

2010 Annual Report

Atikokan Economic Development Corporation



The AEDC present donations to Atikokan Christmas Cheer rep. Alex Broski (December 2010)



Town of Atikokan

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April 26, 2011

Thank You from the Mayor

On behalf of Atikokan Town Council and staff I would like to once more thank the Atikokan Economic Development Corporation Board and staff for the strong support you provide in all community development and economic development initiatives that benefit the citizens of Atikokan.

By working with Atikokan Town Council and others, the Atikokan Economic Development Corporation is able to help sustain and expand employment through community economic development initiatives. This is crucial for our entire community and area.

Having access to capital through a Community Investment Fund for businesses is very important especially at a time when it is becoming more difficult for the private sector to acquire such capital from other sources.

The support of the Local Initiatives fund contributions is critical to the success of our many local organizations. Those organizations also rely on the Atikokan Economic Development Corporation (AEDC) for support and advice and benefit greatly from access to facilities and equipment that the AEDC willingly makes available.

The leadership that the AEDC is providing in the mining sector to assist in making a new mine(s) such as Osisko and Bending Lake to become a reality in our community is very much appreciated as well.

The Atikokan Employment Centre which is administered by the AEDC is also an essential service to the workers and their families in Atikokan.

Other AEDC services such as those provided to the local Chamber of Commerce, the Energy Committee, and tourism related activities all help to make for a better Atikokan.

Congratulations on another successful year. Your efforts in community and economic development are necessary and very much appreciated.

Yours truly

Dennis Brown
Mayor



Atikokan

ECONOMIC DEVELOPMENT CORPORATION
A Community Futures Development Corporation

April 27, 2010

2010 was another banner year for the Atikokan Economic Development Corporation.

Our organization welcomed Gord Knowles as our new Community Development Advisor. Gord quickly demonstrated he is a good fit and he is making a solid contribution to our organization. He completed the Small Business Counseling program with Acadia Centre for Social and Business Entrepreneurship and is enrolled in the University of Waterloo Economic Development series.

With the purchase of Brett Resources by Osisko, we were introduced to new people and a new phase of development at Hammond Reef. I was privileged to attend Osisko's operation in Malarectic, Quebec along with a number of other people from Atikokan. That trip was very enlightening with respect to what Atikokan may experience in the coming years.

In anticipation of the developments at Osisko Hammond Reef, Atikokan Renewable Fuels, and the conversion of the Atikokan Generating Station, the Atikokan Economic Development Corporation is working closely with the Town of Atikokan on a number of projects. We are absolutely committed to doing all we can to help ensure our region is "ready for business" every time an opportunity is identified.

I am pleased to extend my most sincere appreciation to all the volunteers and staff who have committed countless hours to ensuring 2010 was a successful year for the AEDC.

Sincerely,

Dave Elder,
Chair,
Atikokan Economic Development Corporation
Board of Directors



Committee Reports

INVOLVEMENT AND UPDATES

MINING AND MINERAL DEVELOPMENT

Mineral exploration continues to generate a great deal of excitement in our area. We are also enjoying a good deal of employment and economic activity as a result of the presence of several exploration companies.

Osisko Hammond Reef is the largest player in the area. At the end of 2010 Osisko has about eighteen drills operating in close proximity to Sawbill Bay on Marmion Lake. Approximately two hundred people are employed directly by Osisko or by contractors working on this project. Prospects for an operating mine on this site are very good.

Exploration activity is occurring adjacent to the Osisko properties, in the Lumby Lake area, south of Upsala, and in the Manitou Lake area. Sustained high prices for minerals will likely lead to increased activity in 2011 and beyond. The AEDC is collaborating with the Town of Atikokan in an effort to ensure our area derives the maximum benefit from the boom in exploration and ultimately from the establishment of mines in our region.

AD HOC ENERGY COMMITTEE

Mayor Brown's Ad-Hoc Energy Committee continued to be very active in 2010. The committee's lobbying efforts with the provincial government have continued in an effort to pressure the government to move forward with the conversion of the Atikokan Thermal Generating Station (ATGS).

Several announcements occurred in 2010 that demonstrated the efforts of the committee are paying dividends. In August 2010, Ontario's Minister of Energy directed the Ontario Power Authority to negotiate a Power Purchase Agreement with OPG for biomass-generated electricity from Atikokan GS. This was a key milestone for the Atikokan GS Biomass Repowering Project as it means that there will be a market for the power produced. Ontario's Long-Term Energy Plan, announced by the Minister of Energy in November 2010, affirms OPG's strategy to move ahead with planning and approvals for repowering Atikokan GS to wood-fibre biomass in 2013.

Mr. Al Arnott was appointed to lead the OPG team responsible for the conversion and a number of experienced employees were dispatched to work full time on the project. Design and contract development is ongoing and construction is expected to commence in the spring of 2012.

Many OPG officials have credited the Ad-Hoc Energy Committee and the Mayor for the survival of the ATGS!

The AEDC and Town of Atikokan continue to work jointly on this initiative. The goal is to bring our community to a level of preparedness that will attract investors. Here is a summary of the three projects we undertook in 2010:

Industrial Land Study:

The Committee engaged McSweeney & Associates to conduct an industrial land study which would make recommendations so that Atikokan could prepare itself in advance for the anticipated development demands, particularly those in the mining sector.

- Major findings:
- Many commercial areas of town may be characterized as ‘underdeveloped’, many lots are vacant, or significantly underutilized.
 - There appears to be an excess of commercially designated land in proportion to the population.
 - There is a lack of serviced industrial land, and there are no serviced industrial lots available for sale. The only industrial park is underdeveloped, but all lots are under private ownership, thereby somewhat limiting its full development potential.
 - Generally, the Town is very well served with rail and power.

- Action Steps:
- Atikokan must immediately increase the supply of serviced “shovel-ready” industrial land in order to be able to capture the economic growth and businesses/industries that will support the large future projects in the area. The author provided us with recommendations and suggestions.

Atikokan Retail and Service Sector Community Gap Analysis

Edward Hoshizaki Consulting prepared this report for the Committee. Data included three separate information/workshop sessions hosted with the local business community to gather ideas and comments.

- Major Findings:
- Outlined the retail and consumer service sectors within Atikokan and identified products and services currently available.
 - Suggested gaps and opportunities including those for existing businesses to expand and diversity, as well as new businesses.
 - Provided a strategy for attracting and recruiting investors to the community, particularly in newly identified business categories.

- Action Steps:
- The report included a detailed listing of Atikokan’s 204 businesses presented by retail or service sector participation. The information provided by Stats Canada regarding consumer spending habits was extremely useful. The author recommended strategic directions for addressing the retail and consumer service sector gaps and issues such as sector discussions, bulk/special purchases, community coordination and retail/service structure (in support of the Canoeing Capital of Canada theme).

Atikokan Labour Market Survey:

Prepared by Edward Hoshizaki Consulting, this report provided us with the following information:

- Major Findings:
- Researched, through the use of a telephone survey, the characteristics of unemployed and underemployed individuals living within Atikokan.
 - Analyzed the characteristics to profile unemployed and underemployed individuals as to their past employment experience, future employment preferences, personal characteristics, employment skills and interests, training needs, and employment expectations.
- Action Steps:
- The author outlined steps for future planning such as developing a community skills inventory database, investigating programs with enhanced assistance for older workers, and matching projected employer needs with community skills.

Note: We were able to secure funding through the NCIR program (funded by the Ministry of Northern Development, Mines & Forestry) which paid for 75 percent of the costs for this work.

PATH OF THE VOYAGEUR – by Amy Holzwarth, Regional Tourism Coordinator Intern

Path of the Voyageur is proposed as a broad theme to interconnect cultural experience and tourism across Northwestern Ontario. Our focus is on increasing visitation to sites, assets and experiences that are related to paddling and voyageur heritage. These will be implemented through social media sites, and we will create and implement a marketing plan, raise public awareness of the tourism opportunities we have in the region as well as making them aware of the activities and cultural assets that are vital to our economic growth. Our heritage includes our connections to northern Ontario's waterways and ranges from the ancient First Nations' 'Old Road', the historic voyageur routes, to contemporary recreational paddling. The Atikokan Economic Development Corporation is helping the project move forward with contributions which include - but aren't limited to - the use of office space, office furniture and equipment, meeting room access and Internet use.



CHAMBER OF COMMERCE – by Mike McKinnon, Chamber of Commerce chair

A little growth, and a growing sense of optimism across the community, highlighted the year for the Chamber of Commerce.

Our year started with the annual general meeting and awards banquet, where we heard from Patrick Soares, the (last) president of Brett Resources. His optimism around the Hammond Reef gold project was borne out later in the year, when Osisko Gold took over the project, and Brett Resources, and moved it into an advanced stage of development. Over 100 are now employed, and we look forward to much more good news during the coming years.

As president, I had the pleasure of visiting Malartic, Quebec, as Osisko's guest, in November. The company has invested three-quarters of a billion dollars in that mine, and will begin production this quarter.

The size and scale of the project is astounding – and is essentially what Osisko Hammond Reef Gold hopes to do here, if current drilling proves out the suspected reserves. Such a project will mean big changes in Atikokan, and the Chamber is encouraging our members to think about what this development will mean for their businesses.

Our membership is up four this year, to 72.

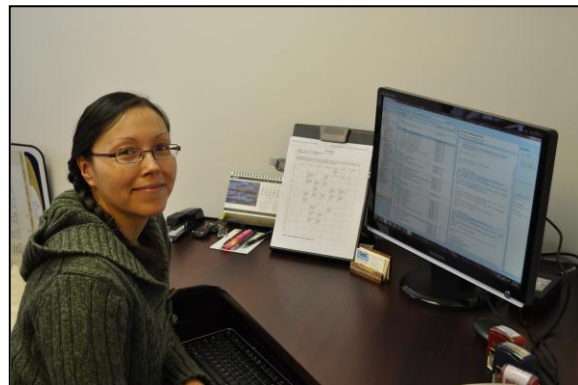
Our biggest activity as an organization is operating the tourist bureau, which we do in partnership with the Town. Chamber manager Jolene Wood secured grant support to hire four students last year, up one from earlier years. She has done it again this year: we will have five students working as ambassadors this summer.

The bureau is Internet connected, and we have also established a wi-fi hot spot for travellers, so are able to serve them 24/7 from Victoria Day to mid-September. This also allows us to use the bureau as a Chamber office.

The 2010 Trade Show was again something of a disappointment, in terms of both the number & variety of vendors we were able to attract, and the number of people attending the show. We moved from a May date in an effort to attract more vendors, but the September event did no better, really. As an organization, we are taking a long, hard look at the future of the show. The big ticket vendors - boat, ATV & snowmachine vendors - are telling us something with their unwillingness to come to the Trade Show. We suspect that they feel they are getting their share of Atikokan business without the time and expense involved in attending a trade show here. Atikokan shoppers are far more mobile than they were even ten years ago...

Thanks to FedNor/AEDC local initiatives grant support, we completed several special projects during the year. The website, atikokanchamber.com, was completely redone (a project started last year). As part of that, we added a rotating community announcement bulletin board to the site.... It makes a great home page!

We also completed a mystery shopper program, thanks to the support of the AEDC staff, and introduced the Atikokan shopping bag for the use of local businesses.



Chamber Office Manager Jolene Wood

None of these things would have been possible without our partnership with the Atikokan Economic Development Corporation. It provides low-cost office space, helps us employ our manager, and continues to be a big supporter of the Chamber and our programs.

As an organization, we endorsed the Bass Classic, an application by the Atikokan Youth Initiatives to launch a river clean-up project, and OPG's plans to repower the ATGS and the Thunder Bay Generating Station. On the latter, we hosted a special session with OPG executives to review their plans for the stations, and explore some of the issues involved with the repowering.

I want to thank my fellow board members for their commitment in 2001-11, especially vice-chair Val Fraser and treasurer Maureen James. Board members Fred Colvin, Ed Enge, Bob Wilson, Tracy Brown and Councillor Mary Makarenko have been faithful to their responsibilities. We thank Bob Wilson and Ed Enge for their service, of one and two years respectively, and appreciate their willingness to help recruit their replacements - Brent Boyko

and Wayne Smith. Thanks as well to Sandra Gauthier-Poelman, the second most senior board member, who resigned earlier in the year.

Financially, it has again been a challenging year. I want to make special mention of manager Jolene Wood's efforts in that regard. Without her commitment, initiative, flexibility and understanding, it would have been a very trying time.

Finally, thank you to the 72 businesses, organizations and individuals - our members - who make the Chamber a reality. Being part of the Chamber is one of the best ways for a business to give back to the community it serves. We are stronger as businesses, and as a business community, when we work together and support one another.

AEDC WEBSITE

The AEDC was one of the first CFDCs in Ontario to have a website. It continues to be one of the premier Community Futures sites in the region, delivering a wide range of content for the community and beyond.

Like all good sites, Atikokaninfo.com is continually going through transformations, in an effort to make it more user-friendly while retaining the vast amount of information included onsite. Improvements were made to the community calendar and the front page in 2010, as well as an overhaul of a large amount of programming code made to make changes more user-friendly to the AEDC staff.



The highest concentration of site viewers came from Canada, United States, Germany, United Kingdom, India, Australia, Ireland, and China.

OUR SERVICE AREA

The AEDC offers its services to the residents of Upsala, Lac La Croix, and Seine River. We continue to strengthen our relationship with these outlying areas, as we attend meetings together and finance projects within their communities.

Map courtesy of www.oacfdc.com



Clients' Thoughts

Maid-2-Order has now been open for business more than 18 months and we are very proud to say we are having wonderful success. With a lot of hard work and energy and the support from the Atikokan Economic Development Corporation (AEDC), and programs such as Self-Employment Benefit program (SEB), we have been able to build and sustain a wonderful customer base.

The AEDC has been very supportive in many ways. The friendly and outgoing staff were, and still are, very knowledgeable and prompt to help support us in a timely manner. They offered resources that allowed us to research much needed information to get our business up and running.

We were very grateful for the opportunity to be granted a business loan from the AEDC. This loan helped purchase much needed equipment for added success and growth of Maid-2-Order. We can see how fortunate we were to have qualified to be a part of the SEB Program because it had allowed us opportunities to build our business and still feel secure that we had the extra financial support to get ahead.

Overall we feel our business had the opportunity to be successful because we had the extra support and the tools in place to get started. At Maid-2-Order we can see the need for our business within the community of Atikokan because of the new demand for our services and the continuing use of our services from regular clients.

We look forward to more opportunities to expand and building stronger business relations with organizations such as the AEDC in the future.



Annette Tanner and Mike Zwicker (Maid-2-Order)

LOCAL LOAN DISBURSEMENT

SELF-EMPLOYMENT BENEFITS, LOANS & THE COMMUNITY

The AEDC works with local residents to create and maintain jobs by:

- ❖ Providing financial support;
- ❖ Providing technical and advisory support, such as help with their business plan, cash flow projections, staffing issues, training, etc.;
- ❖ Works with the Town of Atikokan and community groups, planning to the future;
- ❖ Participating in the Self Employment Benefit Program.

The Self-Employment Benefit Program (funded by The Ministry of Training, Colleges and Universities) is administered by our office and offered to residents within our service area. It is a very successful program, as it provides financial support and monitoring to new entrepreneurs engaging in business start-up.

An SEB Success Story

"My experience with the SEB Program has been nothing but positive. I was nervous about even starting a business as I had always worked for someone else, and had no idea how to run a business. My first visit to [the] office made me feel much more at ease, and [the] encouragement helped me make it through. It is not an exaggeration at all to say that I could not have accomplished any of this without the Economic Development Office and the SEB Program."

- Morley Gage (MD Contracting)

SELF-EMPLOYMENT SERVICES

SECTOR	YEAR ENDED DEC. 31/10	SINCE INCEPTION
Hospitality	1	7
Service	2	56
Tourism	0	6
Aquaculture	0	2
Manufacturing	0	10
Transportation	0	6
Retail	2	22
Forestry	0	6
TOTAL	5	115

BUSINESSES & JOBS CREATED/MAINTAINED

YEAR	BUSINESSES STARTED	BUSINESSES MAINTAINED	JOBS CREATED	JOBS MAINTAINED
2005	2	20	8	191
2006	8	31	139	293
2007	8	11	19	43
2008	15	12	21	82
2009	3	12	4	42
2010	4	8	11	40
TOTAL	40	94	202	691

FROM A FINANCIAL PERSPECTIVE...

During 2010, our office disbursed new investment funds of \$411,335 towards new loans. In total, 18 loans were refinanced, amalgamated and/or disbursed.



Six Community Futures Development Corporations within northwestern Ontario now form a corporate pool for dispensing larger

"Soft Wilderness Adventures operated tours to the White Otter Castle over the last 17 years. We accessed AEDC moneys in the beginning and repaid the loans out of the operations. The people within the AEDC have been most helpful, knowledgeable and a joy to work with over the years. We sincerely appreciate the assistance offered and recommend that anyone starting or operating a business should utilize them as a sounding board at the very least."

- Dennis Fredrickson (Soft Wilderness Adventures)

loans, as Patricia Area Community Endeavours (Dryden) withdrew from the program in March 2011.

Atikokan currently has 13 of these regional investments totaling \$710,443.59 in that portfolio. This partnership allows the AEDC to consider investments in excess of \$150,000 by sharing the risk with five other partners (up to a maximum loan of \$500,000).

YEAR	LOANS ISSUED	LOAN AMOUNT	REPAYMENTS	PORTFOLIO BALANCE
2008	24	\$802,530	\$493,915	\$4,385,956
2009	16	\$489,489	\$329,159	\$4,315,278
2010	18	\$411,335	\$421,120	\$3,677,491

INVESTMENT PORTFOLIO ACTIVITY

SECTOR	AMOUNT OF LOANS ISSUED IN 2010	CURRENT # OF LOANS IN PORTFOLIO	CURRENT AMOUNT OF LOANS
Hospitality	\$170,000	11	\$670,268
Agriculture	--	1	\$34,933
Mining	--	1	\$100,195
Service	\$71,000	23	\$654,300
Tourism	--	7	\$352,254
Manufacturing	\$122,333	8	\$377,785
Transportation	\$26,002	11	\$431,057
Retail	\$22,000	11	\$457,920
Forestry	--	13	\$536,279
Research/Development	--	1	\$62,500
TOTAL	\$411,335	87	\$3,677,491

All funding applications received by the AEDC are reviewed by our Community Investment Fund Committee. This committee is comprised of three members from the community at large, and three members from the AEDC Board, all of whom have extensive business experience.

We gratefully acknowledge the following for the many volunteer hours throughout the year that they contribute: Dr. Ken Sawchuk (Chair), Elizabeth MacKay, Robin Johnson, Cecil Leif, Tami Stinson and Elvin Rydberg.

"For over 10 years now the AEDC has remained a valuable resource to the XY Company. They are an important instrument in the growth of our business, as well as others. Having a relationship with the AEDC has helped us in some of the following ways: financial assistance, business education workshops, links to a variety of funding opportunities, and community networking.

They are very approachable, willing to be helpful in any way they are able and I would certainly recommend that community members, businesses and organizations support the AEDC as a partner."

- Spencer Meany (XY Company)

"The AEDC has been extremely supportive of our business over the last 18 years. [They're] always positive and helpful whenever we had a problem.

In 2008 when we expanded our operation, the AEDC was instrumental in pulling together funding from three different sources, including a loan from their organization.

It would have been extremely difficult without their help."

**- Keith and Arlene Robinson
(Souris River Canoes)**

Atikokan Employment Centre

ANNUAL REPORT

This year brought about a great deal of change for the Centre. With the announcement of the Employment Ontario transformation and our successful pursuit of the full suite of Employment Ontario services, we had a number of additions and changes in the services and our capacity to provide those services.

Participation in our Employment Ontario funded programs was down this year in comparison to past years, which is reflective of the upswing in the local economy. However, our self-serve resource centre and assisted services saw a great deal of use throughout the year, specifically with resume and cover letter assistance. Through our incentive dollars we were able to support six local employers and provided financial incentives for 12 unemployed individuals.

An SEB Success Story

"The SEB program was very helpful to me in that it gave me a wage while trying to develop my business. I would definitely recommend the program to others. The AEDC is helping to rebuild the community by assisting potential new businesses which will greatly benefit our town in the future. I wish to thank them for all their help and their polite and professional manner. I will definitely refer any people I know who are thinking of opening a small business, to the AEDC."

- Maureen Ogden (Mo's Catering)

Additional activities undertaken by the Employment Centre in 2010 included the continued participation on the Atikokan Inter-Agency Committee board, free WHMIS training to over 100 unemployed and employed residents, a variety of group information sessions to clients including interview skills techniques, resume writing clinics, young worker awareness training, babysitting training, cover letter writing workshops and job search techniques training. Additionally, we partnered with Norcat Training to provide a variety of e-learning opportunities including fall protection training, confined space entry, transportation of dangerous goods, and also partnered with the Learning Hub to provide on-line learning to individuals.

We also planned and coordinated the Atikokan Career & Job Fair 2010, which saw more than 200 people come through the door for assistance.

We have maintained our partnership with Service Canada to offer in-person client appointments for individuals that are having challenges with or questions about Employment Insurance, CPP/OAS or Boater's Registration. Representatives from Service Canada come to our community monthly to provide services to the community. This service has been well-received and continues to be an in-demand service.

It has been a busy year for the Employment Centre and as we transition to offering the full-suite of services we predict the activities of the office within the community to increase as we make plans to enhance and expand the services we provide within the community.

Local Initiatives Program Summary

INVESTING IN COMMUNITY PROJECTS



The Local Initiatives (LIP) is funded by Industry Canada/Fednor for the purpose of supporting local economic community development projects that fit within the community's Strategic Plan. We would like to recognize our LIP committee members (three from the AEDC Board, and two members from the community-at-large) who volunteer many hours throughout the year to review all of our funding submissions. Thank you to Mary Makarenko (Chair), Dave Homer, Shannon Riding (Upsala rep.), Sally Burns, and Jan Lewis. Last year, those dollars made the following possible:

\$	AHS Reunion Committee	\$5,000
	Organize AHS school reunion for students of the 80s	
\$	Atikokan Bass Classic	\$5,000
	Purchase electronics for Bass Classic weigh-in	
\$	Beaten Path Nordic Ski Club	\$2,500
	Promotional cross-country ski trail signage	
\$	Intergenerational Centre for Arts	\$5,000
	Geothermal unit, strategic plan and marketing	
\$	Legion Ladies Auxiliary	\$5,000
	Replace existing kitchen range and add additional oven	

"The money we received from the LI Program allowed us to purchase equipment that facilitated a report. The data the biologist compiled will enable us to put walleye into bass lakes for the purpose of encouraging tourism and enjoyment for our local residents."

**- John Charbonneau, President
Atikokan Sportsmen's Conservation
Club**

"The Charlson Recreation Association received LIP funding to implement a website in order to promote the area, the user group events and activities.

This project has given us a beautiful site resulting in greater exposure by creating a marketing outlet that not only can reach a wider and more diverse audience, but can showcase the area and events most effectively. The site will also benefit the whole community by increasing communication, promoting recreational activities, and encouraging tourism.

The AEDC staff were extremely helpful and willing to assist in any way necessary to help our project succeed. It is always a pleasure to work with their team."

**- Brandy Coulson
Charlson Recreation Association**

\$	Northwest Legal Clinic	\$5,000
	Funds for marketing 211 access service	
\$	Atikokan Employment Centre	\$1,350
	Arrange and deliver 2010 Career Fair	
\$	Investment Readiness Committee	\$387.50
	Commission a Community Gap Analysis	
\$	Atikokan Economic Development Corporation	\$4,000
	Market research for domestic water treatment technology	
\$	Investment Readiness Committee	\$1,663
	Commission a Labour Market Study for Atikokan	
\$	Atikokan Chamber of Commerce	\$3,700
	Update Chamber website	
\$	Triple P Committee	\$898.35
	Marketing and promotional materials	
\$	Atikokan Chamber of Commerce	\$975
	Organize mystery shopper program	

"The Northwest Community Legal Clinic (NWCLC) received Local Initiatives Funding from the AEDC to help launch its 211 Database partnership. This was a new initiative for the Rainy River District, and this funding made it possible to place a new job position in Atikokan.

The funds were used for start-up for a Data Editor, who is hosted in the Atikokan office of the NWCLC. The Data Editor collects information on organizations to put into the 211 Database for use by Information and Referral Specialists who take 211 calls. Having the Data Editor located in Atikokan also means that she is available to provide local information and referral through the Legal Clinic office.

Our thanks to the AEDC and staff for their support in an initiative that will make information more easily available to the residents of Atikokan."

**- Trudy McCormick
Northwest Legal Clinic (211)**

"The Ski Club received funds to erect a large trail sign and map at the entrance to one of the three main trailheads. The large sign is visible to anyone driving out of Atikokan as it is clearly in the field of vision.

The sign has been well received by residents and club members and ski participation in Atikokan was again exceptional this winter. The AEDC staff were helpful to work with."

- Robin Reilly, Beaten Path Committee

"The Upsala Recreation received funding from the AEDC who were fantastic to work with for a 30'x60' tent which we use all the time for July 1st celebration, kids fish derby, and the baseball tournament. Funding was also received for Inwood Park to build new privs which we desperately needed. Our children are very happy with the funding we received to purchase children's curling rocks. We had a kids curling league this year - it was great. We can't thank you enough for the support you have given the Community of Upsala."

**- Mary Gonyou
Upsala Recreation**

\$	Sportsmen's Conservation Club	\$923
\$	Purchase GPS, memory cards and battery	
\$	Charleson Recreation Association	\$3,060
\$	Develop website	
\$	Town of Atikokan	\$1,000
\$	Purchase large television for Little Falls Recreation Centre	
\$	Niobe Lake & Area Property Inc.	\$3,393.09
\$	Replace roof at Niobe Lake Volunteer Fire Department	
\$	Atikokan Bass Classic	\$2,500
\$	Purchase 16 radios and six batteries	
\$	Atikokan Investment Readiness Committee	\$5,000 ⁽¹⁾
\$	Mining Industry & Procurement Opportunities Studies	
\$	Atikokan Youth Initiatives	\$5,000
\$	Create website and purchase kitchen cabinets	
\$	Atikokan Bass Classic	\$2,500
\$	Dock extension at Anderson Dam	
\$	Upsala Regional Development Association	\$5,000 ⁽²⁾
\$	Communications centre for residents to access services	
\$	Atikokan Chamber of Commerce	\$5,000
\$	Purchase eco-friendly shopping bags promoting Atikokan	

"In July 2010 we hosted an Atikokan High School reunion for students and staff who walked the halls in the 1980's. To ensure the success of the event and that the business community of Atikokan benefited, we applied for Local Initiatives Program funding through the Atikokan Economic Development Corporation. The AEDC staff were not only helpful during the application process but also provided us with guidance through the planning stages of the event.

The event was a huge success with over 500 registrants who received a gift bag consisting of goods purchased locally using the funds from the LIP. Goods and services required for the event, such as food, catering, and decorating, were also purchased using the LIP funds. Not only did local businesses benefit, the community of Atikokan was provided the opportunity to remind those returning for the event what a wonderful community Atikokan is to live in and visit. Many participants rekindled relationships with previous friends and neighbours of Atikokan, increasing the likelihood that they will return to vacation here or possibly consider returning to reside in Atikokan.

The organizing committee of the 1980's Atikokan High School Reunion would like to thank the AEDC for their gracious assistance in making the reunion weekend a memorable one."

**- Bridget Davidson,
AHS Reunion Committee Member**

(1) \$2,000 was returned as unused funds (2) \$351.65 was returned as unused funds

Workshops & Seminars



The AEDC is committed to offering ongoing education for our clients and residents within the communities we serve. We encourage suggestions from you if there are topics of interest that you would like to know more about. Last year, we hosted information seminars on the following:

❖	February 11	HST Information Seminar	56 participants
❖	February 20	Peter Olson Merchant Orientation (x2)	10 participants
❖	March 2	Selling Online (Firedog Communications)	10 participants
❖	March 9	Façade Loan Information Session	10 participants
❖	April 14	Peter Olsen – Labour Market and Community Gap Analysis	10 participants
❖	April 21	HST Information Seminar	30 participants
❖	May 11	HST Information Seminar	34 participants
❖	May 12	HST Information Seminar	30 participants
❖	June 14	Roy Prevost – Turbocharge Your Business	10 participants
❖	November 19	Marketing and Branding (Firedog)	15 participants

Videoconference Training and Workshops

In 2010, the AEDC continued to offer a rich selection of videoconference-based workshops and seminars through the Canada/Manitoba Business Service Centre (CMBSC). A number of both new and existing entrepreneurs took advantage of these low-cost, subject-focused courses, and had nothing but praises for their efficiency and professionalism. A number of the courses were well-attended and included participants from all over northwestern Ontario; CMBSC's selection is now almost at the point of offering daily courses on a year-round basis. A special thanks to the CMBSC for their continued efforts in providing this vital educational tool.

Some seminars attended by clients through the CMBSC in 2010 included:

- | | |
|---|----------------------------------|
| ❖ Canada Revenue Agency – Payroll Info. | ❖ Business Opportunities & Ideas |
| ❖ Canada Revenue Agency – T4 Prep. | ❖ Performance Management |
| ❖ Effective Employee Orientation | ❖ CRA Small Business Tax |
| ❖ Survey Design for Customer Research | ❖ Workshop Capital |
| ❖ Start A Non-Profit | ❖ GST Information Workshop |
| ❖ Understanding Financial Statements | ❖ Embracing Diversity at Work |
| ❖ Microsoft Office 2003 Training | ❖ Elements of Customer Service |
| ❖ Selling & Negotiating | ❖ Employee Relations |
| ❖ Having A Competitive Advantage | ❖ Marketing Cluster, 4 parts |
| ❖ Common Business Mistakes | ❖ Your Business Plan |
| ❖ Intro to Pricing & Costing | ❖ Recruitment & Selection |
| ❖ Developing Proposals | ❖ Knowledge Building, 4 parts |
| ❖ Interviewing Skills | ❖ Dynamic Sales Presentations |
| ❖ How To Buy A Business | ❖ How To Brand A Small Business |
| ❖ Understanding Search Engines | ❖ Developing Marketing Plans |
| ❖ Advertising & Promotion | ❖ Marketing Research |
| ❖ Marketing Basics | ❖ Selling To Canada Government |
| ❖ Savvy Sales Strategies, 4 parts | ❖ Business Opportunities & Ideas |
| ❖ IP, What's In It For You? | ❖ Financial Analysis |
| ❖ Your Small Business Website | ❖ How To Write for the Web |

"I have attended many video conferences made available through the AEDC during my startup of a new business venture and hope to continue to do so. I found the sessions to be enjoyable, beneficial, and I would recommend them to everyone. The teleconference equipment is user friendly and they cover a wide range of interesting subjects. I like the AEDC's new barrier free location with its expanded facilities.

I always feel welcomed by the AEDC staff, and have appreciated the courteous professional services. I find them to be very supportive and knowledgeable in their fields.

The AEDC brings a wealth of benefits to our community. The Board has demonstrated a strong voice for our community with integrity and great community spirit. They inspire and support not only small and large business ventures but also other community organization such as Atikokan Chamber of Commerce, Atikokan Bass Classic etc. All of the staff at the AEDC are genuine, approachable and treat everyone with respect."

- Val Fraser (Atikokan Quetico Trading Post)

Meet the AEDC Staff

Executive Director

Garry McKinnon

General management responsibilities including personnel financial planning and management, business planning, government relations, technical and advisory services to businesses and organizations.

Senior Community Development Advisor

Paula Sanders

Business planning and advice, self-employment consulting, marketing and promotion, liaison with community groups and organizations.

Community Development Advisor

Gord Knowles

Business planning and advice, loan compliance, self-employment counseling, community relations.

Office Administrator

Annette Bryk

Contract administration, financial recordkeeping, loans administration, benefits administration, official minutes of board and committee meetings.

Administrative Assistant

Brigitte Tribe

Reception and customer relations, banking, correspondence, recordkeeping, community information.



Atikokan Employment Centre Counselor

Lisa Marusyk

Employment counseling, return to work plans, advice on resume and cover letter writing.

Atikokan Employment Centre Employment Resource Worker

Sue Bates

Employment centre reception, maintain jobs board, assist with job searches.

Chamber of Commerce Office Manager

Jolene Wood

(the AEDC contributes towards the wages for the Office Manager position)

Relief reception, monthly community events calendar, assistance with AEDC events.

Looking Ahead

OUR PRIORITIES FOR THE UPCOMING YEAR...

The number and magnitude of development opportunities on the horizon in the region are almost overwhelming. We could well see upwards of 2,090 construction positions spanning the next seven years.

More than 865 new, permanent positions may be created with the potential for an additional 3,500 spin-off employment. Almost four billion dollars of investment would be required, much of it in Atikokan and the surrounding communities. If these investments come to fruition, there will be a greatly increased tax base and population in Atikokan and probably in the remainder of the area.

The local institutional, commercial, and industrial support sectors will have to expand to support the new industries and families. Finally, we may see a reversal of the ongoing trend of an aging population.

Reaching the AEDC

CONTACT INFORMATION

If you have suggestions or comments about our organization or our website, we encourage your feedback; please contact us.



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