

# NEWSLETTER

MAY 2019

## MANITOBAVILLE!



'Manitobaville' is back and they're ready to crown another community champion by awarding them with a \$25,000 cash prize to put towards a project that helps to enhance our province.

To enter, gather some support from friends, family, neighbours, townspeople - whoever is most passionate about your community – and ask them to assist in the making of a presentation video about your hometown, along with a project you'd like to oversee with the winning prize money.

Is there something in particular your community needs? Is there an existing project that could use additional funding? Will the idea enhance tourism and the way of life of fellow residents? Tell them what your hometown needs and how it'll make you love it even more, and you could be selected to win the grand prize later this summer.

Shoot your entry video now! Entries will be accepted until Friday, July 12th at 12 noon. Ten finalists will be revealed on Monday, July 22nd, and it'll be up to you and CTV News listeners to vote for the winning entry. Whichever community and its project receives the most votes at the end will win the \$25,000 grand prize.

The last 'Manitobaville' grand prize winner was Pilot Mound, who used the money to make enhancements to their local movie theatre, the Tivoli.

For more information, please visit their website at <https://winnipeg.ctvnews.ca/ctv-winnipeg-contests/mantiohaville-2019-contest-1.4385985> . Click Here to Enter: [manitobaville@bellmedia.ca](mailto:manitobaville@bellmedia.ca)

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*Community Futures Winnipeg River (CFWR) is a community-based, regional economic development organization serving the North Eastman region of Manitoba. We are one of 16 Community Futures Development Corporations (CFDC's) in Manitoba and are funded primarily by Western Economic Diversification Canada (WD).*



## communityedge

Manitoba's CED Certification Program

CommunityEdge is an accredited Community Economic Development (CED) certification program, developed by the Economic Developers Association of Manitoba (EDAM). The goal is to teach practical CED skills and strategies that help Manitoba communities build strength, stability and resilience. The program is targeted towards economic development practitioners, elected officials, administrators and community development champions such as Community Development Corporation and Chamber of Commerce members. Delivered in your community by economic development practitioners who are highly experienced in your region, CommunityEdge enables you to enjoy significant savings on tuition and travel while providing leading CED training that is recognized throughout Manitoba.


The program consists of 8 modules typically delivered as in-person training sessions of 4 hours duration. Certification requires completion of all 8 modules...

1. Introduction to Community Economic Development
2. Community Economics & Pre-Planning Analysis
3. CED Strategies
4. Local Government Finance & Land Use Planning
5. Strategic Planning
6. Communications
7. Marketing the Community
8. Operations & Project Management

Groups can host a training session in their community/agency for \$1000 (max 15 people). Contact EDAM at 204.471.1210 or edammanitoba@gmail.com to inquire and visit <https://www.edamonline.ca/> for more information.

### Don't have enough people to host?

Community Futures Winnipeg River (CFWR) will host various modules throughout the region starting in the fall. Schedule will be forthcoming. Express your participation interest by contacting Sharalyn Reitlo at 204.345.2514 or [reitlo@cfwr.mb.ca](mailto:reitlo@cfwr.mb.ca).

  
**Community Futures** Winnipeg River

**2019 AGM & AWARDS**

You are invited to attend our  
**ANNUAL GENERAL MEETING & AWARDS DINNER**

Monday, June 17, 2019 @ 6:00 p.m.  
Pioneer Club, 32 Park Avenue  
Lac du Bonnet

Congratulations to this year's award recipients:

**Community Initiative: Eastman Tourism  
Business of the Year: Spirit of the Boreal  
Botanicals (Dana Wood)  
Self-Employment Award: Dr. Jo-Anne Gentry,  
Chiropractic  
Volunteer of the Year: Paul Desrosiers**

Dinner Tickets are \$30.00 each.  
Meal prepared by Cindy Lou's Catering.  
To reserve your tickets call Kandace @ 345-2514 or  
email [nagy@cfwr.mb.ca](mailto:nagy@cfwr.mb.ca) before June 10, 2019.



The fastest growing segment of business start-ups in Canada continues to be over the age of 50. It's time to recognize their accomplishments and let Canada know what they have to offer!

Are you over 50 years old? Have you started a business as an encore career prior to or after retirement? Or did you finally decide to take the leap and start the business you had always wanted? If you have, you will be interested in applying for a 50 over 50 Award.

The 2019 WISE 50 over 50 Award recognizes and celebrates hard-working, experienced Canadians who have started their business after the age of 50. Once again, we will be giving awards to 50 business owners who deserve recognition for their success. You can find out about each of the previous winners on the website.

Open to Canadian residents who started their business after turning 50, applications/nominations must be submitted by June 30. A group of past winners of the 50 over 50 Award winners, will be your judges. The awards will be presented in the Fall, 2019. Submissions will be accepted from founders of new businesses, purchasers of existing businesses and franchises, and initiators of family and intergenerational businesses – as long as the entrepreneur is a majority owner of the business and the head office is in Canada.

Information & the application form for the #50over50 awards can be found at [www.50over50awards.ca](http://www.50over50awards.ca)

## Entrepreneurship Training through the



## GoForth Institute

The need for entrepreneurship education is clear. Of the 150,000 small businesses that start in Canada every year, only half will see their fifth birthday. That is – until GoForth.

With input from more than 200 successful Canadian entrepreneurs, GoForth Institute designed a new category of adult entrepreneurship education. Comprehensive, fast, affordable and accessible business knowledge for start-up and growth businesses, the education satisfies a need of Canada's over 610,000 micro-businesses, and more than 2,500,000 self-employed.

GoForth's education is real-time and convenient. It is conducted online with an innovative technology platform that delivers short, streaming HD video instruction right to the entrepreneur's desktop or mobile device. No matter how busy an entrepreneur's schedule, they can learn essential small business skills to increase their odds of success. GoForth also offers the largest resource-based website in Canada for entrepreneurs, which provides a variety of free downloads and support.

When starting and growing a small business, challenges are inevitable. GoForth Institute provides ongoing support to entrepreneurs through their Ask an Expert program, a convenient and free web support program monitored by a panel of experts who help guide the start-up and growth path.

**If you are interested in accessing this training, please contact the Community Futures Winnipeg Office. A limited amount of free training vouchers are available.**

## Provincial Government Announces new Community Development's Single Window Application Process

The Building Sustainable Communities program integrates seven formerly separate application-based programs and will streamline processes, add flexibility and reduce red tape for applicants from:

- Community Places Program;
- Neighbourhoods Alive! Community Initiatives Program;
- Neighbourhoods Alive! Neighbourhood Renewal Fund;
- Hometown Manitoba;
- Community Planning Assistance Program;
- Community Support Small Grants Program; and
- Partner 4 Growth

The Building Sustainable Communities Program fosters thriving sustainable communities. Grant assistance in partnership with other funders, will leverage investments to provide a high quality of life for Manitobans. Community development projects that help to build thriving, sustainable communities are eligible. These include but are not limited to projects in the following areas:

- planning activities that inform community or regional decision making about priorities and plans for future development
- capacity building of organizations with the intent of acting on identified community issues, realizing on development opportunities, enhancing charitable giving and volunteerism, and improving community well-being and stability
- community or regional initiatives that enable communities or regions to initiate local actions that address identified needs or opportunities

- capital infrastructure that supports new community, culture and recreation development, as well as projects that extend, improve or enhance existing public use community facilities and spaces

### When can I apply?

Applications for projects are being accepted until May 26, 2019. A second application deadline of December 15, 2019 is also available.

### 10 Tips for Writing a Winning Grant

Adapted from <https://www.galaxydigital.com/blog/10-tips-writing-winning-grants/>

1. Prepare Your Boilerplate Text
2. Read and Reread the Grant Applications & Contact the Program Officer to discuss the Viability of your Project before you Apply
3. Start with a Summary
4. Master the Mission Statement
5. State the Problem the Grant Will Address
6. Share Your Impact
7. Visualize Successes: Output vs. Outcome
8. Communicate Action
9. Outline Money Matters
10. Get Your Data Together

Take time at the beginning of the fiscal year to strategize, prepare your written materials, and review the previous year's data so that you are less likely to feel overwhelmed by impending deadlines. Compile your successful grant applications and keep the material and language that have worked in the past.

Community Futures Winnipeg River can help strengthen grant applications by reviewing them prior to submission. Contact us today to discuss your needs.

## **New Horizons for Seniors Program (NHSP) 2019-20 Call for Proposals**

On May 15, 2019, the Government of Canada launched the New Horizons for Seniors Program (NHSP) 2019-20 call for proposals for community-based projects across Canada.

The NHSP is a federal grants and contributions program whose goal is to support projects that help improve the well-being and quality of life of seniors and foster social inclusion and engagement of older Canadians in all aspects of society. The projects are led or inspired by seniors who are making a difference in the lives of others and their communities.

The NHSP's community-based stream supports activities that engage seniors and address one or more of the Program's five objectives: volunteering, mentoring, expanding awareness of elder abuse, social participation and capital assistance.

Organizations are invited to apply for funding under the NHSP's three national priorities:

- preventing elder abuse and fraud, including measures to reduce crimes and harms against seniors;
- supporting healthy aging in community and addressing dementia, including community supports and intergenerational housing; and
- counteracting ageism in the workplace to promote labour market retention of seniors.

Community-based projects are eligible to receive up to \$25,000 in grant funding, and up to \$5,000 in small grants funding is available to organizations that have not received funding in the past five years.

The deadline to submit applications is June 21, 2019. If you would like to apply for funding or learn more about this funding opportunity, visit their website. They now have a simplified online form to make applying easier than ever.

To register for an information session please see the attached PDF document for instructions.

## **Support for Clean Innovation and Infrastructure Planning in Rural Communities**

In February 2019 the Government of Canada and the Federation of Canadian Municipalities (FCM) announced funding for 42 new initiatives in communities across Canada through FCM's Green Municipal Fund (GMF) and Municipal Asset Management Program (MAMP).

Through this Green Municipal Fund, communities of all sizes are being encouraged to implement some of Canada's most advanced solutions to protect the environment and reduce greenhouse gas emissions.

In Manitoba there are five rural communities developing better ways to manage their existing infrastructure assets so they are safer, better maintained and last longer. These include Whitemouth, the LGD of Pinawa, Alexander, Gimli and Morris.

According to The Honourable Francois-Philippe Champagne, Minister of Infrastructure and Communities, "All Canadians should benefit from modern, resilient and green infrastructure that gives them a better place to call home. That's why the Government of Canada is investing in municipalities that take action to reduce pollution and improve the way they manage their existing infrastructure assets. These investments will result in safer, cleaner and healthier communities that give all Canadians more opportunities to thrive."

What is your community doing to support clean innovation and infrastructure planning? We'd love to hear about your innovative ideas!

## Beausejour Home Hardware Receives National Award

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Front left: Esther Friesen , dealer-owner; Rudie Friesen, dealer-owner and Lucie Friesen, Sales.

Beausejour Home Hardware was named Best Home Hardware Store Under 6000 square feet in the Home Hardware Proud of my Home Awards at the company's pre-market conference recently in Kitchener, Ontario.

Dealer-owner, Rudie Friesen, is honoured to be one of seven stores recognized with the award, chosen from nearly 1,100 stores Canada-wide.

"We are deeply honoured to be acknowledged with the Proud of My Home Award for Best Home Hardware stores under 6,000 square feet," said Friesen. "This award would not have been made possible without the hard work and dedication of our entire team."

Rudy and Esther Friesen opened Beausejour Home Hardware at 500 Park Avenue in July 2013. It features large hardware, plumbing and garden sections and a wide array of paint, housewares and decor items.

Already proud members of the Home Hardware family as proprietors of the Whitemouth Home Hardware, they were excited by the opportunity to work and grow with a new community.

To receive the Proud of My Home Award, recipients must demonstrate excellence in staff performance and customer service, interior presentation, including clear signage, tidiness, and merchandise presentation and displays. Exterior presentation, including cleanliness and attractive window display, staff training as well as participation in dealer network initiatives is also part of the criteria.

## COMPLIMENTARY RESOURCES

Available through Community Futures Winnipeg River

### Marketing

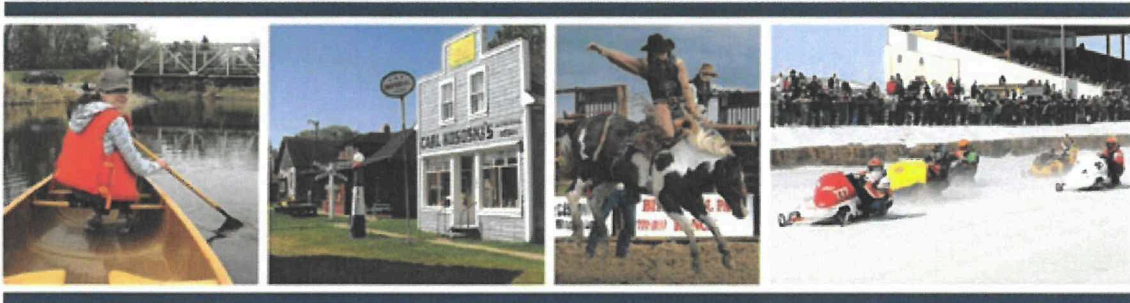
- ↳ Starting a Blog for your Business
- ↳ Social Marketing Strategy & Planning Kit
- ↳ 101 Tips to Grow Your Website Traffic
- ↳ Pinterest for Business
- ↳ The Essential Guide to Social Media Advertising
- ↳ How to Create the Perfect Post
- ↳ Guide to Creating a Social Media Strategy
- ↳ How to Use LinkedIn
- ↳ How to Create Facebook Ads
- ↳ 12 Basic Tips to Master your Instagram Marketing Strategy
- ↳ How to Cultivate Loyal Customers with Social Media
- ↳ 13 Instagram Marketing Tips from the Experts

### Non-Profit/Business

- ↳ Business Plan Template
- ↳ Fundraising Planning Calendar
- ↳ Annual Fundraising Plan Template
- ↳ Revenue Generating Planning Template
- ↳ 2016 Master Database of Various Grants / Funds (Please contact us
- ↳ How to Register your Business, Non-Profit or Charity
- ↳ Strategic and Operational Planning Templates
- ↳ Constitution and By-Laws Template
- ↳ Non-Profit Revenue Generating Template

...and many more to help develop or enhance your business/organization. Let us know what you are looking for!

**MANITOBA TOURISM EDUCATION COUNCIL (MTEC)**  
in partnership with **EASTMAN VOCATIONAL TRAINING CENTRE,**  
**BEAUSEJOUR BROKENHEAD DEVELOPMENT CORPORATION &**  
**EASTMAN TOURISM,** delivering training in Beausejour on **May 25**



**Location:** 344 - 2nd Street North, Beausejour, Manitoba

**Saturday, May 25, 2019 - 9:00 AM – 4:00 PM**

**Manitoba Service Excellence: Training to Give You a Competitive Edge**

This workshop will discuss the impact customer service can have on you, your team, your customers and ultimately your business; Positive and Negative.

With customer expectations increasing and service decreasing: your business can gain the competitive edge by providing consistent, exceptional service. By the end of this workshop you will understand the Domino Effect that your attitude, attention to detail and how working as a Customer Focused Team has on the future of your company. You will gain tools to become a service professional, maintain positivity, work together as a team, service recovery and manage workplace risk.

You will learn the benefits of having an unhappy customer inform you that they are not satisfied with your product or service, so you will have an opportunity to fix it and keep that customer returning to your business.

***Manitoba Service and Excellence is a workshop that is applicable to ANY TYPE OF BUSINESS SERVING CUSTOMERS.***

SPACE IS LIMITED - ONLY 20 SEATS  
Complimentary lunch included

**RSVP by: May 17th, 2019 to [bbdc@townofbeausejour.com](mailto:bbdc@townofbeausejour.com)**

For more information:

Please contact Anna W. Mondor – Marketing Director of  
Beausejour Brokenhead Development Corporation (BBDC) at 204-268-1956

*This Training is brought to you courtesy of MTEC and Beausejour Brokenhead Development Corporation!*



# EASTMAN TOURISM invites you to a one-day Social Media Workshop

Delivered by the Manitoba Tourism Education Council (MTEC)



**Friday, June 14**  
9:00 AM - 4:00 PM

**St. John's Heritage  
Church & Arts Centre**  
86 McArthur Avenue  
Lac du Bonnet

**Cost for Workshop:**  
Members: \$30  
Non-Members: \$35

*Refreshments and  
Lunch Included*

**RSVP by:**  
June 7, 2019

## Facebook for Business

In this workshop, you will learn all of the necessary tools to build, create, manage, maintain and advance a Facebook page for your business. Some of the areas we will be covering include:

- Basic overview of Facebook
- Setting up a Business Page on Facebook
- Customize your page to "Stand Out from your Competition"
- Tips to grow your audience and get more people to see your posts
- Types of content to create, when to post and how often
- How to increase your followers/page likes
- Introduction to advertising on Facebook, including types of ads, boosted posts, ad objectives and ad budgets
- Facebook insights and analytics

And so much more. Learn from proven results that will attract your business to the right demographics while increasing your online notoriety.

## Instagram for Business

Instagram is a popular and powerful photo-sharing social tool that allows you to visually market your business to millions of users. In this introductory session, you'll learn the basics of photo and video sharing, how to create beautiful and engaging content, and how to effectively reach existing and new audiences to market your business by visual storytelling. Some topics include:

- Setting up an Instagram account
- Creating a strong profile
- Tips to create beautiful photos (including smartphones!)
- How to grow your audience
- Brainstorming post ideas
- Posting schedules
- Hashtags and Geo-tags
- Instagram stories
- Paid advertising with Instagram



RSVP to: Jenny, [admin@eastmantourism.ca](mailto:admin@eastmantourism.ca) or call 204-451-1757

## Want to Start Your Own Business?

### Self-Employment Program

- You are presently receiving employment insurance (E.I.) benefits
- You have received E.I., maternity or parental benefits in the last 60 months

*If you are unemployed and you have a viable business idea, please call for information.*

### Self-Employment Program

Call for more information! **204-345-8691**

Delivered by Community Futures Winnipeg River



Funding provided by:  
The Government of Canada Employment Insurance Account  
The Province of Manitoba

## TOURISM

EXPLORE BUSINESS OPPORTUNITIES

Tourism is big business in Eastern Manitoba. Equipment rentals, fly-in fishing, adventure tours and private campgrounds are a few of the opportunities waiting to be explored.



PHOTO CREDIT: TRAVEL MANITOBA

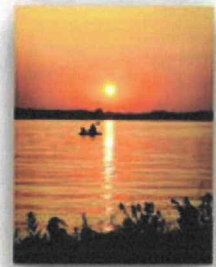


PHOTO CREDIT: STACY MERZER

Contact Community Futures today to discuss your ideas. We can help in a number of ways, including:

- Loans up to \$150K to develop, expand or acquire a business
- Mentoring and business planning assistance
- Access to business resources and training
- Self-Employment Program



Community Futures Winnipeg River  
LAC DU BONNET | Ph: 204-345-8691  
info@cfwr.mb.ca  
www.cfwr.mb.ca

Community Futures Triple R  
MORRIS | Ph: 204-746-6180  
info@cftriple.ca  
www.cftriple.ca

### CFWR SERVICES:

#### Business Development:

- Loans up to \$150,000 to develop, expand or acquire a business
- Counsel and assistance with business plans, market research & marketing plans, financial analysis and forecasting
- Connections to other business services and training
- Self Employment Program delivered on behalf of Training and Employment Services for people eligible for EI benefits or who have had an EI claim in the past 3 years or been on maternity/paternity leave in the past 5 years and interested in starting a business

#### Community Development:

- Strategic and operational planning
- Building knowledge and skills to enhance leadership, teamwork and planning within organizations
- Project development assistance through research and planning services
- Enhancing regional communication and partnerships between communities, sectors, businesses and social organizations
- Promoting the region, its businesses, organizations and other assets