



### Prairies Rural Opportunities Fund 2.0 Approved Projects

Community Futures (CF)	Province	Project Title	Project Amount	Project Description
1) CF West Interlake	MB	MB Community Edge Municipal Capacity Building	\$257,000.00  Approved May 5, 2023	The MB Community Edge Municipal Capacity Building project will deliver 1,200 CED training sessions for approximately 300 municipal officials and community leaders across Manitoba. The training, based on the Economic Developers Association of Manitoba's Community Edge curriculum will focus on practical skills and strategies for building strong and resilient communities. The funding will also support a "train the trainer" component, an Indigenous CED module development, and the inclusion of northern governance models. The training sessions will be promoted through tradeshow, marketing materials, and participation in municipal events. (May 15, 2023 to January 31, 2025)
2) CF South Central	SK	South Central RNIP and Community Bridging	\$290,810.00  Approved May 5, 2023	ROF 2.0 funding will enable CF South Central to continue delivering the Rural and Northern Immigration Pilot Program (RNIP) in Moose Jaw and neighboring communities. This program will help South Central Saskatchewan address the challenges of an aging population, slow population growth, and the need for a larger workforce. Attracting new immigrants will also help stimulate the local economies, creating new demand for goods and services. Program delivery will include collection of labor market data. The retainment of a Community Bridge Coordinator will also help foster a welcoming and inclusive environment for newcomers. (June 1, 2023 to August 31, 2025)
3) CF St. Paul – Smoky Lake Region	AB	Northeast Alberta Food Project (FOOD – Fueling Our Own Diversity)	\$228,158.00  Approved May 5, 2023	The Northeast Alberta FOOD project will help strengthen the local food system in rural and northern Alberta. The project focuses on four key areas: rebuilding and revitalizing the Northeast Alberta Food Marketers Association (NAFMA), creating new business connections through workshops and online tools, hosting a showcase event to promote the local food sector, and providing training, research, and advocacy support. The project aims to expand NAFMA's membership, facilitate networking between growers and buyers, involve youth in pursuing innovation ideas, and explore best practices from similar projects in Alberta and other provinces. (May 23, 2023 to March 31, 2026)



4) CF Sunrise	SK	Go Digital Sask	\$300,000.00  Approved June 1, 2023	Personalized services will be offered to rural businesses in Saskatchewan, including website or e-commerce development, content creation, search engine optimization, branding and logo design, email marketing, & social media marketing. The program is available to businesses in all sectors, including home-based, for-profit, non-profit, cooperative, or social enterprise. Special assistance will be provided to youth, indigenous, women, newcomers, and others. The program will be delivered remotely by digital consultants. Businesses can receive up to 20 hours of support and must meet certain criteria to qualify. Training sessions covering topics such as Google visibility and digital marketing will also be offered. (June 7, 2023 to December 31, 2024)
5) CF Parkland	MB	Rural Entrepreneurship Hub	\$300,000.00  Approved June 1, 2023	This initiative supports rural entrepreneurs in developing businesses in rural Manitoba. The program is client-specific and removes pre-qualifiers, making it accessible to anyone interested in entrepreneurship. It offers client assessments, workshops for business idea development, support for converting skills into business ventures, strategic planning assistance, digital adaption and financial management guidance. The program components aim to fill gaps in existing business services, as well as complement them. CF Parkland will work with stakeholders to identify suitable locations for new businesses and support the growth of new and existing businesses in rural communities. (June 9, 2023 to March 31, 2026)
6) CF Entre-Corp	AB	Bridging the Skills Gap in SE Alberta	\$300,000.00  Approved June 1, 2023	The project will support SMEs by enhancing their organizational capacity through coaching, marketing support, and community engagement. It focuses on four pillars: developing staff and corporate knowledge, retaining employees, attracting the right talent, and providing workforce information. The initiative includes developing websites and marketing collateral, creating a human resource toolkit, offering advisory services, establishing a workforce board, providing information sessions and training, hosting economic/workforce growth forums, recruiting workforce ambassadors, sharing best practices with other organizations, and emphasizing diversity and inclusion. The project is also aimed at attracting immigrants, improving HR functions, and addressing the region's workforce needs. (July 1, 2023 to March 31, 2026)



7) CF Mid-Sask	SK	Destination Business	\$275,832.00  Approved July 6, 2023	The Destination Business (DB) Program aims to help small businesses in Saskatchewan and Manitoba become destination businesses. It offers a two-year approach that includes a comprehensive course, ongoing business support, customized learning, mentor groups, and referrals to appropriate offices. The program has been successful in other regions, leading to loan inquiries and business support opportunities. It will be delivered virtually to 29 Community Futures offices and will focus on innovative business strategies and collaboration. The program will benefit businesses, communities, and economic development personnel. It emphasizes marketing, market expansion, and new customer acquisition. The after-care program will provide continued support, specialized workshops, and coaching sessions. Referrals and surveys ensure participants receive appropriate support. (August 1, 2023 to December 31, 2025)
8) CF West Yellowhead	AB	Small Business Continuity and Disaster Recovery Toolkits for Alberta CF	\$152,550.00 Approved August 3, 2023  Additional \$30,000.00 approved on April 25, 2024	This project aims to develop disaster preparedness and recovery resources for Community Futures (CF) offices in Alberta. While not officially involved in disaster response, CF offices can play critical roles in business recovery. The project will involve consultations and collaboration with various regions and offices. Goals include educating CF staff and partners on disaster preparedness, developing business continuity plans, and creating toolkits for businesses and non-profits. Objectives encompass workshops, round tables, policy development, and toolkit creation. The project spans from September 2023 to August 2024 and aims to enhance disaster readiness and recovery capacities for CF offices in Alberta, fostering collaboration and a sharing of resources. (September 1, 2023 to August 31, 2025)
9) CF Central Alberta	AB	Online Learning Management System	\$300,000.00  Approved August 3, 2023	This project will enable CF Central Alberta to develop an accessible online learning platform comprising four courses, each with four to five modules. The aim is to address recommendations from the RRRF Small Business Needs Assessment 2022 and enhance entrepreneurship training for Alberta's CF offices. The project will modernize training materials through a custom Learning Management System (LMS), offering consolidated, branded training for onboarding, preservation of CF knowledge, and remote learning. The project involves 18 CF offices, aiming to engage a younger demographic and provide learning solutions for all entrepreneurs. The project's objectives encompass research, course development, and operationalization, with a focus on business success. (August 15, 2023 to March 31, 2026)



10) CF Sunrise	SK	Business & Economic Development Virtual Training	\$104,475.00 Approved September 7, 2023	CF Sunrise is spearheading a collaboration among 13 Community Futures Network members in Saskatchewan, aiming to enhance their brand and support entrepreneurs. This initiative will offer 30 virtual training sessions from October 2023 to March 2026, catering to various business sectors. The project aims to attract more clients by providing top-quality speakers, positioning Community Futures as a leader in entrepreneurship training and economic development. The plan is to measure participation and gather feedback for continuous improvement, with a strong focus on marketing through various channels. The ultimate goal is to boost rural communities, create jobs, and solidify their role in Saskatchewan's rural economy. (October 1, 2023 to March 31, 2026)
11) CF Centre West	AB	SMARTstart Expansion 2.0	\$109,317.00 Approved September 7, 2023	CF Centre West will enhance and share its SMARTstart program for entrepreneurial training in Alberta and potentially across Western Canada. ROF 2.0 funding will support program improvements with new tools and technology, reducing costs for participating communities. The project includes developing marketing tools, such as videos to promote the program, and implementing an online platform to streamline program delivery and create a networking tool called SMARTstart Encore for alumni. An alumni network will foster connections and industry meetups. Additionally, mentorship development and training will be offered, with a focus on virtual courses to enhance mentor effectiveness in coaching entrepreneurs. (September 15, 2023 to March 31, 2025)
12) CF Big Country	AB	Home Share Drumheller	\$118,200 Approved October 5 <sup>th</sup> , 2023	Home sharing, a living arrangement where unrelated individuals share a house or apartment, is being used in communities across Canada to provide housing for seniors, students, and others in need. In Drumheller, Community Futures Big Country, in collaboration with partners, is introducing an online platform called Happipad. This platform will vet renters and hosts, perform background checks, and facilitate compatibility matching for safe living arrangements. Happipad connects hosts with extra rooms to rent with individuals seeking accommodation, ensuring security and compatibility. CF Big Country's initiative aims to provide housing for seasonal workers while supporting local businesses. This project seeks to create 50 work placements in the community. (October 15, 2023 to March 31, 2026)



13) CF Entre-Corp	AB	Rural Aerospace Development	\$300,000.  Approved October 5 <sup>th</sup> , 2023	<p>The project consists of several components:</p> <ol style="list-style-type: none"><li>1. Entrepreneur Support: Entre-Corp will guide entrepreneurs and SMEs in navigating the aerospace ecosystem to facilitate their growth.</li><li>2. Access to the University of Calgary's Aerospace Hub: Rural aerospace SMEs will be assisted in applying for Tier 2 membership to access the UofC Aerospace Hub's services, including seed funding, industry contacts, and mentorship.</li><li>3. Marketing and Outreach: A rural outreach campaign will create awareness of the Hub's virtual incubator services through a virtual roadshow, website, social media, and videos highlighting successes.</li><li>4. Rural Aerospace Internship: Foremost, Alberta, will be supported to hire interns to work at the UAS Test Range, offering youth opportunities in aerospace.</li><li>5. Hosting RPAS Student Competition: Entre-Corp aims to partner with Foremost to bid for hosting the National RPAS Student Competition in 2025 or 2026, providing ongoing benefits to rural Alberta.</li></ol> <p>Long-term sustainability is anticipated through the UofC Aerospace Hub's resources and Innovate Calgary's experience in launching and sustaining innovation hubs. (January 1, 2024 to March 31, 2026)</p>
14) CF Capital Region	AB	Young Entrepreneurs Training Initiative (YETI)	\$ 195,995.  Approved December 7 <sup>th</sup> , 2023	<p>This project aims to retain young entrepreneurial talent in rural Alberta by combining education and accessible business development opportunities. The Young Entrepreneurs Training Initiative (YETI) program, successfully managed by CF Capital Region, CF Wildrose, and CF West Yellowhead, has funded 45 student businesses in the last seven years, with a 50% continuation rate post-program. Community Futures Capital Region will use ROF funding to expand YETI to five regions, enhance staff training, develop a mobile app for program accessibility, create an advanced PEAK program for post-secondary youth, and foster collaboration with community partners for a sustainable entrepreneurial ecosystem in Alberta. (January 1, 2024 to December 31, 2025)</p>



15) CF Southwest	SK	S.W. Sask. Tourism Development & Investment Attraction Hub	\$ 300,000.  Approved January 12, 2024	The project aims to establish a regional Economic Development Coalition in southwest Saskatchewan, uniting municipalities, business organizations, and government agencies. The Trans-Canada Visitor Reception Centre near the Town of Maple Creek will be transformed into a tourism development and investment attraction hub. Beyond promoting tourism, the facility will foster inter-agency collaboration and act as an entrepreneurial center. It will support business initiatives, pop-up stores serving as incubators, and showcase investment opportunities. The VRC, equipped with a Qwick Tourist display panel, radio station, and e-commerce portal, will attract visitors and promote economic growth, as well as leveraging smart technology for online presence and connectivity along the Trans-Canada Highway. (January 22, 2024 to March 31, 2026)
16) CF Central Alberta	AB	Next Generation Economy Initiative (NGEI)	\$ 216,700.  Approved January 12, 2024	Community Futures Central Alberta will implement the Next Generation Economy Initiative, including providing support for the development of a Business Retention/Workforce Development strategy and the promotion of cluster development through a Cluster Competitive Chain. This involves hiring a Business Development Advisor (BDA) for two years, who will focus on fostering entrepreneurship, succession planning, and workforce development. The BDA will offer various services, including advising and assisting with immigration programs, providing access to capital, offering counseling, facilitating networking, conducting market research, and promoting industry clusters. Additionally, a Digital Services Specialist (DSS) will be hired for two years to promote businesses digitally, execute marketing plans, and support regional economic development. The BDA and DSS will collaborate to enhance awareness of available programs and assistance for businesses. (January 18, 2024 to March 31, 2026)



17) CF Centre West	AB	RAYEC Youth Leader Training Curriculum Development and Renewal	\$ 25,675.  Approved January 12, 2024	<p>The Rotary Alberta Youth Entrepreneurship Camp (RAYEC) Youth Leader Training Curriculum Development and Renewal project seeks to realign its leadership training to equip future business leaders with the skills needed in the evolving business landscape. The updated curriculum will integrate asynchronous learning tools, real-time online learning, and in-person sessions to enhance training segmentation and skills retention.</p> <p>Actions to be completed during the term of this project include:</p> <ul style="list-style-type: none"><li>• creation of a train the trainer manual</li><li>• production of youth workbooks/manuals</li><li>• development of asynchronous/synchronous learning activities</li><li>• development of post training evaluation tools</li><li>• revisions/refinement as necessary</li></ul> <p>(February 1, 2024 to October 31, 2024)</p>
		<b>Total Approved Funding</b>	<b>\$ 3,804,712.00</b>	