

West Prince Ventures Ltd.



2023-2024

Annual Report



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A Message From Chairperson

Gail Ellis

June 18, 2024

To: The Members of CBDC West Prince Ventures Limited

As Chair of the Board of Directors, it gives me great pleasure to present the annual report for the year ending March 31st, 2024.

This year marks West Prince Ventures Limited's 42nd year for delivering Community Business Economic development in Western PEI. Our region has a strong economy derived from agriculture, fishing, aquaculture, and tourism. Supporting these and other industries over the years has contributed to creating and maintaining 4524 jobs with a total value of loans advanced of \$41,466,663. The success of the corporation comes from the dedication of many committed volunteers, professional staff and hardworking entrepreneurs who have contributed to the economic growth of Western, PEI.

Each year brings many successes but not without some challenges. The significant increases in inflation rates resulting in increased Bank of Canada interest rates adds stress on many businesses. Our organization has worked very diligently with our business community to ensure they have the resources required to assist them. Our mission of fostering community and economic development is supported through our diverse loan products providing financing up to \$300,000, Business Management Training & Entrepreneurial workshops, and Consultant Advisory Services. In addition, we continue to manage special projects such as the Regional Relief & Recovery Fund, Emergency Working Capital Loan Program, and the Tourism Seasonal Extension Program.

We take great pride in hosting the Rural Action Centre in Alberton and the partnerships this brings to the region. West Prince Ventures Limited also developed and delivers the PEI Community Navigator Program. This program ensures our rural communities have the support they need to welcome and sustain new residents for population growth in rural PEI. We have had great success within the program and continue to see high demand for settlement services in the rural regions of PEI.

I would like to thank Marilyn Murphy of the Atlantic Canada Opportunities Agency (ACOA) for her continued support through the Community Futures Program. ACOA has demonstrated ongoing confidence in the CBDCs, and we are very pleased to administer many important initiatives on the agency's behalf.

I also want to thank Basil Ryan, Chief Operating Officer of the Atlantic Association of Community Business Development Corporations, and the Atlantic staff for their dedication in strengthening the CBDC network.

I would like to extend my sincere appreciation to my fellow board members and a special thank you to retiring directors Mitchell Doucette & Amy Bryan. Your expertise & dedication over the past 8 years has had a great impact on our business community. I also want to thank the staff for their dedication & hard work this past year. In closing, I look forward to working with you all in the coming year for continued success and economic growth in Rural PEI.

Sincerely,
Gail Ellis, Chairperson

A Message From Executive Director

Maxine Rennie

This year has been a busy and productive year with significant growth. I am very proud to bring forward the exceptional work accomplished by our team here at CBDC Western, PEI for the year 2023-24.

CBDC West Prince Ventures Limited is federally funded through the Community Futures Program, delivering business financing, business support services through training and counselling, and community development to Western PEI since 1981. Our business development programs had great demand this past year. Under our lending division we had 57 requests for financing that were presented to the Board of Directors of which 46 were approved with a value of assistance of \$2,684,666. We promote our Entrepreneurial Training Fund to assist clients in strengthening their business management skills. This year we advanced \$ 33,579 to support 101 clients. We have a two-year contract to deliver the Consulting Advisory Services Program that was accessed by 14 businesses with a value of assistance of \$55,125. These programs have been instrumental in supporting our clients to grow & sustain their businesses and especially during the current economic challenges of increased inflation and bank of Canada increased interest rates.

We developed and delivered the PEI Community Navigator program to support new residents and our communities in aiding population growth of rural PEI. This program is funded by Immigration Canada and the Province of PEI. The PEI Community Navigator program has seen great success and requirements for settlement services. The growth of the program has generated over 30% increase in Client Interactions and 45% increase in new Community Connections this year. With this increase in demand, we have added 3 Community Navigators to our team. To assist the Temporary Foreign Worker (TFW) population we have added a Migrant Worker support program. This program provides a support worker to help TFWs understand their rights in Canada and provide a safe environment for any concerns. Results for these programs have been very strong and will ensure we have support available in our rural communities for population growth and sustainability.

Our organization hosts the Rural Action Centre for Western PEI to assist our businesses and community groups by housing multiple federal, provincial and nongovernment agencies as well as facilitating business training workshops. The Rural Action Center is now a staple for business support in our rural communities and our government partners of Rural Development, ACOA and IPEI are to be commended for their support.

Our annual report highlights the many programs we offer to assist in the growth of the economy of Western, PEI. This success comes from many individuals and great partnerships we have with government, which include the following:

- To our clients and community partners, thank you for your confidence and trust in working with our organization.
- To our exceptional team, thank you for your hard work, dedication, and professionalism. Lucille Brennan-Loan / Development Officer, Barb MacDonald- CIO Rural Action Centre, Brittany Webb-Loan Administrator, Amy Murphy-Administrative Assistant, Julie Ramsay- Loan Administrator, Scott Smith & Crystal Dumas-Western Community Navigators, Marla MacDonald & Kristi Petro-Central Community Navigators, Lindee Gallant & Rachel Buell-Eastern Community Navigators, Maireen Kinch-Young Millionaires Coordinator, Jamie Martin- Program Coordinator & Julie Ann Mabana- Migrant Worker Support.
- Our funding partner, Atlantic Canada Opportunities Agency, Immigration, Refugee & Citizenship Canada, Province of PEI – Departments; Rural Development, Innovation PEI, and Workforce, Advanced Learning & Population, your support in assisting the development and growth of our communities is of utmost importance and is greatly valued.
- Atlantic Association of CBDCs- special thanks to Basil Ryan and the team at the Atlantic office for the continued work in strengthen the CBDC network.

I am very grateful for the opportunity to work with such a fantastic Board of Directors, and I sincerely thank each of you for your time, expertise, and commitment to the growth of the Western Region of PEI. Your support and guidance are truly valued and appreciated. Thanks goes to Chairperson, Gail Ellis for taking on the leadership role and representing PEI on the Atlantic Education and Training committee and Kevin MacLeod for holding the position of member at large on the Atlantic Association Board of Directors. A very Special thank-you goes to retiring board members Mitchell Doucette and Amy Bryan, who have completed their 8-year term. Your dedication, insightfulness and business experience has made exceptional contributions to our organization and business community, and we will miss you.

In closing I want to convey my sincere appreciation for the opportunity to work with such an incredible organization & team. I am so blessed to have all of you, and I look forward to the year ahead.

Sincerely,
Maxine Rennie, Executive Director

About Us

Mission Statement:

Community Business Development Corporation (CBDC) West Prince Ventures Ltd. encourages business and community development by providing businesses and social enterprises with access to flexible financing, training, and support services.



Vision Statement:

A community-based and regionally focused organization with strong partnerships, CBDC West Prince Ventures Ltd. is a leader in supporting business and community development.



Core Values:

- Fostering and embracing diversity
- Supporting immigration
- Welcoming communities
- Working collaboratively with our partners
- Considering all enterprising ideas
- Creating sustainable employment
- Supporting our business community
- Sustaining business growth
- Fostering prosperity



Board of Directors

CBDCs are governed by a volunteer Board of Directors. They are from our communities and motivated to ensuring our rural communities, and the small business owners succeed.

We thank our Board Members for their support and guidance in making sound decisions for the economic development of our communities in Western PEI.



(L-R)
Mitchell Doucette, Vice-Chair;
Wendy Fraser, Director;
Amy Bryan, Secretary-Treasurer;
Gail Ellis, Chairperson;
John Colwill, Director;
Kevin MacLeod, Director

CBDC Staff 2023 - 2024



Maxine Rennie
Executive Director



Lucille Brennan
Loan / Development Officer



Brittany Webb
Loans Administrator



Julie Ramsay
Loans Administrator



Amy Murphy
Administrative Assistant



Jamie Martin
Program Coordinator



Julie Ann Mabana
*Program Coordinator,
PEI Migrant Workers Support*



Scott Smith
*Western PEI,
Community Navigator*



Crystal Dumas
*Western PEI,
Community Navigator*



Marla MacDonald
*Central PEI,
Community Navigator*



Kristi Petro
*Central PEI,
Community Navigator*



Lindee Gallant
*Eastern PEI,
Community Navigator*



Rachel Buell
*Eastern PEI,
Community Navigator*



Barb MacDonald
*Client Information Officer, Rural
Action Centre*

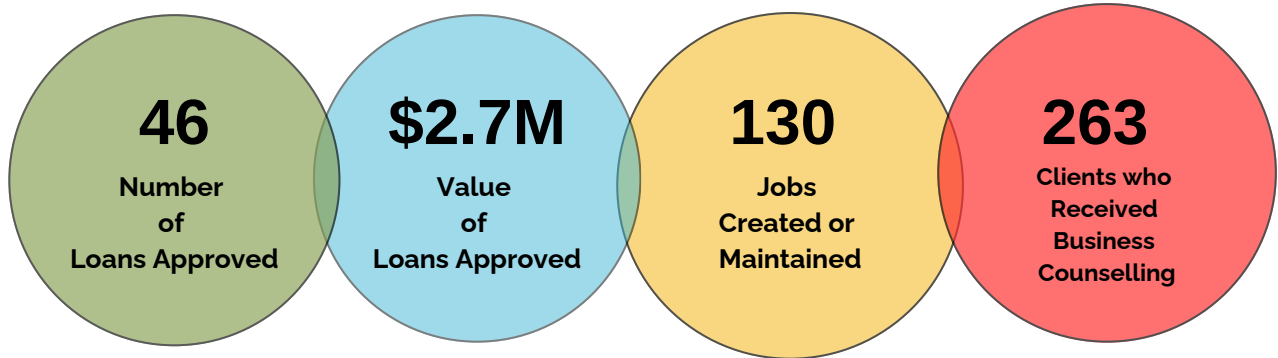


Maire Kinch
*Coordinator,
Young Millionaires Program*

Investments in our Communities

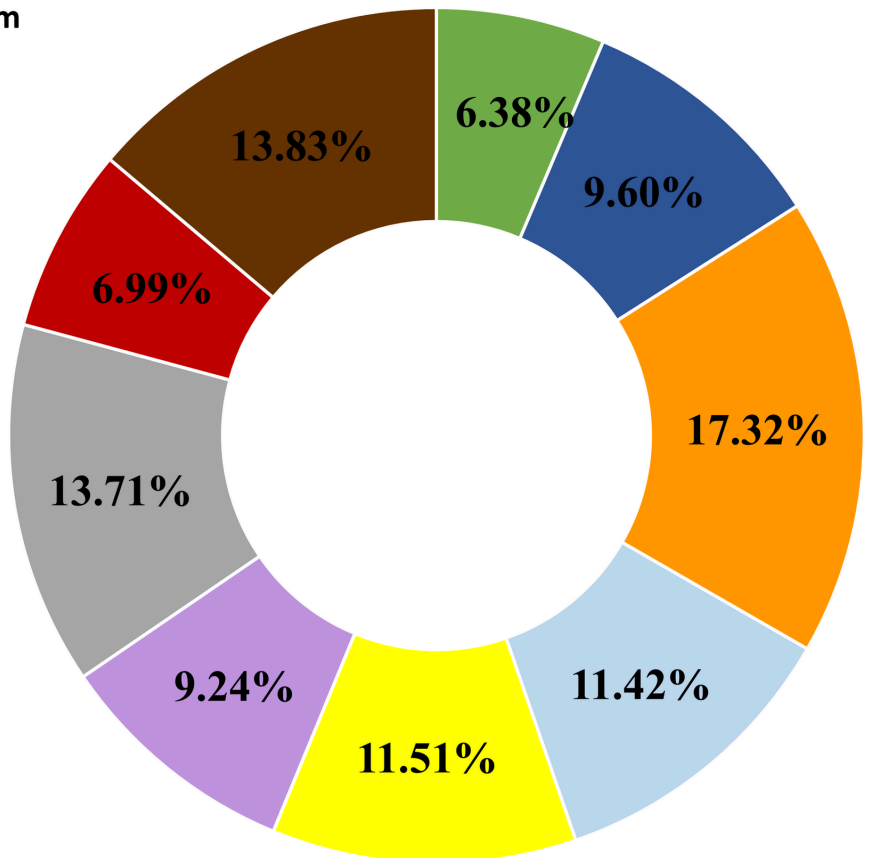


Stats in a Snapshot



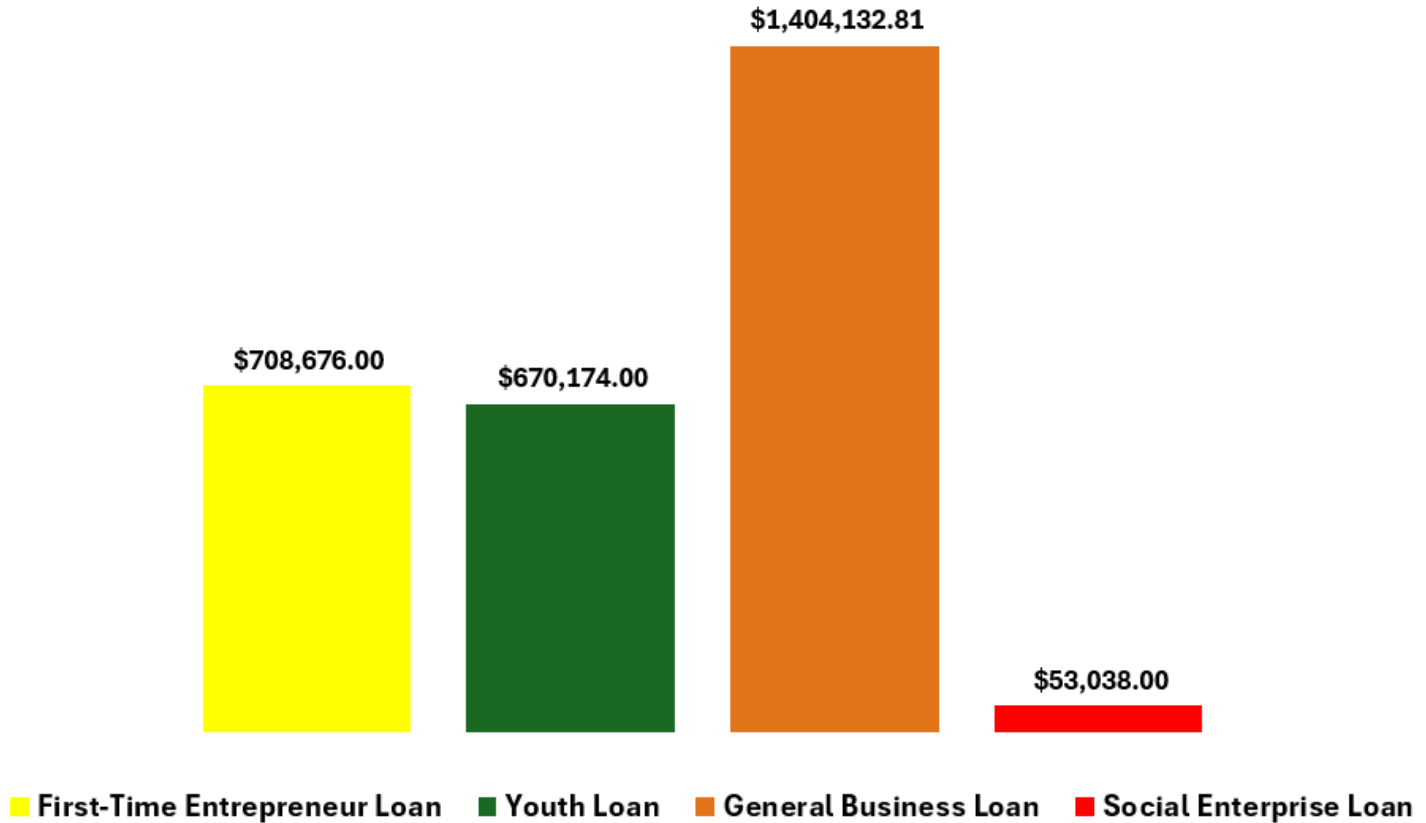
Loans by Sector

- Accomodation, Food Service, Arts, Entertainment, Recreation and Tourism
- Agriculture
- Aquaculture & Fishery
- Construction & Forestry
- Health Care & Social Assistance
- Manufacturing, Transportation & Warehousing
- Professional, Scientific, and Technical Services
- Real Estate and Rental and Leasing
- Retail and Other Services

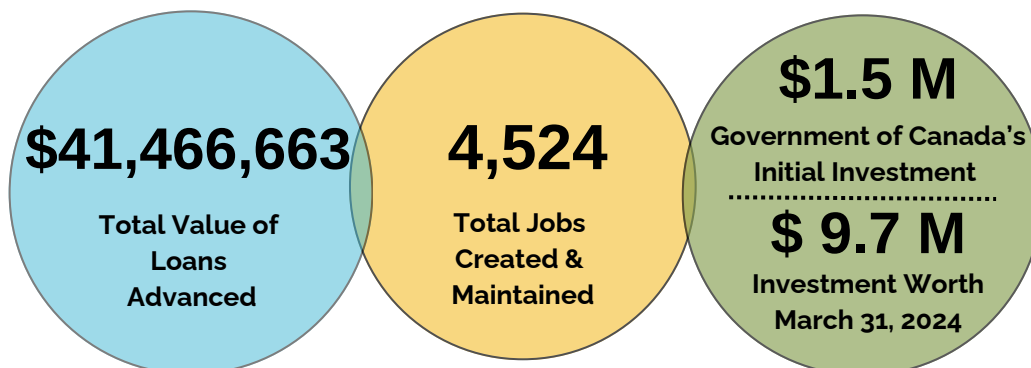


Investments in our Communities

Dollar Amount Disbursed Per Loan Product



Investments in our Communities Since Inception (1981)



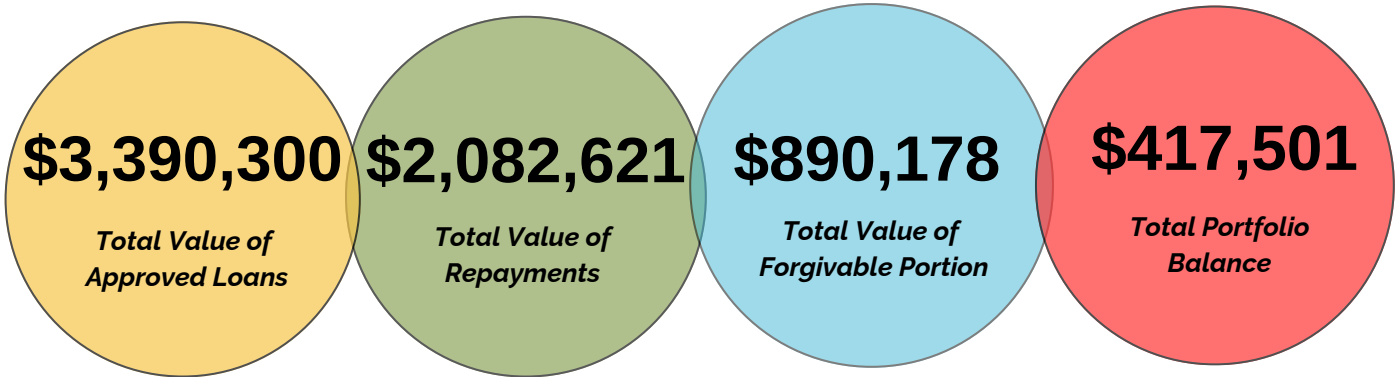


Additional Programs

Regional Relief & Recovery Fund & Extension Program

In the Fall of 2023, an extension for the RRRF & RRRFX loan forgiveness was granted to January 18, 2024.

Repaying the balance of the loan on or before January 18, 2024 resulted in the forgiveness of 25% (up to \$10,000) for the initial \$40,000 and 50% (up to \$10,000) for the supplemental \$20,000. There was no interest accrued until January 19, 2024, with outstanding balances to be paid on or before December 31, 2026.

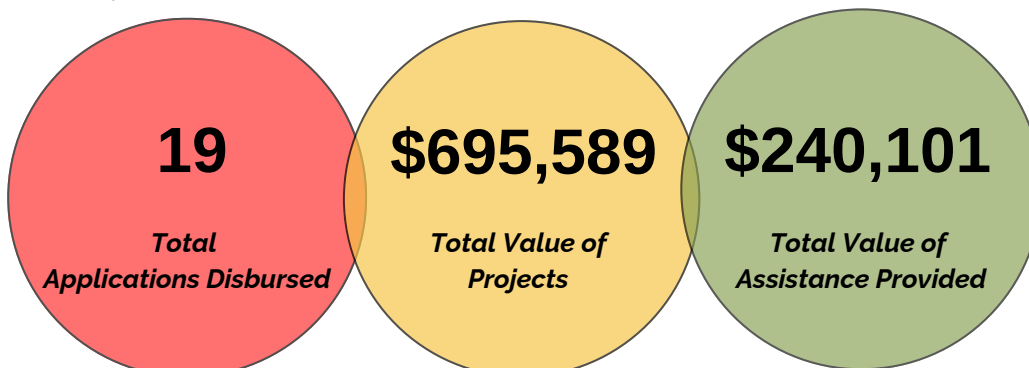


Tourism Seasonal Extension Program

The Tourism Seasonal Extension Program was a joint partnership between Tourism PEI and CBDCs in Western, Central, & Eastern PEI and was launched in January 2023. The program was intended to support capital investments that would help tourism businesses remain open on a multi-season basis.

The maximum amount of eligible capital expenses were calculated at 4% of 2019 gross revenues. Eligible expenses included new product offerings, maintenance required to open on a multi-season basis, new equipment, insulation of buildings, indoor/outdoor heaters, outdoor dining domes, and other infrastructure projects. The maximum grant was \$50,000.

This program was completed in March 2024.





Training Fund & Consultant Advisory Program

Entrepreneurial Training Fund (ETF)	
7	Group Workshops Offered
14	One-On-One Training Projects
101	Clients who Received Training
\$ 33,579	Contribution to Projects
Consultant Advisory Services Program (CASP)	
14	Projects Approved
\$ 92,595	Eligible Professional Fees Approved
\$ 55,125	CBDC Contribution to Projects

Entrepreneurial Training Fund

To support entrepreneurs, CBDC offers business owners training and workshops to develop business management skills and enhance their skillset and experience.

Training provided through the Entrepreneurial Training Fund can be tailored to individual needs with one-on-one sessions or conducted through group workshops. The workshops and one-on-one sessions cover a range of topics including bookkeeping, business planning, understanding financial statements, and marketing.

Testimonials from participants of training / workshops:

"Excellent guidance on creating a business plan."

"This training helped me grow an online presence to get more sales online, and this has helped in driving more traffic to my social media pages which has resulted in more traffic to my website."

Consultant Advisory Services Program

Established businesses may face various opportunities and challenges that require the expertise of a professional consultant to help them overcome obstacles, seize opportunities, and move the business forward.

The Consultant Advisory Services Program (CASP) supports entrepreneurs by offering financial assistance to access professional guidance. Project categories may include, but not limited to diagnostic assessments, succession planning, business planning, market readiness, and HR Planning.

Testimonials from participants who received consulting services:

"Thank you CBDC team; I am deeply grateful and truly value the support and opportunities provided."

"Very professional, efficient, and friendly service provided by the consultant."



Human Resources Workshop

Human Resources (HR) is essential for small businesses as it ensures effective management of the most valuable asset: their people. HR handles recruitment, onboarding, and training, ensuring the right talent is in place and equipped with the necessary skills. Moreover, HR manages employee relations, fostering a positive workplace culture and resolving conflicts, which directly impacts productivity and retention. Compliance with labor laws and regulations is another crucial aspect, where HR ensures the business operates within legal boundaries. Additionally, HR involves compensation and benefits, crucial for attracting and retaining top talent in a competitive market. In essence, HR is the cornerstone of organizational success, especially for small businesses where every employee's contribution is pivotal to growth and sustainability.

Recruiting and retaining staff is vital for small businesses as it ensures access to the necessary expertise and talent for efficient operations and innovation, fosters a positive company culture that enhances employee engagement and customer satisfaction, reduces turnover costs, preserves institutional knowledge, and provides a competitive edge in the market, contributing to long-term success.

CBDC and Rural Action Centre saw the need from the general public and clients for knowledge on recruiting and retaining staff for their small businesses and offered a workshop facilitated by Wendy MacIntyre, Senior HR Consultant and Principal at resolveHR.

This workshop was positively remarked by participants. The following are the reviews received from participants:

"I learned the need for employer branding, and strategies for retention of employees."

"Yes, this training met the needs of our business – we are constantly hiring so any skills are helpful."

"I learned the need for employer branding, and strategies for retention of employees."

CBDC WESTERN PEI Rural Action Centre Centre d'action rural
Helping Businesses and Communities Succeed

HR Workshop - Recruiting and Retaining Your Staff

Topic Deliverables:

- Recruitment Best Practices
- Retention Strategies & Tactics
- HR Management
- Q & A

Wednesday, October 25th, 2023

1:00 - 3:30 PM

Rural Action Centre - 455 Main St, Alberton

Register Now

Registration Deadline: October 20th, 2023

(902) 853-3616

barb.macdonald@cbdc.ca

Wendy MacIntyre
Senior HR Consultant / Principal, resolveHR



Young Millionaires Program

The Young Millionaires Program is essential to providing youth aged 9-16 the opportunity to explore entrepreneurship. The program empowers youth with the tools to start and maintain a small business

CBDC Western PEI was pleased to be the delivery agent of the program for 2023. The Program was coordinated by Mairén Kinch. Her kind and gentle nature in dealing with the young entrepreneurs made her a great fit to coordinate the program.

Twenty participants took part in workshops that taught them the fundamentals of operating a business prior to receiving their grant cheques. This information, along with the guidance of the Program Coordinator allowed participants to start and operate their business through the summer.

Participants took the opportunity to showcase their business by taking part in a number of summer festivals and events, including the PEI Potato Blossom Festival, the Prince County Exhibition, among smaller community events.

To wrap up a great summer of learning, participants took part in a Celebration Night, where they prepared and presented speeches highlighting their program experience, and received a diploma of completion. Special guests in attendance included Hon. Ernie Hudson, and M.P. Bobby Morrissey.

A special shoutout is given to Mill River Resort for offering space to host the workshops and Celebration Night.

In closing, Mairén noted the "The Young Millionaires Program of 2023 achieved remarkable success. This year, we were fortunate to have a fantastic group of participants, and it was clear that many of them thoroughly enjoyed the program. Learning the basics of running a business at a young age provides them with a head start for their future. The skills acquired will serve them well throughout their lives, helping them understand the true cost of owning a business. With such a talented and determined group, I am confident that we will witness these young entrepreneurs running successful businesses full-time in the future. Their intelligence, passion, and drive made this year's program an outstanding success, and I feel privileged to have worked with them."





PEI COMMUNITY NAVIGATORS



The **PEI Community Navigators**, under the direction of Maxine Rennie, Executive Director work to provide support to new residents and work with Community members to build welcoming communities across Rural PEI. Whether it is a new resident moving here from another country (temporarily or permanently), or from another province within Canada.

Each Region has a Steering Committee comprised of representatives from local municipalities, government partners, community organizations and new residents. The committee acts as a touchpoint for collecting and distributing information and resources relevant to new residents and existing communities alike, with the goal of retaining new residents to grow the workforce in rural PEI and support the rural economy.

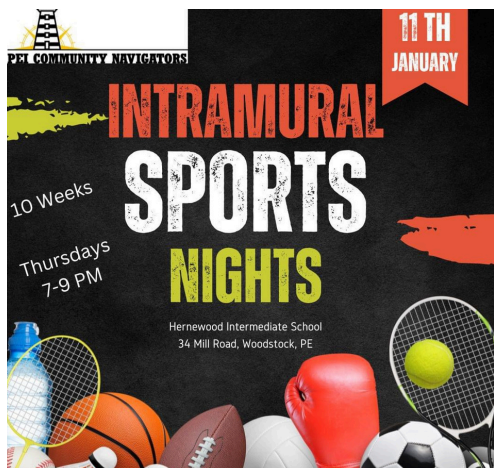


Eastern PEI
LINDEE GALLANT - RACHEL BUELL

Central PEI
KRISTI PETRO - MARLA MACDONALD

Western PEI
CRYSTAL DUMAS - SCOTT SMITH

ORGANIZATIONAL UPDATE



PEI Community Navigators has grown across Rural PEI, 3 additional positions were added to the program to address the growing demand for services. With the expansion of staff, PEI Community Navigators can continue program expansion while maintaining partnerships, community connections, and employer engagements.

Most importantly, they have the required resources to assist clients with their settlement needs and part of that includes the importance of developing, facilitating and promoting Recreational Events/Celebrations across Rural PEI that celebrate cultural diversity and foster inclusion in our local communities.





LEARN TAGALOG 101



In partnership with PEI Community Schools, PEI Community Navigators coordinated a new class “Learn Filipino (Tagalog) 101”. 19 people participated in the 10-week course every Monday evening for 2-hours, facilitated by two local Permanent Residents (PR) clients of PEICN.



PEI NEIGHBOUR WEEK

PEI Neighbor Week was celebrated across PEI during September 8-17th, promoting community connections between new and longtime rural residents, celebrating diversity and belonging across communities through a series of events and celebrations!

Eastern PEI Community Navigators partnered this year with Eastern Kings Exhibition with a successful networking mixer that showcased ethnic foods & music.

Western PEI hosted a Neighbourly Meet+Greet at Westisle High School with food/cultural booths and entertainment!

Both events were widely attended celebrated the Islands growing diversity.

#PEIGoodNeighbours



PEINOY FESTIVAL

150 Participants celebrated in Filipino culture, music, food and games! The event saw both longer-term Islanders, Newcomers, local employers and Community Partners.

PEI Community Navigators partnered with the PEI Migrants Worker Support Program along with The Town of Three Rivers.





COMPUTER FOR SUCCESS PROGRAM

The 'Computer for Success' Program has served as a valuable conduit for connecting the PEI Community Navigators with immigrant clients.

Through a partnership between the Department of Health and Wellness and PEI Community Navigators, the Navigators are able to deliver laptops to clients in need.



This has provided an opportunity to connect with immigrants who may otherwise not know about PEI Community Navigator services.

This is one of numerous examples where the 'Computers for Success' Program has helped bridge communication and awareness between newcomers and the PEI Community Navigators.

LEARN TO SKATE

The learn to skate initiative took place across the Island, with all three Regions partnering with local Communities, Recreation PEI, Province of PEI, Government of Canada and our local Sports Centers to make this a successful opportunity for newcomers to learn new skills, make social connections and feel welcomed in their community while having fun & being physically active.

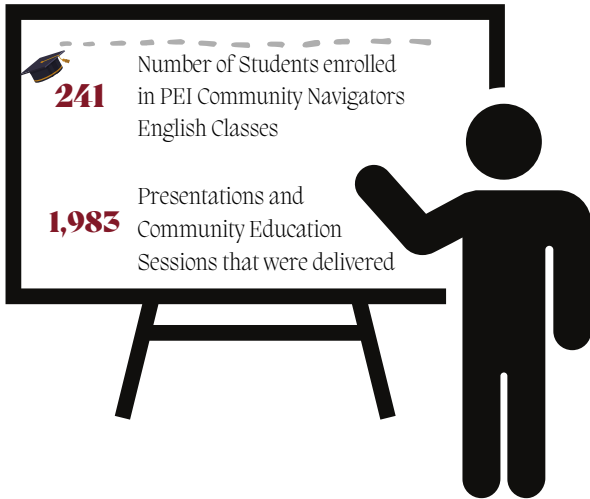


SETTLEMENT SERVICES PROVIDED TO UKRAINIAN EVACUEES UNDER CUAET MEASURES

Supported Provincial and Federal programming delivery to Ukrainian evacuees who settled across rural PEI on a case management basis in collaboration with other Settlement Provider Organizations. Provided timely supports on health, employment, community engagement.

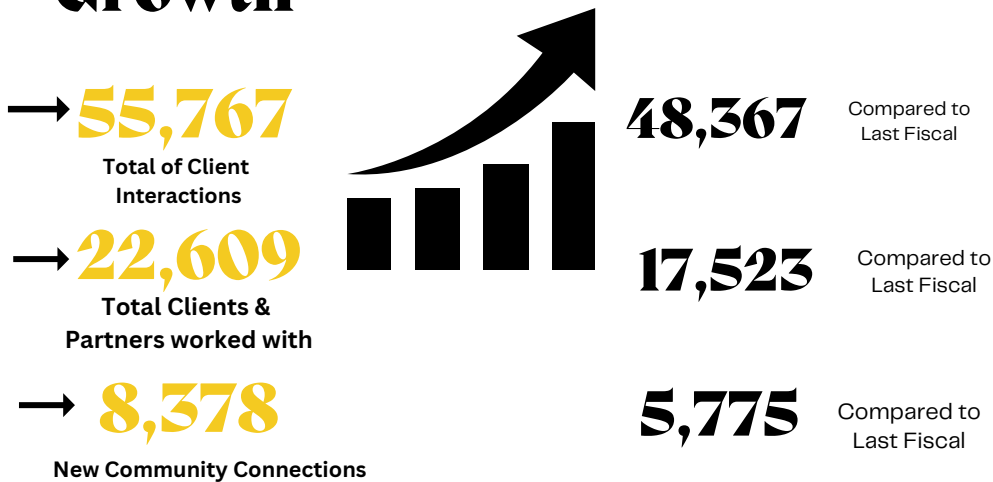


Ukrainian Independence Day



480
 Events were held this year by PEI Community Navigators
Compared to 172 last year!

Growth



ICT TRAINING DELIVERED:

26 Sessions & 34 Businesses & 37 Individuals Served 

Intercultural Competency Training

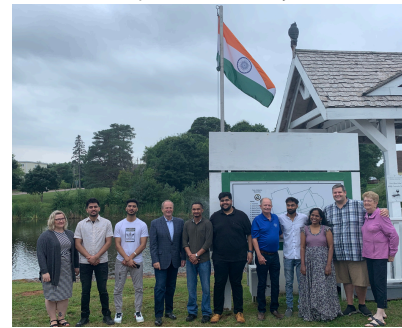


WESTERN PEI

Winter Fun Day at Mill River



India's Independence Day



Learn to Skate



Central - Open House



Diversity Festival



CENTRAL PEI

Black History Cultural Festival



English Language Tutoring Class



EASTERN PEI

Town of Three Rivers X Lunar New Year Event





PEI Migrant Workers Support

The **PEI Migrant Workers Support**, is administered by West Prince Ventures Limited under the direction of Maxine Rennie, Executive Director. The Program is working to create awareness and understanding for Migrant Workers' to ensure they know their rights and responsibilities while in Canada.

The Program commenced in July of 2023 with Julie Ann Mabana, Program Coordinator helping to foster inclusion and develop new partnerships while leveraging existing networks.

PEI Migrant Worker Support is working closely with PEI Community Navigators and community members to build welcoming communities across Rural PEI.

PEI Migrant Workers Support is funded by Atlantic Region Association of Immigrant Serving Agencies. (ARAISA)



Julie Ann Mabana,
Program
Coordinator

These are a few of the events and initiatives that the **PEI Migrant Workers Support** has facilitated or partnered with during the **2023- 2024** fiscal:

The Love Night

In partnership with PEI Community Navigators and West Prince Pinoy Community, presented a joyous evening of music, food and socializing. The evening was a great success and helped raise dollars and donations to the local Community Caring Cupboard.



Diversity Event

In partnership with PEI Community Navigators, the event was well attended and celebrated the Island's growing diversity through dance, food and music.



PEINOY Festival

With over 150 participants in attendance, this celebration of Filipino culture included community partners, local employers, newcomers and long-term Island residents.



This year PEI Migrant Workers Support has provided direct support to 270 Clients across Rural PEI and has connected with 589 Clients.

PEI Migrant Workers Support Offers:

1-1 Meetings

Access to Supports

Educational Material / Workshops

Recreational Activities & Events



Human Rights Information Session



Temporary Foreign Workers Rights Information Session



Rural Action Centre - Client Information Officer's Report

I am pleased to present this Activity Report for Rural Action Centre – Alberton (RAC) as of March 31, 2024.

This past year has marked our 13th year of operation and has proven to be a successful one for our Centre. We are very pleased that COVID-19 protocols remained lifted, and we returned to our normal practice of delivering a mixed complement of in-person and on-line workshops and sessions. During April 1, 2023 and March 31, 2024, approximately 2350 persons utilized our meeting areas. We also appreciate being able to host events at Mill River Resort and Northport Community Centre when additional space for engagement is required.

RAC Alberton partnered with CBDC Western PEI to promote and engage in initiatives such as CBDC Day, The Young Millionaires Program, and Small Business Week; as well as Writing a Business Plan, HR Workshops, Sage Accounting, Maximizing your Profit Margin, Understanding Financial Statements, Social Media Blitz, and Payroll Plus. RAC Alberton continues to partner with C & M Inc / PEI First Aid to deliver Red Cross Emergency First Aid & CPR / AED training to people from Western PEI and across the Island.

The three PEI Rural Action Centres also shared in the delivery of programs such as IPEI Ignition Fund, eForcePEI, Writing a Proposal, Employment Standards, Canada Revenue Agency, Customer Service Training and Artificial Intelligence. RAC continues to embrace the Storytelling Campaign and the Good News Campaign – both of which feature clients via social media platforms to assist in promoting our RAC brand awareness. In keeping with our on-going strategy, RAC Alberton continues to prepare an Information Folder, a resource which provides brochures representing each Partner and the programs and services they offer.

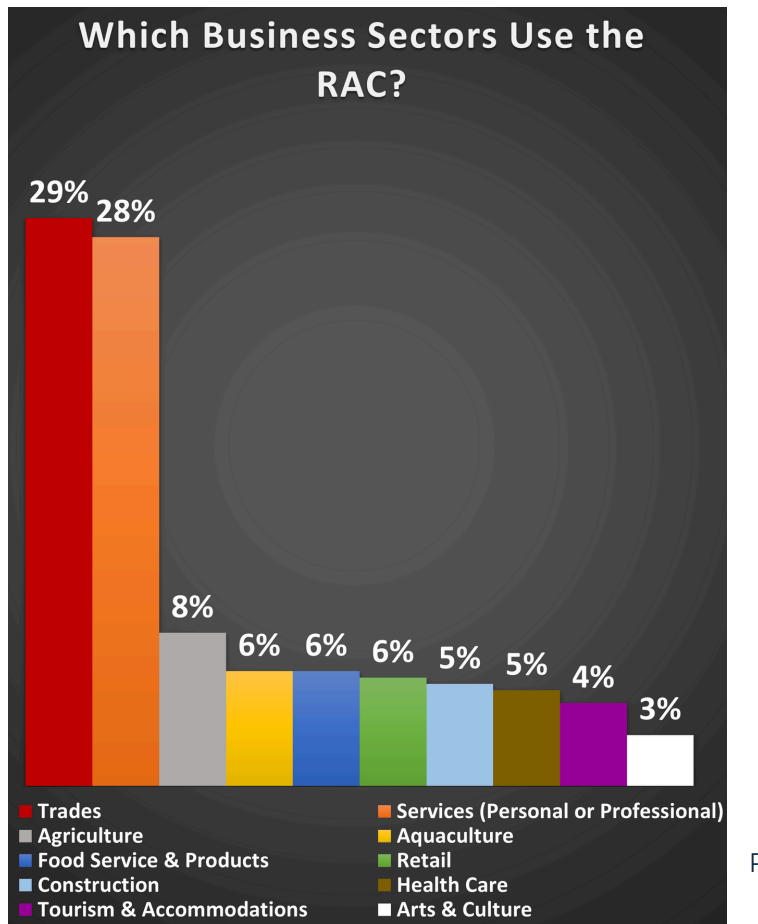
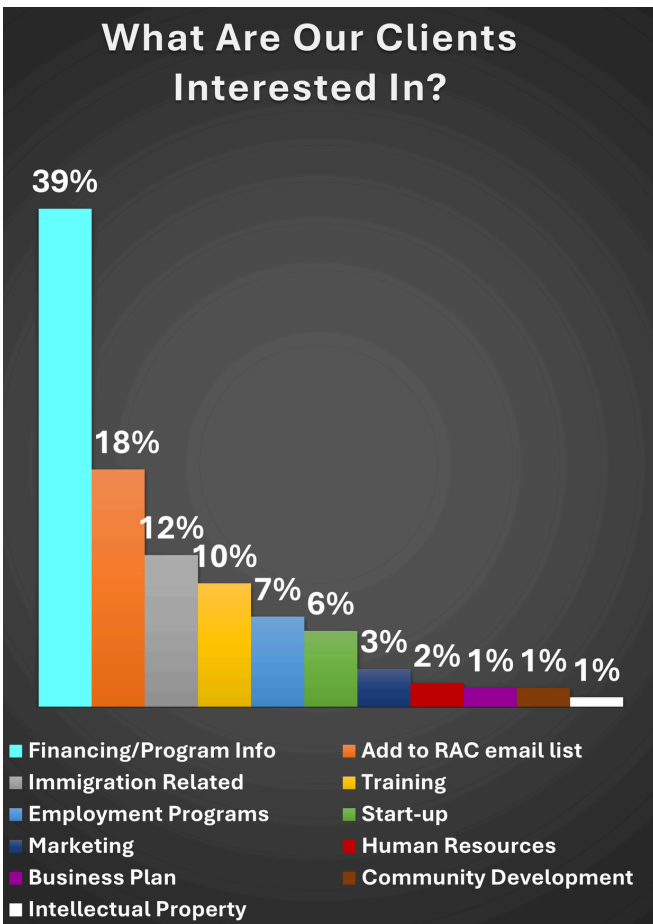
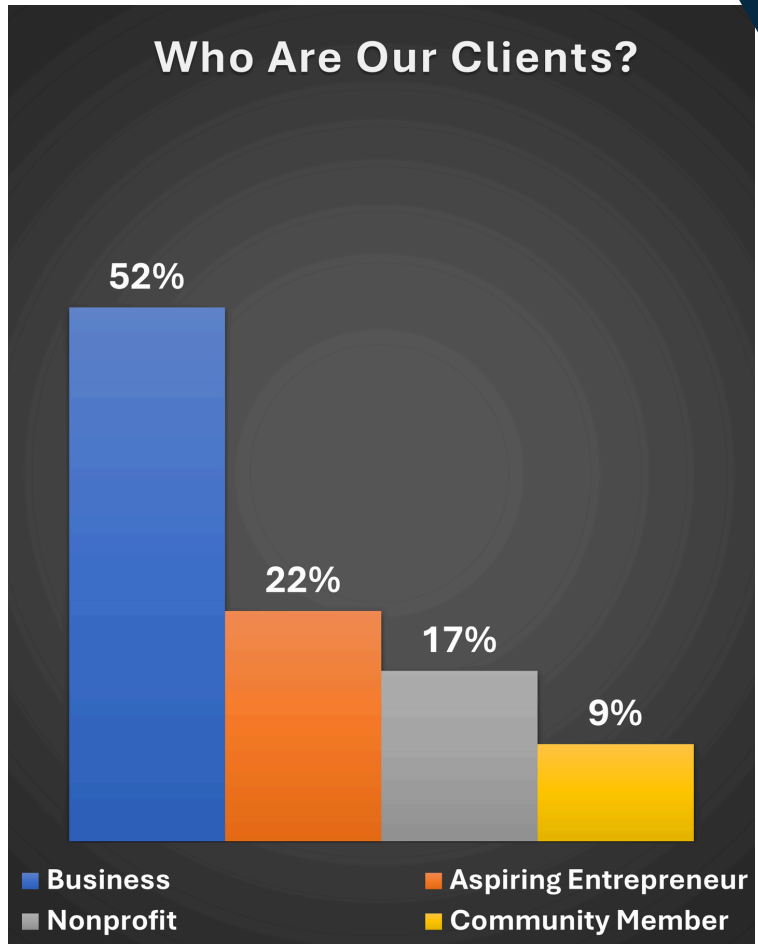
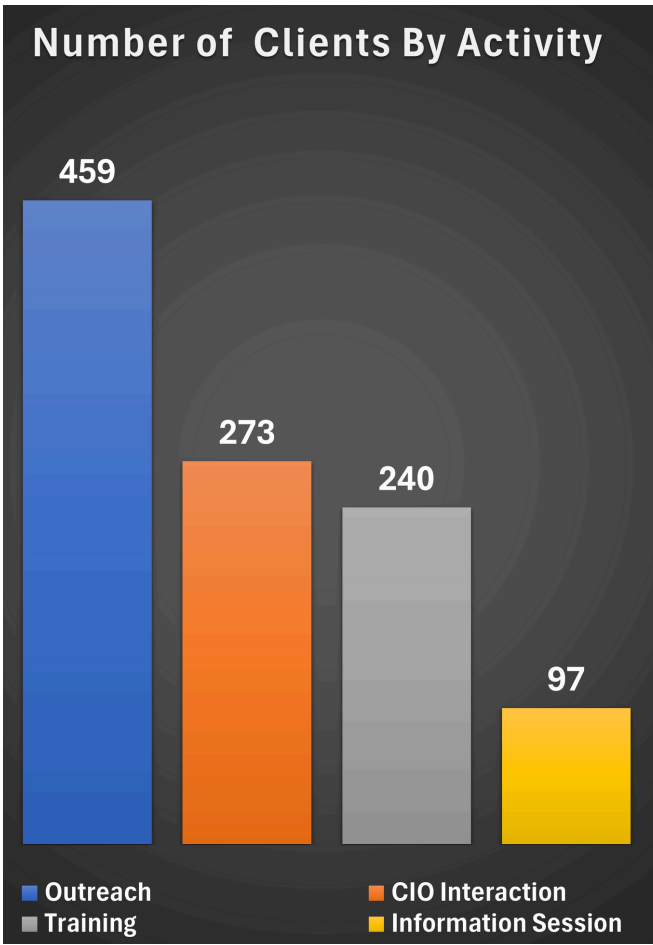
This resource, complete with a RAC Partner Photo Page, is also available electronically and is included as part of any responses to inquiries via email. The RAC Newsletter, delivered bi-weekly via our RAC Email List Serve and via Facebook, is now offered in French as well as English. It continues to play a vital role in delivering updates – reaching over 800 businesses and individuals.

As our community continues to grow and diversify, our Centre is excited to see an increase in the number of Newcomers accessing our programs and services. RAC Alberton continues to support the work of our Community Navigators by partnering and promoting Information Sessions such as Financial Literacy for Newcomers, The Hiring of Immigrant Workers, Service Canada, Canada Revenue Agency, and PEI Human Rights Commission, as well as attending PEI Neighbour Week Meet & Greet, and Study & Stay UPEI Bus Tour Event.

RAC Alberton continues to welcome new Partners to our Team! Julie Ramsay – CBDC Loans Administrator, Jamie Martin – CBDC Program Coordinator, Julie Ann Mabana – CBDC Program Coordinator PEI Migrant Workers Support, Susan Nicolle – Skills PEI Program Officer, Crystal Dumas – Western PEI Community Navigator, Marla MacDonald, Kristi Petro – Central PEI Community Navigators, and Rachel Buell – Eastern PEI Community Navigator. I would like to express my appreciation to Maxine Rennie – Executive Director of RAC Alberton, Patti Devine – Manager of PEI Rural Action Centres, and Lucille Brennan – CBDC Loan Development Officer for their support and guidance, and to Amy Murphy – CBDC Administrative Assistant and Julie Ramsay – CBDC Loans Administrator for providing back up services as required. In closing, I wish to recognize our clients and businesses who have supported our workshops and training initiatives. As we move into the year ahead, we look forward to the continuation of new partnerships and opportunities – Helping Businesses and Communities Succeed.

Respectfully submitted,
Barb MacDonald - Client Information Officer

Rural Action Centre - Stats at a Glance





Rural Action Centre - Partners



Barb MacDonald,
Client Information Officer



Ellen Rennie,
Community Development Officer



Department of Fisheries,
Tourism, Sport and Culture



David Gamble,
Business Development Officer



Susan, Nicolle,
Program Officer,
Self Employ Program



Amanda Barlow,
Interim Executive Director



Jordan MacDonald,
Executive Director



Promotional Events

CBDC Day



As part of CBDC Day events, CBDC Western PEI & Rural Action Centre organized an Open House on May 10, 2023. During the event, CBDC Staff and Rural Action Centre Partners shared lunch and conversation with visitors. It was also a valuable opportunity for CBDC staff to connect with various businesses in our communities.

Also, as part of CBDC Day activities, CBDC and Rural Action Centre welcomed Volume 18 & Brady McCloskey Photography to host an interactive workshop on May 11, 2023 titled "Social Media Blitz: Energizing your Business on Social Media."

Participants learned about Instagram Reels, TikTok, ways to enhance phone photography, tips on maximizing their device, and effective social media marketing strategies. It also provided an opportunity for small businesses to network with fellow entrepreneurs.



Small Business Week

Small Business Week is an exciting endeavor for CBDC Staff & Rural Action Centre Partners, as we dedicate this week to showcasing the valuable contributions small businesses bring to our communities.

Commencing Small Business Week 2023, CBDC and Rural Action Centre collaborated with the Western PEI Community Navigators to organize an Open House / Networking event at Trout River Industries. This event was well attended by employees of Trout River Industries, as well as community members.

CBDC & Rural Action Centre hosted two workshops for small businesses. The first featured Ronda Bellefontaine in the Payroll.Plus the Other Stuff Workshop. This workshop delved into topics like annual returns, payroll, HST, WCB, year-end preparations, and more.

The second workshop, CBDC & Rural Action Centre hosted Nicole Osmond, a Customer Service Facilitator and Business Coach to facilitate a Customer Service Experience Workshop to explore the successes and gaps in customer service. This workshop offered practical ways to deliver an exceptional customer experience to make businesses stand out.

To end the week, a Networking / Open House was held at Broderick's Flowers & Coffee in Tignish. This was a great chance for CBDC staff and RAC Partners to showcase this new business, as well as to meet with community members who stopped in, to bring awareness to CBDC & Rural Action Centre and the Programs & Services.

The Eastern PEI Community Navigators also hosted a Small Business Showcase & Panel discussion. This event provided an opportunity to hear from a local business on their success with the Atlantic Immigration Program, as well as networking with small businesses and local business support organizations.





Business Award of Distinction

CBDC was proud to have presented ERC Concepts Ltd., operating as Phillips Residence with the CBDC Western PEI Business Award of Distinction. The Phillips Residence is a licensed community care facility located in Alberton. Shown is Colleen Parker, Executive Director and Diane Rennie, Board Member accepting the award from CBDC Executive Director, Maxine Rennie.



The award is presented annually to a CBDC client with criteria based upon a business' operating success, growth, and contribution to the local and provincial economy. The CBDC recognized these attributes and acknowledged innovative and entrepreneurial skills in nominating ERC Concepts Ltd.

We are pleased to support ERC Concepts Ltd and wish them continued success.

Young Millionaires Award of Excellence

CBDC Western PEI was happy to have presented the Young Millionaires Award of Excellence to 2023 participant Lacey Collicutt, Pen + Paint. The award is given annually to a participant who excelled in the program.

Lacey's business involved creating necklaces adorned with hand-painted scenes on sea glass from the Island. Lacey attended a number of festivals, events, and other selling opportunities over the summer. Despite weather conditions at some of these opportunities, she was being noted as maintaining an exceptional attitude. Furthermore, her engagement in workshop discussions was evident, making her stand out amongst her peers.

Congratulations Lacey. Wishing you many successes in your future entrepreneurial journey!



Bursaries & Awards

CBDC West Prince Ventures Bursary Award & Charlie Sark Memorial Bursary Award

Each year, CBDC Western PEI awards two bursaries to graduating Westisle Composite High School students who are pursuing post-secondary education in a business-related program.

For 2023-2024, the recipient of the CBDC West Prince Ventures Bursary Award was Jordan Gough. Jordan began his studies in the Fall of 2023 in the Bachelor of Business Administration Program at the University of Prince Edward Island.

The recipient of the Charlie Sark Memorial Bursary Award recipient was Danae MacDonald. Danae began her studies in the Fall of 2023 in the Accounting Technology Program at Holland College.

We wish the best of luck to Jordan & Danae in their studies and future plans.

Lucille Brennan, Loan / Development Officer is shown presenting the awards below.

Jordan Gough



Danae MacDonald



2024 West Prince Chamber of Commerce Business Excellence Awards

CBDC Western PEI was delighted to sponsor the Emerging Business Growth Award that was presented to Western Truss at the West Prince Chamber's Awards Gala on February 22, 2024.

The Award is presented to businesses who have been operating less than 5 years; who have achieved outstanding business performance in a short period of time; and have demonstrated exceptional promise of continued growth. This company serves as an inspiration for other new businesses.

Maxine Rennie, Executive Director is shown presenting the award to Western Truss staff.



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