



## APPLICATION FOR COMMUNITY RECREATION, ART, CULTURE AND HERITAGE INVESTMENT GRANT

### SECTION 1: GRANT INFORMATION

Select the grant you are applying for:

- ☐ Development Incentive Grant      ☐ Community Incentive Grant      ☐ Major Community Tourism Event Grant  
☐ Travel Grant      ☐ Equipment Grant      ☐ Leadership Grant  
☐ Arts, Culture, and Heritage Grant      ☐ Screen Based Production Grant      ☒ Other Funding or Goodwill Requests 4.2.10

### SECTION 2: APPLICANT INFORMATION

Applicant Name: Lisa Ford - Community Futures Lakeland  
Phone Number: 780-826-3858  
Email: lford@albertacf.com  
Mailing Address:  
(including postal code) PO Box 8114 Bonnyville AB T9N 2J4

### SECTION 3: APPLICATION INFORMATION

1. Legal Name of the benefitting party: Community Futures Lakeland  
2. The benefitting party is a (Check One) : ☐ Individual ☒ Organization ☐ Organizing Committee  
3. Amount of funds being requested (must be within the Policy guidelines): \$ 5,000.00 (Canadian Dollars)

4. The requested funds will contribute to:

- ☐ A New Initiative      ☒ An Existing Initiative      ☐ An Event      ☐ Revival of an Inactive Project  
(inactive for 3+ years)

5. If this is an Event, please provide the following information:

Event Date: September 2023 - June 2024  
Event Occurrence: Monthly workshops over an eight month period  
Location: City of Cold Lake

6. Describe the ask for support (attach additional pages if required):

Community Futures Lakeland is partnering, once again, with local businesses, organizations, and municipalities to offer the SMARTstart program. The program ran successfully last year in the Lakeland and has been running successfully in many Alberta regions since 2013. we are asking for a \$5,000 sponsorship for this year's program, please review attached document.

7. Describe the targeted audience, expected attendance, or membership:

We anticipate between 5 and 10 business participants, they are most often new business owners with less than three years experience and 12 local business owners volunteering as mentors. Last year we also contracted 23 local businesses to provide services for this program we anticipate the same local business involvement this year.

5513 48 Avenue, Cold Lake, AB • T9M 1A1 • Ph: 780-594-4494 • Fax: 780-594-3480

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**APPLICATION FOR COMMUNITY RECREATION, ART,  
CULTURE AND HERITAGE INVESTMENT GRANT**

8. Describe how these funds will develop or enhance recreation, art, culture and heritage within the community:  
By supporting business programs such as this, the City has the opportunity to provide real assistance to our small businesses to start or to grow. The truth is that only 35% of business start ups will survive past the first 5 years however, studies show that with education and support, 80-90% of these businesses will succeed beyond 5 years. Please see attached document.

9. Identify all other fundraising strategies and requests:

We have confirmed ECARIN - \$5,000 and Ben Dyck CPA - \$1,000. We hope to collaborate again with last year's sponsors to participate again this year as well as, bring on new local businesses to support this excellent program.

10. Describe how you will acknowledge the City of Cold Lake as a sponsor:  
Please review attached document

11. Provide details of any locally sourced items, resources, or services:  
Last year, CFL reinvested over \$19,000 dollars directly into 23 small businesses in the Lakeland to help us offer this program. If you choose to participate again this year, you can be assured that your investment will be again support local businesses.

**SECTION 3: DECLARATION**

By signing and submitting this application form, I confirm that:

1. The information provided on this application is true, complete and correct.
2. I understand that the City of Cold Lake Community Grant Advisory Committee may decline this application:
  - (a) If I have submitted any false statements or concealed a relevant or significant fact as both constitute misrepresentation.
  - (b) If I do not comply with any request for information required by the City of Cold Lake Recreation and Culture Advisory Committee to effectively administer and maintain the integrity of the program.
  - (c) At the discretion of the Committee.
3. Any funds contributed by the City of Cold Lake will not be used to support any political or religious activities.
4. The grant will not be funding individuals recognized as producing tobacco, alcohol, or cannabis products.
5. I will represent Cold Lake in a positive manner and acknowledge the City of Cold Lake as a sponsor.
6. I understand that my attendance as a delegate may be required at a Community Grant Advisory Committee meeting to speak about this application.
7. I have read, understand and agree to abide by the terms and conditions governing the grant outlined in Policy No. 097-RC-07.

July 20, 2023  
Date

Cheri Ford  
Applicant Signature

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# APPLICATION FOR COMMUNITY RECREATION, ART, CULTURE AND HERITAGE INVESTMENT GRANT

## SECTION 4: DOCUMENT CHECKLIST

Required for ALL grant applications:

- ☒ Completed Application Form
- ☒ Letter of support from the benefitting organization
- ☒ Last Audited Financial Statements for grant requests exceeding \$5,000  
(except where a structured fundraising package is being used)
- ☒ Budget (items, purpose, costs, proposals, fundraising strategies)  
The Proposed Budget chart may be used below; attach additional pages if required.

## ADDITIONAL DOCUMENTS REQUIRED:

- Community Incentive Grant → ☐ Outline on economic benefit to the community
- Equipment Grant: → ☐ Details of the asset for which funding is being requested
- Major Community Tourism Event Grant: → ☐ Economic impact assessment study or equivalent
- Screen Based Production Grant: → ☐ Description of the genre or types of production

## PROPOSED BUDGET

(for use where a budget hasn't already been created)

ITEM	PURPOSE	COST (\$)

## INTERNAL OFFICE USE ONLY

Received by: TerraDmion Date: \_\_\_\_\_ ☒ Required Documents Attached Initial: hl

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## **City of Cold Lake Application for Community Recreation, Art, Culture and Heritage Investment Grant**

### **Additional Information**

#### ***Question 6***

I have included our graduation booklet for your review. Additionally, if you want to review more program information please visit [www.smartstartyourbusiness.ca/Lakeland](http://www.smartstartyourbusiness.ca/Lakeland) .

The SMARTstart program consists of online business training, one-on-one business coaching for business plan development, several networking events and 11 workshops that cover relevant business topics such as taxation, bookkeeping, legal issues, insurance, marketing and so much more. The workshops will be presented by Lakeland businesses in the different industries. It addresses the very real issues of business retention and expansion in rural areas. When a local business has what it needs to operate effectively, they will expand and hire new employees and can contribute back into our communities in tangible ways. And finally, the program creates a cohort of support for the participants, the relationships they develop with their mentors and fellow participants are of immense value.

#### ***Question 8***

Our goal as the business support agency in the Lakeland is to collaborate with our regional partners to provide real programs that will promote economic development and job growth. The SMARTstart program is the vehicle to drive our small business economy.

#### ***Question 10***

##### **Sponsorship Information – Community Leader Sponsor**

1. Large logo on SMARTStart website homepage
2. Sponsored by... mentions at the Program events
3. Sponsor's promotional material handed to Program participants\*
4. Invitation to attend and speak at the Opening and Closing ceremony events
5. Mention of Community Leader Sponsor in all news releases and media advisories
6. Minimum of two mentions through SMARTstart social media feeds through the course of the program
7. Logo included on entrepreneur recruitment flyer
8. Logo included in one program thank you advertisement
9. Prominent logo on event sponsorship boards

\* any information you would like to share with this business audience.

<b>Community Leader Sponsor</b> (Maximum of 1 Community Leader sponsor) <b>\$5,000.00</b>	<b>Title Sponsor</b> (Maximum of 2 title sponsors) <b>\$5,000.00</b>	<b>Seminar Sponsor</b>  <b>\$1,000.00</b>	<b>Entrepreneur Sponsor</b> (Sponsor 1 Entrepreneur to the program) <b>\$500.00</b>	<b>Friend of SMARTstart</b>  <b>\$250.00</b>
<ul style="list-style-type: none"> <li>– Large logo on SMARTStart website homepage</li> <li>– Sponsored by... mentions at the Program events</li> <li>– Sponsor's promotional material handed to Program participants*</li> <li>– Invitation to attend and speak at the Opening and Closing program events</li> <li>– Mention of title sponsors in all news releases and media advisories</li> <li>– Minimum of two mentions through SMARTstart social media feeds through the course of the program</li> <li>– Logo included on entrepreneur recruitment flyer</li> <li>– Logo included in one program thank you advertisement</li> <li>– Prominent logo on event sponsorship boards</li> <li>– <b>Seminars brought to you by...</b> mentions at 5 of the Program seminars</li> </ul>	<ul style="list-style-type: none"> <li>– logo on SMARTStart website homepage</li> <li>– Sponsored by... mentions at the Program events</li> <li>– Invitation to attend and speak at the Opening and Closing program events</li> <li>– Mention of title sponsors in all news releases and media advisories</li> <li>– Minimum of two mentions through SMARTstart social media feeds through the course of the program</li> <li>– Logo included on entrepreneur recruitment flyer</li> <li>– Logo included in one program thank you advertisement</li> <li>– Prominent logo on event sponsorship boards</li> </ul>	<ul style="list-style-type: none"> <li>– Seminar brought to you by... mentions at the Program seminars</li> <li>– Sponsor's promotional material handed to Program participants*</li> <li>– Invitation to attend opening and closing program events</li> <li>– Logo on website sponsor page</li> </ul>	<ul style="list-style-type: none"> <li>– Supported by... mention at the Program opening event</li> <li>– Sponsor's promotional material handed to Program participants*</li> <li>– Invitation to attend opening and closing program opening and closing events</li> <li>– Sponsor name on website sponsor page</li> </ul>	<ul style="list-style-type: none"> <li>– Friends of... mention at the Program opening and closing events</li> <li>– Sponsor name on website sponsor page</li> </ul> <p>*if provided</p>



# Welcome to

## **SMARTstart**

setting your business up for success



\$19,500.00+  
given back to local  
our communities

NOW is the  
time  
to get involved!

## WHAT IS SMARTSTART?



SMARTStart is an 8 month program designed to educate, empower, mentor and inspire new entrepreneurs. Through a combination of in person and online learning and mentorship, participants are positioned for a strong and successful start as business owners

## HOW MANY LOCAL ENTREPRENEURS ARE INVOLVED?

16 local entrepreneurs were involved in the program as Mentors and New Business Owners (Mentees)



## HOW LONG IS THE PROGRAM?

Our program offers 8 months of workshops, mentorship and training

## HOW MANY ADDITIONAL LOCAL BUSINESSES WERE INVOLVED?



From our guest speakers to our workshops & event venues and caterers, the SMARTStart program has proudly involved an additional 15+ local businesses from throughout the community as a result of this program

## WHAT DO PARTICIPANTS LEARN?

The SMARTStart program features a combination of in person workshops and online business training.

Topics include

- Marketing
- Business Legal Affairs
- Commercial Business Insurance
- Effective Networking
- Business Planning
- Bookkeeping
- Accounting & Payroll and MORE!

## 2022-2023 Sponsors





# Meet our Entrepreneurs

## SMARTSTART 22-23 ENTREPRENEUR FEATURE

**350 FARMS**  
AUTHENTIC HERITAGE

### Kasey Marshall 350 Farms

Kasey is one of the founders of 350 Farms. She's a fighter pilot's wife, 1 generation Canadian, International Project Manager, Amazing Experience Creator and 1st generation farmer. Kasey and her husband raise kunekune pastured pork and other pastured meats on 160 acres in Cold Lake, Alberta. In 2022 they branched out into the agri-tourism space and offered glamping in canvas bell tents along a private trail system right on the farm. She was awarded emerging entrepreneur in 2022 for her efforts to bring something new to the area. 350 Farms creates community through connection to their food.

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## SMARTSTART 22-23 ENTREPRENEUR FEATURE



### Katelynn Robichaud G & B Confections

I am Katelynn, owner of G & B Confections. I have a husband, 2 children and a new Great Dane puppy! I enjoy spending time with friends, good food, and the occasional weekend getaway to the mountains.

G & B Confections makes artisan chocolates & sells them wholesale to stores. I originally started my journey with chelates through my charcuterie business, wanting to add some nice chocolates into the boxes. After searching around I couldn't find exactly what I wanted so I thought "how hard can it be to make them?" (Side note...it's quite difficult) so I got work learning. I completely fell in love with making chocolate. So much so that I took a break and went to school to become a certified chocolatier and pivoted our business to exclusively making chocolates.

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## SMARTSTART 22-23 ENTREPRENEUR FEATURE



### Rebecca Kostyshyn Frames N' Things

I am a first time business owner. I'm shy but a hard worker. I enjoy all things nerdy, art and reading. I love learning new things.

Frames N' Things is a custom framing shop transitioning to a pop culture collectable store in front.

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## SMARTSTART 22-23 ENTREPRENEUR FEATURE



### Taylor Cochrane Ascension Athletic Therapy

I grew up in Elk Point, AB where I was an avid fastball player. After playing for over 14 years, I made the hard decision to hang up the cleats as my body just couldn't take anymore despite the opportunities available to me. I just recently graduated from Athletic Therapy and moved to Bonnyville, where I was fortunate to get a position with the Jr. A Pontiacs.

After graduation as an Athletic Therapist, I knew I wanted to return closer to home to provide athletes with a new resource to help them excel at their sport. Since Athletic Therapy is so new to the area, I decided to take the leap into entrepreneurship.

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# Meet our Entrepreneurs

## SMARTSTART 22-23 ENTREPRENEUR FEATURE



Thya Savisky  
**The Light House Specialty Smokeshop**

I am 42 years old and I have lived in Bonnyville for 10 years. Prior to moving to the Lakeland, I worked for a power company for several years in Calgary, and my educational background is in Environmental Sciences. Before moving to Calgary, I spent a few years in South America. After moving to Bonnyville, I joined my husband in the entrepreneur world, managing Lakeland Arctic Spas.

The Lighthouse is a specialty tobacco shop. We created this business because of my husband's love of cigars. We are the only Tobacconist within a 150 km radius which is why we decided to open a store in Bonnyville.

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## What our entrepreneurs are saying...

"I will forever be grateful for the relationships I have built within the program. The support and information I've received have been invaluable"

"The SMARTStart program helped me build a supportive network of fellow entrepreneurs who have helped me feel more comfortable in my journey as a new business owner"

## What our entrepreneurs are saying...

"As a new business owner, my experience as an entrepreneur has been a steep learning curve. I have learned so much from the SMARTStart program and my fellow peers. We have been able to surround ourselves with amazing mentors, friends, and family."

"SMARTStart helped me develop the confidence I needed to build my brand and grow my new business"

## SMARTSTART 22-23 ENTREPRENEUR FEATURE



Lillian Wakulchyk  
**Wheel Fit Co Bonnyville**

My name is Lillian Wakulchyk, along with my husband Kevin Wakulchyk, we are the newest owners of WheelFit Co Bonnyville. We started our journey as riders in the studio a few years ago and completely fell in love with the atmosphere. When the opportunity was presented for us to purchase the business, we took the plunge! Our goal was to keep the studio alive and thriving for the Bonnyville community, as we recognized the positive impact it had for ourselves and so many others throughout uncertain times.

WheelFit Co Bonnyville is an indoor cycling studio where the lights are turned down low, our instructors are always cheering you on, and you walk in feeling welcome. We offer Spin, Sparre (1/2 spin, 1/2 barre), and Barre classes. All fitness levels are welcome!

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# Meet our

# Mentors

## SMARTSTART 22-23 MENTOR FEATURE



Kevin Lamb  
**Comec Energy Services**

Comec Energy Services LP is a Cold Lake First Nations majority owned company. As Director of Operations of Comec Energy I report to the Board of Directors and am responsible for the strategic direction of the company. We employ approximately 80 people and are primarily involved in serving the Oil & Gas industry by providing fluid haul and mechanical services.

As a long time resident of Cold Lake I am married with 2 kids. After graduating high school I attended post secondary school where I studied and became Chartered Professional Accountant. I am heavily involved in sports where I have spent 8 years coaching hockey and baseball.

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## SMARTSTART 22-23 MENTOR FEATURE



Amy Pilat  
**Wine Knows**

I am the founder of Wine Knows Canada. I wear many hats; working in all aspects of the company.

I have over 20 years of experience in the Wine industry, specifically in sales and marketing. With a vast knowledge of the Alberta market.

Born and raised in Edmonton, I love travel, adventure and good food paired with great wines.

I am the proud mother of 2 girls and my husband and I have lived in the lakeland area for over 10 years. I have a dog names Buster and love horses and the outdoors.

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## SMARTSTART 22-23 MENTOR FEATURE



Ben Fadeyi  
**Budget Blinds & Fad's Vintage**

I have been part owner of Budget Blinds; a franchise window covering business we brought to Cold Lake since 2009 and part owner of Fad's Vintage; a local shop we were proud to launch in our community in 2022.

I am a Father of 2 strong willed kids. A husband of 32 years. My wife and I currently run two business in Cold Lake. I have volunteered as a director at the Regional Chamber Of Commerce of Cold Lake and when I left I sat as President. I am also in the municipal world for the Md of Bonnyville as a councillor and current Deputy Reeve. As a hobby I Paint By Numbers.

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## SMARTSTART 22-23 MENTOR FEATURE



Mike Kilburn  
**Kilburn Controls**

Kilburn Controls has been in the Lakeland area since 2006. I have also been in the area since 1994, so I have seen how this community embraces new businesses and always want them to succeed. When a business succeeds in the Lakeland area the whole area succeeds as it brings a new positive light to the area.

Kilburn Controls is a project management consulting business in the energy sector. They provide leadership for projects from the planning stage, through execution to close out.

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# Meet our

# Mentors

## SMARTSTART 22-23 MENTOR FEATURE



Raymond Cowell

### **Wicked Watersports Rentals Inc.**

Wicked Watersport rentals provides safe fun and exciting water sport rentals on Kinosoo Beach. From Single, Double and Kid's Kayaks, to Flyboard Instruction and Boat Rentals, we offer many ways for you to enjoy the scenic beauty offered on the waters of Cold Lake.

I am a 24 year serving member of the Royal Canadian Air Force and entrepreneur. I own 2 businesses in Cold Lake and am also a Director with the Cold Lake Regional Chamber of Commerce and Liaison on EDAC, the Economic Development Advisory Committee.

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## SMARTSTART 22-23 MENTOR FEATURE



Sherri Buckle

### **Fabutan**

I am the owner/administrator of a small retail/service salon.

I grew up in a family of small business owners and have worked many roles with small business, from lending to advocacy as well as my own business ownership.

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## SMARTSTART 22-23 MENTOR FEATURE



Kimberly Neudorf- Armstrong

My previous business was in a small town (Leslieville Alberta). I engaged vendors and patrons alike through attending and hosting markets and trade shows to promote the importance of supporting local and building community growth through shared success. It was very rewarding to watch my business flourish while supporting the growth of other entrepreneurs. I am currently a business account manager with RBC and work with businesses of all statures to achieve their goals.

I am passionate about entrepreneurs and the excitement they bring to the business environment. With my combined experience as a former business owner and now business account manager, I am able to support entrepreneurs through both lenses giving them a robust support system

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## SMARTSTART 22-23 MENTOR FEATURE



Natalie Kelly  
**RE/MAX Bonnyville Realty**

We are a real estate brokerage helping buyers and sellers achieve their real estate goals. My role is to guide clients through the purchasing, selling and property management process. I'm also involved in office management including advertising, training and ensuring office operations and procedures are organized.

After graduating high school, I attended college and received a diploma in Television/Radio broadcasting. In 2003, I obtained my real estate license and started as a licensed assistant for 2 years before working as a full time realtor for RE/MAX Bonnyville Realty. In 2013, my husband and I purchased the brokerage. Throughout the years, we have expanded to a larger office on Main Street Bonnyville and added to our team and services.

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# Meet our

# Mentors

## SMARTSTART 22-23 MENTOR FEATURE



Bob Buckle  
**Burger King**

Started with a 13 Year Career with the RCMP stationed across Saskatchewan. During that time I became interested in divesting into small business starting with a Donut Franchises in Saskatoon & Yorkton. As experience and confidence developed I decided to leave the RCMP after being accepted into the McDonald's Restaurant Franchise Program. Owned and operated in several markets in Alberta and BC before ending up in the Cold Lake Market in 2002.

Previous Business Experience  
Commercial Real Estate Development  
17 Years multiple McDonald's Restaurant Ownership 3 Year Husky Retail Licensee  
10 Year Original Joes Bar & Grill

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What our mentors are saying...

"The SMARTStart program is a great way to meet new entrepreneurs and support them in becoming established local businesses"

"The SMARTStart program is a great opportunity for entrepreneurs to learn from each other. Great Job Community Futures!"

What our mentors are saying...

"The SMARTStart program offers a terrific opportunity for local business owners to share our years of experience (both the successes and the lessons) with new and up and coming entrepreneurs."

"The SMARTStart program has been amazing and I look forward to seeing all the success our entrepreneurs will have in our community"

## SMARTSTART 22-23 MENTOR FEATURE



Susie Fraser- O'Connor  
**Images Studios**

My name is Susie O'Connor, I'm a second generation national award winning photographer and the creative force behind Images Studios. I have a studio in Cold Lake and we've been servicing the Lakeland area for the last 30 years.

My passion is portraiture and my specialties and national accreditations range from newborns and families to grads, weddings and boudoir photography.

We are focused on creating lifetime personal portrait art in the way of archival canvases, metal prints and designer Italian albums.

You can depend on Images Studios to give you an amazing experience and timeless keepsakes to cherish for generations.

Quick get-to-know-me stats and what fuels my soul. The fresh air of the mountains, kayaking with my pup, diving in exotic warm waters with my husband, indulging in amazing food and incredible wine; and saturate me in culture of any kind. I love learning new things and being challenged. I'm not a workout queen but I enjoy the gym, mostly to counteract my passion for food but it also centers me and keeps me strong

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# Thank You

# Sponsors



# SMARTstart 2023 Lakeland

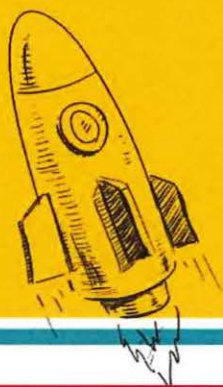
Revenue		Year 2
Cash		
Participant Commitment (\$299)	7	\$2,093.00
Community Futures Lakeland		\$5,000.00
Sponsorship		
Community Leader Sponsor		\$5,000.00
Title Sponsor - East Central AB Regional Innovaton Network		\$5,000.00
Title Sponsor 2		\$5,000.00
Seminar Sponsor x 3		\$3,000.00
<b>Total Revenue</b>		<b><u>\$25,093.00</u></b>
<b>Expenses</b>		
SMARTstart program purchase		\$5,000.00
SMARTstart program license (\$100/participant)	7	\$700.00
SMARTstart website maintenance/support		500
Advertising and promotion		\$3,500.00
<b>Events</b>		
Welcome event for 50		\$1,200.00
Wrap up event for 50		\$1,200.00
Workshops		
Training session materials/presenters/venue @ 11		\$9,200.00
Mentorship Program		
Mentor sessions/venue @ 3		\$2,300.00
GoForth Online Training (\$195/participant)	7	\$1,365.00
misc		\$128.00
<b>Total Expenses</b>		<b><u>\$25,093.00</u></b>





INCREASE YOUR CHANCES  
**OF BUSINESS  
SUCCESS**

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## LEARN TO LAUNCH

Launch your **BUSINESS IDEA** with a plan,  
a mentor and a team of entrepreneurs  
that know what you are going through.



**APPLY  
TODAY!**

**WE ARE LOOKING  
FOR MENTORS  
ARE YOU INTERESTED?**



**APPLY  
TODAY!**

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