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From Site Plans to You Tube Videos

How simple things can spiral out of control

By: Jennifer Layman
Jenn@ovbusiness.com

What started out as a building renovation has turned into a defamation lawsuit between the Town of Renfrew and a local businessman.

How It Began

Moviemat Entertainment owner, Matt MacDougall purchased a property at 785 O'Brien Road in 2004. It was zoned light industrial and he was successful in rezoning it to C2 commercial. Some attempt was made to move the video business there in 2004, but the site plan agreement (required for a change in property use) was abandoned and MacDougall decided not to move the business.

In June 2012, MacDougall began to do some work on the O'Brien Road property. He said it was to repair vandalism and weather damage. That

work escalated to being more like construction, which brought in the Town of Renfrew's building inspector

addressed, namely drawings for the store layout and a "flow matrix" for the septic. Again, MacDougall complied.

We are not developing anything as per the Act's own definition.

MATT MACDOUGALL, MOVIEMAT ENTERTAINMENT

(Murray Gahan) to request a building permit. MacDougall complied. On his permit application, he noted several renovations and construction works he was going to pursue.

When the permit application was reviewed, Gahan suggested that MacDougall consult with Town Planner Julie Stewart to ensure a site plan agreement was not necessary. According to MacDougall, Stewart gave him the go-ahead. Upon reviewing the renovation plans, Gahan felt that certain other issues needed to be

Gahan then referred the situation to Mike Asselin, Director of Public Works. Asselin told MacDougall that due to the change in use, a site plan agreement was required.

Things Heat Up

MacDougall takes the position that under the Town's current bylaw, he can repair an existing building without a site plan agreement. The Town takes the position that more than repairs are going on, and that the goal is to change the use of the property.

MacDougall actually did move his video business to the

O'Brien Road property, but feels the site plan is not required.

"In 2004 we had plans to build an 8,000 square foot, \$1 million dollar development on the property," he says, "we were not using the existing building. This time, we didn't build anything; we simply sided an existing building. The Planning Act of Ontario clearly defines "development" and we are not developing anything as per the Act's own definition."

The Town's position is that the site has been vacant for some time, and the change constitutes a new use which triggers site plan control. This is to ensure the site is developed in a manner that works with traffic, sanitary servicing, drainage, parking, light and other provisions.

Continued on Page 3

Eastern Ontario Development Program

Application Deadline: Thursday, March 1, 2013 at 4:00pm

Guidelines and applications are available online at: www.rccfdc.org. Applications may be submitted early.

For more information on this program, contact David Wybou at: 613-735-3951 ext.229.



Ottawa Valley BUSINESS

Ottawa Valley Business (OVB) is a monthly publication covering business news and events throughout Renfrew, Lanark and Pontiac counties, as well as within the surrounding areas. OVB is published by Forward Thinking.

WHO READS US:

OVB is delivered twice a month via email to more than 3,400 businesses, government agencies and organizations.

HOW TO SUBSCRIBE:

To receive OVB by email each month, contact us at: admin@ovbusiness.com. There is no charge to receive the publication.

ADVERTISING

Various advertising options are available in OVB. Volume discounts and discounts to members of the Chamber of Commerce are available. Please inquire about advertising opportunities.

CONTENT & SUBMISSIONS:

News, article suggestions and letters to the editor are welcomed and encouraged. Content will be edited to fit the space available. We welcome press releases and news from our local business community to be published free of charge. There is also no charge for posting business events on the events calendar.

CONTACT US:

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2113 Petawawa Boulevard,
Pembroke, Ontario K8A 7G8

You can also find us on Facebook.



events calendar

January 23, 2013

W.H.M.I.S. Workshop. Held at Employment Networks in Renfrew. 9:00am to Noon. Drop in or call 613-432-3424 to register.

January 29, 2013

Business Financing Seminar. 5pm to 7pm. Café 349 on Main Street in Shawville. Presented by Banque Nationale. How to Finance a Small Business. Borrowing options, lines of credit, loans and more. RSVP by January 25 to 819-647-2312 or biddev@pontiacchamberofcommerce.ca

January 29, 2013

Niche Packaging workshop offered by Lanark County Tourism. Carleton Place Town Hall Auditorium, 175 Bridge Street. 1pm to 4pm. Register at: tourism@lanarkcounty.ca

January 30, 2013

Seven Business Services From Your SADC Pontiac. 7:30am to 9:00am. Luskville Municipal Library beside the town hall. Presented by Brittany Morin of SADC Pontiac. \$9 members. \$12 guests. RSVP by January 25 to 819-647-2312 or biddev@pontiacchamberofcommerce.ca

January 31, 2013

Introduction to Facebook Workshop. Held at Renfrew

County Community Futures building. 1pm to 4pm. For info: 613-735-3951 ext. 226 or klemenchick@bellnet.ca

February 9, 2013

Information session for municipal officials hosted by the Renfrew Landowners Association. 1pm to 5pm. \$20. Cobden. Not open to the public. Call: 613-432-4352 or donnaburns1@rogers.com

February 14, 2013

Recruiting 2.0: Rethink Your Hiring Process to Hire the Best. Conference Board of Canada. 2pm to 3pm. Webinar. \$175. Rethink recruitment to hire talented people who really fit in with your organization. www.conferenceboard.ca

February 14, 2013

Building & Packaging Experiences workshop offered by Lanark County Tourism. Valley Heartland CRDC. 91 Cornelia Street West. Smiths Falls. For info: 613-283-7002 or maryellen@valley.on.ca

February 21, 2013

Building a Culture of Service Excellence tourism workshop. Perth. Facilitated by the Ontario Tourism Education Corporation (OTEC). Register at tourism@lanarkcounty.ca

February 22, 2013

Renfrew Landowners Association public meeting. Astrolabe Hall in Cobden. For info: 613-432-4352 or donnaburns1@rogers.com

February 23, 2013

Upper Ottawa Valley Chamber of Commerce Business Awards Gala. \$70 per person if ticket purchased before January 31. Dinner by Ullrich's. Germania Hall in

Pembroke. Call: 613-732-1492 or www.uovchamber.com

February 26, 2013

Brand You. Explore the critical elements that some of today's most successful entrepreneurs and business minds understand. Speaker: Jennifer Debruin. 9:30am to 11:30am. \$10 per person. Lanark County. Phone: 613-283-7002 ext. 108
cjames@smallbizcentre.ca

February 27, 2013 or February 28, 2013

Exploring Value Added Opportunities Webinar. For farm and rural entrepreneurs. Are you looking for or have a value-added business idea for your farm? We cover three modules: selecting your best idea, assessing your idea's business potential and next steps. For info: 877-424-1300 or ag.info.omafra@ontario.ca

February 28, 2013

Renfrew & Area Chamber of Commerce Networking Event. Entrepreneurship, start-ups and economic development. Speaker is Bruce Firestone. Ma-te-way Activity Center in Renfrew. RSVP by February 15. Registration at 7:30am. For info: 613-432-7015 or info@renfrewareachamber.ca

March 7, 2013

Exploring Value Added Opportunities. For farm and rural entrepreneurs. Cobden Community Hall. 9am to 4pm. \$70. This workshop is the same as referenced earlier, but is being held on site. For info: 877-424-1300 or ag.info.omafra@ontario.ca

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Site Plans and Defamation Suits

How You Tube escalated a business issue to a lawsuit

Continued from Page 1

The municipality suggested that MacDougall could re-open his 2004 site plan agreement without any additional cost. MacDougall refused. They also suggested he could appeal the municipality's decision. He refused that too. Instead, he moved his business there.

On November 6, 2012, the municipality sent a letter to MacDougall. They said that he opened a business at the location without the required site plan control, connected to municipal water without a Town water account, undertook construction in advance of the site plan control approvals, painted advertising on the building to create an eyesore, graded a parking area without an approved grading and draining plan and installed traffic control signs at the entrance without approval. They closed him down.

Defamation and Malice

In late October, MacDougall began posting videos of his

experience on You Tube. What began as one man's criticism of the Town's decision-making turned into a focussed attack on Mike Asselin.

MacDougall allegedly referred to Asselin as having no character and later states that Asselin is "a scumbag bureaucrat screwing over small business in Renfrew."

Unfortunately, the criticisms didn't end there. People started posting comments to the video.

One contributor wrote: "Mike Asselin needs his head ripped off and someone [expletive] down his neck. If it wasn't for small business this country would be screwed. He's an [expletive] bureaucrat that gets his weekly cheque no matter what or who he screws around."

Another wrote: "Money is obviously changing hands here Mat. Likely Asselin has his eye on your location for an interested party who is willing to pay him to shut you down and later...for the deal."

As the videos continued, so did the comments, which led

Asselin to file a legal claim for defamation and malice, in the amount of \$100,000.

In his sworn affidavit Asselin indicates that the content of the video and ensuing comments "contain false statements that discredit my personal reputation and, more specifically, my professional reputation as the Director of Development and Works for the Town of Renfrew."

An injunction required MacDougall to remove some of the videos, and he did. But, MacDougall is appealing the injunction. That matter takes place on January 25, 2013.

Paying The Bills

The Town of Renfrew is paying for the lawsuit that Asselin has filed. They believe it results from matters that have arisen from Asselin's employment for the Town. MacDougall needed a Freedom of Information request to obtain that information, and says that the Town could have put that money towards the fund for the pool and second ice pad

which they recently denied.

One Common Element

The one thing Asselin and MacDougall appear to agree upon is the distress of the entire situation.

"This process has brought my company to the edge of bankruptcy," MacDougall says. "It destroyed our Christmas business, my wife is a nervous wreck. This is destroying 21 years of work. We had to mortgage our business property to defend ourselves and our home is at risk now because of this. So you could say it's impacted us pretty substantially."

As for Asselin, he says that "some of the comments, relating to prying into my personal activities and finances, are causing emotional upset to me and my family." He feels that MacDougall has alternatives to solve the issues, but has chosen to "publish statements on YouTube about [Asselin's] personal and professional integrity."

Both sides are firm about what they believe to be right and wrong in this situation. MacDougall has a little more flexibility in how he communicates given he is in private business. Asselin on the other hand is in a personal battle and a public job.

Most of the information that has been made public on this issue is available on MacDougall's website: www.moviemat.com. Scroll to the bottom of the page and click on "Town of Renfrew Lawsuit."

Ottawa Valley Business will keep you updated on the business issue and the defamation and malice matter as they both progress.

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Business News Around The Valley

New Development in Laurentian Valley

Home Depot is going to have some company in Laurentian Valley. Vaughan-based Villarboit Development Corporation is bringing a 60,000 square foot retail commercial development to the region. The development is being called Laurentian Square. There is no mention of who the tenants may be, though past developments by the company have seen Future Shop, Michaels, Swiss Chalet, Value Village, Shopper's Drug Mart, H&M, Sportscheck, The Brick and others.

By-Election in HCM

The Council of the United Townships of Head, Clara & Maria will be having a by-election on Monday, March 25, 2013. Nomination Day is February 8, 2013. Additional details are available from a member of Council, or at the municipality's website: townshipsofheadclaramaria.ca

Business Looking For Input
Hugli's Blueberry Ranch is planning for the 2013 season and is looking for suggestions from the public on how to add to their business. Hugli's is

looking for input on attractions, activities, products and anything you feel they could do differently. To submit your comments, you can visit them on Facebook or visit the website to submit comments.

Stinson Wins Propane Contract

Horton Township has accepted a quote from W.O. Stinson for a five year contract for the supply of propane. Stinson quoted \$0.329 per litre. The rate per litre is a floating rate tied to their rack price. Other bids included: Superior Propane (\$0.48 per litre), Budget Propane (\$0.49 per litre) and McCarthy Propane (\$0.336 per litre).

Gallant Meets With Businesses

MP Cheryl Gallant met with local business leaders in the defence, aerospace and nuclear sectors recently where selected funding agencies were invited to make presentations. Those agencies included: Community Futures Development Corporation, Southern Ontario Fund for Investment in Innovation (SOFII), Industrial Research Assistance Program (IRAP)

and the Canadian Innovation Commercialization Program (CICP).

150th Anniversary Approaching

The Town of Petawawa is planning their 150th anniversary for 2015. The Town will be creating terms of reference for the celebrations and planning for ideas.

K&T Wins Tender

The Town of Deep River has awarded K&T Trucking with a tender for the marina renewal project. K&T bid \$409,500 for the work. The only other bid received was from Wade General Contracting with a quote of \$570,000. The project was re-tendered after one bid of nearly \$600,000 was received in 2012. The municipality may be hearing from Infrastructure Ontario about financing.

Land Ambulance Moves

The County of Renfrew has decided to move its land ambulance station from Chalk River to Deep River. The move will put the land ambulance beside the Deep River District Hospital. A request for proposals will be issued for tenders for the

project. The land ambulance is currently located inside the fire station in Laurentian Hills. The Town of Laurentian Hills is supportive of the move to better serve the region.

Toronto Firm Wins School Board Build

The Renfrew County District School Board will be moving ahead with a \$22 million school in Petawawa. The winning bidder was Percon Construction of Toronto with a bid of \$21,940,000. Four companies were pre-qualified for the tender including Amprior's M. Sullivan and Son Limited who bid \$22,388,887. Tambro Construction of Guelph bid \$22,810,000 and Pomerleau Inc. of Ottawa bid \$25,091,000.

Horton Building Permits Up

For 2012, Horton Township had 57 building permits with a total of \$6,814,000 in value. 20 permits were for renovations, 18 were for a garage or storage building and 19 were for new residential builds. The total is an increase of \$600,000 over 2011.

Continued on Page 4

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What People Think About The Recent Displays of First Nations Activism

Last week's protests by First Nations activists may have had an effect on Canadian public opinion regarding Aboriginal issues, according to a new poll conducted by Ipsos Reid.

63% of people support resolving land claims to provide Aboriginal Peoples with the land and resources needed to become self-sufficient, and the same percentage feel the federal government should act to raise the quality of life for Aboriginal peoples. However, 81% believe that no additional taxpayer money should go to any Reserve until external auditors can be put in place to ensure financial accountability.

64% of Canadian taxpayers feel Canada's Aboriginal Peoples receive too much support from taxpayers. Recent protests have not changed that view, which remains the same since July 2012. 62% feel Canada's Aboriginal peoples are treated well by the Canadian government.

The largest change concerns the accountability for the issues surrounding Aboriginal Peoples. 60% of Canadians feel most of the problems of Aboriginal Peoples are brought on by themselves. This is up 25% from 1989.

It would appear that protests are not gaining support either. Only 38% of Canadians approved of the Idle No More Movement and only 29% approved of Attawapiskat Chief Theresa Spence.

Source: Ipsos Reid

Business News Around The Valley

HCM Receives Funding

The Municipality of the United Townships of Head, Clara & Maria has been successful in obtaining funding through the Federal Government's Community Infrastructure Improvement Fund in the amount of \$70,250. The money will go towards expanding the community centre and library.

Piercey Under Investigation

Former Pembroke Police constable Shawn Piercey is the person who prompted the 10-month investigation of Drew Mellon and Dave Halkins. Mellon and Hawkins were cleared of the charges which alleged mis-spending of \$180.

Piercey faces six charges of discreditable contact for filing the false complaints.

Conway Endorses Sandra Papatello

Despite the visit from Kathleen Wynne, a candidate for the provincial Liberal leadership, former MPP Sean Conway is endorsing Windor's Sandra Papatello for Ontario Liberal leader. Both women are leading the current race which will go to a vote at the membership convention on January 25th in Toronto.

NRTC Donates To MRI

NRTC Communications in Beachburg has pledged \$10,000 to the Pembroke Regional Hospital's MRI campaign.

Commission Remains The Same

The Pembroke & Area Airport Commission held its first meeting of 2013 on January 17th, and the first order of business was to elect a new executive. Deep River's Ruth Syme made the motion that the executive remain unchanged. It was seconded by Gary Severin and carried unanimously. Allan Wren remains as chair while Gary Severin is vice-chair. Dick Rabishaw and Frank Cirella also remain on the executive.

Warden's Caucus Elects Chair, Vice Chair

The Eastern Ontario Wardens' Caucus Inc. has elected Rick Phillips, Warden of Hastings County as its new Chair for the coming year. Ron Holman, Warden of the United Counties of Leeds and Grenville was elected Vice-Chair.



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TENDERS

- County Road #17 Rehabilitation -----
- County Road #12 Rehabilitation -----
- County Road #19 Rehabilitation -----
- Sale of Land for Tax Arrears -----
- Micro Surfacing County Roads #s 2, 7B, 17, 20, 29, 49 -----
- 4-Wheel Drive ¾ Ton Truck -----
- Surface Treatment -----
- Supply/Place Shoulder Gravel -----
- Roadside Ditching -----
- Roadway Sweeping -----
- Kilmarnock Bridge Rehabilitation -----
- Culvert Replacements and Pipe Ramping -----
- Website -----
- Screened Winter Sand -----
- Water Meter Installation, Inspection and Maintenance -----
- Acoustic Panels -----
- Audio Visual Equipment -----
- Commercial Dishwasher -----
- Indoor Electrical Repairs -----
- Indoor Plumbing Work. -----
- Outdoor Lighting -----
- Rectangular Professional Grade Tables -----
- Supply of Building Maintenance Services

The Money And The Matrix

City chooses 5% lower bid and 3% higher bid for police, truck bay design projects

The City of Pembroke received results from two tenders; one for the aerial truck bay for the fire department, and the other for the design and contract administration service for the new Pembroke Police services building renovation. Both were evaluated with a matrix where bidders scored points based on certain criteria.

For the aerial truck bay, three companies submitted bids. The winning bid was Colbourne & Kembell Architects of Kingston with a bid of \$59,850. Their cost was \$3,450 ahead of Morris Thuemen Architects of Pembroke who bid \$63,300.

CSV Architects of Ottawa submitted a bid for \$116,016. The decision was made based on an evaluation matrix which scored each company on overall impression, qualifications and experience, past projects, proposed approach, project costs and fees and the project schedule. Morris Thueman scored better on the proposed approach and project costs and fees, but Colbourne & Kembell scored higher in categories of qualifications and experience and past projects. The two companies tied in overall impression and project schedule. CSV did not lead any categories in the

evaluation matrix. While Morris Thuemen did have a lower cost of design services by \$3,130, they were higher by \$6,005 in CA services. A 20% contingency allowance was only a \$575 difference between the first two bidders.

In the police services building renovation, the City chose Ventin and Lahey Architects with a bid of \$281,800. The lowest bid was actually Ronald Awde Architects at \$273,500. Others that bid on the project included: NORR Architects (\$288,000), HOK Architects (\$359,000), CK Architects (\$371,245), IBI Group Architects (\$458,090) and AECOM Architects (\$466,580). The proposal also evaluated the companies on technical evaluation, mandatory requirements and financial evaluation. Ventin and Lahey earned a score of 84.91 while Ronald Awde scored 84.49.



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people on the move

Dr. Jennifer Fergusson
Hands on Healing has welcomed Dr. Jennifer Fergusson to the business. Dr. Fergusson is a chiropractor who specializes in chiropractic, acupuncture, active release technique and running and sports injury rehabilitation.

Lindsay Miller, Randy Smith and Carson Cole

Horton Township has hired Lindsay Miller, Randy Smith and Carson Cole as rink attendants. Lindsay Miller has worked at the rink for two seasons previously and Randy Smith has worked with the Carleton Place and Renfrew Rinks. Carson Cole will be filling in for Miller and Smith. Cole is a former rink attendant for the municipality.

Ann Turcotte

The Town of Petawawa has hired Ann Turcotte to fill the position of Facility Operator within the parks and recreation department. Turcotte has experience in the area of facilities, specifically refrigeration, and parks maintenance. She previously worked for Beckwith Township and the Town of Carleton Place. Turcotte begins her position on January 22, 2013.

Andra Bettencourt

Andra Bettencourt has joined the team at Min Com Kargus Real Estate Inc. Bettencourt has more than 12 years of experience in real estate sales and has been a licensed broker since 2004.

Lorraine Potter

Lorraine Potter has also joined Min Com Kargus Real Estate Inc. as the office administrator. Potter has more than 10 years of experience in real estate administration.

Brad McKay

Brad McKay is the new president of the Arnprior Optimist Club. McKay takes

over from Jeff Brown. Chris Toner, Dan Perfitt and John Rajsic join the executive as vice-president, secretary and treasurer respectively.

Dave Studham

Dave Studham has taken a position with the West Champlain Family Health Centre in Pembroke. Studham resigned from the Renfrew County United Way in late 2012.

Ivan Burtan

The Town of Renfrew has hired Ivan Burtan as the new planner for the municipality. The position has been vacant for some time and planning needs had been filled by McIntosh Perry engineers.

Doug Lambert

Horton Township has hired Doug Lambert as the caretaker at the Community Centre. Lambert will be working closely with custodian, Rilla St. Michael.

Note: If you wish to announce a new employee, just send us the details. These announcements are free. Admin@ovbusiness.com

Chamber Finalists Selected for Awards

UOV Chamber Achievement Awards

The Upper Ottawa Valley Chamber of Commerce has announced their finalists for the annual Business Achievement Awards. Shelley Rolland-Poruks from AECL and Jon Pole of myFM will host the awards.

Finalists for New Business of the Year include: Steele Industrial Supplies, VC Athletic Therapy and Bracing and Vibe Marketing. Young Entrepreneur Finalists include: Kendra Johnsen (Crossfit Poise), Emma Leavey (Pick-it Fence) and Ashley Brazeau (Vibe Marketing). Small Business finalists include: Glenergy, Country Cupboard

and Co-operators Insurance. Medium Business Finalists include: myFM, Frank Carroll Financial and Quality Inn & Suites. Large Business of the Year Finalists include: Canadian Tire, Calabogie Motorsports and Marianhill. The three finalists for Citizen of the Year include: Bob French, Jayne Brophy and Chris Hinsperger. Community Organization finalists include: Options Skilled Trades Fair, Family and Childrens' Services and CPAN. Finally, the Skilled Trades Employer finalists are: Valley Automotive, Cut-Rite and AECL. The Lifetime Achievement Award is going to Laurentian View Dairy.

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www.algonquincollege.com/pembrokePD

ARTS/CRAFTS COURSES (start dates listed)

Wed. Feb. 13	Dazzling Beads in Wirework	\$38.29
Sat. Apr. 6	Mosaic for Beginners	\$140.98

BUSINESS COURSES (start dates listed)

Thurs. Feb. 21	Media and Public Relations – It Matters! (with Jamie Bramburger)	\$164.45
Sat. Apr. 6	Advanced Media and Public Relations (with Jamie Bramburger)	\$97.72

COMPUTER COURSES (start dates listed)

Fri. Feb. 1	Excel: Level 1	\$94.99
Fri. Apr. 5	Excel: Level 2	\$94.99

COOKING/FOOD COURSES (start dates listed)

Tues. Apr. 2	All Fired Up	\$52.82
Tues. Mar. 5	Oriental Cooking	\$52.82
Tues. Feb. 26	Pasta Architect	\$52.82
Tues. Mar. 19	Seasonal Soups	\$52.82

LANGUAGE COURSES (start dates listed)

Wed. Jan. 30	French as a Second Language – Basic Level II	\$336.98
Thurs. Jan. 31	Signing Exact English 1	\$197.37
Thurs. Mar. 21	Spanish Level 2 – Beyond “Dos Cervezas Por Favor”!	\$173.22

PHOTOGRAPHY COURSES (start dates listed)

Tues. Apr. 16	Drawing with Light = Photography	\$97.92
Tues. Feb. 5	Introduction to Your Compact Digital Camera	\$97.92
Tues. Mar. 12	Welcome to the World of DSLR Photography	\$119.25

OTHER PERSONAL INTEREST COURSES (start dates listed)

Tues. Apr. 30	Discover the Universe with Canada's Leading Astronomer Terence Dickinson	\$198.35
Mon. Apr. 8	Hand Drumming & Rhythm for Beginners	\$107.95
Thurs. Jan. 31	How to be an Executor	\$39.75

PET CARE COURSE (start dates listed)

Wed. Apr. 3	First Aid for Pets	\$47.66
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The Food Service Worker program is a mandatory qualification for all new Food Service Worker positions in long-term care homes in Ontario. This seven course program teaches you the theories of nutrition, sanitation, safety, and hygiene, as well as institutional cooking techniques.

Register for the first course "[Role of the Food Service Worker](#)" by January 21. **Cost: \$207.56.** In April, "[Communication and Customer Service](#)" is being offered: \$200.99.

Contact Bonnie Mask today for more information:
 613-735-4700, ext. 2721 or email her at:
maskb@algonquincollege.com.

NOTE!



An early bird draw will be held on Jan. 25th. All students who have registered for a Winter course by that date will be eligible to win free tuition for one course in the Winter 2013 term. **Register today to be eligible!**

For information, call 613-735-4700, ext. 2700
 or visit www.algonquincollege.com/pembrokePD

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Grant Money For Sport and Rec

Applications due March 19 to Grants Ontario

The Ontario Sport and Recreation Communities Fund (OSRCF) is a grant program that supports a vision of getting and keeping Ontarians active in community sport, recreation and physical activity. The fund will increase opportunities for participation in sport and recreation by developing new programs or increasing access to existing programs, support physical literacy and strengthen the community sport and recreation sector by providing training.

The program will support projects of one or two years in length, at both the local and provincial levels. Statement of

Interest deadline for Provincial projects is February 6, 2013 by 12:00 noon.

The application deadline for both provincial and local projects is March 19, 2013 by 12:00 noon.

Who Can Apply?

Incorporated not-for-profit organizations that can offer high-quality sport, recreation and physical activity programs and have operated and been incorporated for at least one year in Ontario may apply. Universities or colleges may apply to the provincial stream, for applied research projects only. Provincial and multi-sport organizations may apply to the provincial stream only.

Partnerships are not mandatory but are highly recommended; project applications demonstrating effective partnerships may be given additional consideration.

Applicants are required to apply online through Grants Ontario. Interested applicants should register as soon as possible before the application deadline.

Assistance is available through Grants Ontario Customer Service (Monday to Friday during normal business hours): 855-216-3090 or GrantsOntarioCS@Ontario.ca. You can also click here to be taken to the page on the Ministry website.

a matter
of fact ?

The BDC

Business Development Bank of Canada

64%

The percentage of private sector employment that is small and medium sized businesses.

55%

The percentage of Canadian businesses with fewer than four employees.

98%

The percentage of Canadian businesses with fewer than 100 employees.

\$3.6 Billion

Total loans from BDC to entrepreneurs for 2012.

1990

Number of employees at the BDC.

103

The number of locations of the BDC across Canada.

220

The number of CFDC organizations that BDC partners will across Canada.

1000

The number of entrepreneurs BDC supported through the CFDC network in 2012.

\$184 Million

The value of loans that BDC granted to young Canadians in 2012.

\$6 Million

The value of loans that BDC financed with entrepreneurs from the Canadian Youth Business Foundation.

Source: 2012 BDC Annual Report

coming next issue:
a forward thinking kind of tourism promotion

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Local Economics 101

Why it matters that you buy local whenever possible



MARKETING

By: Jennifer Layman
jenn@fwdthink.net

The Renfrew County District School Board just awarded a \$22 million tender for their new school to Percon, a Toronto company. A local company from Arnprior, M. Sullivan and Son, lost the bid by 2%.

I asked M. Sullivan and Son if they had any comment.

They didn't. And really, what could they say? What can any local business say when they lose a contract to a non-local

firm? You can't force an organization to spend their money locally. Or can you?

The decision of the school board was left to the trustees, all of whom are local people. According to The Daily Observer, one of those trustees, Barbara Basso, felt that for 2%, it was worth awarding the contract to a local company. Nobody agreed with her. And when it came time to vote, she was the sole person to publicly vote against the Toronto bid. She was out-voted for sure. But, she stood her ground anyway. That took courage.

2% of \$22 million is a hefty figure - \$448,887 is the actual difference in Sullivan's bid and Percon's bid. But another hefty figure is Sullivan's

commitment to Renfrew County. Maybe that was Barbara Basso's point.

In 2012, Sullivan's gave \$100,000 each to the Bonnechere Manor Foundation and the Pembroke Regional Hospital MRI. In Arnprior, Sullivan's roots have been instrumental in the success of the municipality.

According to an article in the Ottawa Business Journal, in the 1960's Arnprior was considered a depressed area. Tommy Sullivan chaired a commission to attract business to an industrial park in Arnprior. The Province wouldn't allow the Town to float any loans or debentures to purchase property, so Sullivan bought a 100-acre farm and gave it to the municipality. You may recognize that area now as being home to companies like Sandvik, Nu-Tech Precision Metals, Boeing, GE and Pillar 5 Pharma (formerly Pfizer). According to the article, the industrial park nets \$1.4 million in taxes annually to the municipality. Some of that goes to the Renfrew County District School Board.

Sullivan's also has an annual payroll of around \$12 million. Those employees have homes and pay taxes. Some of those taxes also go to the Renfrew County District School Board.

You might be interested to know that in 2012, 64% of the

education taxes paid by businesses went to the Renfrew County District School Board. Last week, \$22 million of it went to Toronto.

Why Buying Local Matters

The Renfrew County District School Board has now posted an ad for a fundraiser. They want someone to raise money for the new \$22 million school.

I'm assuming the fundraiser is going to be working in Renfrew County, asking local businesses and individuals who work for local businesses, to make donations. This is why buying local matters.

Local people can only donate if they are able. They are only able if they are working. They are only working if there are jobs. There are only jobs if there are businesses. There are only businesses if there is work to do. There is only work to do if they earn contracts.

So, can you force an organization to buy locally? Yes, you can. You can elect people who believe in that principle. You can require that organizations support the local economy before donating to them.

You can also let Barbara Basso know that what she did mattered. Every change starts somewhere.

Jennifer is the president of Forward Thinking Marketing in Petawawa. Her column appears every issue.



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