

2023-2024



*Garden Path
Homemade Soap
Vankleek Hill ON*



ANNUAL

Report

www.sdcpr-prcdc.ca
info@sdcp-prcdc.ca



Funded by:
Federal Economic Development
Agency for Southern Ontario

Financé par :
Agence fédérale de
développement économique
pour le Sud de l'Ontario



**SOCIÉTÉ DE DÉVELOPPEMENT
PRESCOTT & RUSSELL
DEVELOPMENT CORPORATION**

Canada

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The Prescott and Russell Development Corporation is delighted to present to you the 2023-2024 annual report. This report not only reflects our accomplishments over the past fiscal year but also outlines our strategic initiatives and highlights our commitment to supporting the business communities in Prescott and Russell and Southern Ontario. In these pages, you will discover our funding and services performance, key milestones, and the impact we've made on local SMEs' development and progress.

Building businesses. Building futures.



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A word from the Chairperson and Executive Director

Ladies and gentlemen,

We have already reached the time of year when we reflect on the accomplishments of 2023-2024 by the Prescott and Russell Development Corporation (PRDC). Many projects have been completed in line with our 3-year internal action plan, as well as in accordance with the various economic and tourism challenges faced by Prescott and Russell.

The results presented in our 2023-2024 annual report have been achieved thanks to the hard work of a dedicated and exceptional team, as well as the committed volunteer administrators who generously give their time. For over 38 years, the Prescott and Russell Development Corporation has been actively present across the territory it serves, meeting the needs of municipalities, entrepreneurs, and various economic stakeholders.

With the unveiling of the new 2024-2029 Prescott and Russell Economic Development Strategy, supported by the United Counties of Prescott and Russell (UCPR), our organization aims to stay well-attuned to the primary issues that could impact regional economic and tourism development. We will leverage all of our tools, programs, and resources to contribute to the growth and economic prosperity of Prescott and Russell.

Despite a still fragile economic environment, we clearly sense the willingness of the municipalities, organizations, and businesses in Prescott and Russell to continue their growth and development. We are here to help them find the right tools and strategies to achieve this.

We also see a strong desire to collaborate more closely, share ideas, projects, and resources, and not forget our common visions.

The strength of partnerships remains undeniable, and we will continue to support the various economic actors in meeting, sharing, collaborating, and thriving.

Thank you.

Luc Filion
Chairperson

John Candie
Executive Director

The Prescott-Russell CFDC would like to acknowledge that land on which its building is housed and where its board members, staff, partners and clients gather is the traditional unceded territory of the Anishinabewaki (Kanien'kehá:ka (Mohawk) and Omàmiwininiwag (Algonquin) people. We are guests on this land, and it is our shared obligation to respect, honour and sustain this land.

Who we are

The Prescott and Russell Development Corporation is part of an established and collaborative network of 267 Community Futures offices across Canada that support rural businesses and economic development.

The Community Futures Program (CFP) is funded by the Government of Canada. Formally established in 1985, the CFP was implemented to support business development in rural and remote communities. Three decades later, CFPs largest, most well-established national community economic development movement.

Each office is deeply embedded and engaged in rural communities, employing local staff, and is governed by a volunteer board of directors.

Funded by:
Federal Economic Development
Agency for Southern Ontario



The program is a central component of the Government of Canada's support for rural communities and part of the Innovation, Science and Economic Development Canada (ISED) portfolio administered by Regional Development Agencies (RDAs). The Federal Economic Development Agency for Southern Ontario (FedDev Ontario) supports offices in eastern and southern Ontario. The funding provided by FedDev Ontario supports three pillars of business: Loans, Counselling, and Community Economic Development.

Our Board of Directors

- LUC FILION, Chairperson
- PATRICK BROUSSEAU, Vice-chairperson
- JULIE MÉNARD-BRAULT, Secretary-treasurer
- SYLVAIN CHARLEBOIS, Administrator
- ALAIN LAMARCHE, Administrator
- ERIC DROUIN, Administrator
- ÉRIC CHARLEBOIS, Administrator
- CHRISTINE BONNEAU O'NEILL, Administrator

Our staff

- JOHN CANDIE, Executive Director
- DANIEL SIGOUIN, Business Advisor
- KIM DENIS, Accounting Technician
- PAULINE CHEVRIER, Communications and Loans Officer
- KARIANNE SIMARD, Projects Coordinator

The Prescott and Russell Development Corporation obtained more than

5 012

visits during the 2023-2024 fiscal year

Social media publicities during the 2023-2024 fiscal year

1 022

with

1 714

followers

Digital billboard advertisement in Hawkesbury for 6 months. More than

32 000

passing vehicles per day

Regions served

The PRDC proudly serves many regions, encompassing Prescott and Russell as well as Southern Ontario areas. We are dedicated to supporting innovation, growth and prosperity in entrepreneurial projects ranging from start-ups to expansions to acquisitions through our funding and coaching programs.

Prescott and Russell

- Alfred and Plantagenet Township
- Municipality of Casselman
- Champlain Township
- City of Clarence-Rockland
- Town of Hawkesbury
- East Hawkesbury Township
- The Nation Municipality
- Russell Township

Southern Ontario

- Brant
- Bruce
- Chatam-Kent
- Dufferin
- Durham
- Elgin
- Essex
- Frontenac
- Grey
- Haldimand-Norfolk
- Haliburton
- 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



Traiteur La Bonne Bouffe
Casselman ON



Aliments Choose Life
Toronto ON

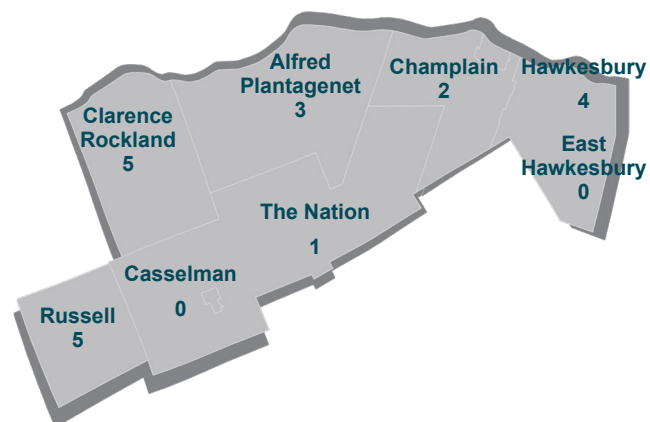
Financial reports

In the 2023-2024 fiscal year, the Prescott and Russell Development Corporation (PRDC) approved loans and lines of credit totaling more than \$1,413,165 in the Prescott and Russell and Southern Ontario regions. Of those approved funds, \$1,163,165 were disbursed from various funding programs such as the Investment Fund (IF) loan and line of credit, the Regional Relief and Recovery Fund (RRRF) and the Economic Development Initiative of Southern Ontario (EDISO) for various start-up, maintain and expansion entrepreneurial projects.

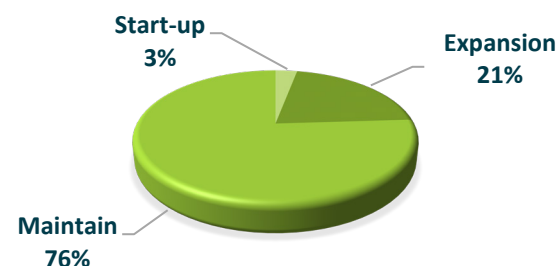
Investment Fund loans (including IF and RRRFs loans and lines of credit)	2023-2024 fiscal year	Since inception
Approved and disbursed loans	\$983,165	\$34,160,348
Approved and disbursed projects	20	665
Jobs created and maintained	76	4 924

At the end of the 2023-2024 fiscal year, the PRDC's total loan portfolio consists of 109 active loans throughout Prescott and Russell and the Southern Ontario regions. We proudly serve all under-represented groups such as members of official language minority communities (22), women (11), young entrepreneurs (5), social businesses (1) and visible minorities (2).

APPROVED AND DISBURSED PROJECTS BY REGION



APPROVED AND DISBURSED PROJECTS BY GOAL



The Economic Development Initiative of Southern Ontario (EDISO) aims to address the economic challenges of the Southern Ontario Francophone business community and strengthen regional successes to foster sustainable growth in minority official language communities. It also seeks to promote the development

of new expertise in the areas of innovation, economic diversification, and partnerships, as well as to provide increased support to small and medium-sized Francophone businesses.

EDISO loans	2023-2024 fiscal year	Since inception
Approved and disbursed loans	\$180,000	\$1,670,000
Approved and disbursed projects	5	53
Jobs created and maintained	48	338

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) loans 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 Fund loan

The Investment Fund loan offers term loans up to a maximum of **\$300,000** to new and existing businesses in the Prescott and Russell region. This financing source offers a flexible structure with adaptable repayment terms, and includes project evaluation and assistance in securing realistic funding.

Young Entrepreneur loan

The Young Entrepreneur Loan aims to counter the migration of young people to large urban centers and is designed to support young entrepreneurs aged 18 to 39 in the Prescott and Russell region with financing ranging from **\$5,000 to \$30,000**. This program promotes youth leadership and values their social, cultural, and economic engagement in our communities.

Express loan

The Express Loan is designed to support the continuity of operations for businesses in the Prescott and Russell region. Financing of up to a maximum of \$15,000 is available for expenses such as leasehold improvements, inventory increase, working capital support, equipment upgrades, and marketing, to name a few. A decision will be communicated within 72 hours (business days) if the application is complete

EDISO loan

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. An additional **\$15,000** can be obtained through our partner the Fondation franco-ontarienne, for a total of **\$45,000**.

Line of credit

The maximum financial assistance of **\$150,000** through a line of credit, provided through the Investment Fund program, 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 expansion, leasehold improvements, cash flow management, cash flow for contract purposes, bill payment and/or unexpected expenses.



VIRTUAL SPORTS ZONE from Rockland ON offers golf lovers of every level an opportunity to play throughout the year with their 40 exciting world renowned courses. This local business benefitted from the PRDC Investment fund to expand its business by purchasing new equipment that will provide its clients with an unparalleled golf experience. This investment created 1 job and maintained 5.

Supporting SMEs



CHECK-IN MARKET

is a company located in Rockland, ON, specializing in the sale of Afro-Caribbean products. They offer a wide selection of exotic flavors from Africa and the Caribbean. Funding from the EDISO program has enabled the business to acquire refrigeration equipment, and inventory, and make renovations while creating one job and maintaining one full-time position.



The **TÉLÉVISION COMMUNAUTAIRE DE LA CITÉ CLARENCE-ROCKLAND INC. (TVC22)** is a nonprofit organization that produces and broadcasts local programs. Established in 1990, they promote bilingual free-access television, where everyone can collaborate or submit community projects that are overlooked by mainstream media, and connect with others. This project will help maintain 9 jobs.



The Express loan best suited this organization's needs as the clients received their approval within 72 hours after submitting their request.

CREATIVE CELEBRATIONS

is a small business based in Rockland ON that offers a unique way to celebrate all occasions by bringing joy to families and friends through the creation of lasting memories.



The Investment Fund has created one full-time job and maintained another full-time job by assisting with equipment acquisition, marketing, and inventory.



The **MARVELLA GROUP**, from Hawkesbury ON, specializes in commercial painting, residential painting, plastering, and wallpaper installation.



Since this project was in its start-up phase, the PRDC helped with funding from 2 different programs, the Investment fund and Line of credit. These funds, along with the business' investment were for cash flow and equipment purchasing to fulfill its contracts.

Both of those funding options offered the client flexible terms and reimbursement which helped maintain 5 full-time positions as well as create 5 new positions.



New branding

In November 2023, the Prescott-Russell Community Development Corporation, a key player and LEADER in economic and business development in Prescott and Russell and southern Ontario, announced the launch of its new visual identity, marked by a refreshed logo and a new name, thus reinforcing its commitment to better serve businesses and entrepreneurs and to anticipate the constantly evolving needs of its clients, partners and communities.

NEW NAME: The Prescott and Russell Development Corporation. This name was carefully selected to reflect our current identity, our commitment to innovate and our determination to offer cutting-edge solutions to our clients, partners and communities.

NEW LOGO: The new Prescott and Russell Development Corporation logo embodies our commitment to evolve with the times while remaining true to our core values. It reflects our visions of innovation, creativity, ideas, growth and sustainability as well as our values such as integrity, inclusiveness, professionalism, unifying and visionary. The use of vibrant, modern colors demonstrates our dynamism in supporting and collaborating with the community, reflecting its role in promoting economic growth and job creation. It emphasizes a sense of solidarity and empowerment, thus reinforcing its commitment to the development of Prescott and Russell.

Why this change? The evolution of our logo and name stems from an in-depth reflection by the PRDC's members of the Board of directors and staff on our positioning in the current market. We are aware of the challenges that Prescott and Russell and southern Ontario businesses and entrepreneurs face and we want to be on the front lines to help them succeed. This change is an expression of our desire to remain at the forefront of the industry and better meet the growing needs of our clients, partners, and communities.

What this means for our clients, partners and communities:

Continuous innovation: The Prescott and Russell Development Corporation is committed to remaining at the forefront of innovation to provide even more effective solutions adapted to the needs of all our clients, partners and communities.

Strengthened partnership: Our new identity strengthens our partnerships with our clients, partners and communities, providing them with superior quality services and exceptional support for their growth.

Commitment to excellence: Our new name and logo reflect our unwavering commitment to excellence, quality and customer service.



“We are delighted to introduce our new branding, a symbol of our constant evolution and our commitment to innovation. As Executive Director, I would like to sincerely thank our creative team and KB Media for their exceptional work in the design of this logo which reflects our economic development organization’s identity as being dynamic, innovative, diverse, inclusive and forward-looking. It represents our passion for excellence, our ongoing commitment to our clients, our partners, our communities and our vision for a promising future.”...states Mr. John Candie, PRDC’s Executive Director.

The colors



Navy blue : the navy blue represents trust, sincerity, wisdom and business.



Blue: the blue represents loyalty, assurance, stability and intelligence.



Green: the green represents new beginnings and growth. It also signifies renewal and abundance of energy and success.



Orange: the orange is associated with optimism, confidence, enthusiasm, warmth and kindness. Because it is a bright, vibrant color, it can help people feel outgoing and bold.

The brand



Maple leaf: at the top, the abstract maple leaf stands out, signifying liberation and the beginning of its unique journey.

Ribbons: the ribbons represent the dynamic interaction and convergence of two parties, symbolizing conversation, progress and support.

Light bulb: the light bulb represents innovation, creativity, ideas and vision. It’s also representative of our mandate, mission and our values.

“The new logo and name are much more than just an image. They reflect our vision for the future, a fusion of tradition and innovation, a bold evolution and a symbol of our commitment towards progress and unity, and towards our communities.”
... states Mr. Luc Filion, Chairperson of the PRDC

We wish to sincerely thank our clients, partners and collaborators as well as the Government of Canada through FedDev Ontario for their continued trust and support for more than 38 years. Our team looks forward to continuing to collaborate with you in this new phase of our journey.



Unveiling of the PRDC's new logo and branding. From left to right: From the PRDC, John Candie, Executive Director, Eric Drouin, past chairperson, Luc Fillion, Chairperson. Mark Kelly, CEO of KB Media and Normand Riopel, Mayor of the Township of Champlain.



New branding



The Prescott and Russell Development Corporation would like to sincerely thank everyone who attended this special occasion. We would also like to thank KB Media for the creation of our new branding. Their professionalism and attention to detail surpassed our expectations. And last, but certainly not least, thank you to Vankleek Hill Vineyards for the perfect venue to celebrate this milestone in our organization.



From KB Media: Sarah Hayes, Operations Coordinator, Project Manager & Designer and Mark Kelly, CEO





INFO Magazine

for Entrepreneurs

The journey of entrepreneurship is marked by continuous learning and adaptation. Cultivating a growth mindset by viewing challenges as opportunities for development rather than obstacles. Whether you're just starting out or scaling up, navigating the entrepreneurial journey can be both exhilarating and challenging. The INFO Magazine for entrepreneurs is designed to support and promote local SMEs and share amazing success stories. It is available on the PRDC's website in PDF and online versions.

Success stories

In the world of entrepreneurship, success stories are more than just tales of achievement—they are powerful testaments to the transformative power of vision, determination, and hard work. The INFO Magazine for entrepreneurs celebrates those who have turned their dreams into thriving businesses, overcoming obstacles and redefining success along the way.

Local events

Local events are more than just dates on a calendar—they are vibrant celebrations of our community's spirit, creativity, and collaboration. We love to showcase and promote these local events. From conferences to community fairs. From press releases to Paint Nights. From grand openings to charities.

Useful information

The INFO Magazine for entrepreneurs offers topics such as creating a business plan, developing entrepreneurial skills and mindsets, and determining a business' key points and options, and provides information, resources, tips and insights, to help them thrive.

PRDC funding and services

At the PRDC, we take pride in offering solutions to SMEs that are tailored to meet their needs to help them prosper. The INFO Magazine for entrepreneurs contains details and descriptions of our funding options as well as other services.

Entrepreneur Corner

A special promotional section dedicated to **ALL** entrepreneurs highlighting business events, publicities, sales, and/or logos.





SUBLIME MEDICAL ESTHETICS, Rockland ON
Featured in the September 2023 edition

INFO Magazine



AHOY ADVENTURES!, Casselman ON
Featured in the April 2023 edition

Since the first launch of the INFO Magazine for entrepreneurs in May 2022, the PRDC has had the privilege to discover and meet 23 extraordinary entrepreneurs throughout the Prescott and Russell and Southern Ontario regions.

We are very proud to feature a series of inspiring stories that showcase these remarkable entrepreneurs who are not just dreaming big, but making it happen. From humble beginnings to success stories, these entrepreneurs have navigated the highs and lows of their journeys with unwavering determination by turning their unique visions into reality, overcoming obstacles, and forged paths. Their stories are a testament to the power of creativity, resilience, and hard work.



GARDEN PATH HOMEMADE SOAP, Vankleek Hill ON
Featured in the September 2022 edition



SENSORY CHEWING NECK GAITER
Featured in the September 2023 edition



SÉGUIN CABINETS, Alfred ON
Featured in the May 2022 edition

Each story is a beacon of hope and a source of motivation, illustrating that with vision and perseverance, extraordinary achievements are within reach. Whether you're an aspiring entrepreneur or simply passionate about business, these narratives will ignite your ambition and encourage you to pursue your dreams with renewed vigor. Here are just a few that were featured in previous editions.



MON PETIT UNIVERS, Scarborough ON
Featured in the April 2023 edition



LORIE DUFF HORSEMANSHIP, LIBERTY LANE FARM
Featured in the June 2023 edition

In our communities

We believe that thriving communities are the backbone of a prosperous society. Our commitment goes beyond business; we are deeply invested in the well-being and development of the communities we serve. We actively participate in community events, support local initiatives, and collaborate with partners and organizations dedicated to positive change.

2023-2024 Workshops and conferences

B2B PRESCOTT ET RUSSELL
NAVIGUER LE PAYSAGE FINANCIER
NAVIGATE THE FINANCIAL LANDSCAPE

SOCIÉTÉ DE DÉVELOPPEMENT PRESCOTT & RUSSELL DEVELOPMENT CORPORATION
 en collaboration avec
 in collaboration with

1 fév./Feb. 2024
 17h30 à/to 20h00

Hammond Golf and Country Club
 600 chemin du Golf Rd.
 Hammond, Ontario
 K0A 2A0

CHAMBRE DE COMMERCE CLARENCE-ROCKLAND CHAMBER OF COMMERCE
 Desjardins Entreprises
 bdc

The PRDC partners with organizations and financial institutions with guest speakers to advise entrepreneurs by providing valuable information to succeed and prosper.



Internal communication and simple performance evaluation for executives, leaders of services and employees were the topics of this very informative breakfast conference with guest speaker Sylvie Thifault. The PRDC was proud to collaborate with the Prescott-Russell Chamber of Commerce for this event at the Casselview Golf & Country Club in March 2024.



gratuit free

En partenariat avec / In partnership with

BDC **GrowthWheel®** & **BDO**

Planifier la succession pour réussir
Successful succession planning

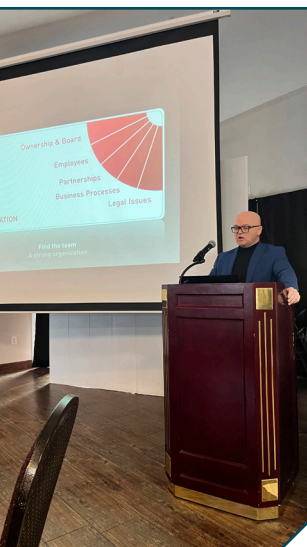
Inscrivez-vous dès aujourd'hui! Places limitées.
 Register today! Limited places.

15 novembre 2023
 November 15, 2023

7h à 10h
 7:00 am to 10:00 am

Club de golf Casselview
 Casselview Golf and Country Club

Canada



In December 2023, the PRDC attended the Leadership féminin Prescott et Russell (LFPR) annual symposium at the Chute à Blondeau Community Center. Guest speakers and discussion panels discussed gender equality and its link to sustainable development and how vital it is to the realization of human rights for all. The overall objective of gender equality is a society in which women and men enjoy the same opportunities, rights and obligations in all spheres of life.



In our communities

Organizing, collaborating and attending community events has always played a vital role in advancing our mission and fostering connections within our business community by bringing together and bridging the gap between diverse entrepreneurial sectors, professionals and organizations. We extend our heartfelt thanks to all those who participated, volunteered, and supported us throughout the year.

2023-2024 Events

The PRDC's annual golf tournament stands as one of the cornerstones of our organization's events, embodying both our commitment to community engagement and our dedication to fostering meaningful connections. This event is more than just a day on the green; it represents a unique opportunity for collaboration, support, and celebration.

The August 2023 golf tournament's roster was again filled. All 144 enjoyed a day of friendly competition, delicious meals and wonderful gifts. None of which would be possible without the support of our wonderful sponsors. All proceeds of the event were donated to:



Société de développement communautaire
Prescott-Russell
Community Development Corporation
Une Société d'aide au développement des collectivités
A Community Futures Development Corporation

www.sdcpr-prcdc.ca
info@sdcp-prcdc.ca

KIOSQUE

16

BOOTH

EXPO

HAWKESBURY

11 et 12 novembre 2023
November 11 and 12, 2023

10h00 à/à 16h00

Financé par :
Agence fédérale de
développement économique
pour le Sud de l'Ontario

Funded by:
Federal Economic Development
Agency for Southern Ontario

Two wonderful days of networking for the PRDC's team at the Hawkesbury Expo. Local entrepreneurs showcasing their products and services. A successful annual event that stands as a testament to innovation, collaboration, and growth within Prescott and Russell and beyond. The Expo brought together a diverse array of businesses, entrepreneurs, and thought leaders, creating an unparalleled platform for connection and opportunity.



Prescott and Russell Development Corporation

In our communities

As we reflect on the past year, we are proud to highlight the following achievements that underscore our commitment to supporting growth and prosperity in our communities.

2023-2024 with the PRDC

Distinction de l'Ontario pour services bénévoles



Ontario Volunteer Services Awards



Luc Filion
Président / Chairperson



Sylvain Chairebois
Administrateur / Administrator



Eric Drouin
Président sortant / Past Chairperson



Éric Chairebois
Administrateur / Administrator



Christine Bonneau O'Neill
Administratrice / Administrator

Ms. Julie Brisson, Past President of the Prescott-Russell Chamber of Commerce, was honored at the Annual General Meeting of the Prescott and Russell Development Corporation (PRDC) by receiving the inaugural nomination for the PRDC's President's Award for her services in promoting the development of local and regional businesses. The President's Award becomes an annual event aimed at recognizing individuals in the Prescott and Russell region for their commitment to the community, their contribution to community economic development, and their support for the entrepreneurial ecosystem within their community and the region as a whole.

"This year, the PRDC chose none other than Julie Brisson for her exceptional leadership with the businesses and entrepreneurs of Prescott and Russell. Ms. Brisson has shown resilience and determination, finding creative solutions and encouraging everyone to persevere even during tough times. Her strategic vision and ability to anticipate the needs of our entrepreneurial community have been invaluable, and we thank her," said Mr. Eric Drouin, Past Chairperson of the PRDC's Board of Directors.

From left to right: Mr. John Candie, Executive Director of the PRDC, Ms Julie Brisson and Mr. Eric Drouin, Past Chairperson of the PRDC

NAVIGATING TOWARD SUCCESS

Prescott et Russell 2024-2029 Economic Development Strategy and Action Plan

The Prescott and Russell Development Corporation and the United Counties of Prescott and Russell have collaborated with Deloitte to develop the Prescott and Russell 2024-2029 Economic Development Strategy. This strategy represents the culmination of extensive community engagement, quantitative and qualitative research, and analysis. It will be used to identify a set of objectives, strategies, and actions that support the achievement of this economic vision. It is a comprehensive plan designed to stimulate economic growth, create jobs, and enhance the prosperity and well-being of our region.





COMITÉ EXÉCUTIF

Afin de mieux nous connaître, la SDCPR vous présente le comité exécutif 2023-2024 (de gauche à droite)

EXECUTIVE COMMITTEE

Getting to know us. The PRDC presents the 2023-2024 Executive Committee (from left to right)



JOHN CANDIE
Directeur général/Executive Director

PATRICK BROUSSEAU
Vice-président/Vice-chairperson

JULIE MÉNARD-BRAULT
Secrétaire-trésorière/Secretary-treasurer

LUC FILION
Président/Chairperson



Société de développement communautaire
Prescott-Russell
Community Development Corporation
Une Société d'aide au développement des collectivités
A Community Futures Development Corporation

Financé par :
Agence fédérale de développement économique pour le Sud de l'Ontario

Funded by:
Federal Economic Development Agency for Southern Ontario





The project was scheduled in 5 stages which began in December 2023:

1. The project launch.
2. The competitive analysis.
3. The business survey and workshops with stakeholder groups.
4. The strategic directions and implementation plan and community validation.
5. The presentation to councils held in June 2024.



Community validation session held at the Vankleek Hill Vineyard

Testimonials

Messages from our clients

We have the great privilege of working with and supporting businesses and entrepreneurs in Prescott and Russell and Southern Ontario. We sincerely appreciate the kind words sent by our clients and are thrilled to learn that they had such a positive experience with our team. Their feedback means a lot to us, reinforces our commitment to providing exceptional service, and motivates us to continue giving our best. We look forward to continuing our partnership and achieving even greater success together.



“The financial support from PRDC has been crucial for our community radio station, Unique FM, by providing the stability needed during a significant transition period. Thanks to this funding, we were able to solidify our mission to serve our community with even more vigor and passion. It allowed us to develop and launch new fundraising initiatives, ensuring more sustainable and recurring support for our organization.

This support also gave us the confidence and resources needed to continue offering high-quality, enriching, and inclusive programming that meets the diverse needs of our listeners. In short, the PRDC’s support

has been a fundamental pillar in advancing and amplifying our goals and embedding our radio station within the community fabric.”

Nathalie Aloerrode-Bernardin, Executive Director



“Thanks to the loan from PRDC, we were able to restart our production and overcome critical challenges that were threatening our business. This funding allowed us to improve our processes and increase our production capacity. With these resources, we were able not only to meet the growing demand for our products but also to ensure better quality and greater diversity in our offerings.



We express our deep gratitude to the PRDC for their trust and support, which played a pivotal role in revitalizing Taltis Foods. Thanks to this loan, we are able to continue our mission of sharing the unique flavors of African cuisine with a broader audience and to strengthen our commitment to sustainability and innovation in the food sector.”

Gilles Tchianga, Founder and CEO



“I expanded my business to broaden my catering services throughout Prescott Russell and beyond, with the goal of providing professional and high-quality service to a loyal and growing clientele over the years.

This was all made possible thanks to the support and assistance from the PRDC. Thank you for your trust.”

Denis Savage, Owner



“Thanks to the loans obtained from the PRDC, my business has been able to grow significantly. These funds allowed us to adopt innovative new technology and renovate our location, thereby increasing our competitiveness and attractiveness. With the first PRDC loan I received in 2006, I was able to open my business on Pignon street and offer a much wider range of services and products.

They were also crucial in setting up our business properly, especially in terms of advertising and signage. I was able to leverage these resources to expand my business’s capacity in the region, ensuring a sustained presence and growth despite challenges. Additionally, the specific loans related to the COVID crisis were crucial for ensuring our financial security during this difficult period, preventing bankruptcy despite the pandemic-related closures. This also allowed us to offer new services and manage our inventory effectively.”

Andréa Delorme, Owner



“The PRDC helped me realize my dream of skillfully assisting people in need at their homes. To provide them with the appropriate clothing and shoes, I needed to travel from one residence to another. Thanks to them, I was able to make my dream come true and bring happiness to those in need.”

Chantal Brisson, Owner



Testimonials



“Thank you for giving me the chance to start Drew’s Delivery Service. I am providing a service for area businesses and have hauled heavy equipment as far away as Peterborough! The PRDC opportunity allowed me to gain the tools needed to be self-employed which was my dream-job! I love to drive!”

Drew Melbourne, Owner

Drew Melbourne Cell 613 894 9401 drewsdeliveryservice@outlook.com



<https://www.facebook.com/drewsdelivery/>



“Thanks to PRDC’s invaluable funding, along with the unwavering dedication of their staff, we’ve successfully navigated the challenges of COVID and achieved business success. PRDC not only provided financial support but also facilitated manageable payback plans and offered crucial professional guidance. Their support has been instrumental in ensuring the growth and stability of our small business. This is the reason why we are succeeding today!!!! We staff over 14 individuals throughout the year! We are active in the community with charities, providing jobs for all ages, and low prices for our customers! The support PRDC gave us has had a ripple effect that touches more than just our business and everyone benefits from their support!”

Paul Carpentier, Owner

“I am a young woman. I started my business with funds from my parents. I needed a little more to add to my inventory and do some work. With the funds from the PRDC, I was able to do it. THANK YOU.”

Noémi-Candide Mundala, President



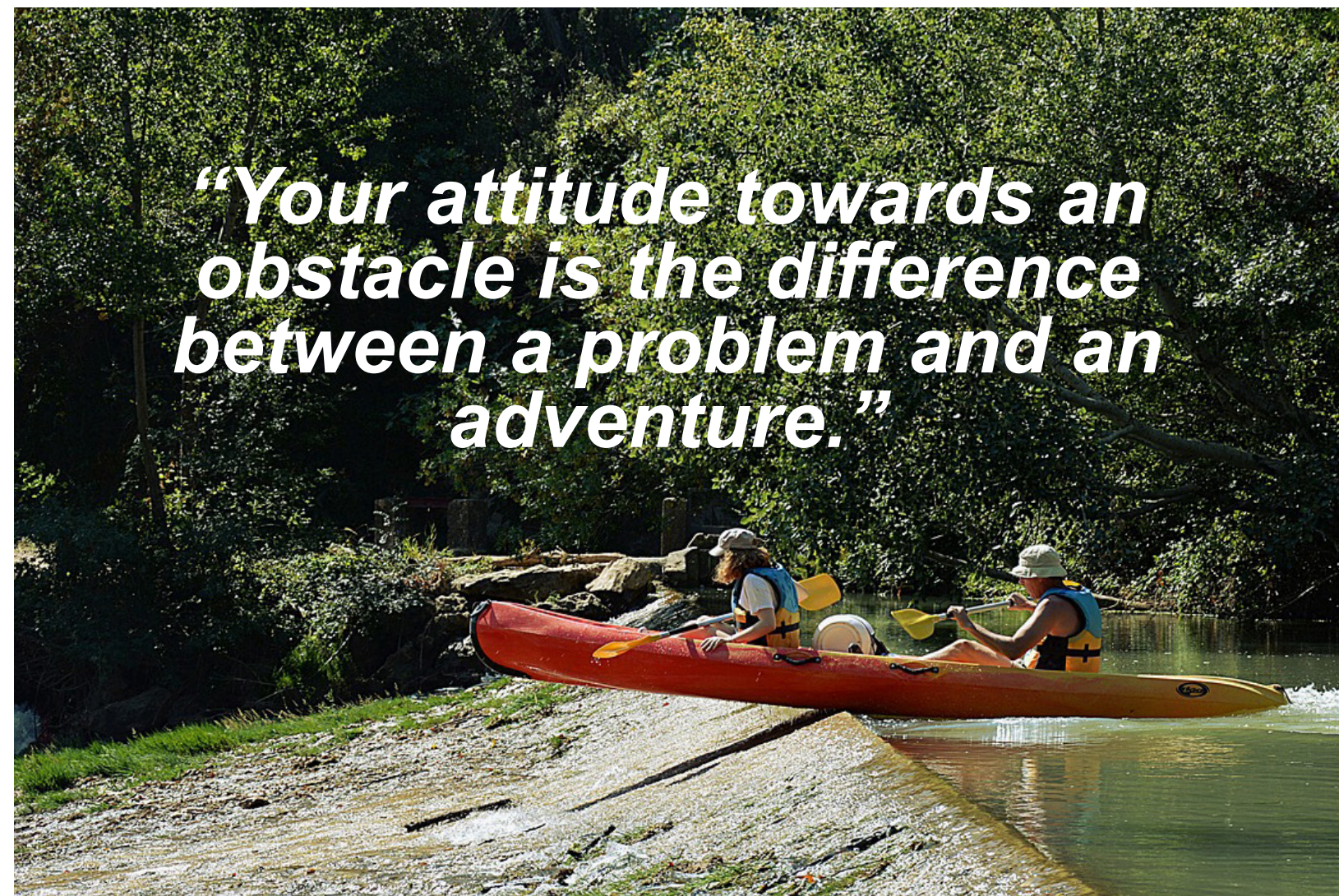
“We recovered quickly from a devastating wind storm and allocated funds for park expansion projects, allowing us to welcome customers back sooner and with more amenities.”

Brad Cartier, Owner



2023-2024 Annual Report

“Your attitude towards an obstacle is the difference between a problem and an adventure.”



Testimonials

"A big thank you to the PRDC! Thanks to them, we went from starting with just one physiotherapist at a clinic to now having a multidisciplinary team offering services in physiotherapy, occupational therapy, osteopathy, nutrition, and clinical exercises for all clients suffering from sports injuries and concussions in Clarence-Rockland. Their financial support has undoubtedly driven our growth and allowed us to maintain our quality services for our valued patients. A big thank you to the entire PRDC team!"



Marc Bastien, President



"Thanks to your support, we were able to allocate significant funds towards the development of a new commercial site, which has not only transformed our business model but also expanded our market reach."

Dear SDPR Team,

I warmly thank you for the opportunity to be featured in the annual report. It is with great pleasure that I will share our enriching collaborative experience."

Thanks to your support, we were able to allocate significant funds towards the development of a new commercial site, which has not only transformed our business model but also expanded our market reach."

Once again, thank you for this wonderful recognition and for your exemplary dedication. I look forward to continuing this fruitful collaboration for many years to come."

Sincerely, Alain"

Alain Ménard, President



"Expanding the parking lot, reorganizing the storage area for packaging, and updating the website to ensure better security for the family and clients."

Yvon Brabant, Owner



"We want to express our deepest gratitude to PRDC for their support during our opening. While banks had lost faith in us and our project to open a hairdressing academy during the pandemic, the PRDC believed in our vision."

Thanks to their financial assistance, we were able to realize our dream and provide quality training to our students. Their trust and support have been essential to our success. Thank you, PRDC, for helping us turn our vision into reality!"

Nathalie and Chantale Deslauriers, Owners, Directors, Instructors



THANK YOU!

Your testimonials are our greatest compliment. We are very grateful for your trust.

Your role

Our role

Fuel your vision

Realize your potential

Bridge the gap

Shape your ideas

Build your future

Forge your path

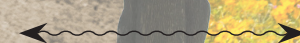
Build your network

Create your power

Establish your ambitions

Achieve your dreams

Generate your success



Enrich your vision

Recognize your potential

Close the gap

Inspire your ideas

Strengthen your future

Maintain your path

Grow your network

Encourage your power

Invest in your ambitions

Elevate your dreams

Enhance your success

Thank you

To our esteemed Board of Directors

The Prescott and Russell Development Corporation's staff would like to take a moment to express our deepest gratitude for your unwavering commitment and exceptional service to our Board of Directors. The invaluable role you play with your dedication, expertise, and unwavering commitment has been pivotal in guiding our organization toward maintaining our mandate, objectives and values and making a profound difference in our organization and communities

Your leadership and support have been crucial in steering our organization toward a brighter future, and for that, we are deeply grateful. As we continue to pursue our mission, we are inspired by the shared commitment and passion that each of you brings to the table. Your volunteer service is a testament to your belief in our cause, and we are excited about what we can accomplish together in the future.

To our valued partners

The PRDC recognizes that its success in promoting economic development and supporting local SMEs is deeply intertwined with the support and collaboration of our esteemed partners. As we reflect on our journey and celebrate our achievements, we want to extend our sincerest gratitude to each of you. Your commitment, trust, and partnership have been instrumental in our growth and accomplishments. Your unwavering dedication and shared vision have helped us navigate challenges and seize opportunities, paving the way for mutual success. Thank you for being an integral part of our journey. Your partnership is not just a business relationship but a shared commitment to excellence and success. We look forward to continuing our collaboration and achieving new milestones together.



Funded by:
Federal Economic Development
Agency for Southern Ontario



To our devoted readers

Thank you for taking the time to read the Prescott and Russell Development Corporation's 2023-2024 Annual Report. Your interest and engagement are invaluable to us. Your dedication to understanding our achievements helps us to stay connected and transparent. The insights and feedback you provide are essential as we strive to improve and grow.

This report reflects the hard work, commitment, and collective effort of our entire team. We are proud of our accomplishments over the past year, and your support has been a key factor in our success. As we move forward, we remain committed to our mission and to keeping you informed.

Thank you once again for your continued support and for taking the time to review our Annual Report. We value your partnership and look forward to achieving even greater milestones together.

Prescott and Russell Development Corporation staff and Board of Directors



**SOCIÉTÉ DE DÉVELOPPEMENT
PRESCOTT & RUSSELL
DEVELOPMENT CORPORATION**

2023-2024



ANNUAL

Report

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DEVELOPMENT CORPORATION**



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