

ANNUAL REPORT

2017-2018

Investing in the
Entrepreneurial Spirit



NB Association of CBDCs
L'Association des CBDC du N.-B.

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Mission

The New Brunswick Association of Community Business Development Corporations (CBDCs) is dedicated to representing the membership (10 individual CBDCs, volunteers and staff members) on common issues. As a network, it provides services to members and responds to their needs. It also serves as a clearinghouse for information related to common objectives of the members. It maintains relationships with selected stakeholders that have similar objectives.

Message from the President



My first year as the president of the New Brunswick Association of Community Business Development Corporations (CBDC's) has proved to be a year full of new challenges and many projects under development.

I would first like to outline the main components of our day-to-day operations.

\$24.4 million was disbursed

to our local businesses, resulting in a leverage of \$30.1 million injected into our local economy. This impact in our workforce has resulted in 1,706 jobs created or maintained.

2017-2018 was a very ambitious year. Firstly, a province-wide succession project for small businesses has been proposed to the Atlantic Canada Opportunities Agency (ACOA) and the Government of New Brunswick. We were able to set in motion an environmental scan, referring to the best practices both nationally and internationally, and an action plan for the development and implementation of a program that could cover the entirety of our province. I thank our provincial working group, who were able to create this flagship project for local entrepreneurs. The results of this project will be made available by the next fiscal year.

Our Self-Employment Benefit (SEB) program remains a highlight of our services. The CBDC network is proud to be a leader in this area, covering both rural and urban areas. 355 new businesses have been created by unemployed people from a \$6.6 million investment that boosts our economy with 667 new jobs. This year, our network supported the development of a pilot project to make the SEB accessible to people with disabilities. This service will be available in the next fiscal year.

We have had a record year for our consulting advisory services. 69 consulting projects have been approved by our ten CBDC's. An investment of \$382,097 was made to improve the performance of our businesses through professional expertise for market research, marketing plans, workforce restructuring, etc.

The Women in Business Initiative (WBI) is led by our Association and supports female entrepreneurs all over the province. After 14 years of existence, we have seen fit to improve this program by performing an assessment of all its components. In the next fiscal year, the WBI will have new governance within our network to better target the needs of women business owners, which, I emphasize, are a growing and vital force in the strengthening of our communities.

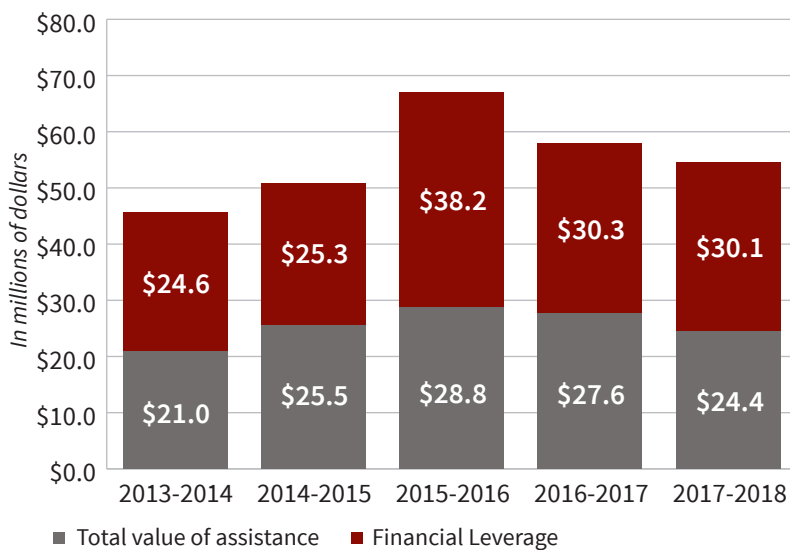
In January 2018, during our network's quarterly meeting, we held a discussion panel bringing together nine entrepreneurs from every CBDC region. Together with ACOA and its president, Francis P. McGuire, these economic leaders have been able to deliver compelling stories about the needs of our businesses and to provide directions for innovation, new markets, and ultimately, employability and workforce.

Finally, I would like to thank my colleagues and the entire team of the Association and its Executive Director, Line Doiron, who knows how to position our members in a spirit of cohesion with key partners, and put in place the necessary strategies to ensure that the CBDC's of New Brunswick remain the champions of entrepreneurship.

Alain Guitard, President

Building strong entrepreneurial leverage in rural communities in NB

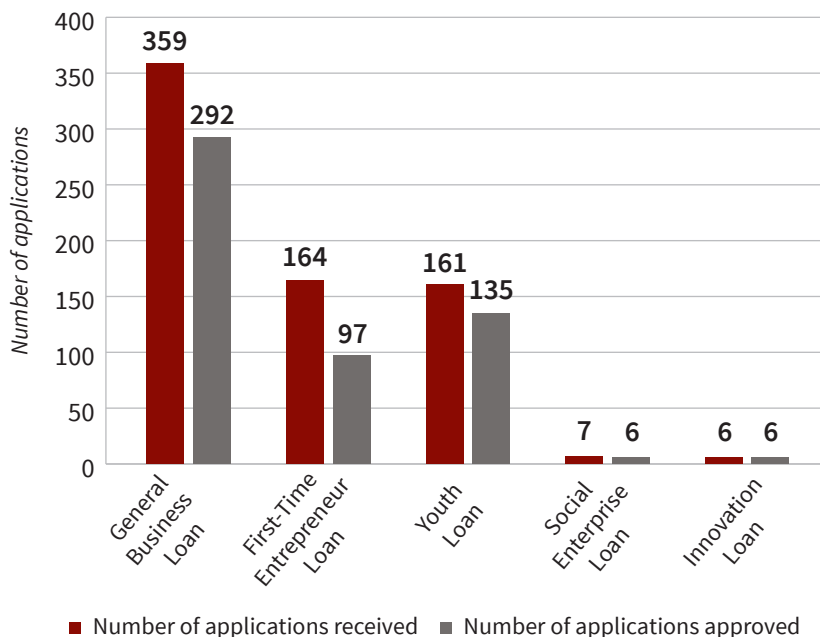
The total value of assistance from the CBDCs and financial leverage across the province over the past five years



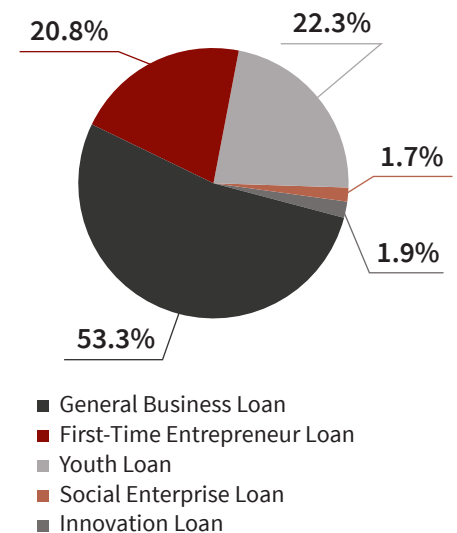
The total value of assistance of \$24.4M enabled to leverage extra investments in the communities up to **123%**.

A total of **536 loan applications** were approved through Boards of Directors in each of New Brunswick's communities.

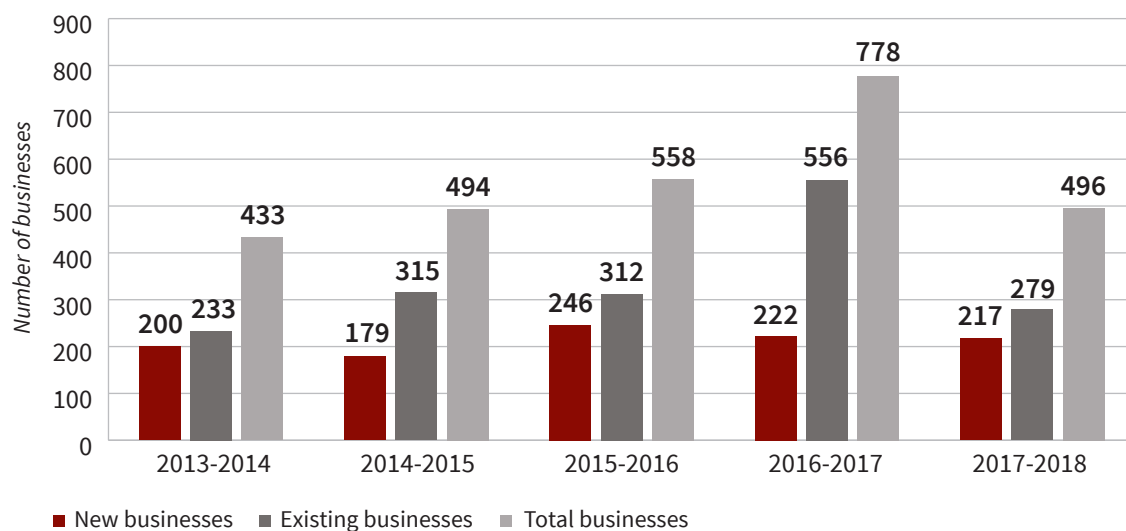
Number of applications received and approved for each New Brunswick CBDC loan product



Breakdown of amounts disbursed per loan product



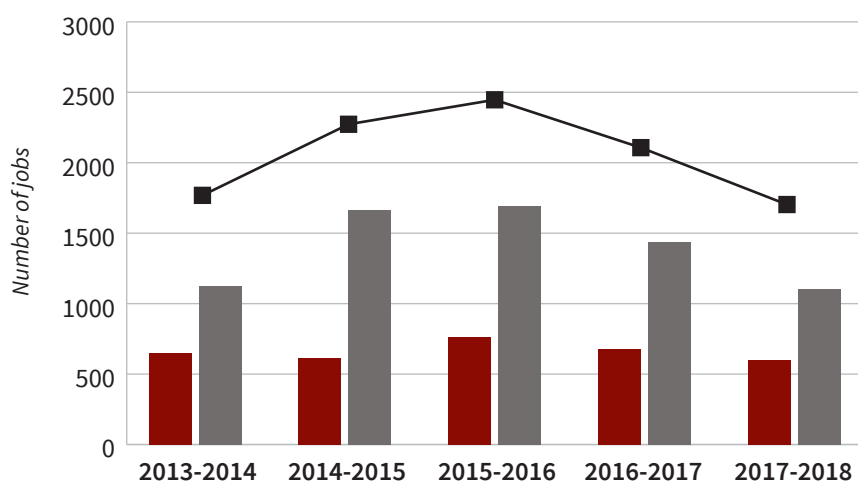
The number of businesses who received financial assistance over the past five years across New Brunswick



Since inception, CBDCs have injected **427.4 million dollars** in New Brunswick rural communities.

Although jobs created and maintained have decreased, we suggest that the NB CBDCs' total investments outstanding of about **\$92.4M** are contributing to the long-term employability in all regions.

Jobs created and maintained in New Brunswick rural communities over the past five years



■ Jobs created	649	616	766	677	603
■ Jobs maintained	1,123	1,667	1,693	1,438	1,103
– Total	1,772	2,283	2,459	2,115	1,706

A Consulting Advisory Services (CAS) program for entrepreneurs

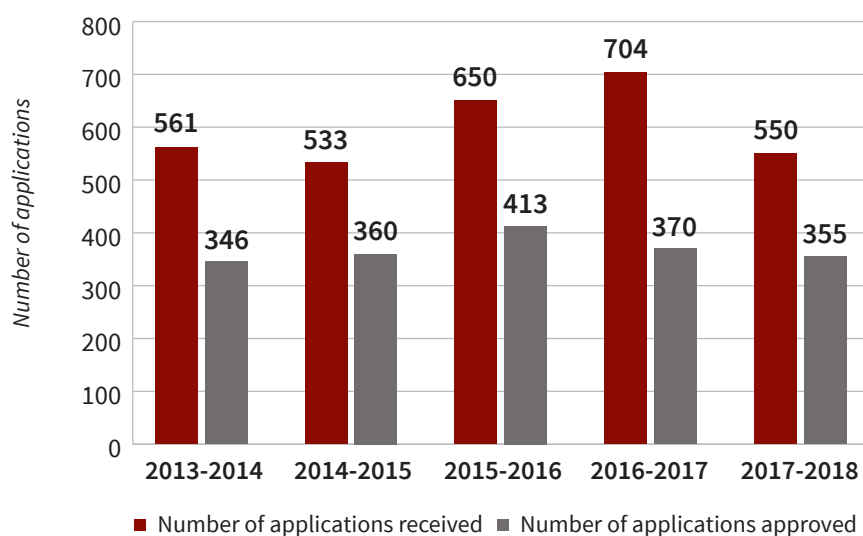
In partnership with ACOA, the Association provided Consulting Advisory Services to owners and managers of small and medium-sized enterprises, by accessing a roster of consultants throughout New Brunswick. In total, **69 CBDC clients and 8 ACOA clients** have benefited from this service, for an investment of **\$453,819**. In addition, two other entrepreneurs qualified to receive Innovation Consulting Advisory Services for an investment of \$13,333.

A small business succession program for entrepreneurs

A consulting firm has been selected by a provincial working group led by the NB Association of CBDC's to begin an environmental scan as to identify best practices in the country and abroad in terms of business succession. An action plan will be tabled in 2018 with an opportunity analysis and strategies/recommendations for the development and implementation of a province-wide program covering both rural and urban areas.

A Self-Employment Benefit (SEB) program

Number of applications received and approved throughout the province over the past five years



During the last fiscal year, the amount of financial assistance awarded totals **6.6 millions of dollars**, resulting in **667** jobs created or maintained, allowing participants to continue to receive Employment Insurance Benefits or weekly allowance (according to the existing policy) to get their own business up and running.

A growing momentum for women in business



The Association manages the **Women in Business Initiative (WBI)**, the only organization acting on a provincial level to support women entrepreneurs in both rural and urban communities. Development Officers cover the entire New Brunswick territory to ensure that the entrepreneurial potential of women becomes an integral element of our communities' economic development.

Thanks to support from ACOA and the government of New Brunswick, the WBI program was able to reach women entrepreneurs, or women in the process of becoming entrepreneurs, using different types of programs and services.

Activity highlights

Counselling sessions	Recognition events
Number of sessions535	Number of events 16
Training sessions	Partner presentations
Number of sessions47	Number of presentations 71
Number of participants 304	Number of representatives 286
Advisory services	Information sessions
Number of advisory projects 24	Number of sessions25
Investments \$107,204	Number of clients 286
Try-Angle Mastermind groups	Networks supported
Number of groups4	Number of networks 14
Number of clients 23	

Export-oriented efforts

The Development Officers have supported women entrepreneurs in activities to connect them with key partners that will help in exporting their markets. Two New Exporters Missions have been undertaken in Boston, and two conferences in Toronto: WBE Canada (September 2017) and WeConnect Canada/International (October 2017). Those activities are to facilitate opportunities for women business owners to meet new buyers and/or to get access to bids from corporate contracts often related to supplier diversity programs.

A new vision for WBI

Following a program assessment, the NB Association of CBDC's will improve the program delivery model to create a larger economic impact for women business owners for years to come. The program will be restructured to meet current needs for women entrepreneurs to start new businesses, grow or diversify their existing activities, export their products and/or expand into new markets. This is based on an environmental scan of best practices from other jurisdictions that have been highlighted by a consulting firm. A new governance structure will be implemented with an Advisory Board dedicated to establishing new strategic business opportunities for the program.



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Corporation au bénéfice du développement communautaire
Chaleur

In 2017, CBDC Chaleur launched the **Future Entrepreneur Loan**. This program allows young people in the region, aged 14 to 19, who want to gain work experience to start their own micro-enterprise. The CBDC Chaleur wants to support the entrepreneurial development of these young people by offering them the opportunity to borrow up to \$1,500. A total of four loans have been disbursed during the past year.

New this year is the **Startup Chaleur** group. This

organization, part of Startup Canada, is a local network of entrepreneurs aimed at working together to create a favorable space for entrepreneurship in our region. It offers entrepreneurial tools through the creation of local Startup communities, through the development of an online platform connecting the entrepreneurial community from coast to coast, by organizing key events, as well as by offering programs and initiatives to strengthen local, regional and national communities.

Investments in the region

Requests processed

Applications received	91
Applications approved	77
Amounts invested	\$2,087,178

Number of business counselling sessions

Number of clients	147
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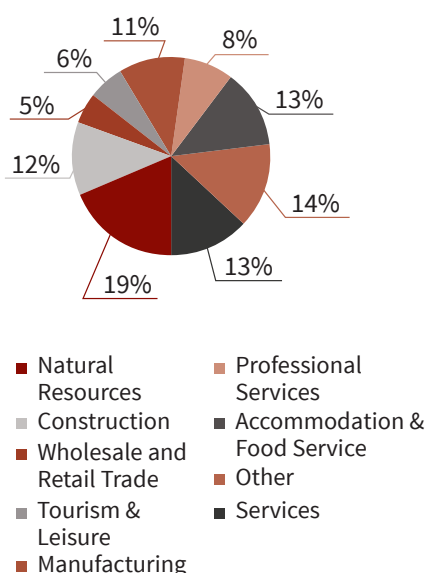
Impact on businesses

New businesses	15
Existing businesses	47
Total	62

Impact on employment

Jobs created	62
Jobs maintained	222
Total	284

Loans by Sector



Training sessions

Number of sessions	7
Amounts granted	\$5,512

Self-Employment Benefit

Applications approved	21
Value of assistance	\$420,000

Consulting Advisory Services

Number of clients	5
Investments	\$22,958





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Charlotte/Kings

This region located at the mouth of the bay of Fundy includes Kings and Charlotte Counties and the rural part of Saint John. The CBDC has an office in St. Stephen and a satellite office located in Hampton. The CBDC Charlotte-Kings has been coordinating several projects such as the **New Brunswick Seafood Incoming Buyers Mission** (every year in June), bringing together seafood companies, international

buyers, and government partners, in order to promote export growth across the province. Other projects from CBDC Charlotte-Kings include a **Strategic Export Marketing Program, Food Innovation in New Brunswick** and the **North/South Container Trade Lane Development and Strategy** project.

Investments in the region

Requests processed

Applications received	55
Applications approved	47
Amounts invested	\$1,559,822

Number of business counselling sessions

Number of clients	55
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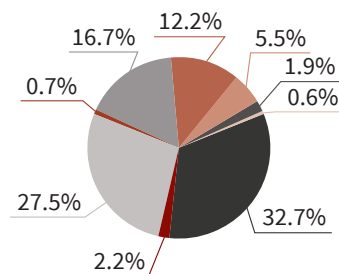
Impact on businesses

New businesses	28
Existing businesses	14
Total	42

Impact on employment

Jobs created	54
Jobs maintained	69
Total	123

Loans by Sector



Training sessions

Number of sessions	12
Amounts granted	\$20,541

Self-Employment Benefit

Applications approved	34
Value of assistance	\$653,179

Consulting Advisory Services

Number of clients	10
Investments	\$55,615





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Kent

Twelve (12) seminars for the year 2017-2018

In addition to the general services and programs presented below, CBDC Kent offers **Business Development Seminars** to individuals considering starting their own business.

The topics covered include: financing, marketing, cash flow and accounting. A total of 29 individuals benefited from this program.

Investments in the region

Requests processed

Applications received	85
Applications approved	73
Amounts invested	\$3,079,171

Number of business counselling sessions

Number of clients	292
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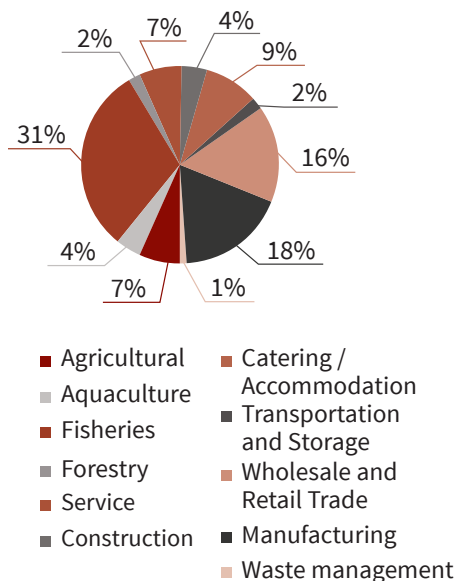
Impact on businesses

New businesses	28
Existing businesses	30
Total	58

Impact on employment

Jobs created	86
Jobs maintained	174
Total	260

Loans by Sector



Training sessions

Number of sessions	17
Amounts granted	\$18,697

Self-Employment Benefit

Applications approved	41
Value of assistance	\$717,500

Consulting Advisory Services

Number of clients	6
Investments	\$38,905





credit: Donald R Dufour



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Madawaska

The success of CBDC Madawaska is largely attributed to the hard work of its employees who spare no effort to ensure the completion of their projects.

Their listening, their dedication, and their involvement with various local communities have made it possible to build credibility with business people and economic stakeholders.

Without their efforts, several projects may not have seen the light of day.

The team consists of Joanie, Janik, Ginette, Roland, Daisy, Chantal, Tania, and Micheline.

Together, let's continue to dare, innovate, imagine and undertake!

Investments in the region

Requests processed

Applications received	64
Applications approved	54
Amounts invested	\$3,231,000

Number of business counselling sessions

Number of clients	204
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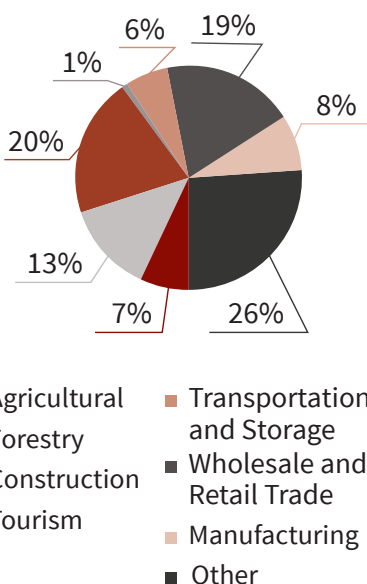
Impact on businesses

New businesses	24
Existing businesses	34
Total	58

Impact on employment

Jobs created	51
Jobs maintained	18
Total	69

Loan by Sector



Training sessions

Number of sessions	58
Amounts granted	\$178,998

Self-Employment Benefit

Applications approved	21
Value of assistance	\$555,827

Consulting Advisory Services

Number of clients	9
Investments	\$57,018





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Northumberland

The CBDC Northumberland functions according to its purpose within the boundaries of Northumberland County, with the exception of the Parish of Rogersville, but including that portion of York County that is

included in the provincial electoral constituency of Southwest Miramichi-Bay du Vin.

Investments in the region

Requests processed

Applications received	43
Applications approved	19
Amounts invested	\$1,111,242

Number of business counselling sessions

Number of clients	43
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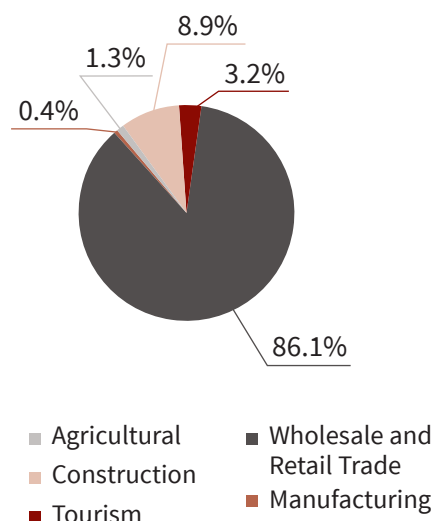
Impact on businesses

New businesses	10
Existing businesses	12
Total	22

Impact on employment

Jobs created	30
Jobs maintained	66
Total	96

Loans by Sector



Training sessions

Number of sessions	3
Amounts granted	\$4,269

Self-Employment Benefit

Applications approved	28
Value of assistance	\$490,000

Consulting Advisory Services

Number of clients	3
Investments	\$13,801





credit: region of Caraquet



Corporation au bénéfice du développement communautaire
Community Business Development Corporation
Péninsule acadienne

“Réseau des jeunes en affaires de la Péninsule acadienne” (RJAPA)

The RJAPA allows a schedule of activities that aims to introduce companies belonging to young entrepreneurs of the Péninsule acadienne and to involve them in activities where they can exchange among themselves on their challenges and on various topics of interest.

The activities are open to the whole population. Created by the CBDC Péninsule acadienne in partnership with the Chambers of Commerce of the region, RJAPA has been organizing activities since 2005 such as an annual golf tournament, a Young Entrepreneur Award banquet, happy hours, and luncheons.

Investments in the region

Requests processed

Applications received	90
Applications approved	69
Amounts invested	\$3,030,074

Number of business counselling sessions

Number of clients	131
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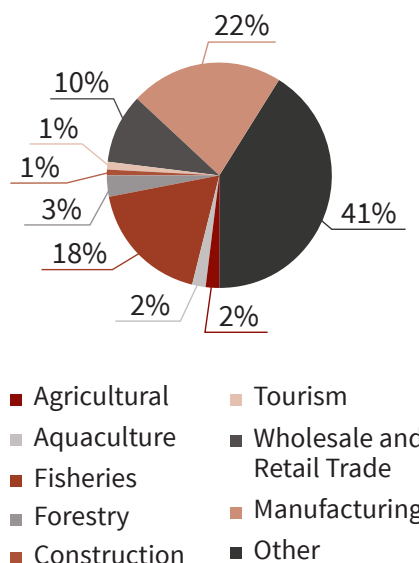
Impact on businesses

New businesses	33
Existing businesses	24
Total	57

Impact on employment

Jobs created	50
Jobs maintained	167
Total	217

Loans by Sector



Training sessions

Number of sessions	17
Amounts granted	\$19,736

Self-Employment Benefit

Applications approved	39
Value of assistance	\$749,302

Consulting Advisory Services

Number of clients	7
Investments	\$29,306





credit: Brian Atkinson



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Restigouche

Located in a region known for its strong bilingualism, the CBDC Restigouche is very active in its community and takes part in three national projects: (1) **Digital Essential Skills in Rural Small Business**; (2) **Hire for Talent – Building an Inclusive Canadian Workforce**; and (3) **Literacy and essential thinking skills training**. Furthermore, the CBDC provides job search techniques

through Options Centre, a Private Career Counselling service, as well as a new preemployability project. The CBDC is also managing a project to improve access to financing for women entrepreneurs, and is developing a project to mobilize the private sector and increase investments in the cause of women in abusive situations. Finally, the CBDC operates a counselling service center.

Investments in the region

Requests processed

Applications received	109
Applications approved	89
Amounts invested	\$4,367,125

Number of business counselling sessions

Number of clients	109
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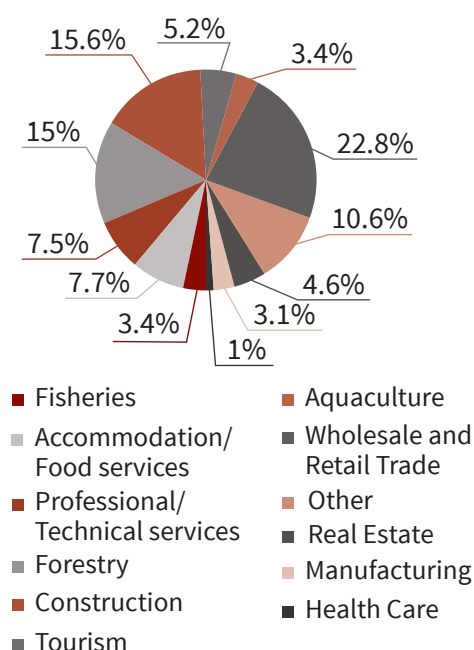
Impact on businesses

New businesses	33
Existing businesses	52
Total	85

Impact on employment

Jobs created	128
Jobs maintained	265
Total	393

Loans by Sector



Training sessions

Number of sessions	9
Amounts granted	\$11,573

Self-Employment Benefit

Applications approved	40
Value of assistance	\$800,000

Consulting Advisory Services

Number of clients	6
Investments	\$42,045





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Southwest

CBDC Southwest works closely with all economic development partners in our region. Our primary role is to assist in the development of rural businesses and their entrepreneurs, as well as assisting them to

seize opportunities that will improve their businesses. Additionally we also partner with other financial institutions including: chartered banks, credit unions, and other secondary lending partners.

Investments in the region

Requests processed

Applications received	40
Applications approved	37
Amounts invested	\$2,656,490

Number of business counselling sessions

Number of clients	102
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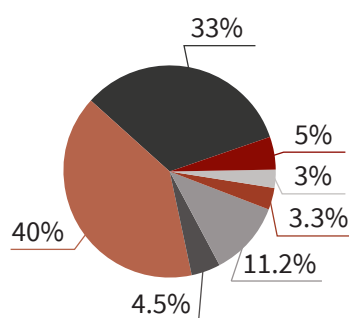
Impact on businesses

New businesses	47
Existing businesses	26
Total	73

Impact on employment

Jobs created	134
Jobs maintained	70
Total	204

Loans by Sector



- Agricultural
- Forestry
- Construction
- Tourism
- Transportation and Storage
- Wholesale and Retail Trade
- Other

Training sessions

Number of sessions	29
Amounts granted	\$29,273

Self-Employment Benefit

Applications approved	36
Value of assistance	\$699,417

Consulting Advisory Services

Number of clients	4
Investments	\$25,079





VICTORIA MADAWASKA-SOUTH



*Community Business Development Corporation
Corporation au bénéfice du développement communautaire*
Victoria Madawaska-South

In addition to our main results shown below, we also deliver the **Youth Entrepreneur Development Initiative** that resulted in creating awareness to 250 youth by showing that entrepreneurship can be a valid career choice. Furthermore, we have been working diligently in keeping our **Community Asset Mapping (CAM)** up to date. The CAM is a process where participants make a map (inventory) of resources, skills and talents of individuals, associations, organizations and agencies with the aim of learning about their community. By discovering and assembling the links between the different parts of the community,

the knowledge is used to revitalize relationships and mutual support, rebuild communities and neighborhoods, and rediscover collective power. The process of CAM provides a critical element of community development, which is the engagement of people in the shaping of their community. People can collectively strategize about how to build on the assets in order to sustain and enhance them for future generations to enjoy.

Please search our social media for:
#CommunityAssetMapping

Investments in the region

Requests processed

Applications received	60
Applications approved	42
Amounts invested	\$1,776,130

Number of business counselling sessions

Number of clients	60
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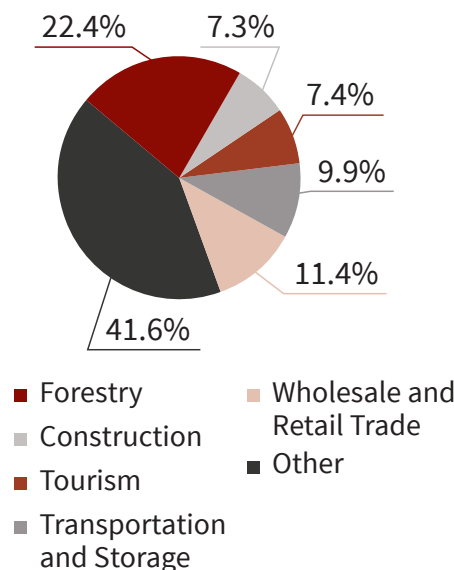
Impact on businesses

New businesses	12
Existing businesses	26
Total	38

Impact on employment

Jobs created	29
Jobs maintained	39
Total	68

Loans by Sector



Training sessions

Number of sessions	13
Amounts granted	\$12,397

Self-Employment Benefit

Applications approved	12
Value of assistance	\$240,908

Consulting Advisory Services

Number of clients	2
Investments	\$12,505



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Community Business Development Corporation
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Westmorland Albert

CBDC Westmorland Albert 31st Anniversary

Over the past 31 years, the CBDC has been dedicated to fostering the success of local entrepreneurs within the communities that we serve. Our history has seen many different changes within the economic development landscape but our CBDC has remained a constant

pillar, often having to adapt to the changing times in order to better serve our clients.

Our annual report outlines the programs we offer and the results of our assistance in developing the economy in our territory during the past 31 years.

Investments in the region

Requests processed

Applications received 60
Applications approved 45
Amounts invested . . . \$1,464,245

Number of business counselling sessions

Number of clients 128

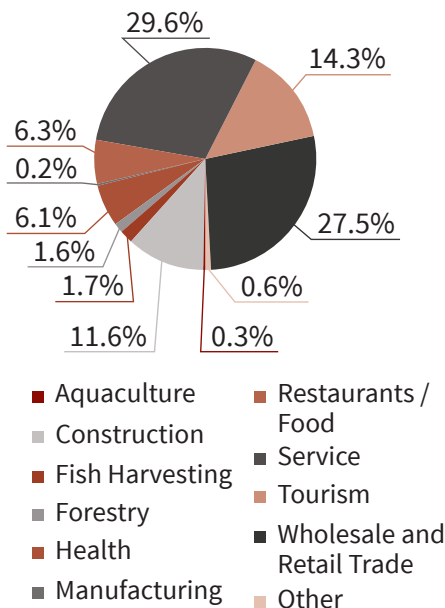
Impact on businesses

New businesses 23
Existing businesses 19
Total **42**

Impact on employment

Jobs created 52
Jobs maintained 13
Total **65**

Loans by Sector



Training sessions

Number of sessions 376
Amounts granted \$111,854

Self-Employment Benefit

Applications approved 83
Value of assistance . . . \$1,312,000

Consulting Advisory Services

Number of clients 10
Investments \$48,461





A variety of products and services for the success of our entrepreneurs



Community Business Development Corporation
Corporation au bénéfice du développement communautaire

Business Management Skills Training

Tailored skills training in special areas such as market development, bookkeeping, feasibility studies, funding sources and business analysis.

Consulting Advisory Services (CAS)

Assistance provided through an external counselling agent in various fields of expertise to improve business performance. A certain financial contribution is requested from client.

Business Counselling

Business counselling in the form of advice to new and established entrepreneurs.

Self-Employment Benefit (SEB)

Allows participants to continue to receive their Employment Insurance Benefits while they are getting their business up and running. Also offers a weekly allowance for the business start-up if the person has received Employment Insurance Benefits over the past few years (according to the existing policy).

Clean Technology Initiative

Loan or advisory services ideas for a clean technology process, and products or services that reduce negative environmental impacts.

General Business Loan

Business is booming and you need funding for an expansion of your existing premises or have to construct a new building. Perhaps it's time to purchase new equipment and additional materials in order to fulfill increased customer demand for your product. This more flexible loan can even facilitate the acquisition of an existing business.

First-Time Entrepreneur Loan

Offers counselling services for individuals who wish to become a self-sufficient and profitable business owner. This is the perfect loan to put your plans into action.

Youth Loan

Provides start-up capital for youth between the ages of 18 to 34 who experience difficulty obtaining necessary financing.

Social Enterprise Loan

Tailored to social enterprises operating in rural communities where people are able to live, work and enjoy social activities in their region.

Innovation Loan

Helps promote the development of the knowledgebase economy and aids in the adoption or commercialization of new technologies.

Contact Us

For more information on the programs offered by your CBDC, contact us or visit the following link:

 **1 888 303-CBDC (2232)**

 **www.cbdc.ca**

 **Atlantic Association of CBDCs / NB CBDC**

 **CBDCAtlantic / NB CBDC**