

Community Futures Heartland



Growing communities one idea at a time.

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Introduction

- 13 Board members
 - Municipal appointed, 9 year max term
 - Representing 13 RM's, 3 cities, 1 town
 - Home to 65,000? people
 - Heartland began in 1993
- 4 staff
 - Ken Reimer - General Manager
 - Alana Bolton – Manager of Business Development
 - Penny Schoonbaert – Community Development
 - Stephanie MacDonald - Administration Assistant

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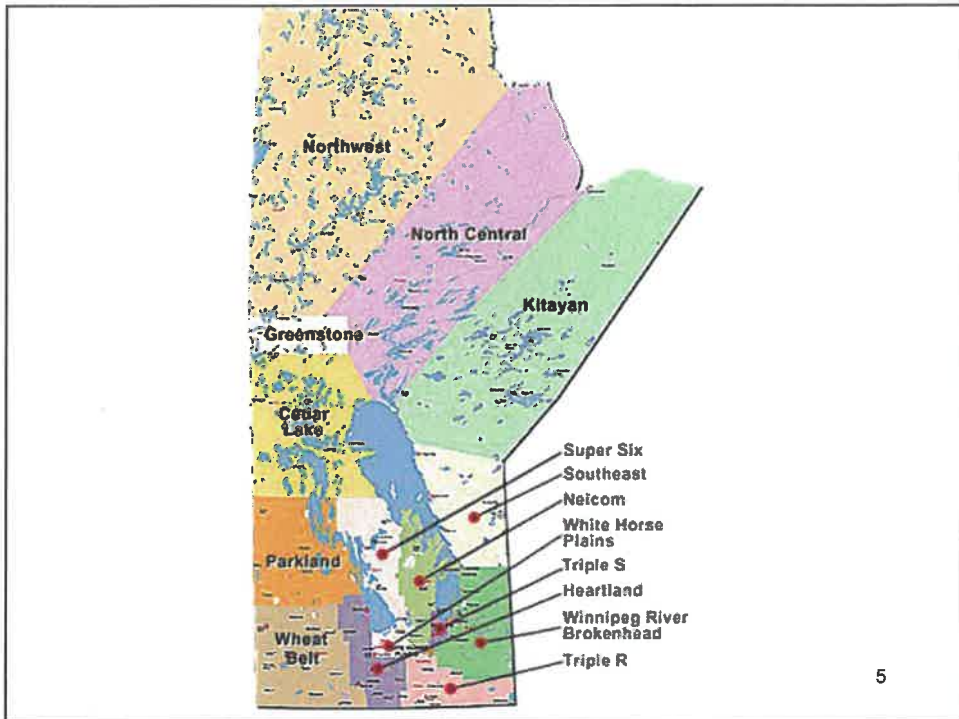
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Introduction

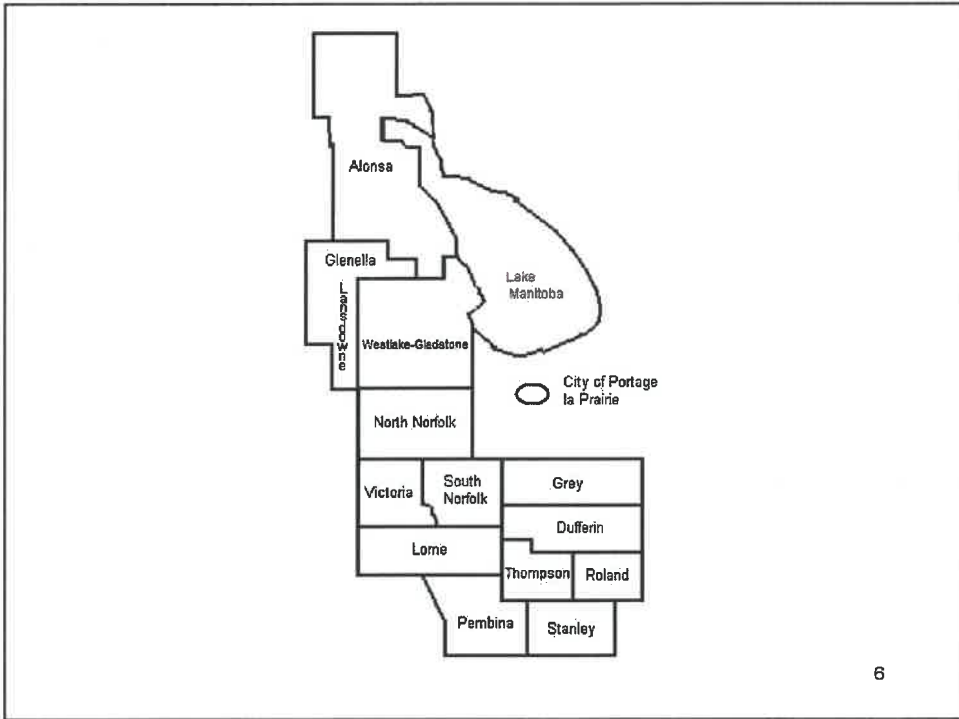
- 268 Offices across Canada
- 16 in Manitoba
- Operate in rural Canada as independent non-profit corporations governed by local volunteer Boards of Directors.

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Main Priorities

- 1.) Business Development
 - Loans
 - Business Plans
 - Financial Plan assistance

- 2.) Community Development
 - Special Projects
 - Strategic plans
 - Entrepreneur Training

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Loan Funds

- Repayable loan funds
- EDP – Must have self declared physical or mental disability or health condition
- For profit venture in Heartland region
- \$150,000 maximum – can partner with other CF's
- Prime + 2%, min 6.5%
- Majority 5 year fixed term – with exceptions
- Attempt at minimum 10% equity
- Adequate security

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Loan Process

- Assist with Business plan and cash flow
 - For F.I or our loan process
- Complete in house assessment
- Taken to IRC committee for decision

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Loan Structures

- Many partnership loans
 - Financial Institutions
 - Loan Guarantees / performance bond
- LOC guarantees

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Loan Security

- If reasonable, allow banks to take over position to make the deal work
- Will secure personal property, co-signers.
- We only do loans

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Business Example #1

- Restaurant
 - Lent \$ for renovations and equipment to start a restaurant
 - Lent \$ a year later to purchase building
 - Showed steady growth and good income. Bank chose not to loan for a new restaurant.

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Business Example #2

- Hotel
 - Client worked at the hotel and purchased it from owner.
 - Community supporters put in \$ as well.
 - A needed business in community, quite risky

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Business Example #3

- Fitness Gym
 - Leased equipment with no equity.
 - Owner has excellent community support
 - Needed a few dollars to top off the project with a custom built machine

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Business Example #4

- Food Vendor Cart
 - Client had financial trouble years ago.
 - Needed a new food vendor cart
 - Not enough security for the bank

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Loan Stats

- \$1,650,000 out in loans currently
- \$2,260,00 in RRRF COVID loans
- Leveraged \$11.6 million in loan funds
- Lent \$12,000,000 since 2001
- Helped created 998 jobs since 2001
- 317 loans since 2001
- Average loan is \$38,000

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Community Economic Development Activities

- Strategic Planning for Organizations
 - Day Cares, Active Transportation, Foundations
- Board Development Training
 - Roles & Responsibilities, Legal, Financial
- Entrepreneur Training Seminars
- Junior Achievement
- Youth Biz Camps

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Elevator Pitch

Community Futures Heartland is a grass routes organization that assists rural communities in growing their economic potential. We help entrepreneurs with business success, and strengthen community organizations. Your success is our mission.

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