



The Business Help Centre



A Community Futures Development Corporation

2010/2011 Annual Report



www.thebusinesshelpcentre.ca

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The Business Help Centre



A Community Futures Development Corporation

Our Vision

The vision of The Business Help Centre (CFDC) of Middlesex County is to be a leading provider of business support and community economic development in Middlesex County.

Our Mission

The mission of The Business Help Centre of Middlesex County is to support our communities through the fostering of business and economic development thereby creating economic sustainability and growth.

Message

On behalf of the staff and Directors of The Business Help Centre of Middlesex County, we are most pleased to present the annual report for the year ended September 30, 2011.

The 2010 – 2011 fiscal year was a record one for The Business Help Centre. Together with FedDev Ontario and AgCanada, our organization advanced some \$2.69 Million in loans to aid in the start up and expansion of small businesses located in Middlesex County.

The demand for our resources and lending services remained high. Office activity greatly exceeded our expectations, with a total of 5626 business consultations being logged throughout the year.

We celebrated the success of our clients, while at the same time, feeling the struggle of those still recovering from the economic downturn of 2008-2009. The balance has come in the form of higher than anticipated advanced payouts, as well as higher than normal provisions for doubtful investments in 2010-2011.

A tremendous thank you goes out to our staff, partners, funders, and volunteers. Middlesex County, and its economic climate, is better for the commitments you have made. And, above all, thank you to our clients; the true investors and drivers of our economy. We look forward to our continued work with all of you as we prepare to celebrate our 10th anniversary in 2011-2012!



Cara A. Finn, General Manager



Tiny Van Pinxteren, Board President

Business Counselling and Advisory Services

The Business Help Centre delivers two (2) business counselling and advisory products/services:

i. Direct Consultation with Entrepreneurs

Responsible for business counselling and advisory services, The Business Help Centre consults directly with Middlesex County entrepreneurs to discuss business development issues.

Serving as a business liaison, The Business Help Centre works to achieve the following:

- Reduction of barriers to entry among clientele;
- Facilitation of business retention and expansion;
- Expansion of linkages, expertise and resources;
- Access to no-cost consulting for business start-up and operation;
- Reduced incidence of business risk among those using the service;
- Job creation/maintenance in the local community by businesses served by The Business Help Centre.

ii. Business Resources

With a large geographic catchment area, The Business Help Centre provides business services including a comprehensive website and an on-site entrepreneurial library.

Serving as a platform for disseminating information, the corporate website located at www.thebusinesshelpcentre.ca allows us to virtually publish and distribute small business and economic development resources to the entire catchment area. The on-site library further offers individuals in the catchment area ready access tools and information to help them plan for their future business success.

Business Service Activity

# of General Inquiries	5356
#of In-Depth Interviews	270
# of Assisted Businesses	82
Total Leverages	\$9,035,500

Investment Fund Services

The Business Help Centre provides term loans to small businesses and local non-profit organizations that have had difficulty finding financing elsewhere on reasonable terms.

With funding support provided by FedDev Ontario, loans up to a maximum of \$150,000 can be made to businesses in Middlesex County (excluding the City of London) that will be creating new jobs or maintaining existing jobs in the local area.

Financing can be used for any legitimate business purpose which may include, but not be limited to, the purchase of fixed assets, leasehold improvements, inventory or working capital.

Applicants must complete a business plan that proves the viability of the operation. Past financial statements (if applicable), as well as projections, must be submitted with the application.

A successful application must demonstrate:

- The ability to repay the loan;
- Adequate security which may include a combination of business and personal assets;
- The capability to operate and manage the business;
- A firm commitment to the business, including a personal investment of funds

Loans are subject to a maximum five (5) year term, with a maximum amortization period of fifteen (15) years. All loans are subject to regular monthly payments however, remain open for repayment, in full or in part, at any time, without penalty.

All interest earned on general loans is returned to the investment pool in order that the corporation may further extend financing to other small businesses in Middlesex County.

Aside from providing general loans through its partnership with FedDev Ontario, the Business Help Centre also acts as a delivery agent for additional Investment Funds when programs exist. Since 2009, The Business Help Centre has provided loans of up to \$250,000 to local SMEs that meet the requirements of the Sand Plains Community Development Fund provided by Agriculture Canada.

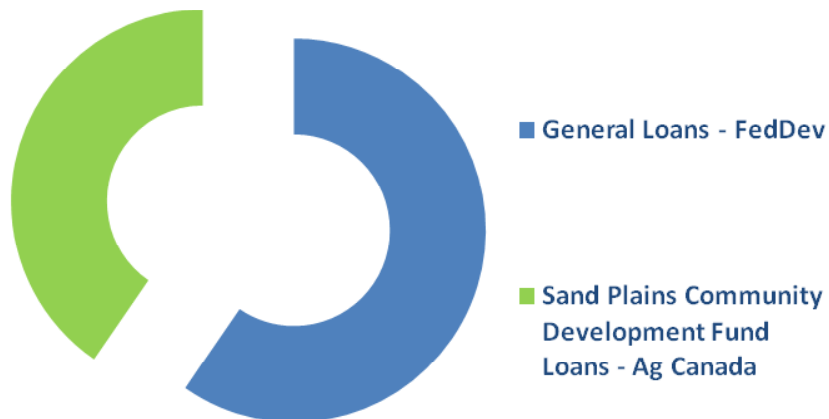
Investment Fund Activity 2010-2011

	2010-11	Cumulative from Inception (2001-11)
Loans Advanced	\$2,690,500	\$7,230,096
Interest Earned	\$184,701	\$825,840
Principal Repayments		\$2,975,061
Federal Contributions :		
FedDev/Industry Canada	\$1,218,976	\$4,913,572
Ag Canada	\$1,087,000	\$1,932,000
Jobs Created	156	489
Jobs Maintained	142	293
Leveraged Funds	\$12,646,922	\$22,716,899
Total Loans Outstanding		\$4,255,035
Loan Loss Provision		4%

2010-2011 Loans Advanced

Total Loans Advanced

\$2,690,500



Tunpetti Corp



Tunpetti Corp was established in order to promote the sale, distribution, production and marketing of Regal Petticoat Maple; a new Canadian maple tree discovery.

While Tunpetti Corp's intention was to be funded privately, it was determined that the scope of our business plan would require substantially more capital during the pioneering phase of the corporation.

A loan from the CFDC of Middlesex County has allowed Tunpetti to finalize intellectual property protection through acquisition of Canadian trademark and Canadian plant breeders rights for Regal Petticoat Maple. This has further allowed us to perform DNA analysis that has already been critical to correct an early product error that was observed in our first run of Regal Petticoat Maples.

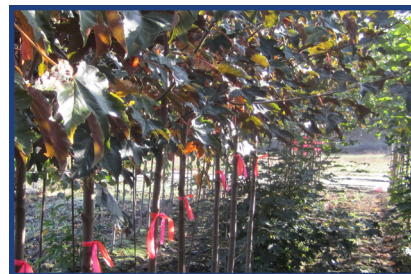
Our marketing efforts to date have included exhibiting at several major North American nursery industry trade shows and placing several print ads in prominent trade magazines.

2012 will see Tunpetti Corp dramatically increase marketing efforts of Regal Petticoat Maple now that our supply chain is well established.

Tunpetti Corp has met its' sales projection to date, and based on industry feedback, foresees the demand for Regal Petticoat Maple to out pace our production capacity.

The backing and support of CFDC continues to provide Tunpetti Corp the ability to meet all of our short term financial obligations therefore establishing Tunpetti Corp as a legitimate, professional company fostering the incubation of an incredible natural resource: Regal Petticoat Maple.

Paul Gagnon
President
Tunpetti Corp



Community Economic Development (CED)

Partial funding and/or management may be available from The Business Help Centre for non-profit initiatives that:

- provide long-term economic benefit to Middlesex County;
- do not create a dependency on government funds;
- are jointly funded by other sources;
- contribute to the overall business development mandate of The Business Help Centre.

CED Projects

# of Projects	9
\$ Invested in Projects	\$219,195

2010-2011 CED Projects

Break Into Business Café

- Teamed up with YOU to offer an innovative, hands-on entrepreneurial opportunity to local youth

Break into Business Workshop Series

- Provided new & existing entrepreneurs business development information in a workshop setting

Small Business Internship Program

- Delivery agent of SBIP throughout Southwestern Ontario; matching post-secondary students with SMEs

Small Business Week

- Provided funding to Dorchester Business Association to support Small Business Week speaker

Downtown Revitalization

- Offered support and funding for projects contributing to the revitalization of core districts in Ontario

Green Energy

- Offered support for strategies for job creation in renewable and green energies

War of 1812

- Provided funding to aid in multimedia production highlighting the war of 1812

Middlesex...We're on the Way

- Produced and published the annual edition of Middlesex...We're on the Way tourism magazine

Robotics Challenge

- Sponsored local secondary school teams in annual robotics challenge

GREEN Job Strategy



The Midwestern Ontario Regional Green Jobs Strategy was a labour market research project that examined the emerging green economy from 2009 to 2011. The members of the Midwestern Ontario Regional Green Jobs Strategy Steering Committee came together to ensure that the communities of Midwestern Ontario reap the full benefit of this transition to a green economy - meaning businesses, communities, and the workforce become prepared to create and capitalize on economic opportunities that stem from the emerging green economy.

Seven Community Futures Development Corporations (CFDCs): the Bruce CFDC, the Elgin Business Resource Centre, Huron Business Development Corporation, the CFDC of Middlesex County, the Perth CFDC, the Saugeen Business Development Corporation, and the Wellington-Waterloo CFDC – were instrumental in the formation of the project.

In 2011, these CFDCs received the Community Strategic Planning Award for the Midwestern Ontario Regional Green Jobs Strategy at the annual conference of the Ontario Association of Community Futures Development Corporations.

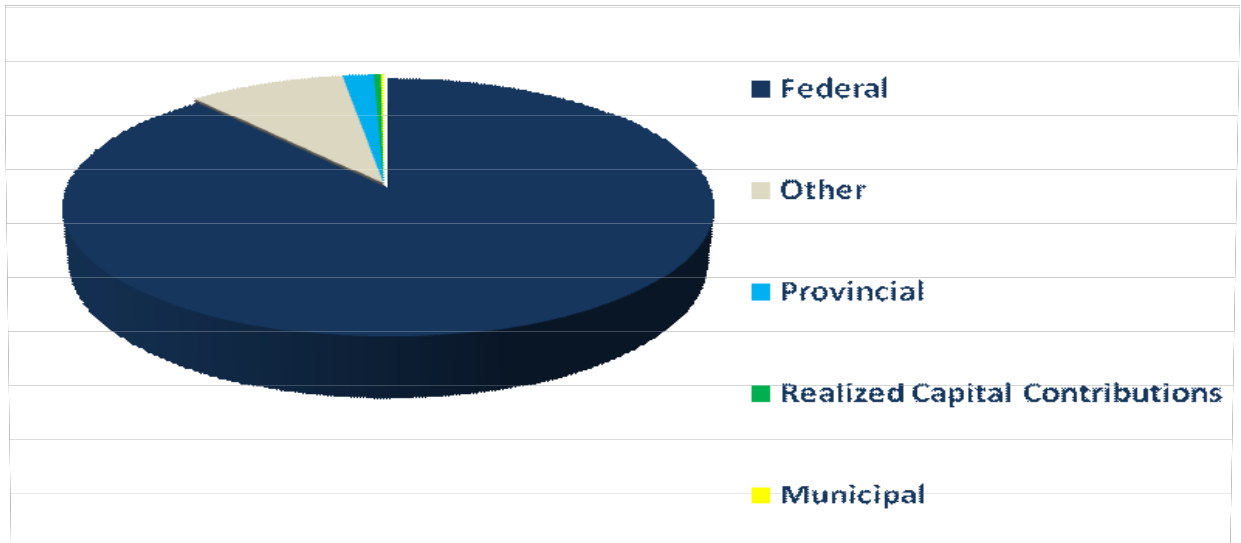
Paul Nichol, the Economic Development Manager at the Huron Business Development Corporation, says, “We’ve been looking for a number of years at three mainstreams of our local economy: renewable energy, both the manufacturing and the service sides; energy efficiency; and also climate change mitigation and adaptation. Really what we’ve been trying to do is see these as economic drivers for the area and talk to our landowners, talk to our communities, and talk to our businesses and figure out how we can best capture economic opportunities.”

The website www.workgreen.ca was created to host the project reports and act as a resource to businesses, educational institutions, communities and the workforce.

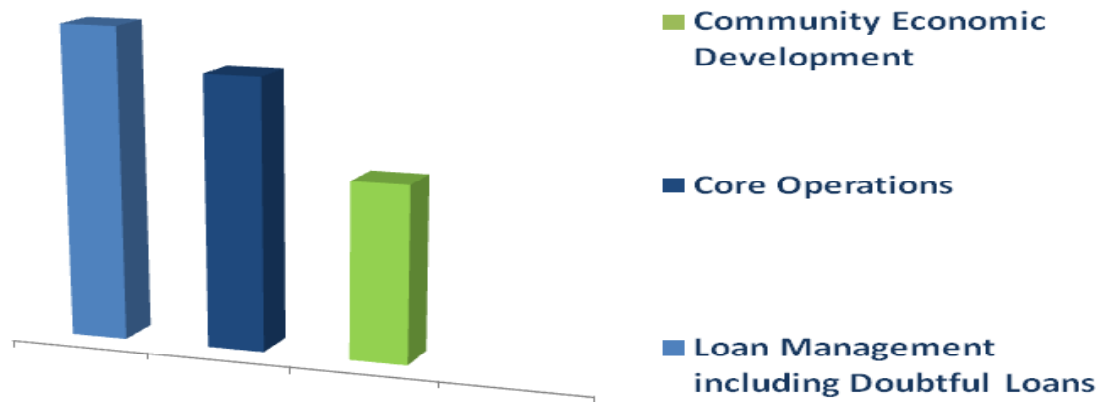
Financial Summary

The Business Help Centre 2010-2011

Revenue



Expenditures



The Business Help Centre



of Middlesex County



A Community Futures Development Corporation

THE BUSINESS HELP CENTRE (CFDC) OF MIDDLESEX COUNTY is proud to acknowledge our partners



Federal Economic
Development Agency
for Southern Ontario

Agence fédérale
de développement économique
pour le Sud de l'Ontario

Canada



Western Ontario
Community Futures Development Corporation



YOUTH OPPORTUNITIES UNLIMITED

MINISTRY OF ECONOMIC DEVELOPMENT AND INNOVATION



Industry
Canada

Industrie
Canada



SAND PLAINS
Community Development Fund



PILLAR
nonprofit network

Ministry of Agriculture,
Food and Rural Affairs



MINISTRY OF TRAINING, COLLEGES AND UNIVERSITIES

SBIP

Small Business Incentive Program

PSPE

Programme de soutien aux petites entreprises



Elgin Middlesex Oxford
Workforce Planning and
Development Board



**The Business
Help Centre** 
of Middlesex County
 A Community Futures Development Corporation



Since 2001 The Business Help Centre has encouraged entrepreneurship and the pursuit of economic opportunities in the region.

www.thebusinesshelpcentre.ca