



## Review request

Please review your application below. To make changes, use the tabs at the top of the page to navigate back to the corresponding page.

**DRAFT**

## Overview

Which region will have the most impact from this project/initiative?

**Huron County**

Which Libro Credit Union branch is nearest to your project/initiative?

**Wingham, 43 Alfred St W**

Are you or your organization a Libro Owner?

**No**

How did you hear about the Libro Prosperity Fund?

**Other**

Please specify.

**Networking**

What is the total amount of your request?

**\$ 10,000**

How will the grant funds be used?

**Funding from the Libro Prosperity Fund will be used to launch an economic development program called In It To Win It North Huron. Win This Space concepts have been extremely successful in other Canadian cities with increasing economic development, stimulating new downtown storefront business and creating jobs. The program will engage multi-levels of government and public sector partnerships to turn entrepreneurial ideas and concepts into sustainable business plans. This program is an adaption of one implemented in a neighboring community which had great success. Our program will see a direct benefit on the local community with increase in tax base and investment in building stock, it has the potential to attract new businesses and entrepreneurs from outside of the area as well as create the opportunity for existing businesses to expand in new areas.**

**Grant funds will be used to help advertise and promote the project. Advertising will consist of; radio, newsprint, social media and web page ads, press releases, signage and the possible use of the Libro digital screen. Funds will also be used for the prize package, kick off and final event, gifts for judges, as well as training sessions for participants and any other miscellaneous items that may develop.**

How is your organization classified?

**A municipality or a public institution**

In which area is your project/initiative primarily focused? Learn more about the Libro Credit Union's focus areas.

**Economic Development**

Has Libro Credit Union provided your organization with funding over the last 12 months?

**No**

## Organization profile

What is the name of the organization?

**Township of North Huron**

### Address of organization

Address line 1

**274 Josephine St**

Address line 2 (optional)

**P.O box 90**

City

**Wingham**

Province

**Ontario**

Postal code

**N0G 2W0**

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Organization web site address (if available)

**www.northhuron.ca**

Facebook page (eg. <http://www.facebook.com/username/>) (if available)

**<https://www.facebook.com/twpofnorthhuron/>**

Twitter name (eg. <http://www.twitter.com/username/>) (if available)

**<http://www.twitter.com/twpofnorthhuron>**

Please provide other social networking profiles your organization uses, if applicable.

**<https://www.facebook.com/NorthHuronRecreationDepartment/> - Recreation**

**<https://www.facebook.com/NHFitWell/> - Recreation**

**<https://twitter.com/NorthHuronRec?lang=en> - Recreation**

**<https://twitter.com/fdnhalerts?lang=en> - Fire Department**

**<https://www.facebook.com/Fire-Dept-North-Huron-Blyth-Firefighters-Association-717181595133299/> - Fire Department**

## Contact information

Are you the primary contact person for this request?

**No**

### Primary contact information

Salutation

**Mr.**

First name

**Dwayne**

Last name

**Evans**

Title

**Chief Administrative Officer**

Telephone number

**519-357-3550**

Extension (if available)

**124**

Mobile phone (if available)

**519-351-0308**

Email address

**devans@northhuron.ca**

Please re-enter the email address

**devans@northhuron.ca**

### Your contact information

Salutation

**Ms.**

First name

**Amanda**

Last name

**Piskorski**

Title

**Assistant to the CAO**

Telephone number

**519-357-3550**

Extension (if available)

**140**

Mobile phone (if available)

Email address

**apiskorski@northhuron.ca**

Please re-enter your email address  
apiskorski@northhuron.ca

## Profile

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Please tell us about this organization's mission or purpose. (1-2 sentences only)

**North Huron continues to develop as a regional commercial and service center that includes manufacturing, agriculture, tourism, recreation, culture, and heritage appreciation.**

Please describe the programs and services this organization provides.

**North Huron uniquely combines rural and urban living, world class agri-business, a regional commercial center, manufacturing with an international reach, nationally recognized cultural attractions and close proximity to some of Ontario finest vacation lands. The Township of North Huron's operations are overseen by the Chief Administrator's Office and managed by the following departments; Building and By-law Enforcement, Clerk's Office, Finance, Emergency Services, Recreation and Facilities, Childcare and Public Works. The Building department main objective is to provide the best professional service to administrate and enforce the Ontario Building Code, though the examination of plans, issuance of building permits, and performing inspections. The Municipal Clerk is responsible for recording proceedings of Council, maintaining the safekeeping of all the official records of the municipality. The Finance department is responsible for the annual budget process. Other financial functions include payroll, accounts payable, accounts receivable, property tax billing, tax certificates, insurance and administrative functions. The Fire department provides full fire protection services to its residents of North Huron operating from two stations one in Wingham and one in Blyth. The Recreation department offers a wide variety of programs for children, adults and seniors all year around with their day camps, gymnastics, martial arts, ballroom dancing, drop-in sports and so much more. Our Childcare services offer a wide range of child care services for children newborn to age twelve, licensed by the Ministry of Education and staffed by Early Childhood Educators. The Public Works department is responsible for our roads, storm sewers, sidewalks, landfills, snow removal and municipal drains.**

Does this organization have year end financials for the last two years?

**Yes**

Please attach your financial statements for the last two years.

Attach file

**File: NorthHuron2015F.pdf**

**Size: 71 Kilobytes**

**File: 2016\_Financial\_.pdf**

**Size: 938 Kilobytes**

Do you have letters of reference from other organizations describing your capacity to complete this project/initiative successfully?

**No**

## Request profile

Please provide the name for this project/initiative.

**In It To Win It North Huron**

Please provide a brief description of the project/initiative.

**Local entrepreneurs are invited to develop business ideas through structured business training sessions. At the end of the training sessions, each participant is invited and encouraged to submit a business plan which will be reviewed by panel of judge who select the top 5 candidates. The finalists will be invited to attend the finale and present a live 10**

minute pitch about their business followed by a question and answer period. After which they will announce the Grand Prize winner of the contest. The grand prize winner receives money towards the lease of a selected retail space within the municipality. The winner also receives in-kind professional services from local sponsors.

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If approved, by what date would you require Libro Credit Union's funding or support?

2018-11-01

What is the total project/initiative budget?

\$ 17,000

Please download and fill out the Budget Template before attaching it below.

File: Blyth Proposed .docx

Size: 20 Kilobytes

How much have you raised to date?

\$ 7,500

Do you have other funders involved in this project/initiative?

Yes

Please enter up to five other funders.

Status	Name	Total amount	Term (years)	In-kind
Confirmed	Wingham BIA	\$ 2,500	1	
Confirmed	North Huron Economic Development	\$ 5,000	1	In-Kind Staff Resources
Confirmed	Huron Community Futures Corporation	\$ 500	1	In-Kind Business Training

## Request details

Please select one of our focus areas and then select yes if you are able to meet the desired outcome from the list.

### Economic Development

Increase the number, size and viability of micro- and small businesses, co-operatives and rural and agricultural businesses	Yes
Improve economic diversification, competitiveness and adaptability of small and rural communities	Yes
Increase the number of local jobs	Yes
Improve the environmental sustainability of agricultural production; increase agricultural productivity; increase availability and consumption of locally grown produce; increase the viability of agricultural business	No
Increase the number of residents and businesses buying locally or collectively	Yes
Improve skills or job outcomes of people with employment barriers	Yes
Improve the ability of the economic development organization to achieve its goals	Yes
Improve the regional economic development knowledge and capacity of residents, business and organizations	Yes

Please elaborate on how you will meet the desired outcomes selected.

**When the project is complete, it is expected that at least one new small business will open in Wingham and new jobs created. The program model includes mandatory business planing sessions for participants that will result in individual skills development and creation of sustainable businesses that will contribute to the variety of business and services in Wingham. New business development will provide more options for residents to buy local. The partnerships created through the project will help strengthen support for ongoing economic development efforts.**

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What are the objectives for this project/initiative? Please use the fields below to enter an objective and any associated indicator(s). To enter more than one objective, use the "Add another objective" link. Learn more about objectives and indicators of success.

What is an objective for this project/initiative?

**Business Growth**

What measurable indicator(s) will determine that you have been successful in achieving the above-described objective?

**Opening of at least one new business in Winham at the completion of the project**

What is an objective for this project/initiative?

**Sustainable business development**

What measurable indicator(s) will determine that you have been successful in achieving the above-described objective?

**Participants will be successful complete a minimum of four business operation sessions including topics on creating a business plan, budgeting, human resource and marketing.**

What is an objective for this project/initiative?

**Reduce commercial retail vacancies in Wingham**

What measurable indicator(s) will determine that you have been successful in achieving the above-described objective?

**At least one commercial retail vacancy will be filled in Wingham and likely more via touring the available spaces with the entrepreneurs and business owners.**

What is an objective for this project/initiative?

**Creation of public and private partnerships, collaborating on economic development.**

What measurable indicator(s) will determine that you have been successful in achieving the above-described objective?

**New partnerships formed with Huron Community Futures Development Corporation and Libro. Strengthened partnerships with Ontario Ministry of Agriculture Food and Rural Affairs, County of Huron Economic Development, North Huron Development Committee, and Huron Chamber of Commerce. Enhanced partnerships with the business sector and commercial property owners.**

What is an objective for this project/initiative?

**Promotion of available commercial space in Wingham and partnership with commercial property.**

What measurable indicator(s) will determine that you have been successful in achieving the above-described objective?

**A comprehensive listing and specs of available commercial space in Wingham for promotion on the BIA, County of Huron and Townships website and social media pages as well as the Huron Chamber of Commerce website throughout the duration of the project and throughout the year.**

Who will benefit from this project/initiative? Please be specific.

**Many people in the community will benefit from this project. Entrepreneurs with business start up ideas will have a chance to put their ideas into action; existing businesses with expansion plans in new areas of products or services will benefit; commercial property owners will have the opportunity to lease space; and local financial institutions will be provided with the opportunity to support small businesses through business loans. The municipality will benefit from increased tax revenue and local business organizations will benefit from an increase in prospective members. Residents and visitors will have additional retail and service options in the local community and new employment opportunities will be created for local residents.**

Briefly describe how your project mobilizes or expands the skills, capacities and assets of local people and communities.

**A large component of the project (and a big reason for its success) is the mandatory business**

**preparation sessions in the areas of creating a business plan, budgeting, human resources and**

**marketing. These four areas are detrimental to the viability of a business. All participants will learn**

**how to determine what is required in order to start up and operate a business. Participants will**

**expand their knowledge and be connected with local resources and service providers that are in**

**place to support business development and growth.**

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Milestones - Provide dates for completion of key project stages, interim progress reports and delivery of the benefits to the community.

Description	Start date	End date
<b>Community Introduction to the program</b>	<b>2018-05-01</b>	<b>2018-05-31</b>
<b>Complete project plan and confirm partners</b>	<b>2018-06-01</b>	<b>2018-06-30</b>
<b>Marketing campaign for project</b>	<b>2018-07-01</b>	<b>2018-11-30</b>
<b>Implementation of project</b>	<b>2018-12-01</b>	<b>2019-04-30</b>
<b>Projection completion, business opened and post-marketing</b>	<b>2019-05-01</b>	<b>2018-05-31</b>

How will Libro's contribution be recognized?

**Libro will be recognized as a major contributing partner in the In It To Win It program.**

**Logos will be included on all posters to advertise the program, program materials, radio advertising, social media advertising and newsprint media. The program will be showcased on the Wingham BIA web page, the Township web page and social media accounts, Huron County's website and social media pages as well as the Huron Chamber of Commerce website with Libro recognition and direct external link to Libro web page. Representatives from Libro will have a chance to speak at the kick off and finale events as well as provide signage and promotional materials for display.**

What happens financially after the project is concluded? How will the financial benefits be sustained long term? If there will be ongoing operating costs, what will the source of those funds be?

**If the launch of the 'In It To Win IT' program is successful in Wingham, it is expected the program would continue on an annual basis. Through a consultant, the Huron Business Development Corporation would take the lead in delivering the program and would work with the Township of North Huron and the Wingham BIA to seek additional partners as needed to ensure its ongoing success. The Township of North Huron and the Wingham BIA would also be encouraged to ensure that a portion of its annual operating budget is set aside to sustain the program and seek additional opportunities for revenue, as needed.**

Can Libro staff, Owner Representatives, Owners and public also get involved in this project?

**Yes**

Please specify how they can get involved.

**If the In It To Win It North Huron program is selected as a recipient for the Libro Prosperity Grant, a representative from Libro will be invited to sit on the judging panel for the program. There is also the potential for a representative from Libro to provide information at the business preparation sessions, pertaining to the financial aspects of business planning (direct from financial service provider) if applicable.**

Do you have any documents that should be attached to support your application?

**No**

## Agreement:

By submitting this application I confirm that I have the authority to submit this request and agree to the conditions described below.

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- (a) All information contained herein is true and accurate to the best of my knowledge;
- (b) Should Libro Credit Union agree to provide support for the project/initiative proposed in this application, I agree that information about this project/initiative may be highlighted in some of Libro Credit Union's corporate communication vehicles,
- (c) Should Libro Credit Union agree to provide support for the project/initiative proposed in this application, I agree to abide by any sponsorship or partnership rules agreed upon with Libro Credit Union, and
- (d) Should Libro Credit Union agree to provide support for the project/initiative proposed in this application, I agree to complete a project/initiative evaluation after the project/initiative has taken place.
- (e) I consent to receiving email notifications regarding this request and any subsequent emails from Libro Credit Union, Libro Credit Union companies and Libro Credit Union suppliers that relate to this request or any future grants or sponsorships associated with this project/initiative.

NOTE: If your application is approved, in whole or in part you will be required to submit a follow up report after your project/initiative.

☐ I have read the Agreement above and agree to all the terms therein.

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