

Perth CFDC is pleased to announce that a total of \$450,000 in projects were approved by the Perth CFDC volunteer Board of Directors, for projects and business development initiatives throughout Perth County, Stratford and St. Marys. Over \$800,000 in requests were received. The following are the projects that have been approved.

BUSINESS DEVELOPMENT PROGRAM

Business Development Recipients- Both not-for-profit and private sector applicants could apply for up to \$5000 for initiatives that lead to the growth of new and existing businesses within the CFDC service area. Approximately \$65,000 was allocated for the following Business Development projects:

Company/Organization	Location	Project Name
Lift Depot	Stratford	To develop professional trade show presence/booth for attendance at Trade Shows to tap into new markets
Full of Beans	Bornholm	To enhance marketing and business development of retail/distribution of new value added agricultural products
North Perth Chamber of Commerce	Listowel	Undertake a strategic plan to develop focus and direction for the Chamber
Trout Farming Alternative	Mitchell	To undertake feasibility study for conversion of swine operation to indoor trout farm.
Integrated Wall Systems	Newton	Market outreach and education to tap into specialized Municipal market with key products
Town of West Perth - Mitchell BIA	Mitchell	Create website for Mitchell BIA to improve marketing and links to businesses
Stratford Tourism Alliance	Stratford	Develop product, program and distribution marketing to market Stratford as a wedding destination.
Robica Forman Tank	St. Mary's	Create professional sales video to expand marketing opportunities for a significant new product .
Ballinran Productions	Stratford	Develop business plan to expand media production facilities to service growing content creation and production opportunities
Deep Roots Salon & Spa	Mitchell	Create a marketing plan to focus business services
Trench Marketing	Stratford	Create a new enhanced site for new custom designed promotion materials.
Brody's Automotive	Mitchell	Create a professional website for Automotive business
Schneider's Computing & Websites Ltd.	Mitchell	Redesign of website including expansion to include new products.
Perth County Visitors Association	Milverton	To develop increased business and networking opportunities for Perth County food producers and chefs
Foundation Genetics Service Inc.	Listowel	Hire Consultant to undertake detailed business plan to evaluate business expansion opportunities into new areas of business
Downtown Pontiac Buick	St. Mary's	Feasibility study for new business model.
Perth County Fabrication & Machining	Bornholm	Develop strategic marketing plan for fabrication business.
Technical Training Group	Stratford	Develop and implement plan for new electrical training programs.
Crosskill Overhead Doors	Listowel	Attendance and participation in new market trade show aimed at growing sales and new distribution opportunities

COMMUNITY CAPACITY PROGRAM

Community Capacity Recipients - not-for-profit organizations could apply for up to \$150,000 for community-based initiatives which stimulate business and community development opportunities, promote socio-economic development leading to a competitive and diversified economy, contribute to the successful development of business and job opportunities and sustainable self-reliant communities. Approx. \$165,000 in Community Capacity Projects were awarded.

Business/Organization	Location	Project Name
City of Stratford	Stratford & Perth County	Solar feasibility study combined with development of Green Collar Jobs sector in Perth County.
Perth County Information Network (PCIN)	Stratford, Perth County	Initiate Cultural Planning and Mapping Study and Strategy towards developing, & marketing Stratford and area as a cultural destination and creative community
Perth County Visitors Association in Partnership with the County of Perth and Stratford Tourism Alliance	Milverton	Funds to develop and facilitate regional arts cluster in combination with the development of a heritage trail and signage for area arts, culinary and historic tours
Perth Community Foundation/ Canadian Institute for Future/Perth 2020	Stratford	Funding to develop the Stratford Institute for the Future, in partnership with the City of Stratford and Community Foundation
City of Stratford/Festival Hydro	Stratford	Develop and implement plans for free Wi-Fi in Stratford to facilitate Stratford as an Intelligent Community of the future

SKILLS DEVELOPMENT PROGRAM

Skills Development -Private Sector (50%) and Not-for-Profit (100%) Recipients could apply for up to \$5,000 per employee (max 25,000 per organization) for skills development projects that support the development of the labour force, meet the needs of the business community, encourage local entrepreneurs and attract external investment in Perth CFDC's service area. Approximately \$40,000 in skills training was approved.

Mornington Communications	Milverton	Business analysis training towards certificate, improving staff's ability to strategically analyze business components
Integrated Wall Systems	Newton	Training for staff member in AutoCAD to improve business competitiveness, facilitate training of additional staff and replace Australian sub-contractor.
McLean Taylor Construction	St. Mary's	Training for employee to obtain specialized ministry certification, furthering internal capacity and replacing sub-contracting of work to business outside of Perth County.
Stratford Summer Music	Stratford	Train staff in new ticketing system and bring in-house, allowing better ability to analyze patrons, to market the event and increase future employment.
Robica Forman Tank	St. Mary's	To train and certify five staff members for specialized fuel inspections allowing them to bring in-house and improve future employment opportunities
Deep Roots Salon & Spa	Mitchell	Various skills training for several employees intended to improve skill sets, and to position the business to grow into new service and product areas.
Perth County Fabrication & Machining	Bornholm	Skilled welding training to improve staff skill and ability to better meet demand.

INTERNSHIP PROGRAM - YOUTH AND NON-YOUTH INTERNS

Internship Recipients - both private sector (at 50% eligibility) and not-for-profit organizations(100% eligibility) could apply to hire an intern for up to 5 months at a maximum contribution of \$2500/month. Internships are intended to provide valuable on the job training in the areas of economic, tourism or business development; business and trade opportunity development; strategic planning, feasibility and marketing studies; marketing projects; research and analysis; training programs or technological innovation. Approximately, \$85,000 in Internships were awarded.

Business/Organization	Location	Project Name
Walcom's Value Mart	Mitchell	Hire youth intern to undertake specialized on-the job training as a specialized meat cutter
Stratford Tourism Alliance	Stratford	Intern to develop local agri-tourism, including developing culinary tourism products, educating local producers and assist them in identifying marketing opportunities
Ballinran Productions	Stratford	Hire a marketing intern to revamp existing website, develop marketing and promotional marketing materials and databases.
City Centre Committee/Market Square Pr	Stratford	squares including developing economic benchmarks for businesses in Stratford, examining occupancy and vacancy levels, evaluating benchmarks for other market squares and identifying programming and
Paediatric Aids Canada	Stratford	Intern to develop and write program proposals, manage implementation as well as promotion of programs.
United Way, Perth County	Stratford	managing marketing and community awareness activities and initiatives including: designing fundraising materials, identifying new initiatives, coordinating presentations and activities and post campaign reports and
Omega Paw Inc.	St. Mary's	Product Marketing Intern to assist in developing and organizing new product launches, conduct research and evaluate opportunities for new product positioning and marketing strategies
Media Buyer	Rostock	Junior media Planner Internship to assist in the development of complete marketing and media campaigns.
Organ Donation & Transplant Assoc. Canada	Stratford	Program Development Intern - to pilot a new local educational program for organ donor/transplant.

LOCAL INITIATIVES PROGRAM

Local Initiatives - Not-for-profit recipients could apply for up to \$10,000 to support local community-based initiatives which enhance the community capacity for community economic development and diversification within Perth CFDC's Service Area. \$95,000 was allocated for Local Initiatives Programs.

Business/Organization	Location	Project Name
Perth County	Stratford	Project to develop Export relationships and opportunities between Spanish speaking countries and Perth County companies.
Mitchell District High School sponsored by Perth CFDC	Mitchell	Value Added Agriculture Workshop for local Agpreneurs to improve sustainability, profitability and creative strategies for adding value to existing businesses
Town of West Perth/ Mitchell BIA	Mitchell	BIA to hire consultant to develop marketing plan and strategy to effectively address short and long-term goals for Mitchell BIA.
Perth East Library	Milverton	Identify and establish necessary management practices and policies for accreditation, enhancing library ability to meet local needs
Perth Community Futures Development C	Stratford, Listowel, St. Mary's and Perth	Youth programming and competitions to inspire environmental awareness and action, and looks at environmental job creation and entrepreneurial vision.
Perth County Visitors Association	Milverton	PCVA to greatly enhance web presence and functionality including incorporation of local connections and promotion of "Buy Local"
City Centre Committee/Market Square Pr	Stratford	This project builds on prior work to further develop the visioning and planning for a new Market Square in Downtown Stratford and transition project to Fundraising and Implementation Phase.
Stratford Public Library	Stratford	Project enables offering of eBooks in regional partnership to enhance local digital literacy
Municipality of North Perth	Listowel	Create a master growth plan for North Perth, enabling strategic land use and long-term planning that will enhance town's ability to plan for future commercial needs.
The Ontario Rural Council	Stratford Forum	Regional health forum to facilitate priority setting and conversations for rural healthcare in south-western Ontario.
County of Perth	Stratford & Perth County	Provide grassroots, basic digital media training to allow small businesses in Perth County to explore and utilize facebook, twitter and other emerging digital technologies.