

**MAY 2024** 



### **COMMUNITY, BUSINESS AND INDUSTRY** PARTNERS CONSULTATION

Article P. 10

Federal Economic Development Agency for Southern Ontario

#### Financé par :

Agence fédérale de développement économique pour le Sud de l'Ontario



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# Word from the team /

The arrival of spring often brings the feeling of renewal, growth, change, and new possibilities. It awakens in us a sense of rejuvenation, a newfound energy that drives us to innovate and explore new horizons, and new markets, all with enthusiasm.

Today, small and medium-sized enterprises (SMEs) contribute to over half of Canada's GDP and represent 63% of the total workforce, which is 10.7 million people. Of all the available private sector jobs in Canada, 88% are created within SMEs.

Given their importance to the economy, it's essential to give small businesses the best chance of success, to support and reward them for their contribution to society, communities, and regional economic growth. But what more can be done to help them reach their full potential?

The best way to support a small business is to use your expertise and purchasing power. Buy locally whenever possible, not only for fresh or processed products but also for services.

If you are unable to support them financially, here are a few small tips that will help them:

- Talk to your friends and family: Word of mouth remains the most reliable way to receive a good recommendation.
- Leave a review: A high number of positive reviews provide social proof that the business is trustworthy and recommended. Leaving reviews can also help improve a business's SEO, making it more visible to someone conducting an online search.
- Follow the business on social media: You may not be able to make a purchase, but you can help amplify its message to a wider audience by liking and sharing its content.

Why is buying locally so important. Buying local encourages artisans, artists, and manufacturers who put their heart into their work and share the same vision: promoting local products and showcasing the beauty and richness of Prescott and Russell not only to locals but to people everywhere!

With that said, set yourself the goal of buying local a little more often, learn about the origins of the products you consume, and chat with the owners, whether it's food, clothing, furniture, toys...

You will make beautiful discoveries and certainly make entrepreneurs happy!

Remember... When you buy locally, you support your community and contribute to its economic prosperity.

)



### **Growth Wheel**



#### Business structured framework

Growth Wheel is a platform and methodology designed to help entrepreneurs and small businesses with business development and decision-making. It provides a structured framework and toolkit to assist startups and small businesses in assessing their current situation, setting goals, and making informed decisions to drive growth.



#### Tools and resources

Growth Wheel offers over 200 various tools and resources to support entrepreneurs and business advisors. The visual tools help users analyze and make decisions in key areas of their business, such as customer relations, operations, organization and business concepts. These tools are designed to be easy to understand and use.





#### Certified business advisors

Growth Wheel also works in conjunction with a network of certified business advisors who are trained to use the platform. These advisors can guide entrepreneurs and business owners through the process of using GrowthWheel tools to develop their businesses.



#### Workshops and training

Growth Wheel also offers Workshops and Training for both entrepreneurs and business advisors to help them effectively utilize the platform and has an integrated Artificial Intelligence (AI) in its platform to help users save time in making decisions and building their business plan.

### **Previous editions**









WE'RE CELEBRATING!!! The INFO MAGAZINE is now <u>2 years old</u>. Our first edition was launched in May 2022. We thank all the entrepreneurs who have participated and shared their stories. We hope that you have enjoyed the previous editions. If you have not seen them or would like to refresh your memory, simply click on the magazine image for a direct link to that edition.













### Statistics Canada

From January 2nd to February 5th, 2024, Statistics Canada conducted the Canadian Survey on Business Conditions. The purpose of this survey is to collect information on businesses in Canada related to emerging issues. This infographic presents key results from this. **Statistics** Statistique

Canada

Canada

Nearly 2 in 5 businesses saw increased revenues in 2023 compared to 2022.	% of businesses	Average % change in revenues
HIGHER REVENUES	37.3%	+23.7%
SIMILAR REVENUES	33.4%	
LOWER REVENUES	29.3%	-23.9%

Over the next 12 months, 43.4% of businesses expect to increase average wages	Percentage of businesses
HIGHER WAGES	43.4%
SIMILAR WAGES	45.1%
LOWER WAGES	2.6%
UNSURE OF CHANGES TO WAGES	9.1%

Rising inflation and rising costs of inputs are the top 2 obstacles expected by businesses over the next 3 months. The top obstacles by businesses over the next 3 months are shown below.

RISING INFLATION	55.4%
RISING COST OF INPUTS	43.7%
RISING INTEREST RATES AND DEBT-RELATED COSTS	41.0%
COST OF INSURANCE	34.2%
RISING COST IN REAL ESTATE, LEASING OR PROPERTY TAXES	31.7%

## Ontario Businesses

Regulatory requirements for Ontario businesses. Understanding your obligations as a business owner, and the rights and responsibilities of employers and employees in Ontario.

#### Rules and regulations for all businesses





#### Employment Standard Act

Learn the rules about minimum wage, hours of work limits, termination of employment, jobprotected leaves of absence and more.

#### Occupational Health and Safety Act

Learn everyone's rights and duties in the workplace, and how to deal with workplace hazards.

#### Taxes and Benefits

Ensure you're complying with tax regulations and learn about Ontario tax credits for businesses and the Employer Health Tax (a payroll tax paid by employers).

#### Accessibility Laws

Laws and standards are in place to make Ontario more inclusive for everyone. Learn about accessibility requirements and standards for your business and how to complete an accessible report.

#### Rules and regulations affecting some businesses

#### Consumer protection information for businesses

Learn how to comply with consumer protection laws and avoid consumer complaints.

#### Agriculture and food laws

Agri-food businesses must comply with food safety and agriculture laws. Meat plants must apply for a license and follow specific acts and regulations related to meat processing.

#### Environmental permissions

Learn about the different types of environmental permissions you or your business may need and how to apply for each.

Businesses with animals on the premises must comply with the Provincial Animal Welfare Services Act.

#### Commercial vehicles

Learn how to get what you need to operate commercial vehicles such as trucks and buses.

#### Ontario's Building Code

Learn more about Ontario's Building Code so your business can meet all required building regulations in Ontario.

#### Business in the North

Do you operate up North? Check to see if you are eligible for available business support services, grants and loans.

### **Economic Development**

BUSINESS STRATEGY (2024-2029)

The <u>Prescott-Russell Community Development Corporation (PRCDC)</u>, in partnership with the <u>United Counties of Prescott and Russell (UCPR)</u> has officially launched the 2024-2029 Economic Development Business Strategy. This project is divided into 4 different phases.



#### **Project launch**

In an effort to better understand the future plans and needs of local businesses and how business owners/managers view the community as a place to do business, the PRCDC and the UCPR have retained <u>Deloitte LLP</u>, an economic development consulting firm, to assist with the 2024-2029 Economic Development Strategy project.

#### PHASE COMPLETED

#### **Competitive analysis**

A competitive analysis was a critical component of the economic development business strategy, offering valuable insights into the strengths, weaknesses, opportunities, and threats posed within the Prescott and Russell communities.

The following factors were assessed as a scorecard in the analysis:

- Marketing and communications
- Services property inventory
- Investor intake and tracking
- Readiness to respond
- Rapport and collaboration
- Welcoming land use planning regimen
- Existing business intelligence

#### PHASE COMPLETED





### Business survey Workshops with stakeholder groups

In January 2024, the PRCDC, UCPR and Deloitte LLP launched the 2024-2029 Economic Development Strategy Business Survey. Working together to review the completed surveys for challenges and opportunities that the local business community is facing.

In March 2024, 2 consultation sessions were held with local businesses and stakeholder groups to help determine the strengths, challenges and opportunities in their communities.

#### PHASE COMPLETED

"In a world of constant change, the business survey is not just a tool, it's the key that will chart the course for informed decision-making and it will assist us in guiding small and medium-sized businesses as well as our communities towards sustainable growth" ... states John Candie, Executive Director PRCDC.

### Strategic directions and implementation plan

### Community validation Presentations to councils

Where are we now? Where do we want to go? How do we get there?

Deloitte LLP held a meeting with the PRCDC and UCPR staff to review the results of the survey and the consultation sessions.

The presentation to councils will be held in June 2024.

#### PHASE TO BE COMPLETED





LEDUC DESIGNS

INTERIOR DESIGNER

#### Testimonials

Cassandra-Ève provided several interior design services for the staging of our winter caravan. She provided excellent interior design insight as observed in the mood board and the staging phase. She made the entire process easy for me through the preparation of a purchasing list with links and coordinated with a high-quality photography session. She further prepared reels for social media and 3D virtual tour.

You can be confident that Cassandra-Ève will work hard to ensure your interior design project. I highly recommend her services

Cassandra was a huge help to us. We personally started doing some renovations in our basement during Covid and when we had to go back to work our project took the side. We hired Cassandra to help us finish our project and she delivered. Our basement is now completely done and it looks amazing. I definitely recommend

Very professional. Cassandra was professional from start to finish of our project. We redid our kitchen and we couldn't be happier with the final result. She created exactly what we had in mind. We will definitely use her again for our future projects and recommend her to friends and family.

Leduc Designs

In the world of interior design, a new star shines. Leduc Designs, founded in 2022 by Cassandra-Ève Leduc, promises to redefine the standards of style and comfort in your living spaces, both residential and commercial.

Although her love for decor has been around for a long time, Cassandra-Ève had the opportunity to develop her passion by joining the team of designers at the real estate agency where she worked as an assistant. After this experience, she is now certain about her future and is taking steps to specialize and realize her dream of becoming an entrepreneur.

Whether it's for a complete renovation, a new construction, or residential and/or commercial staging, Leduc Designs offers a comprehensive range of services, from initial design to final execution. From carefully selecting materials to creating innovative floor plans, every step of the process is carried out with meticulous attention to detail.



Cassandra-Ève obtained her Interior Designer diploma with 10 specialized certifications and plans to continue her studies in various branches, including architecture.

Leduc Designs stands out for its authentic and personalized approach. In addition to her exceptional work in private residences, Cassandra-Ève also distinguishes herself through her expertise in commercial design. From elegant boutiques to functional offices, she excels in creating spaces that inspire and impress. Her clients' plans are first designed and drawn by hand before being developed using software in 2-D and 3-D formats.

The almost immediate success of her business allowed her to double her contracts in a very short time. In addition to her website and social media presence (Facebook, Instagram, and Pinterest), the name and reputation of Leduc Designs also spread through word of mouth, and she is very grateful for the support of the communities.

For Cassandra-Ève, being an entrepreneur allows her to manage her time between her business and her job, but above all, it gives her the freedom to create a vision and see it come to life.

What are the future goals for Cassandra-Ève and her business? To be a full-time entrepreneur with a space where her clients can seek her expertise, shop, and create projects together.

For those aspiring to a home or workspace that goes beyond mere comfort and is transformed into a haven of style and sophistication, Leduc Designs is the answer.

Thank you very much, Cassandra-Ève, for your time and for sharing your success story. We wish you much success and prosperity!

www.leducinteriordesigns.com

leducinteriordesigns@gmail.com

### **Auto Van Can**

A new trend is emerging in the automotive mechanics sector - mobile mechanic businesses. Rather than going to a traditional garage and waiting for hours for an appointment, customers can now enjoy professional mechanical services right at their doorstep, thanks to companies like Auto Van Can.

But first, let's talk about our young entrepreneur, Tim Bolton-Gowling. Tim hails from the United Kingdom.

A lover of cars and mechanics from a young age, he pursued further education in management, automotive engineering, and vehicle and mechanical technology.

Tim has been involved in various entrepreneurial projects, such as landscaping, contract mechanics, and photography.

He discovered the world of mobile mechanics while working for various garages that offered this service and began offering his own mobile mechanic contracts. In 2016,

Tim moved to Canada. Initially, he worked for various garages and dealerships before branching out on his own. The journey hasn't been easy, but his tenacity has paid off. The main advantage of his service is convenience. He leverages his expertise and equipped van to perform tasks quickly and efficiently.



Auto Van Can



- Seasonal wheel swap on rims
- Diagnostics
- Temporary tire repair
- Oil change
- Vehicle breakdown repair
- Pre-purchase inspection
- Complete vehicle inspection
- Filters, oils, brakes, batteries maintenance and service

And so much more ...



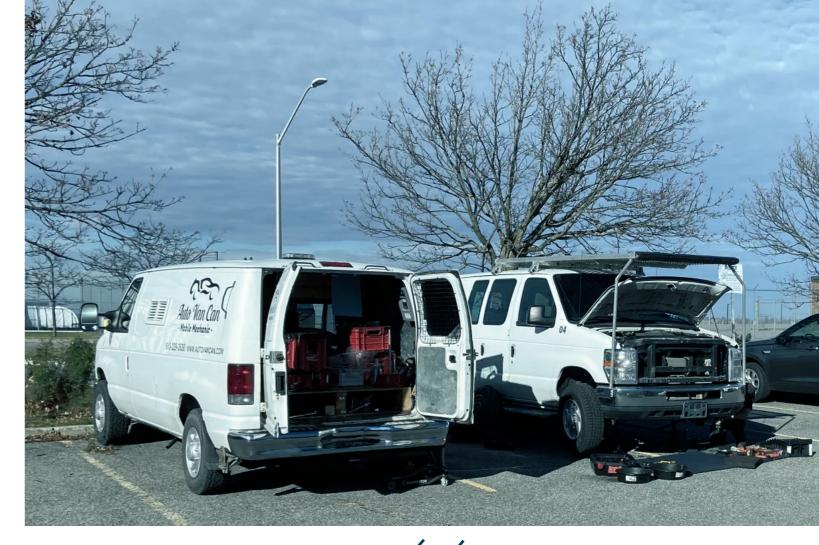




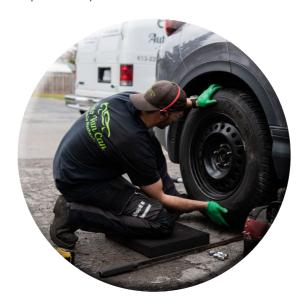




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Auto Van Can offers greater transparency and increased communication, as well as personalized service at affordable and competitive prices.



"The only Mobile mechanic you will ever need! From problem vehicles to service and repair. The Auto Van Can Fully licensed and insured mechanic with 18 years experience in the trade."



### Our services

Our team of experts is committed to staying at the forefront of our local economic development, ensuring you receive cutting-edge solutions tailored to your unique needs. Your satisfaction is our priority. We listen, understand, and collaborate closely with you to ensure that our services align perfectly with your goals. The Prescott and Russell Development Corporation (PRDC) continues to deliver its mandate to encourage the development and diversification of our communities by offering various funding options for all your entrepreneurial projects.



#### Investment fund

The Investment Fund loan provides a funding sourceuptoamaximum 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.





#### Young Entrepreneur

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 in young leadership people and values their social, cultural, and economic engagement in our communities.





#### **Express**

The Express loan was created to support the operational continuity of businesses in the Prescott and Russell Funding regions. up to a maximum of \$15,000 for expenses as leasehold improvements, inventory. increasing 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

Are you ready to take your business endeavors to new heights? Contact us today to explore how our services can transform your vision into reality.





#### **EDISO**

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





#### Line of credit

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 leasehold expansion, improvements, cash flow management, cash flow contract purposes, payment and/or unexpected expenses.



**>>>** \$150,000



#### Tools

Business The Guide, Business Plan Handbook and Financial <u>Plan</u> templates available on our website. These documents can be downloaded and are fillable for your convenience.

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.

### **Business Sisters**

2024 Census

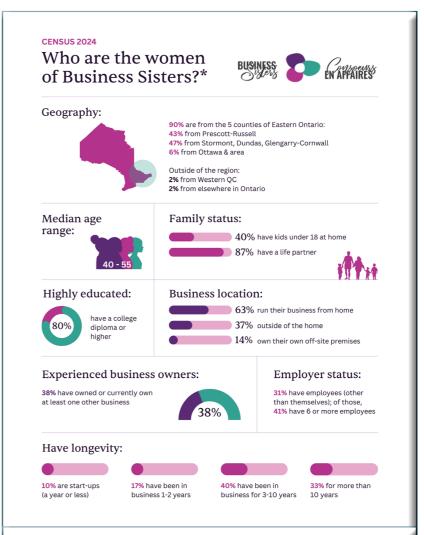
Following Doreen Ashton Wagner' request, Founder & Executive Director of Business Sisters, we are gladly including the Business Sisters "Who are the women of Business Sisters?" 2024 census in this edition. Thank you Doreen for relaying this information so that we can share with our readers.

BUSINESS SISTERS: "Earlier this year, we reached out to our Business Sisters community, urging them to participate in an in-depth online survey. Our goal? To gather data that would help us better align events and partnerships with the needs of women entrepreneurs in Prescott-Russell and SDG. Based on 143 responses (representing 24% of our community), the resulting profile surprised us in several ways. A summary of the findings is on page 19."

Click HERE for more information on Business Sisters and a deeper dive into our community's profile.







Top 10 industries: 83%

Business legal

Gross revenue:

wanting to secure new

providers in the following

status:

32% are incorporated

62% report earning \$100,000 or less

21% generate \$250,000 or more

17% earn between \$100,000 and \$250,000

Purchase intentions in the next 18 months:

accounting/bookkeeping (24%)

• website hosting & design (22%)

• social media management (17%)

• insurance (15%)

cellular phone (15%)

61% are sole proprietors

### Hard working: than 40 hours per week in spend 61 average level of confidence in Selling online: 58% report carrying no 41% say they have earned a financial planning/retirement planning/investments (11%) graphic design (11%) \* Results based on 143 completed questionnaires from 592 invitations, or 24% of the Business Sisters communitv 🛽 🧙 🖜

Confident: 8/10

Financing:

#### The challenge ahead

Entrepreneurship isn't for the faint of heart. In the wake of the pandemic. economic challenges loom large, and the labor market grapples with shortages. Some have thrown in the towel on their business dreams, as confirmed by a recent BDC survey. But for those who persevere, how can we bolster their profitability, stability. and even lighten their workload?



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### Gala of Excellence

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. The theme for the is **BLACK AND WHITE EVENING!** A huge THANK YOU to our partners and sponsors.

#### PLATINUM SPONSORS

**OFFICIAL PARTNERS** 

Entrepreneur of the Year Award



**Excellence Award** 



#### **GOLD SPONSORS**

Jury Award



**Emeritus Award** 



#### SILVER SPONSORS

**Inclusive Business Award** 



Daniel Gigault Award



#### **BRONZE SPONSORS**

Services Business Award



Retail Business Award



Young Entrepreneul Award







Business Award







Marcil Lavallée

Comptables professionnels agréés
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Club de golf

CASSELVIEW

Golf and Country Club

#### **ACTIVE SPONSORS**

Red wine bottles







Table centerpieces





# Annual golf tournament/

**REGISTRATION AND SPONSOR** 



BREAKFAST AND REGISTRATION BEGINNING AT 7:00 AM

**SHOTGUN AT 9:00 AM** 

The Prescott and Russell Development Corporation (PRDC) invites you to the annual <u>PRDC golf tournament</u>, Daniel Gigault Open on August 23, 2024, at the <u>Casselview Golf & Country Club</u>, 844 Aurèle Rd., Casselman ON

All participants are invited to organize their foursome. It will be our pleasure to register individual players to incomplete teams.

Only \$125.00 per player (taxes included)

Includes golf, golf cart, breakfast, buffet lunch, gifts and more gifts!

Club de golf

CASSELVLEW

Golf and Country Club

SOCIÉTÉ DE DÉVELOPPEMENT

PRESCOTT & RUSSELL

DEVELOPMENT CORPORATION

# Tips and tricks

Building a positive community around your business is crucial for fostering customer loyalty, brand advocacy, and overall success. Here are some tips to help you create and maintain a positive community.



#### Be genuine

The best thing you can do is simply be yourself and share what you love with the world. People will feel connected with you because they can see that there is a real person behind the product or service and that person cares about what they're doing.



#### Solve a problem without selling

Most businesses these days strive to build communities to gain traction and promote their products or services. Instead of opting for a conventional solution involving sales, try exploring a collaborative approach to overcome an obstacle.



#### Reward and recognize

Acknowledge and celebrate your community members' contributions. This can be through shoutouts, featured posts, or even exclusive perks. Recognition fosters a sense of appreciation and belonging.



#### Listen, learn and adapt

Pay attention to feedback from your community and be willing to adapt. Act on constructive criticism and show that you value the input of your community members. Ensure that your clients are heard and understood.



#### Support a cause

Local events or organizations often need help with projects, tasks and/or funds. This is an excellent way to show that your business cares about its neighbors and wants to make a difference.



#### Workshops and seminars

Share your experience and knowledge. Why not help a local startup business get a head start or guide someone that seems to be struggling with a certain aspect of their business?

Votre Piscines creusées marchand Inground pool de produits de piscine et de spa dans la région de **Prescott** Russell! Chemicals product Piscines hors terre bove ground pool





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@sdcpr-prcdc.ca and we will be sure to include it in the following editions. Thank you to the following businesses for participating.









#### **MARIAGES**

La célébration du mariage est une journée magique et nous nous dévouons à vous offrir des plats les plus exquis et un service d'expérience de qualité pour que cette journée reste à jamais gravée dans votre mémoire.

#### WEDDINGS

We are dedicated in making your wedding as pleasant as possible. Accompanied by the most delicious meals tailored to your needs in the hopes of making your special day memorable







Venez découvrir Aquatria! Contactez-nous pour une visite en personne ou virtuelle. aquatria.ca









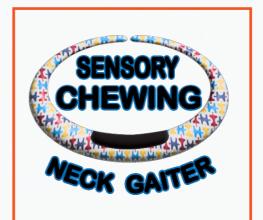
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Restauration de photo Composition de photo Impression de sublimation Décalcomanie en vinyle Carte de souhait (personnalisée)

Mon savoir-faire et ma créativité sont sans limites...

Photo Restoration **Photo Composition Sublimation Printing Custom Vinyl Decal** Greeting Card (Custom)

My knowledge and my creativity are limitless...

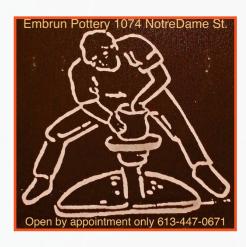
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613-220-3564 Casselman Ontario

















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> Pour plus d'informations sur tous nos évènement, visitez notre page Facebook. For information about all of our events, visit our Facebook page.















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COMPRESSION STOCKINGS

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MASSAGE
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ACUPONCTURE
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ORTHÈSES SUR MESURE
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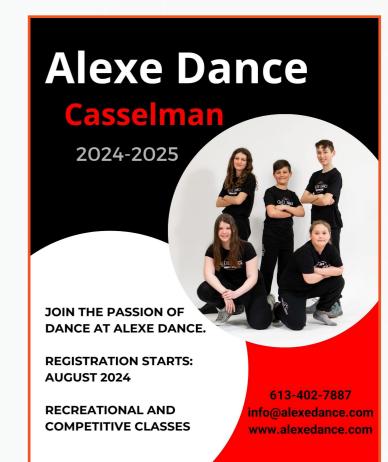
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- Plantation de fleurs, arbres et arbustes / Flowers, trees and shrubs planting
- → Coupe de pelouse / Grass Cutting
- Tourbe / Sod
- Déneigement / Snow removal







# Let's work together

Are you ready to take your business endeavors to new heights? Contact us today to explore how our services can transform your vision into reality.



# WE WOULD LOVE TO HEAR FROM YOU

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

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.

# WE WOULD LOVE TO HEAR FROM YOU

WE WOULD
LOVE TO
HEAR
FROM YOU

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. If you would like to register your business in the Destination Fempreneure's interactive map business directory



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