

We help rural entrepreneurs succeed!

CBDCs are dedicated to helping rural Atlantic Canadian business owners succeed by providing flexible financing, business counseling and training programs.



As CBDCs,
we believe in our people and care about the
social and economic wellbeing of
our rural communities.



How do we do that?

CBDCs offer a variety of programs and services that help entrepreneurs succeed.

- General Business Loan
- Youth Loan
 - Kick\$tart
- First-time Entrepreneur
- Social Enterprise Loan
- Innovation Loan
- NEW – Newcomer Loan
- Consultant Advisory Services (CAS)
- Business Valuation Assistance
- Canada Digital Adoption Program (CDAP)
- Self Employment Assistance (SEA) Program
- Business Counseling
- Skills Training
- Youth Ventures – Entrepreneurship education

1. Financial Assistance

CBDC General Business Loan

The CBDC General Business Loan is designed to assist entrepreneurs to obtain financing for this business, when traditional avenues of financing are not available.



CBDC First-Time Entrepreneur Loan

Tailored financing for new entrepreneurs of any age looking to start a new business or purchase an existing one.



CBDC Youth Loan

Tailored financing for young entrepreneurs ages 18-34 interested in starting, expanding or modernizing a business.

Kick\$tart Loan

- Up to \$10,000 for a youth micro loan



CBDC Social Enterprise Loan

Tailored financing designed to assist social enterprises in rural based communities in Atlantic Canada.



CBDC Innovation Loan

Tailored to assist in the development of the knowledge-based economy in the adoption and commercialization of technology by rural businesses.



NEW - CBDC Newcomer Loan

Tailored financing up to \$20,000 for those that would not otherwise receive support because of their resident status.



2. Entrepreneur Development & Skills Training

Business Counselling

Business counselling in the form of advice and help to new and established entrepreneurs is a big part of our mandate.



Business Management Skills Training

Tailored training programs intended to help entrepreneurs improve their business management skills or build new ones. Training can be one-on-one or in group settings.



2. Technical Assistance & Other Support Programs

Self-Employment Assistance (SEA) Program

The SEA Program often provides a much needed catalyst for new entrepreneurs, helping them to realize their goal of becoming a business owner by providing them with financial and coaching support during the planning and start-up phases of their business.



Consulting Advisory Services (CAS)

Gives CBDCs the ability to offer consultant advisory services to small and medium-sized businesses and not-for-profit organizations throughout the Atlantic region.

New and existing clients of CBDCs will be able to access technical and financial assistance by engaging consultants to assist them with various issues.



Business Valuation

Gives CBDCs the ability to offer business valuation services to small and medium-sized businesses in Newfoundland and Labrador.



Youth Ventures

Working with youth to encourage small business appreciation, community engagement and business management skills.

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What else do we do?

Community Support

CBDCs are:

- Partnering with MUN, Community Hubs
- Working with Harris Centre
 - Thriving Regions Partnership Process
- Feeding into, and accessing regional data with RANLab – Functional Regions
- Region by region, involvements vary



Under whose direction?

Governance

CBDCs are:

- Locally-led, not-for-profit organizations
- Directed by volunteer boards
- Community driven
- Involve multi-stakeholder collaboration
- **Deliver on activities that are aligned with their strategic plans**
- **Responsive and responsible to community and region**



Let's talk about Regional Economic Development

Think about your local...

What is happening in your area?

Who is responsible for it?

How does it interact with the bigger picture?

What isn't happening that you want to happen?



Regional Economic Development – CBDC Central

- **Based from Strategic Planning Process**
 - How can we strengthen existing clients?
 - How can we ensure there will be clients in 5-10 years?
- **Board identified RED planning as a priority**



Regional Economic Development – CBDC Central

- Pilot project on a multi-stakeholder led initiative.
 - Communities, businesses, non-profits
- CBDC as the delivery agent for the *region*.
- Follows 3 principals:
 - No new organizations are created
 - Self-sustaining business model not reliant on a single funder
 - Locally led
- Coalition of the willing



INVEST WITH US

Invest Exploits

A Regional Economic Development Pilot Project Proposal for the Exploits Valley

Project Overview:

- A Private-sector led Regional Economic Development (RED) initiative component modelled after the Cape Breton Partnership.
- This pilot project will propose and demonstrate a model for Regional Economic Development in the central region of the province, based on leading research and practice in regional planning across the Global North.
- Community Business Development Corporation (CBDC) Central will be the delivery agent for the regional project.

Objectives and Outcomes:

This project will partner with businesses, municipalities, and residents on a regional economic development initiative to provide planning and coordination of the following outcomes:

- A strategic economic plan (SEP) will be prepared by the team at CBDC, with consultation from all stakeholders throughout the region.
- The SEP will guide future investment into the region to include, but not be limited to, the following sectors:
 - Supplier Diversification
 - Labour Market Development
 - Tourism Development
 - Climate Adaptation/Green Infrastructure and Energy Development
- Increase opportunity for new business and business retention and expansion (BR&E).
- Increase capacity for municipalities to complete work in regional planning.
- Stabilize the population decline and negative trending demographics, with hopes of seeing a modest reverse in the declining trend within 5 years.
- Develop sustainable economic opportunities to maintain meaningful employment for residents of the whole area.

Reporting Structure and Governance:

- Contract agreements for this pilot project will be between partners and CBDC Central.
- The project will create an additional position at CBDC Central of Economic Development Officer or comparable title.
- The position will report to the Executive Director of CBDC Central and fall under the governance of the CBDC Board of Directors.
- An Advisory Committee of Official Partners, including the Exploits Chamber of Commerce, will be established for the reporting purposes of this project.

Proposed dates of Project:

- The proposed project is for 3 years.
- Desired start date of January 2024.
- Project to end December 31, 2026, subject to renewal.



RED - Structure

FUNDING

- Communities are the core contributors.
 - Contributions are per capita based on 2021 Census of Population
- Private-sector (non-profits included) compliment the contributions
- Support for economic projects from IET and ACOA
- Funding support from IPGS – LMDA, Summer Students
- Other supports

REPORTING

- Follow CBDC Board Governance
- Reporting & Accountability through Advisory Committees of Partners
- Annual reports and public engagements



Proposed Budget for Exploits Valley Regional Economic Development

	Year 1 (Jan 2024)		per month	Year 2	Year 3	
Salary & Benefits						
Economic Development Officer	\$ 77,500.00	\$ 6,458.33	\$ 79,437.50	\$ 6,619.79	\$ 81,423.44	\$ 6,783.29
Students	\$ 10,080.00	\$ 840.00	\$ 10,332.00	\$ 861.00	\$ 10,590.30	\$ 882.53
MTRC	\$ 7,006.40	\$ 583.87	\$ 7,181.56	\$ 598.46	\$ 7,361.10	\$ 613.42
Other HR Related Benefits	\$ 7,650.00	\$ 637.50	\$ 7,756.25	\$ 647.19	\$ 7,885.41	\$ 657.12
WorkplaceNL	\$ 310.52	\$ 25.88	\$ 318.29	\$ 26.52	\$ 326.24	\$ 27.19
Sub-total	\$ 102,546.92	\$ 8,545.78	\$ 105,035.60	\$ 8,712.97	\$ 107,586.49	\$ 8,763.54
Administration/Operational						
Facility Lease/Rent/Utilities	\$ -	\$ -	\$ 4,800.00	\$ 400.00	\$ 9,600.00	\$ 800.00
Printer/Scanner/Tax	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Printing	\$ 720.00	\$ 60.00	\$ 720.00	\$ 60.00	\$ 720.00	\$ 60.00
Stationary	\$ 600.00	\$ 50.00	\$ 600.00	\$ 50.00	\$ 600.00	\$ 50.00
Postage	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Telephone/Internet	\$ 600.00	\$ 50.00	\$ 600.00	\$ 50.00	\$ 600.00	\$ 50.00
Mobile	\$ 960.00	\$ 80.00	\$ 960.00	\$ 80.00	\$ 960.00	\$ 80.00
Training	\$ 3,000.00	\$ 250.00	\$ 3,000.00	\$ 250.00	\$ 3,000.00	\$ 250.00
Travel/Conferences/Attendance Fees	\$ 8,000.00	\$ 666.67	\$ 8,000.00	\$ 666.67	\$ 8,000.00	\$ 666.67
Professional fees	\$ 4,000.00	\$ 333.33	\$ 2,500.00	\$ 208.33	\$ 2,500.00	\$ 208.33
Fees/dues/subscriptions	\$ 1,000.00	\$ 83.33	\$ 1,000.00	\$ 83.33	\$ 1,000.00	\$ 83.33
Other Operational	\$ 3,000.00	\$ 250.00	\$ 3,000.00	\$ 250.00	\$ 3,000.00	\$ 250.00
Sub-total	\$ 21,880.00	\$ 1,821.33	\$ 25,180.00	\$ 2,098.33	\$ 29,980.00	\$ 2,493.33
Projects						
Branding	\$ 5,000.00	\$ 416.67	\$ -	\$ -	\$ -	\$ -
Investment Attraction Website	\$ 30,000.00	\$ 2,500.00	\$ 30,000.00	\$ 2,500.00	\$ 21,000.00	\$ 1,750.00
Video and Photography	\$ 5,000.00	\$ 416.67	\$ 5,000.00	\$ 416.67	\$ 3,000.00	\$ 250.00
Other Projects	\$ 2,500.00	\$ 208.33	\$ 5,000.00	\$ 416.67	\$ 16,000.00	\$ 1,333.33
Sub-total	\$ 42,500.00	\$ 3,541.67	\$ 40,000.00	\$ 3,333.33	\$ 40,000.00	\$ 3,333.33
PROJECT TOTAL	\$ 166,926.92	\$ 13,919.78	\$ 170,215.60	\$ 14,384.63	\$ 177,566.49	\$ 14,797.21

ASSUMPTIONS:

1. ACOA Contribution is based on 65% funding of Project total, assuming all projects are eligible for support.
2. DIET Contribution is based on 25% funding of Project total, assuming all projects are eligible for support.

Rounded to nearest \$100 (min \$500)

	Population (2021 Census)	% of population	% of population w/o GFW	Year 1 (Jan 2024)	Year 2	Year 3
Grand Falls-Windsor	13853	57.94%	-	\$ 18,000.00	\$ 18,000.00	\$ 18,000.00
Bishop's Falls	3082	12.89%	30.65%	\$ 15,500.00	\$ 15,600.00	\$ 19,500.00
Botwood	2778	11.62%	27.63%	\$ 14,000.00	\$ 15,000.00	\$ 17,600.00
Peterview	723	3.02%	7.19%	\$ 3,600.00	\$ 3,900.00	\$ 4,600.00
News Arm	708	2.96%	7.04%	\$ 3,600.00	\$ 3,800.00	\$ 4,500.00
Badger	683	2.85%	6.78%	\$ 3,400.00	\$ 3,700.00	\$ 4,300.00
Buchans	590	2.47%	5.87%	\$ 3,000.00	\$ 3,200.00	\$ 3,700.00
Point Leamington	574	2.40%	5.71%	\$ 2,900.00	\$ 3,100.00	\$ 3,600.00
Northern Arm	371	1.55%	3.69%	\$ 1,900.00	\$ 2,000.00	\$ 2,300.00
Leading Tackles	296	1.24%	2.94%	\$ 1,500.00	\$ 1,600.00	\$ 1,900.00
Point of Bay	137	0.57%	1.36%	\$ 700.00	\$ 700.00	\$ 900.00
Millertown	87	0.36%	0.87%	\$ 500.00	\$ 500.00	\$ 500.00
Buchan's Junction		0.00%	0.00%	\$ -	\$ -	\$ -
News Arm North		0.00%	0.00%	\$ -	\$ -	\$ -
Glover's Harbour		0.00%	0.00%	\$ -	\$ -	\$ -
Phillip's Head		0.00%	0.00%	\$ -	\$ -	\$ -
Cottrell's Cove		0.00%	0.00%	\$ -	\$ -	\$ -
Fortune Harbour	28	0.12%	0.28%	\$ 800.00	\$ 800.00	\$ 800.00
Moore's Cove		0.00%	0.00%	\$ -	\$ -	\$ -
Total Population	23909	1	1	\$ 68,100.00	\$ 72,600.00	\$ 81,900.00
Total w/o GFW	10056					
		GFW per pop				
		\$ 1.30				
		Partners:				
		Investment		\$ 40,000.00	\$ 42,000.00	\$ 45,000.00
				\$ -	\$ -	\$ -
		CBDC		\$ 15,000.00	\$ 15,000.00	\$ 10,000.00
		Partner Sub-total:		\$ 55,000.00	\$ 57,000.00	\$ 55,000.00
		Public Funds:				
		ACOA		\$ 27,600.00	\$ 26,000.00	\$ 26,000.00
		DIET		\$ 10,600.00	\$ 10,000.00	\$ 10,000.00
		Initiative Sub-total		\$ 38,200.00	\$ 36,000.00	\$ 36,000.00
		Partner Sub-total:		\$ 93,200.00	\$ 93,000.00	\$ 91,000.00
		CCBP		\$ 5,000.00	\$ 5,000.00	\$ 5,000.00
		C/NL Jobs Grant		\$ 1,000.00	\$ 3,000.00	\$ 3,000.00
		C/NL Wage Sub (50%)		\$ 5,000.00	\$ 5,200.00	\$ 5,300.00
		Admin		\$ 10,900.00	\$ 11,100.00	\$ 11,500.00
				\$ -	\$ -	\$ -
		Other Sub-Total:		\$ 21,900.00	\$ 24,200.00	\$ 24,800.00
		TOTAL PROJECT		\$ 184,200.00	\$ 170,600.00	\$ 177,900.00

Next Steps

- Finalizing municipal partners
- Securing private sector partners
- Finalizing budget
- Job Description
- MOUs

- **Launching April 1, 2024**



Map detailing the 15 CBDC Zones in NL



Where to find us

To find out more information about the many programs and services offered by the CBDCs of Atlantic Canada, call 1-888-303-2232 or visit us online www.cbdc.ca.

