

WE GRATEFULLY ACKNOWLEDGE OUR DEDICATED PARTNERS

- ◆ Adjala-Tosorontio Residents Association
- ◆ Angus & Area Chamber of Commerce
- ◆ Alliston & District Chamber of Commerce
- ◆ Alliston Business Improvement Assoc.
- ◆ Beeton Tottenham Business Improvement Association
- ◆ Bradford Board of Trade
- ◆ Business Retention & Expansion International
- ◆ Christian Farmers Federation of Ontario
- ◆ Cookstown Chamber of Commerce
- ◆ County of Simcoe
- ◆ Dufferin South Simcoe Land Stewardship
- ◆ Economic Developers Council of Ontario
- ◆ Economic Development Committees
- ◆ Focus Community Development Corp.
- ◆ Greater Barrie Business Enterprise Centre
- ◆ Greater Innisfil Chamber of Commerce
- ◆ Honda of Canada Manufacturing
- ◆ Industry Canada
- ◆ Lake Simcoe Region Conservation Authority
- ◆ Ministry of Economic Development and Trade
- ◆ Ministry of Training, Colleges, & Universities
- ◆ NT Temps Inc.
- ◆ New Tecumseth Farmers' Association
- ◆ New Tecumseth Parks Recreation & Culture
- ◆ New Tecumseth Streams Committee
- ◆ Nissin Transport
- ◆ Nottawasaga Valley Conservation Authority
- ◆ Oetiker Limited
- ◆ Ontario Cooperative Association
- ◆ Ontario Media Development Corporation
- ◆ Ontario Ministry of Agriculture, Food and Rural Affairs
- ◆ People's Credit Union
- ◆ Physician Recruitment & Retention Committee
- ◆ Restigouche CBDC
- ◆ Rural Ontario Institute
- ◆ Scotiabank
- ◆ Service Canada
- ◆ Simcoe County District School Board
- ◆ Simcoe County Federation of Agriculture
- ◆ Simcoe Muskoka Workplace Development Board
- ◆ Simcoe Muskoka Catholic District School Board
- ◆ Simcoe Parts Service Inc.
- ◆ South Central Community Futures Development Corporations
- ◆ South Simcoe Business Links Inc.
- ◆ South Simcoe Railway Heritage
- ◆ Spectra Aluminum Products Inc.
- ◆ Tarpin Lumber
- ◆ Tottenham & District Chamber of Commerce
- ◆ Town of Bradford West Gwillimbury
- ◆ Town of Innisfil
- ◆ Town of New Tecumseth
- ◆ Township of Adjala-Tosorontio
- ◆ Township of Essa
- ◆ York University



Nottawasaga Futures

2010 Annual Report

With the support of the Federal Development Agency for Southern Ontario, The Ontario Trillium Foundation and NT Temps Inc.

Canada



Through our valued partnerships with municipal, provincial and federal governments and community organizations; Nottawasaga Futures was able to continue to establish strategic projects to provide economic opportunities for our residents and businesses in South Simcoe.

Through the development and implementation of 23 highly successful initiatives in 2010 Nottawasaga Futures has:

- created 202 jobs;
- maintained 344 jobs;
- provided over 1,100 hours of individual support to 280 South Simcoe businesses;
- responded to 1,776 requests for information and support;
- Provided \$557,009 from our Community Investment Loan Fund to 15 local area businesses; and
- had the pleasure of working with more than 1,150 volunteers

On behalf of the Board of Directors, I would like to thank our many partners and supporters and pledge our continued dedication to bring choice and opportunity to the communities of South Simcoe.

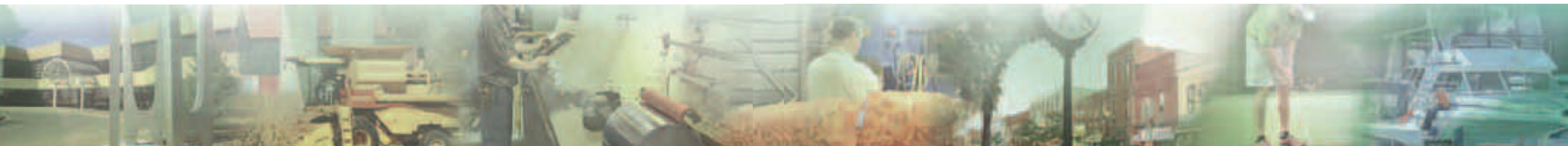
Licinio Miguelo
President, Nottawasaga Futures

2010 Board of Directors

Licinio Miguelo, President	Catherine Haller, Director
Raj Sandhu, Vice-President	Helen Mabee, Director
Mary Munnoch, Past President	Jim Richardson, Director
Richard Preiss, Secretary	Ian Campbell, Director
Joan Sutherland, Treasurer	

2010 Staff

Valerie Ryan	Colleen Gouldson
Lynn Chamilliard	Andie Cote
Eve Kurschner	Silvia Pedrazzi
Marlene Walker	Jaclyn Lotto
Martha Marton	Amanda Peck
Meaghan Cave	Susan Lloyd Swail
Gary Pimental	Erin Helm



Green Economy Centre

The Green Economy Centre began operations in 2010 with the launch of the Centre in March 2010. The Centre with offices throughout South Simcoe provides information to help businesses in South Simcoe go green and save money.

The key component of the Green Economy Centre is the business visits program. Over the course of the next year our business liaison officer is visiting 1600 South Simcoe businesses to provide information on transitioning to the green economy.



A green economy website was developed to facilitate green business transition. Over 4,200 hours went into the development of the 2000 resources available on the website. Some of the resources include access to hundreds of funding opportunities, incentives and best practices, green business tips, access to our green business library, a supplier database and information on events and workshops.

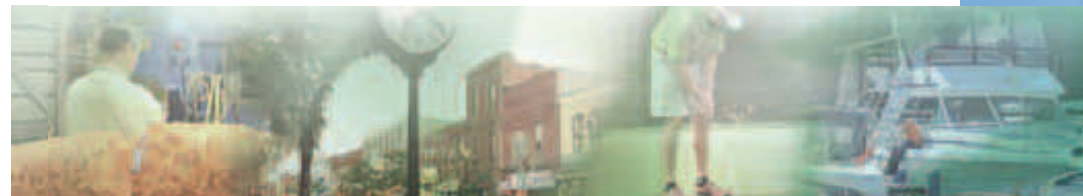
Partnerships were developed with York University's Knowledge Mobilization Unit resulting in the hiring of two York University graduate student interns. These students produced three research reports on building a green economy in South Simcoe that are available on our online research database.

With the resources in place and a strong staff team the Green Economy Centre is well positioned to provide the competitive advantage needed to help South Simcoe businesses go green and grow strong.

Going Green. Growing Strong

See www.nottawasaga.com/get

- ✓ Encourage community flexibility to respond to a changing environment through government liaison and human resource development.
- ✓ Increase availability of comprehensive resources to facilitate community interest-based growth through partnership development.
- ✓ Support and help community based organizations through mentoring.
- ✓ Provide investment financing for start up, growth, expansion and reorganization of small businesses.
- ✓ Provide advice, counselling and support to new and existing businesses.
- ✓ Demonstrate accountability, to our funders and our community, for the use of the Corporation's operating and investment funds.



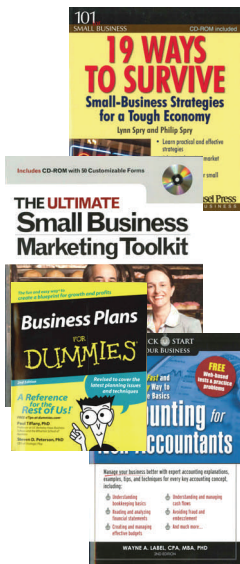
Supporting Our South Simcoe Businesses

In 2010, a comprehensive community competitive analysis study was completed and distributed that provided valuable information and data that will inform South Simcoe's future growth and economic diversification.

The South Simcoe Business Excellence Resource Centres responded to 1,776 calls of inquiry and facilitated 1,106 one-on-one professional business consultations at no cost to South Simcoe businesses. In addition, clients leveraged more than \$485,000 from third party or owner investment.

Business development activities in the centre resulted in support to 356 South Simcoe business clients providing a complete range of services and support. From assisting with their business registration, helping to complete government forms, creating the appropriate linkage with funding sources; our feedback from our clients have rated our services consistently very good to excellent.

This year we also significantly added to our business library with new books, resources and studies. Check out our complete library online.



Building Community Capacity

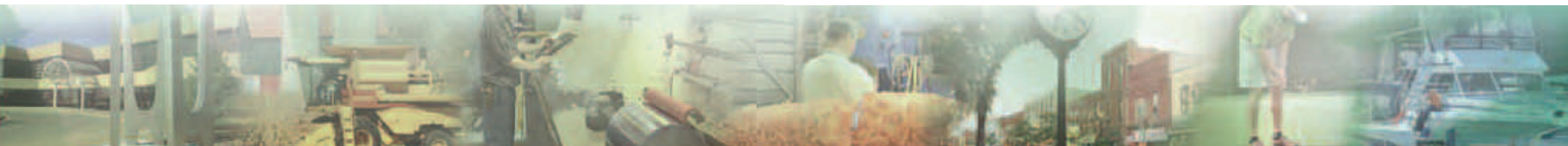
Support, tools, and resources were provided to the South Simcoe Business Links Corporation. All of our South Simcoe business organizations meet regularly to strengthen communication and to share resources and tools to better service local businesses.

Nottawasaga Futures Provided Support to the:

- ◆ Tottenham Conservation Area Committee
- ◆ Physician Recruitment and Retention Committee
- ◆ New Tecumseth Streams Committee
- ◆ Alliston Policing Services, Youth Committee
- ◆ Business Retention & Expansion International
- ◆ The Rural Ontario Institute
- ◆ New Tecumseth Farmers' Association

Core Activities

- i. Continue to increase the activities, tools, and resources (e.g., lending library, government forms, research documents) available in our Business Excellence Centres.
- ii. Ensure easy access for local businesses to our Community Investment Fund.
- iii. Continue to expand our environment and youth programs.
- iv. Partner with local municipalities, county, federal and provincial governments on various activities (e.g., forums, workshops, special projects) to retain our existing businesses and attract new investment.
- v. Maintain and update the online South Simcoe Business Directory.



South Simcoe Streams Network

South Simcoe Streams Network is a voluntary group of community leaders and representatives from local organizations and municipal government. The Network is administered through Nottawasaga Futures and funded by the Trillium Foundation, government and the private sector.

The goal of the program is to work with multiple partners and communities to improve water quality and stream habitat in South Simcoe. In 2010, over 1000 volunteers participated in 20 projects and 37 events. Over 11,000 native trees and shrubs were planted along 210 meters of stream banks. Through education, community involvement, and on the ground activities, this program has developed innovative, action oriented ways for local communities to improve and protect local environments.



South Simcoe Municipalities—Joint Initiatives

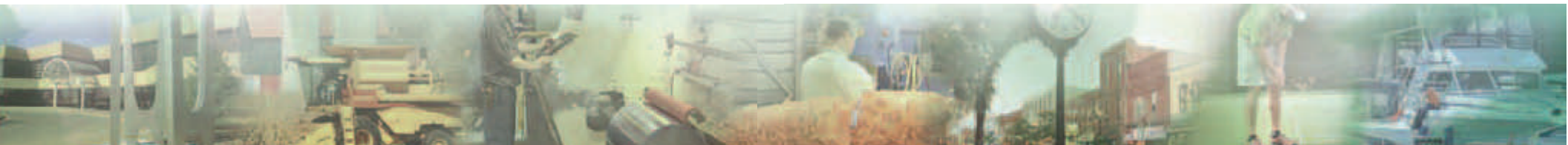
- ◆ South Simcoe Film Production—administer standardized filming protocols throughout South Simcoe.
- ◆ Ontario Investment Service (OIS) - maintain current municipal information on Ministry of Economic Development website. Community Profiles—update municipal information in a booklet format to promote the South Simcoe municipalities to interested individuals and businesses considering relocating to the area.
- ◆ Municipal Economic Development Committees—support the activities and initiatives of committees as requested.

The Community Investment Fund Committee approved 15 loans for a total of \$557,009 in loans for local-area businesses. This fund created or maintained 46 jobs and leveraged \$109,665 from third party or owner investment.

Nottawasaga Futures is pleased to report that the Board of Directors approved offering 0% interest on business loans through the Community Investment Loan Fund to specifically encourage established South Simcoe businesses to invest in green transition activities that will result in reduced operational costs to provide the competitive edge needed to drive the South Simcoe economy.

58 youth businesses received one-to-one support in planning and launching their businesses. 46 entrepreneurship Information packages and presentations were provided in our local education facilities.

Through the support of the Federal Development Agency of Southern Ontario, a pool of skilled experts provided both personalized and group workshops at no cost to 46 of our existing client businesses. Additionally, tools and resources required by the business were provided. Business owners reported this program had the potential to create 52 new jobs and they reported it maintained 74 jobs. The success of this region-wide program resulted in additional funding for a second initiative, providing access to the general South Simcoe business population. We are anticipating significantly higher results.



South Simcoe Economic Alliance

The South Simcoe Economic Alliance (SSEA) is an eighteen-member committee comprised of elected and appointed officials from the five South Simcoe municipalities and Nottawasaga Futures. This dynamic committee's objective is to work in a cooperative spirit, for the purposes of attracting and maintaining businesses in South Simcoe. The municipalities recognize that the location of an industry anywhere in South Simcoe brings extended benefits to all of the area in terms of employment, locality recognition, expansion of services, and fostering positive economic development throughout the area.



Activities of the South Simcoe Economic Alliance include:

- ◆ completion of complex studies such as the South Simcoe Agricultural Action Plan, South Simcoe Competitive Analysis, Food Sector Strategy, Marketing and Social Media Plan;
- ◆ providing online municipal community profiles;
- ◆ ongoing promotion of the region; and
- ◆ joint information research sessions with York University and partnership with their Experiential Education departments.

Please see www.southsimcoeea.ca for municipal profiles, demographics, news, etc.

YNOT Youth Councils

YNOT^{tawasaga} Youth Councils have been supported through access to a Coordinator (funded by the Trillium Foundation and the private sector) and the resources of Nottawasaga Futures. Some of their successes this year included:

- ◆ formed a fourth youth council. YNOT now has councils in Alliston, Bradford, Alcona and Tottenham;
- ◆ successfully planned and facilitated 28 events in 2010 that included film festivals, Battle of the Bands, Open Mic Nights, Speakers Corner, Coffee Houses, and workshops;
- ◆ hosted a successful Steps to Leadership certification program;
- ◆ in Bradford YNOT Youth Council implemented a Youth Mayor's Advisory Council and developed an advisory committee for youth programming for the new Library;
- ◆ conducted 88 Youth Council meetings; and
- ◆ were featured in 42 local news stories (includes 4 front pages) and 4 television appearances covering their activities.

