



2015

4th Annual
Report



metis economic
development fund



4th Annual Report

2015

The MEDF has been fueling the entrepreneurial spirit of the Metis entrepreneur since we've opened our doors for business. Founded in 2012, MEDF has seen significant momentum in the number of meetings held. In the last fiscal year alone, MEDF management has reviewed opportunities with 94 Manitoba entrepreneurs. Our purpose is to make equity investment partnerships available with the objective of promoting the economic development, skills and financial opportunities of the Metis people of Manitoba by providing capital funding to Metis owned businesses.

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www.medf.ca
for more info



Our Vision

Our overall vision is to foster strong, healthy and self-reliant Metis families, local communities and businesses by stimulating and supporting the start-up and growth of Metis businesses. In addition, we aim to create partnerships with both the private and public sectors further enhancing business opportunities for our Manitoba Metis.

Mission Statement

MEDF will expand the participation of the Metis people in Manitoba by stimulating and advancing economic development activities

- ✓ To provide equity for Metis entrepreneurs & businesses
 - ✓ Promote and encourage trade & commerce for Metis entrepreneurs
- ✓ Facilitate and promote the Metis business community
 - ✓ Maintain liaison between the Metis business community and the Government agencies & representatives at municipal, provincial and federal levels
- ✓ Support and encourage Metis community economic development initiatives
- ✓ Encourage the management skills for new and existing Metis business owners & entrepreneurs

MESSAGE FROM THE Chair Director & Chief Executive Officer

MEDF delivered another solid year of performance creating strong partnerships and advancing the Manitoba Metis economic environment.

Overall Manitoba's economic highlights are considered better than Canada's according to the *Manitoba Bureau of Statistics and Manitoba Finance*. More specifically, from 2008 to 2013 Manitoba private investment has increased by 21.3% compared to an 11.6% national increase. Over the same period, Manitoba's total investment has increased 25.7% compared to a 14.2% national increase. As a result, these leading economic performance indicators nurture a healthy business atmosphere for our vibrant Manitoba Metis entrepreneurs and an opportunity to grow.



John Coutris - CEO

Our Metis business directory has seen tremendous growth and has reached **over 550 Manitoba Metis businesses** ---38% growth! At the same time, first meetings with entrepreneurs also grew at 73%. Clearly MEDF awareness is increasing as management executes our marketing initiatives. Building upon these activities and coupled with our partnered support, Metis entrepreneurs have access to the financial resources to support new levels of business success.

Thank you to the Manitoba Metis Federation, Province of Manitoba Aboriginal & Northern Affairs, and MEDF Board Members for all their hard work and dedication as we strive to achieve our common mission.

On behalf of MEDF Inc., it is our pleasure to present the Fiscal 2014-15 Annual Report & Audited Financial Statements.



Bob Penwarden - Chair

MESSAGE FROM

MMF Minister of Economic Development - Leah Laplante

On behalf of the Manitoba Metis Federation, we are proud of the Metis Economic Development Fund Board and staff for another successful year!

Manitoba Metis entrepreneurs & businesses are connecting to MEDF and finding the necessary capital to get started or expand. MEDF is currently undergoing

a program evaluation which we anticipate will show that we are meeting or surpassing our goals.

Over these past few years, MEDF has definitely become an integral part of the economic development opportunities available for Manitoba Metis people. Keep up the great work!



Leah LaPlante – MMF Minister

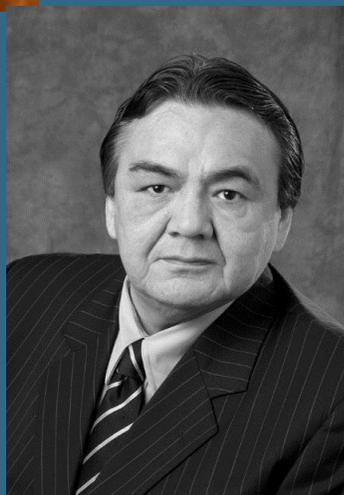
MESSAGE FROM

Minister Eric Robinson – Aboriginal and Northern

Congratulations to the management and staff of the Metis Economic Development Fund as you release your 2014-15 annual report.

Metis economic development is a key contributor to Manitoba's economy. Every day, you encourage Metis entrepreneurship, create jobs, and promote community development and cultural pride.

By doing what you do you help build stronger, healthier communities for all of us. I wish you the very best and continued success.



Eric Robinson – Minister
Manitoba Aboriginal & Northern Affairs





2015 Highlights: Metis Economic Development Fund

The Metis Economic Development Fund Inc. remains committed to building awareness for our program by attending quarterly events building relationships with other economic development organizations.

Manitoba Chamber of Commerce Annual General Meeting

In June 2014, the MEDF management team had the privilege of attending and sponsoring the 83rd Manitoba Chamber of Commerce AGM which was held in Dauphin, Manitoba on April 11-13. As a silver sponsor, MEDF hosted a booth attracting many delegates and building the MEDF brand and awareness while promoting our services. This was a great way for the fund to venture outside of Winnipeg and all the while reaching both entrepreneur and various economic development organizations throughout rural Manitoba.

MEDF also had the opportunity to attend the welcoming reception during the MCC AGM, where we were able to network with other economic development organizations as well as the MCC Chairs reception on the final evening.

MEDF plans to venture outside of Winnipeg into the various regions to attend like events that are held throughout Manitoba at least once a fiscal year with an ultimate goal of it becoming a quarterly occurrence.





Aboriginal Chamber of Commerce 8th Annual Golf Tournament

On June 18th, the MEDF had the pleasure of participating once again in the Aboriginal Chamber of Commerce Annual Golf Tournament held at Larters golf course in St. Andrews, MB. The weather was amazing for the approximate 100 golfers that came through to hole 13 – which MEDF has hosted for a 2nd year in a row.

MEDF held the same sponsorship this year & arranged for staff to host the hole and provide golfers with a positive experience. A networking reception held during the evening portion of the day, provided great opportunity for MEDF staff to engage in conversation with many industry professionals and Aboriginal business owners.

Innovate Manitoba

MEDF attended the 3rd annual Pitch'Day which drew its largest attendance yet with some 200 students, innovators, investors and business leaders gathered to cheer on and challenge the 20 start-ups selected to pitch their business. MEDF had the opportunity to network with some industry professionals as well as connect with some Metis entrepreneurs who were in attendance.





Community Futures Manitoba 2014 Provincial Conference

MEDF attended & sponsored the Community Futures 2014 Conference which was hosted in Hecla, Manitoba September 9 – 11. The CEO and Business Development Manager entered a booth attracting many delegates and building the MEDF brand while promoting our services. This was a great way for the fund to venture outside of Winnipeg and reaching both entrepreneurs & economic development agencies in rural Manitoba. At the same time, our round table discussions with other economic development officers was invaluable as MEDF was well received by the organization.

Manitoba Metis Federation 46th Annual General Assembly

The MEDF management team had the privilege yet again of attending the Manitoba Metis Federations 46th Annual General Assembly held in Winnipeg at the Assiniboine Downs in November of 2015. With over 3000 delegates, exhibitors and guests attending the Annual General Assembly each year, MEDF was able to get directly in front of the Metis people attending this year's AGA and promote the Fund & its services available to the Metis Entrepreneur.

The Annual General Assembly is a place to do business & the tradeshow expo where vendors like MEDF are exhibited has proven to be the best event to attend to engage our target market.



MEDF Total Consolidated Portfolio

MEDF Financial Summary

Management is currently engaging a process to attempt to identify results generated as a direct result of MEDF involvement. With this in mind, we will categorize MEDF results by dollars through a direct & an in-direct financial support.



\$3,173,500
Total MEDF Investment



\$10,057,100
Total Investment (leveraged & supported)

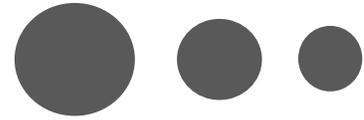


1:3.17
Leveraged
Percentage



209
Jobs Created /
Maintained

MEDF Partnerships



"The support from MEDF has allowed us to complete the required engineering work for our project to progress into the manufacturing phase"

-Todd Habicht

HD-Petroleum

OWNER: Todd Habicht
INDUSTRY: Oil & Gas
LOCATION: Winnipeg, Manitoba
MEDF INVESTMENT DATE: February 2013
COMPANY SIZE: 7-10 Employees
WEBSITE: www.hdpetroleum.com

Small refinery, huge potential! HD-Petroleum has developed a small scale waste oil micro-refinery, providing a profitable and sustainable solution for the processing of waste oil refining to commercial diesel fuel consumption. The technology creates opportunity for many regions and industries to be part of the solution, while creating local employment and reducing the environment impact of waste oil.

Security Glass

OWNER: Lee & Helen Sanders
INDUSTRY: Glass Product Manufacturing
LOCATION: Winnipeg, Manitoba
MEDF INVESTMENT DATE: January 2014
COMPANY SIZE: 25-30 Employees

Security Glass' objective is to have a one stop shop for all commercial or residential glass needs through a full scale product line and exceptional customer service. By developing a state of the art system in a central location such as Winnipeg, Security Glass will develop into a natural market leader.

"Without the support of MEDF, we may not have been able to finalize all the costs we needed to purchase the equipment required to manufacture and grow"

-Lee & Helen Sanders



"Partnering with MEDF has had many benefits. They helped us realize all our expansion plans by securing the financing needed. Their knowledge and expertise has been invaluable. With MEDF continued support has grown and profited"

-Rob

Connect Logistics

OWNER: Rob & Caralyn Rabichuk

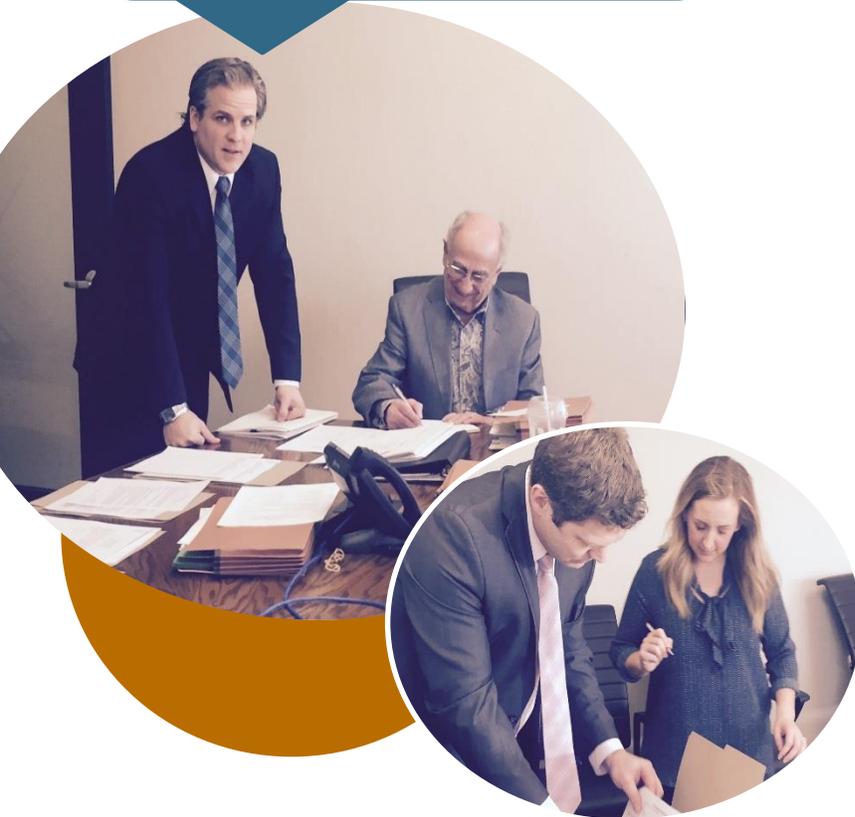
INDUSTRY: Trucking & Courier

LOCATION: Winnipeg, Manitoba

MEDF INVESTMENT DATE: March 2015

COMPANY SIZE: 30-35 Employees

Connect Logistics is a trucking and courier located right here in the bustling city of Winnipeg, Manitoba. The company ships products across the province using its fleet of 58 tractors, trailers & vans



Metis Business Directory



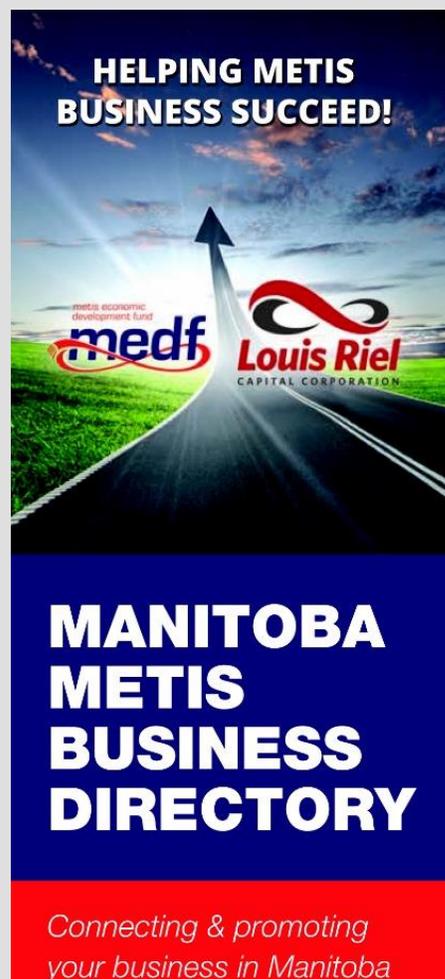
OPEN
for
BUSINESS



A partnership between the Metis Economic Developed Fund and the Louis Riel Capital Corporation has been established focusing on building the pre-existing Metis business directory which was created in 2012. Originally the directory was comprised of 386 Manitoba Metis owned businesses.

MEDF staff has added an additional 185 new businesses in Fiscal 2015 to the directory, and identified 20 businesses that were no longer operating, leaving the new directory at 551. Of the 551 businesses, 125 are owned by Metis women and 347 owned by Metis men.

To aid in our efforts, a joint brochure, poster & online directory was created and distributed to the 7 Regional Manitoba Metis Federation offices.



HELPING METIS BUSINESS SUCCEED!

metis economic development fund **medf** **Louis Riel** CAPITAL CORPORATION

MANITOBA METIS BUSINESS DIRECTORY

Connecting & promoting your business in Manitoba



Fueling our Future

Marketing Strategy for 2016

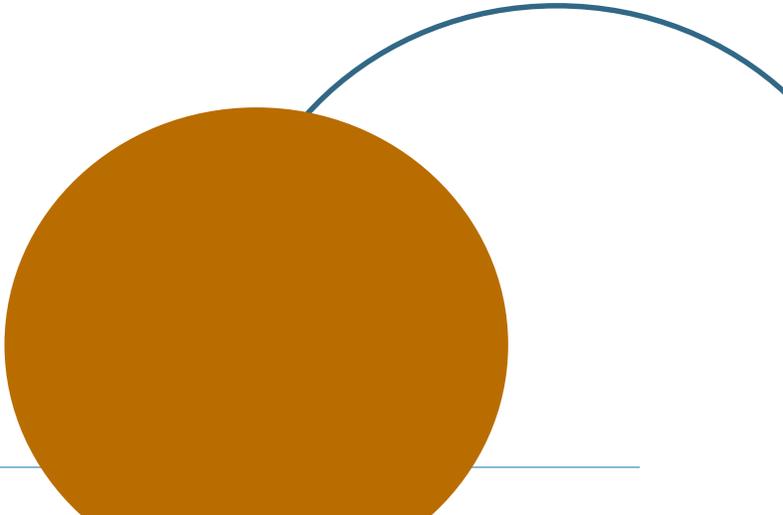
The in-direct marketing strategy will seek out government, mainstream businesses, and economic development organizations to assist identify potential deal flow in the referral process to MEDF.

Metis Businesses and Economic Development Organizations:

Attending events and networking with organizations such as Louis Riel Capital Corporation, World Trade Center, Assentworks, Jobs & the Economy, Futurepreneur, Innovate Manitoba, Women's Enterprise Centre, Aboriginal Business Service Network & Business Development Bank of Canada will be key to promote the services of MEDF. It is imperative to continue these relationships promoting our service offering. Our memberships with the Chambers of Commerce (Aboriginal, Winnipeg & Manitoba) is useful when reaching out to the customer profiles. We have found these organizations useful in raising our organizations profile while connecting us with Manitoba Metis.

Government Entities:

It is important that MEDF develop and leverage relationships with provincial, municipal and aboriginal governments in order to educate them on the potential opportunities that exist both with the Fund itself and through the use of services provided by Metis businesses. Management will continue to build these relationships with this interest group.





Mainstream Business:

Developing relationships with key decision makers and larger industry players throughout Manitoba and Canada will be integral to the Funds success. These companies are the purchasers of support services for their industries, and as such play a significant role in whether Metis businesses are awarded within their sectors. In addition, MEDF will leverage the relationships of the Fund's Board of Directors to facilitate meetings with key influential people throughout Manitoba focusing on reaching our target market.

Strategic Marketing Initiatives Include:

- *Industry Workshops*; Metis business leaders meet with industry representatives to learn about current and future projects and what opportunities exist for Metis businesses.
- *Business Conferences*; Formal eminence-building events where the Fund can build public awareness of their mandate and initiatives.
- *Needs Assessment*; Interviews with industry representatives to identify sought-after products and services that would assist their operations.

Another key promotions strategy will be attending trade shows and forums throughout Manitoba and Canada if necessary. The events which have initially been identified as key to the success of the Fund are as follows:

- Manitoba Aboriginal Day;
- Manitoba Metis Federation Annual General Assembly;
- Industry and trade associations;
- Winnipeg Chamber of Commerce;
- Aboriginal Chamber of Commerce;
- Manitoba Chamber of Commerce;
- CAMSC (Canadian Aboriginal & Minority Supplier Council)
- Innovate Manitoba



MANITOBA METIS BUSINESS SUCCESSIONS



Our Leadership Team

Board of Directors



Bob Penwarden
MEDF Chairperson



Richard Kachur
MEDF Co-Chairperson



Arnold Asham
MEDF Secretary Treasurer



Mike Bettens
MEDF Director



Sean McCormick
MEDF Director

MEDF Management



Erica McDonald
MEDF Office Manager



John Coutris
MEDF CEO



Carly Souque
MEDF Business Development Manager

*metis economic
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Connect with us!



Visit us in person at our office!

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