



# Community Futures Development Corporation

Valley Heartland



# Fuelling Canada's rural entrepreneurial development

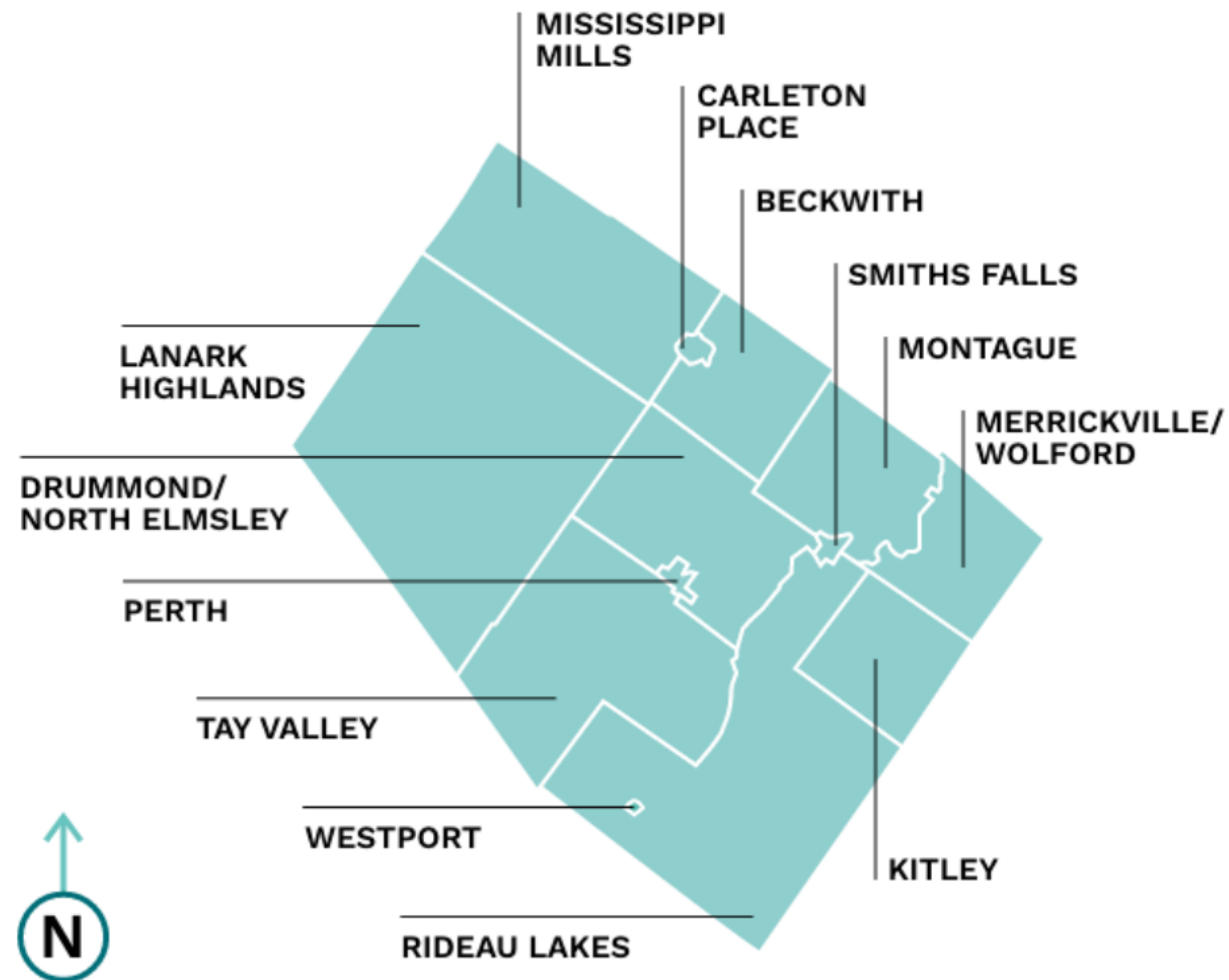
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Valley Heartland is part of an established network of 267 Community Futures offices across Canada.

Formally established in 1985, the Community Futures Program was implemented to support business development in rural and remote communities.



# Our Region





# Pillars of Business

As a central component of the Government of Canada's support for rural communities, Community Futures office receive Federal funding.

Valley Heartland's funding is provided by FedDev Ontario to support three pillars of business:

- » Business Loans
- » Business Services
- » Community Development Support





# What is a Community Investment Fund?

The investment fund is a uniquely Community Futures tool to stimulate economic development in rural communities, with a local boards of directors to support lending decisions at the community level.

- » Today we manage \$9.5 million.
- » Since inception \$33,129,962 in capital has been accessed by local businesses.
- » The investment fund provides repayable loans to small and medium-sized enterprises with less than 500 employees and annual sales revenue of less than \$20 million.





# Not A Traditional Lender

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## **Flexibility**

We are able to offer more customized lending solutions that take into account the unique needs of the borrower.

## **Community Focused**

We consider the experience and character of the borrower, as well as the potential for the business to create jobs and contribute to the local economy.

## **Relationship-based**

We spend time getting to know the entrepreneur and their business needs. We understand what goes into running a business, and behind all the numbers are hard-working entrepreneurs contributing to our community.





# Business Loans

At Valley Heartland, we put local entrepreneurs first.

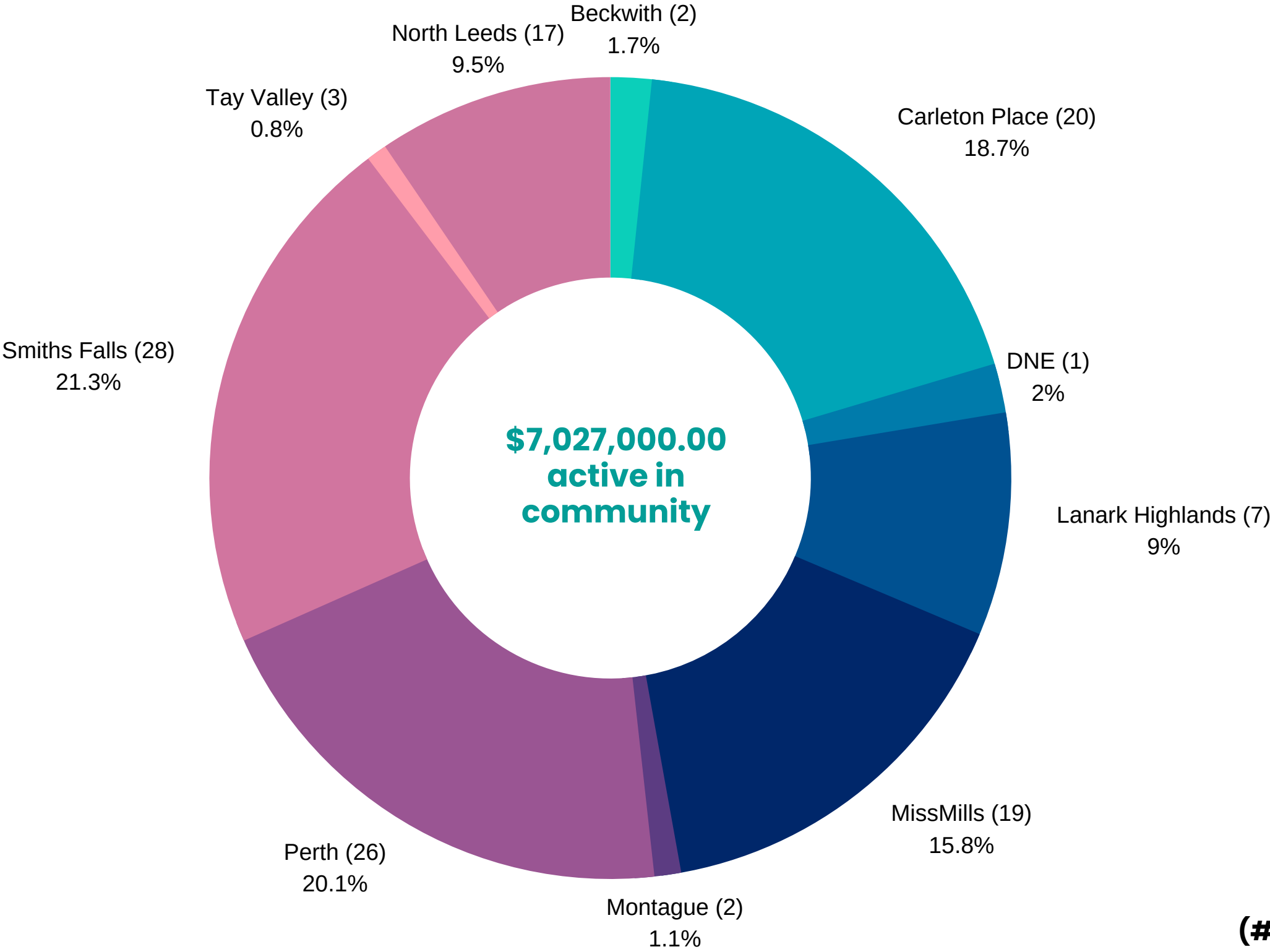
Our investment funds are exclusively available to Lanark County + North Leeds entrepreneurs, and all decisions are made locally.

- » Up to \$300,000
- » Base rate of prime plus 2% (fixed)
- » No prepayment penalties





# Business Loans



**(#) Number of Loans**  
**% of active portfolio**



# Business Services

Our staff can support businesses with:

- » developing strategies for growth
- » business plan writing and review
- » market and industry research
- » troubleshooting specific challenges

We also make referrals to other local organizations and to provincial or federal advisors when specialized expertise is needed.





# Business Services

On average, each year our staff:

- » Respond to 714 general inquiries
- » Lead 245 business advisory meetings
- » Host 6 workshops or training events





# The Innovation Centre

The Valley Heartland Innovation Centre (VHIC) provides a one-stop-shop for accessing capital, advice, training, and a supportive environment for unconventional and actionable Economic Development projects.

Our Facility includes:

- » A 1,400 sqft Training Room ideal for small conferences, training, webinars, and team-building events. The room features the latest plug-and-play technology.
- » The Digital Media Lab, a photo/video editing and podcast studio with the latest technology and software.
- » Turnkey rental offices, fully furnished with 32 video conferencing screens, phones, a filing cabinet, and sit/stand ergonomic desks for tenant well-being.





# Community Development Support

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Community Development projects typically:

- » develop strategies or
- » implement local solutions

to enhance or improve community development factors that have a significant impact on economic development outcomes





# Lanark County Economic Development

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- » Through a Service Agreement, Valley Heartland provides regional economic development strategies and programming within Lanark County.
- » This includes:
  - Serving as the initial point of contact for investors and developers interested in the county.
  - Providing assistance for site selection and relocation.
  - Facilitating Regional Economic Development Alliance meetings.
  - Conducting ongoing Economic Development Planning and BR+E activities.
  - Maintaining the new EcDev Website, business event calendar, available land and building directory, and content updates.







**LANARK COUNTY**  
ECONOMIC DEVELOPMENT

About  
Lanark County

Economy +  
Entrepreneurship

Sites +  
Buildings

Business  
Support

Economic  
Development

# Tap Into Lanark County

Linked by countryside and waterways, Lanark County is a scenic destination, offering an abundance of ecological features, world-class amenities, and experiences to discover. Combined with its diverse job opportunities and variety of recreational activities, as well as its commitment to innovation, Lanark County is very much 'open for business'.

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[investlanarkcounty.ca](https://investlanarkcounty.ca)





# A message from our Chair

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"The impact of Valley Heartland is clear and compelling.

Through localized efforts, we, like other Community Futures offices across the nation, support rural businesses like no other organization with advisory, programming, and flexible lending backed by a local volunteer board and staff."

Rob Dyke, Chair







Valley Heartland  
**CFDC**



Address

**91 Cornelia St Smiths Falls**



Tina Stevens, GM

**[tina.stevens@valleycfdc.com](mailto:tina.stevens@valleycfdc.com)**



Website

**[www.valleycfdc.com](http://www.valleycfdc.com)**



Amber Coville, BDO

**[amber.coville@valleycfdc.com](mailto:amber.coville@valleycfdc.com)**