



Société de développement communautaire  
**Prescott-Russell**  
Community Development Corporation

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

# ANNUAL Report

# 2021-2022

Prescott-Russell Community Development Corporation

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Funded by:  
Federal Economic Development  
Agency for Southern Ontario

Canada 



“

Problems  
are not  
stop signs,  
they are  
guidelines.

Robert H. Schuller

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# WELCOME

The time has come to present to you the 2021-2022 annual report on the actions taken by the Prescott-Russell Community Development Corporation to support, as always, businesses and entrepreneurs as well as organizations in the Prescott-Russell region.

Once again, it is impressive to see the strength of the economy and the determination of local businesses, which nevertheless must continually deal with the challenges related to COVID-19, as well as with those of recruiting and retaining workforce.

The vitality is such that the funds approved by the PRCDC for the 2021-2022 fiscal year, from its Investment funds, have remained around the pre-pandemic average, at \$1,965,000 in approved funds. By adding the Canadian Emergency Business Account (CEBA) files, which represent \$305,000 in approved loans, as well as the Economic Development Initiative of Southern Ontario (EDISO) funds of \$90,000, the total amount approved by the Board of directors for 2021-2022 is \$2,260,000 and this is more than 20 businesses in the region.

Despite the fact that we were a small team most of that time, like many of you, we managed to develop new tools and optimize our processes in order to be even more efficient. For example the \$25,000 labour attraction fund that the PRCDC has invested in partnership with the [Prescott-Russell Employment Services Center \(CSEPR\)](#) and other community organizations. We have also improved communications with the redesigning of our website, our presence on social medias and the new virtual platform for women entrepreneurs **destinationfemmepreneur** and our new tool, the INFO Magazine, which is filled with great success stories of women entrepreneurs.

The women entrepreneurs ecosystem (Women Entrepreneur Strategy - WES) is delighted with its unprecedented success. In fact, WES offered 4 training workshops with 48 participants, 6 networking workshops with more than 747 participants and received 14 business coaching requests and offered 105 hours of personalized coaching. It goes without saying that WES is an essential program for the economic growth and prosperity of our region.

## ABOUT US

Over the next few years, the PRCDC will develop a new five-year action plan that will focus on the growth of SMEs in Prescott-Russell, but also establishing favorable conditions for the integration, rooting and the full participation of immigrants in our communities, which in turn will contribute to the economic prosperity of our region.

In closing, I would like to thank [FedDev Ontario, Innovation, Science and Economic Development \(ISED\)](#), PRCDC's dynamic team, the volunteer members of the board of directors and our local partners for their trust and their sense of collaboration! We consider ourselves privileged to work in an environment where there is such concern for reconciling interventions, so as to meet the needs and challenges of everyone involved in our communities.

Happy reading!

**Eric Drouin**  
Chairperson

**John Candie**  
Executive Director

Prescott-Russell Community Development Corporation

# MANDATE & OBJECTIVES

## Our team

Proudly serving 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 Development Advisor
- Pauline Chevrier** - Communications and Loans Officer
- Karianne Simard** - Projects Coordinator
- Lilia Khodja** - Projects Coordinator

## Our board of directors

- The PRCDC is managed by a volunteer board of directors representing the business, education and agricultural sectors.
- Eric Drouin** - Chairperson
  - Éric Charlebois** - Vice-chairperson
  - Christine Bonneau O'Neill** - Secretary-treasurer
  - Sylvain A. Charlebois** - Administrator
  - Alain Lamarche** - Administrator
  - Patrick Brousseau** - Administrator
  - Luc Filion** - Administrator
  - Julie Ménard-Brault** - Administrator
  - Cindy Casey** - Administrator

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.

The main objective is to maintain and create jobs in the community. The Prescott-Russell Community Development Corporation (PRCDC), through an investment fund, offer 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.

## REGIONS

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



## PRCDC Values

- |              |   |
|--------------|---|
| Integrity    | ✓ |
| Inclusif     | ✓ |
| Professional | ✓ |
| Unifier      | ✓ |
| Visionary    | ✓ |



“

The secret to getting  
ahead is getting started

---

Mark Twain

FUNDING REPORTS 2021-2022



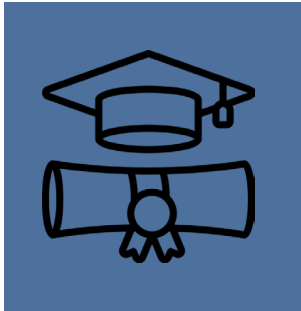
# BUSINESS FUNDING

Under the authority of the Board of Directors, the objective of the Investment funds, Young Entrepreneur funds, Express funds and the Economic Development Initiative of Southern Ontario (EDISO) funds are to create and maintain permanent and part-time employment opportunities in the region by providing new and existing businesses a source of financing that has a flexible repayment structure.



## INVESTMENT

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



## YOUNG ENTREPRENEUR

The Young Entrepreneur loan has been created to reduce the out-migration 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.



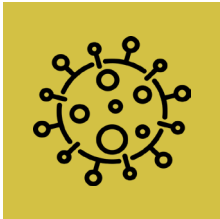
## EXPRESS

The Express loan is created to support the continuity of businesses for SMEs in Prescott-Russell. Term loans 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/FFO

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



## COVID ASSISTANCE RELIEF (CARF)

The COVID Assistance Relief Fund (CARF) provided liquidity support to businesses affected by the economic impacts of COVID-19 that were unable to access other federal relief measures or required additional support.

### INVESTMENT FUNDS

#### 2021-2022 FISCAL YEAR

**\$1,935,000**  
APPROVED INVESTMENT FUND LOANS

**\$30,000**  
APPROVED YOUNG ENTREPRENEUR LOANS

**\$305,000**  
APPROVED CARF LOANS

**120**  
ACTIVE LOANS

**\$10,281,411**  
TOTAL VALUE OF INVESTMENT FUND PORTFOLIO

**\$2,961,674**  
FUNDS AVAILABLE AS OF MARCH 31, 2022

**55**  
JOBS CREATED AND MAINTAINED

#### SINCE INCEPTION (as of March 31, 2022)

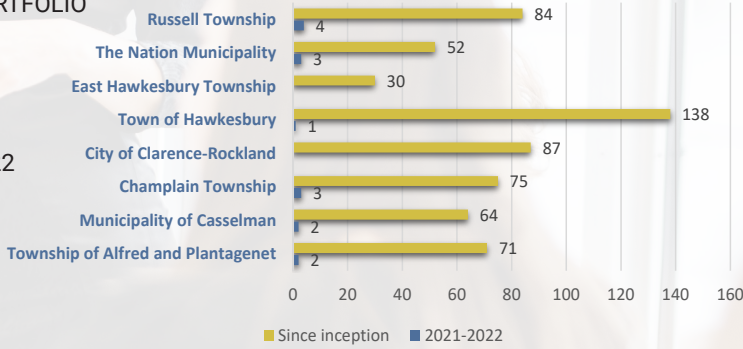
**\$32,296,272**  
TOTAL INVESTED FUNDS

**13%**  
BAD DEBT LOSS RATIO

**652**  
TOTAL APPROVED LOANS

**4 948**  
JOBS CREATED AND MAINTAINED

Approved projects by region



### EDISO/FFO FUNDS

#### 2021-2022 FISCAL YEAR

**\$90,000**  
APPROVED EDISO/FFO LOANS

**14**  
JOBS CREATED AND MAINTAINED

**3**  
FINANCED PROJECTS

**\$160,000**  
LEVERAGE FUNDING

#### SINCE INCEPTION

**\$1,445,000**  
TOTAL APPROVED EDISO/FFO LOANS

**255**  
TOTAL JOBS CREATED AND MAINTAINED

**46**  
TOTAL FINANCED PROJECTS

**\$2,487,885**  
TOTAL LEVERAGE FUNDING





“

Whether you think you  
can or you think you can't  
- you are right!

---

Henry Ford

WOMEN ENTREPRENEURS

# WOMEN ENTREPRENEURS



“  
Be brave enough to  
start a conversation  
that matters!

————— Margaret Wheatly

The Southern Ontario Women Entrepreneur Initiative’s objective is to support the development of francophone and bilingual women’s entrepreneurial skills in southern Ontario through strategic alliances, coaching, mentoring, training and microcredit financing.



## COACHING

A maximum of 10 hours of coaching resources for francophone or bilingual business women may be focused on but not limited to:

- Financial management
- Human resources
- Leading changes in francophone and bilingual SMEs
- Sales and marketing
- Strategic planning



## TRAINING AND MENTORING

Various training, in partnership with [La Factorie Desjardins](#), such as accounting, marketing, human resources, small business start-up along with how to choose the right business structure, branding, taxation, e-commerce, to mention a few.

A mentor may be provided to support and encourage francophone and bilingual women entrepreneurs to remain focused on their day-to-day operations which are critical for the success of their business.



## ELIGIBILITY

Eligible applicants must:

- be francophone or bilingual women over 18 years of age;
- be a for-profit organization (such as an individual, a business partnership (2 entrepreneurs +), an incorporated business and an Indigenous organization;
- have an active francophone offer (must offer products and services in french at all times);
- be francophone or bilingual women-owned and/or women-led business;
- be a small to medium francophone francophone or bilingual SME - up to 499 employees;
- be located within the boundaries of Southern Ontario as defined by the Government of Canada;
- be registered or incorporated;
- operational for at least 1 year;
- be able to provide financial statements (in-house) and a financial statement (in-house) if applicable.

The PRCDC recognizes that many under-represented groups face unique economic challenges. Understanding that the participation of under-represented groups is an integral part of building strong and inclusive communities and this helps the PRCDC to deliver inclusive programs in order to support all groups. Priority may be given to applicants that can demonstrate how they support inclusive growth of the following groups:

- Diverse women entrepreneurs such as women with disabilities, Indigenous women, black women, women in rural regions, recent immigrants, visible minority women, women from the Official Language Minority Communities.
- Women entrepreneurs with projects seeking to pursue market opportunities abroad (commercialization).



# CONFERENCES & WORKSHOPS

As a continuing support for women entrepreneurs, many free online and in-person conferences and workshops were offered throughout the 2021-2022 year.

September 30, 2021

10 powerful ways for entrepreneurs to be more creative

Danika Bourgeois-Desnoyers shares her experiences with [Ahoj Adventures](#). Tips and tricks to stimulate your creative process. As an entrepreneur, if you wish to succeed in the business world and diversify, there is no other way to do it.

October 21, 2021

Managing your business: Being an entrepreneur means wearing 6 hats

As a new entrepreneur, just launching her business, in addition to being the CEO and Founder of [Ahoj Adventures](#), she generally assumes many other functions, and all these tasks increase as the business grows. Danika Bourgeois-Desnoyers explains what to do to avoid breaking under the weight of responsibilities and thus endangering the survival of the business.

October 22, 2021

Managing an economic recovery in a labour shortage context

After 18 months of the pandemic, economic recovery is upon us, but the labour shortage is spoiling the party! Doris Lefebvre of the FGA explains how to get back in the game and what strategy to adopt to find this qualified workforce.

October 29, 2021

Building inclusive work teams

Lori-Ann Cyr, CEO and co-founder of [Diversis Inc.](#) has notably provided university training in the field of multicultural education and assisted in several government, public and private organizations in the management of immigration and cultural diversity shares her knowledge and experience with us.

December 9, 2011

How to use Storytelling to better sell yourself?

The speaker of this workshop, Hermine Mbondo, Storytelling expert and founder of [B4Brand Consulting Inc.](#) shares the secrets of how to make yourself known and attract new customers by offering techniques on connecting entrepreneurs with their target audiences.

January and February, 2022

3 Workshops on The art of effectively delegating

Linda Cousineau, our expert advisor, presented 3 sessions of interactive workshops on the art of delegating. Subjects such as learning how to identify personal obstacles to delegation and recognizing the benefits and promote them to their employees.

February 10, 2022

Tips and tricks for a successful business plan

Audray Lizotte, PRCDC’s Business Development Advisor offers tips and tricks and explains why making a successful business plan is an important step for an entrepreneur and is essential to do it correctly to help evaluate the long-term viability of a business.

February and March 2022

6 Workshops on Entrepreneurial Mastermind

Daniel Sigouin, coach, trainer and speaker with the John Maxwell Team offers a total of 6 workshops. The goal was to create a synergy of energy, commitment and enthusiasm among participants by bringing new ideas and a different perspective.

March 8, 2022

Celebrating International Woman's Day

Celebrating International Woman’s Day with 3 inspiring speakers: Déborah Cherenfant - Founder of Atelier Coloré et Mots d’Elles, Indira Moudi - Owner and CEO of Lafrance Meats and Caroline Néron - Owner and CEO of Bijoux Caroline Néron Inc.

March 11, 2022

Women of heart, women entrepreneurs

The PRCDC, in partnership with Desjardins and [Leadership féminin Prescott-Russell](#) discuss with 4 inspiring entrepreneurs followed by our guest of honour, Chantal Lacroix, who dedicated her time with us to discuss **Pay it Forward**: how to give back in our daily personal and professional lives.

“ You will be defined not only by what you achieve, but by how you survive.

Sheryl Sandberg

Women entrepreneurs

# RAISING THE BAR

**STRIKEUP**2022

Canada's leading, free, digital conference for women entrepreneurs.

3,700+ registrants

395

Total referrals to the Prescott-Russell CFDC

8,609

Total referrals to WES partners

Women entrepreneurs

93%

Sole proprietors

46%

Visible minorities

53%

Looking to expand

24%

Owner/Founder

61%

Majority business owned by women or visible minorities

87%

across Canada and 25 countries globally

*"Women entrepreneurs are raising the bar, breaking glass ceilings, building new bridges and leading Canada's reopening, recovery and prosperity. StrikeUP is our platform to unite women entrepreneurs and the women entrepreneurship ecosystem to learn from one another, work together, and move forward with a united vision and approach for equitable, inclusive and sustainable growth for the future."* Wendy Curtis, Executive Director of the [Northumberland CFDC](#) and StrikeUp Founder

StrikeUp Canada is Canada's flagship digital conference covering women entrepreneurs and the women entrepreneurship ecosystem, with a united vision of equity and inclusive economic growth through entrepreneurship. It reflects the diversity and ambition of Canada's women entrepreneurs as an accessible, free and world-class program focused on growth, funding, digital adoption and global opportunities with:

- 3 KEYNOTE SPEAKERS
- 3 OPENING REMARK SPEAKERS
- 6 WORKSHOPS SPEAKERS
- 6 DECISION POINT SPEAKERS
- 10 LEARNING LAB SPEAKERS





COURAGE  
CREATIVE  
ATTITUDE  
DECISIONS  
CHALLENGE  
DRIVE  
MOVING FORWARD  
SUCCESS  
FOCUS  
PROGRESS  
GOALS  
COMMUNITY  
GROWTH  
LEADERSHIP  
INSPIRATION  
ACHIEVEMENTS  
SUPPORTING  
OPPORTUNITY

IN THE NEWS

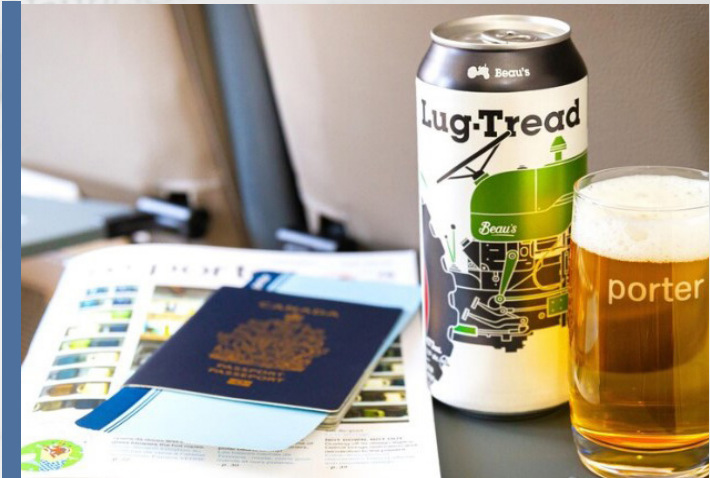
# LOCAL SUCCESS STORIES

2021-2022 has been a particularly difficult period for most businesses. The COVID-19 pandemic challenges with partial or complete shutdowns, the costs of complying with new government health and safety regulations and the demanding new world of work/family/health issues has put entrepreneurs to the test. The following are just a few examples of the tenacity, courage and determination shown by our local businesses. We applaud and congratulate not only the entrepreneurs featured in these articles but all who have dealt with the daily struggles, learned and grew from them.



May 17, 2021  
L'Original's Riverest waterfront restaurant and marina expected to open in early June

[To read article \(english\)](#)



August 28, 2021  
Eastern Ontario beers fly with Porter Airlines

[To read article \(french\)](#)



September 20, 2021  
Bella Accessories opens doors to shoppers in Vankleek Hill

[To read article \(english\)](#)





October 14, 2021

## The Prescott-Russell Community Development Corporation celebrates its 35th anniversary

[To read article \(french\)](#)



January 20, 2022

## A moveable feast: bakery business on a roll after family move

[To read article \(english\)](#)



November 3, 2021

## A triple win for Embrun at the Société économique de l'Ontario's Gala des PME

[To read article \(french\)](#)



March 4, 2022

## Hawkesbury's DART Aerospace acquires two American companies

[To read article \(english\)](#)



January 9, 2022

## Indigo Hill Dye Studio opens new Vankleek Hill location to serve area textile crafters

[To read article \(english\)](#)



March 22, 2022

## The return of the Sugar Bush

[To read article \(french\)](#)



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# BUILDING OUR ECONOMY ONE SME AT A TIME

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