

NOVEMBER 2022



[PDF version](#)
[Online version](#)

APRIL 2023



[PDF version](#)
[Online version](#)

JUNE 2023



SPECIAL EDITION Holiday season

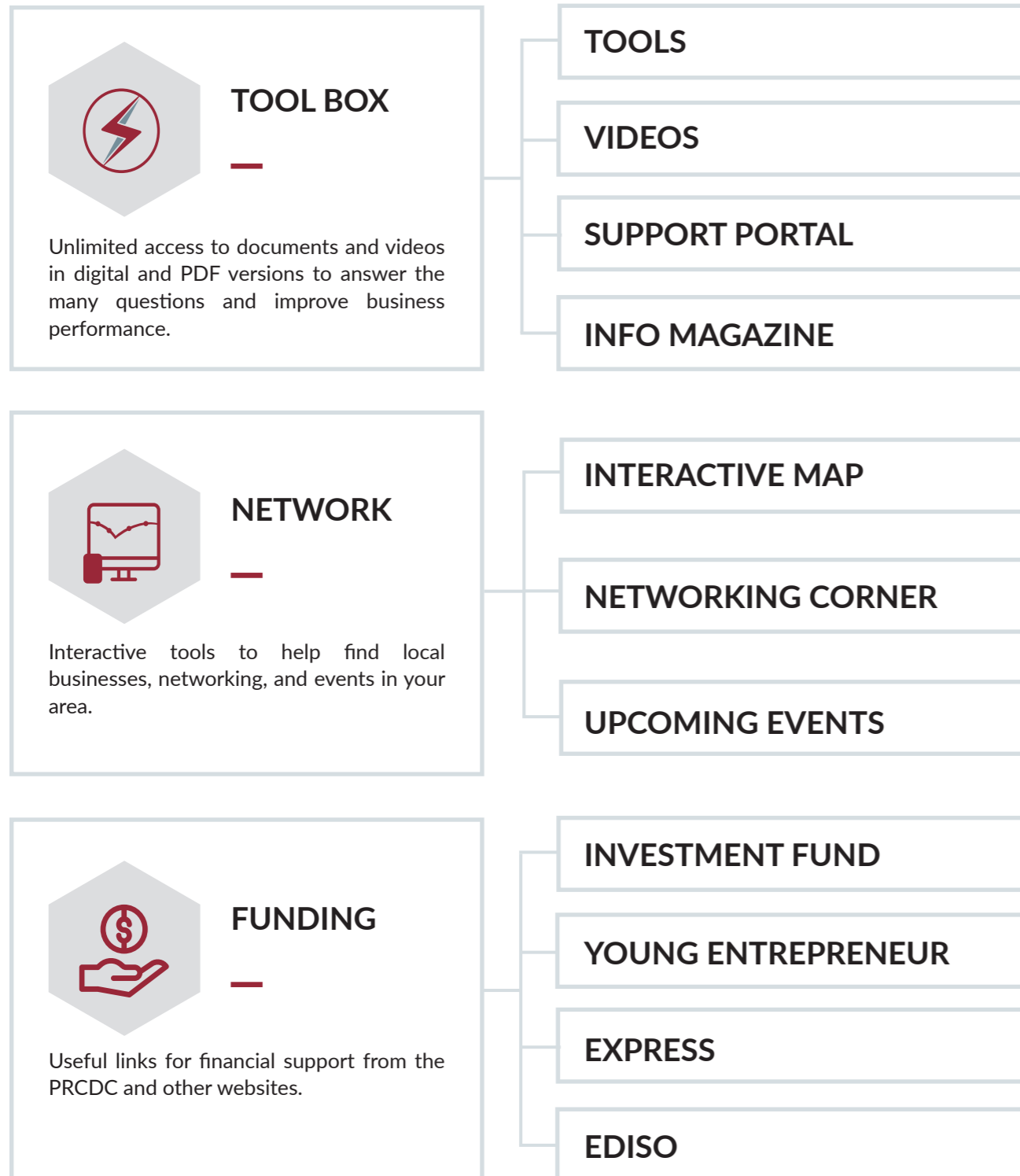


[PDF version](#)
[Online version](#)



DESTINATION FEMPRENEURE

The Prescott-Russell Community Development Corporation (PRCDC), via the Southern Ontario Women Entrepreneur Initiative (SOWEI) and supported by FedDev Ontario, officially launched [Destination Fempreneure](#) on April 18, 2023. The very first virtual and bilingual platform was created to bring together and promote women entrepreneurs not only in the Prescott and Russell region, but throughout southern Ontario. This platform enhances the PRCDC's objectives to maintain and create jobs through economic and business development and accentuates the promotion, development, and support for women's entrepreneurship as a lever for sustainable and prosperous economic development.



Coming together
is beginning.

Keeping together
is progress.

Working together
is success.

2023

WHAT IS SUCCESS? THERE ARE MANY DEFINITIONS. BUT BY CONSENSUS, WE CAN ALL AGREE THAT SUCCESS ONLY COMES BY PERSEVERING DESPITE THE FAILURES.

Decide you will grow in 2023

*"Women entrepreneurs are raising the bar, breaking the glass ceilings, building new bridges and leading Canada's reopening, recovery, and prosperity. **StrikeUP** is our platform to unite women entrepreneurship ecosystem, to learn from one another, work together, and move forward with the united vision and approach for equitable, inclusive, and sustainable growth for the future."*

Wendy Curtis
Executive Director, Northumberland CFDC and StrikeUP Founde



In March 2021, the inaugural StrikeUP conference for women entrepreneurs was launched. Founded by Wendy Curtis, Executive Director of the Northumberland CFDC and with the support of Fed Dev Ontario and the Government of Canada Women Entrepreneurship Strategy (WES). In just two short years, more than 10,000 women, from every region in Canada and from more than 30 countries, have participated in the conferences. The StrikeUP audience is full of women entrepreneurs, those who champion entrepreneurship and are committed to growth and moving Canada's women forward.



StrikeUP 2023 was held on March 2nd 2023 and was another huge success. More than 3000 participants in 37 countries, including every province and territory in Canada attended this year's digital conference for women entrepreneurs with 4 keynote speakers, over 30 growth panel and workshop speakers and 8 workshops and the Prescott-Russell Community Development Corporation team was thrilled to be part of it again this year. A wide array of workshops presented by representatives from ScotiaBank Women Initiatives, the Women Entrepreneurship Knowledge Hub (WEKH), Export Development Canada, the National Aboriginal Capital Corporation Association (NACCA), the Business Development of Canada (BDC), Innovative Solutions Canada, Safi Media and MNP with just about every topic and entrepreneur can think of, to elevate and maximize a business. Invaluable information, tips and tricks that will certainly make a difference to any entrepreneur that is assisted.

GALA OF EXCELLENCE

The 15th annual Gala of Excellence was held on October 15th, 2022 at the Caledonia Community Center in St-Bernardin ON. An enchanting and memorable evening highlighting our local entrepreneurs and businesses. Over 250 invitees celebrated the Oscar Night theme event, proving once again that the Gala of Excellence is THE event of the year for the Prescott and Russell region. The Prescott-Russell Community Development Corporation and the organizing committee wish to congratulate all the finalists and winners of the 2022 Gala of Excellence.



Community participation	Finalists	Winners
	<ul style="list-style-type: none"> Arboris Inc. Brauwerk Hoffman Café sur la Rive 	<p>Expert en soins aux arbres Tree Care Expert</p>
Sponsored by		
Young entrepreneur	Finalists	Winners
	<ul style="list-style-type: none"> Ahoy Adventures Bastien Physiotherapy Kyan Cuisine 	
Sponsored by		
Manufacturing Business	Finalists	Winners
	<ul style="list-style-type: none"> Tuque de Broue Brewery Garden Path Homemade Soaps L'Original Packing 	
Sponsored by		
Retail Business	Finalists	Winners
	<ul style="list-style-type: none"> Tuque de Broue Brewery L'Original Packing Kyan Cuisine 	
Sponsored by		

Tourism Business	Finalists	Winners
	<ul style="list-style-type: none"> Tuque de Broue Brewery Garden Path Homemade Soaps Hammond Golf & Hill Eco Resort 	
Sponsored by		
Woman Entrepreneur	Finalists	Winners
	<ul style="list-style-type: none"> Ahoy Adventures L'Original Packing Studio Shanthaly 	
Sponsored by		
New Business	Finalists	Winners
	<ul style="list-style-type: none"> Ahoy Adventures Brauwerk Hoffman Ginga Technology Solutions 	
Sponsored by		
Independent Worker	Finalists	Winners
	<ul style="list-style-type: none"> La Cuisine Passionnée Bonneau Meat Shop Impressions Design 	
Sponsored by		

GALA OF EXCELLENCE

The Prescott-Russell Community Development Corporation and the organizing committee would also like to sincerely thank the jury committee, the partners, the sponsors (Platinum, Gold, Silver, Bronze and Active), the suppliers, and all the people, businesses, and organizations who have contributed to helping showcase the entrepreneurs' determination, talent, passion, and dedication in our communities.



Inclusive Business



Finalists	Winners
Lamarche Electric	
Hammond Golf & Hill Eco Resort	
Traiteur La Bonne Bouffe	
Sponsored by	

Agri-Food Business



Finalists	Winners
L'Original Packing	
Laviolette Poultry Farm	
Kyan Cuisine	
Sponsored by	

Services Business



Finalists	Winners
Arboris Inc.	
AHOY Adventures	
Studio Shanthaly	
Sponsored by	

Jury Award



Finalists	Winners
La Cuisine Passionnée	
Garden Path Homemade Soaps	
Minijoux gonflables Chartrand	
Sponsored by	

Daniel Gigault Award



Winners	
Brauwerk Hoffman	
Sponsored by	

Entrepreneur of the Year



Finalists	Winners
Studio Shathaly	
Laviolette Poultry Farm	
Hammond Golf & Hill Eco Resort	
Sponsored by	

Emeritus Award



Winners	
Mr. Yves Berthiaume	
Sponsored by	

Excellence Award



Finalists	Winners
L'Original Packing	
Studio Shanthaly	
Lamarche Electric	
Sponsored by	

IN THE NEWS

Behind every great success, there is a little story to discover, a journey to celebrate, and people with hearts of gold to remember. We are pleased to present a few success stories from local businesses made headlines in 2022-2023. We hope to bring you a source of inspiration by sharing their stories of great success.



L'Original Packing celebrates 50th year of operation with medal-winning products

Click ↓ to read article (english)



Feeding your baby, one puree at a time

Click ↓ to read article (french)



Tulip fields in Vankleek Hill

Click ↓ to read article (french)



Laviolette Poultry Farm wins the Ontario-Quebec Business Award

Click ↓ to read article (french)



After golf, beer

Click ↓ to read article (french)



Plantagenet enjoys homemade gelato

Click ↓ to read article (english)



Hawkesbury's Tulmar celebrates 30th anniversary as airline industry bounces back from COVID-19

Click ↓ to read article (english)





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