

South Lake Community Futures Development Corporation

Serving the communities of Brock, East Gwillimbury and Georgina

Strategic Plan

2008 - 2010

Executive Summary

Our Mission

Our community based organization, comprised of a fiscally responsible and business-oriented Board of Directors and staff, endeavors to foster job creation and support for new and established businesses in the community.

Our mission includes the provision of a broad range of financial services, business counselling, and community economic development activities.

We will strive to be known by our commitment to the community.

Our Mandate

Support the development and expansion of community partnerships in the catchment area of East Gwillimbury, Georgina and Brock Township.

Help strengthen community and business competitiveness.

Promote regional and cross community collaboration.

Strategic Priority – Broaden our Service Offerings

Goal

To offer a broad selection of services to meet the diverse needs of the local business community.

Objectives

To expand our delivery of business education products and services (business planning and processes)

To create, maintain & deliver a comprehensive service schedule & delivery plan

To maintain a growing portfolio of quality loans across the catchment area.

To sponsor an ongoing small business management course/seminar at GTTI

Strategic Priority – Communication and Awareness

Goal

To increase awareness of CFDC programs, amongst all potential partners and clients, across the communities we serve.

Objectives

Extend print communications efforts through the local print media, and the publication of a quarterly newsletter for web, email and postal distribution.

Increase utilization of our website by developing links to it from town, grantee business client and chamber of commerce web sites

Work with Rogers Cable to deliver programming showcasing small business

Engage all staff and directors in promoting and advocating the CFDC story

Ensure key local decision makers such as MPs, MPPs and elected municipal officials are continually aware of our activities

Strategic Priority – Central Point in Bringing Groups Together for Strategic Action

Goal

To be a catalyst for bringing municipalities and community groups together.

Objectives

Provide leadership, coordinate partnerships, with and between other community organizations, and assist communities in local level planning activities.

Identify broader issues and needs common to all communities being served

Strategic Priority – Youth Education and Outreach

Goal

To expand youth education & outreach opportunities and establish stronger linkages between the business community and youth

Objectives

Facilitate regular Job Fair/ Workshops

Create links between businesses and youth e.g. co-op opportunities / mentoring

Broaden awareness about CFDC/GTTI services for youth

Support the development of Distance Learning capacity