

Our Community's FUTURE



YOUR SUCCESS IS OUR SUCCESS

32 LAKES CAFÉ & BAKERY


Ryan and Nevada became the new owners of **32 Lakes Café & Bakery** on May 25, 2019. The Marine Avenue café is a popular spot for a good reason: deliciousness! It's known for fabulous baked goods and great locally-roasted coffee.

"As new business owners in a small community we are learning the importance of what it means to shop local. We live in an amazing part of the world that attracts like-minded individuals who want to use their voices. The people we have had the privilege to engage with are incredibly hard working. They are producing high quality products while directly influencing the process. It is inspiring to share a common interest in doing what you love while holding an appreciation to how difficult and rewarding it can be. We have Katie from Salty Flower Farms, Rachael and Dane from Paradise Valley Produce, Alex and Mackenzie from Gathered Farms, our friends at Ecosentials, Aaron at Terra Nostra, and the crew at Chopping Block to name a few. It brings us excitement to carry on the torch to the finish gate, so to speak. What we gain are friendships along the way to forming



relationships with our community. So, what does it mean to shop local? You create jobs, keep money within your economy, nurture a sense of community, and last but definitely not least you are supporting the environment by reducing waste and conserving energy. What a beautiful thing to be proud of! If you love what you do, it will love you right back." 🌿

32lakescafeandbakery.com

 @32lakescafeandbakery



Community Futures Powell River offers financing and advisory services for small businesses and entrepreneurs in our community.



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B2B SIMPLY MEANS BUSINESS-TO-BUSINESS RATHER THAN BUSINESS-TO-CONSUMER (B2C). It is a business model that focuses on selling products and services to support other companies, such as manufacturer to wholesaler or wholesaler to retailer.

In Powell River, one example of a B2B relationship is Salty Flower Farm and 32 Lakes Café and Bakery.

"Nevada and I have been friends for many years and so that partnership blossomed naturally," says Katie Beaton. Katie delivers stunningly beautiful

bouquets of seasonal flowers from Lund to 32 Lakes weekly.

Katie's passion for flowers led to the creation of this amazing B2B combination — freshly baked goods, delicious coffee and local floral cheer.

Get local today! 🌿

Our business clients

BEATON LINENS, RED CREEK KIDS & SALTY FLOWER FARM *Katie Beaton*



Katie Beaton is owner/operator of three businesses: Red Creek Kids, Beaton Linen and Salty Flower Farm (see cover story). She started by expanding on something she was already doing for her daughter: making clothes.

"I have loved sewing for years and would sew June's baby clothes, everything snowballed from there!" When expanding into her linen business, Katie

says that, "Community Futures staff were very supportive. They worked very hard to help get my linen business going and I am forever thankful for that."

"At Beaton, we do tiny collections to keep our impact small. We believe in fewer better things, made ethically and with the earth in mind." Katie adds that, "My tiny farm in Lund is exactly where I love to spend my free time, being outside, growing my own flowers and bringing joy to myself and others is very rewarding. I'm all about keeping it small, but I'll definitely be adding more flowers and food into the mix for next year." 🌿

redcreekkids.com

beatonlinen.com

saltyflowerfarm.com



BYDAND BUSINESS & TAX

Jonathan Gordon

Jonathan Gordon is the new owner of Bydand Business & Tax (formerly Byte-Size Tax Shop) in the Town Centre Mall. Jonathan offers tax preparation and a wide range of business and financial services to help local businesses succeed.



He fell in love with cloud accounting while working at a bookkeeping firm as part of his International Business degree at Australian National University in Canberra.

"I went to the other side of the globe to study, but after graduation in 2019, my heart longed to be back home in coastal BC," says Jonathan. "When I began to look for business opportunities, Community Futures provided the funding and support to help me buy the business and get through my first year successfully."

Covid-19 was his biggest challenge this past year. Jonathan explains that, "I had to change the entire way the business operated. Clients had lots of changes to adjust to, but everyone was great and we've adapted to a new normal."

Jonathan's one piece of advice to somebody just starting out is to ask yourself this question everyday: "What is the one thing I'm going to do today to push this business forward?" Keep asking yourself this question every day and keep doing that one thing you come up with, whether it's a big thing or a small thing. Just do one thing!" 🌿


604-485-7009 | bydandbusinessstax.ca

KELLY EDWARDS YOGA *Kelly Edwards*

Kelly Edwards normally teaches about 20 yoga classes a week, but when the Covid-19 lockdown began in March, her world stopped. She says, "I had to look my fears in the eye, take a leap of faith and put my classes online. I also reviewed the business planning tools from the self-employment program I had taken with Community Futures six years ago and this helped me re-evaluate."

"An online format for yoga creates different opportunities," Kelly says. "The technical side has been an extraordinarily steep learning curve but my yoga practice, my love of teaching and a sense of humour have got me through. I have learned to slow down, embrace a simpler life. I have learned to let go of expectations and the conflicts they create. Most importantly, I have learned if you are doing what you love you will find a way."



My online courses will be up and running for the winter – check kellyedwards.ca for links to my free YouTube classes and info on where to find me around town. 🌿  @theworldaccordingtokelly

SHAGGY-DAWG *Faith Chipman*



Faith Chipman moved to Powell River after running her Shaggy-Dawg Dog Grooming business on Vancouver Island for more than 17 years. In the beginning, Faith started gradually investing profits from her dog grooming business into making paw balms and dog spritz colognes. While doing her research she came across plants

that had mucilage and immediately put this knowledge to use in her first prototype. Along the way, she created a detangling spray without silicones.

“I started my product line in about 2011 and almost gave it up! One last try and my MarshMello Dematt (detangling spray) product took off and then people clamoured for a shampoo.”

Her latest product expands her line to include MarshMello dog shampoo.

“The new product was more challenging than I had anticipated,” says Faith. “I got a small, manageable business loan from Community Futures to help out. Everyone there is so friendly! The appointments were made swiftly, and I got to chat over everything ahead of time so that I fully understood the whole process and expectations. I felt respected because Community Futures acknowledged the experience I’ve accumulated; the growth I’ve achieved. They believed in me.”

“I made an unmistakable logo, kept the



labels clean so that they would stand out compared to the sea of other labels out there, and I encouraged people to share photos.”

Most recently Faith created a very focused marketing plan to promote her MarshMello product line. Her plan worked! The new MarshMello dog shampoo has worked out so well that last year she won “Best New Product - Grooming Industry Awards – Canada.” Congratulations Faith! 🐾

604.483.6024

marshmellodematt.com



THE BOARDWALK RESTAURANT

Rayana & Roy Blackwell



At the end of a scenic walk around Lund Harbour is The Boardwalk Restaurant, owned by Rayana and Roy Blackwell. It offers a stunning view and a variety of menu options with something to suit everybody’s taste buds. Their specialty is Fish n Chips, using their own gluten-free batter.

“We came to this wonderful place in 2010 burned out from our Vancouver restaurants, bringing most of our staff and menu ingredients with us,” says Roy. “About 85% of our menu is made from locally sourced ingredients. We cut and prepare our chips from Vancouver Island grown Kennebec potatoes and buy almost all our fish from Pacific Ambition Seafoods in Powell River.”

“Although we have been successful in business in Vancouver and Lund for over 25 years, we have continued to have trouble borrowing from banks and credit unions,” Rayana says. “Our Community Futures loan allowed us to buy and install a walk-in cooler and freezer. Finding CFPR has been a great relief — community minded folks with similar principles who can lend us the capital we need to thrive.”

The Covid-19 lockdown has caused great uncertainty for the Blackwells and their industry but, “we feel more secure about our future because of our relationship with Community Futures.” 🐾

boardwalkrestaurantpowellriverlund.com

HAPPY RETIREMENT TO DOUG & ANNA HINDLE

To a longstanding Powell River business that has supported our community for over 70 years. We wish you both all the best in life’s next chapter!



Our New Business Advisor/Loans Officer

Hello, my name is **Keith Allen**

I started my position as Business Advisor/Loans Officer with Community Futures Powell River in the second week of March 2020, a week before COVID-19 changed the way we all work and live. Working with the CFPR team has been a great experience since I arrived, getting to know all of our clients, business community as a whole, and helping to establish our new normal through the uncharted territory that was to follow.

I moved to Powell River in March of 2011 and after working a few odd jobs while getting my bearings, ended up starting my own business. I had been self-employed up until 2017, around the time my son Leo was born, and the timing for stability and routine in my employment made itself quite clear. I shifted gears to a more typical 9 to 5 job and left my evenings and weekends



open for me to focus on helping to raise my son. When I was given the chance to transition to Community Futures, I was certain that I had found the right fit for me.

I have previous experience working in

the financial services industry, with two separate stints working for two of the big banks, after having completed the Financial Management program from BCIT. I feel as though this training and experience has well prepared me for what I intend to get done here with Community Futures Powell River. I plan to help CFPR to work its way through the COVID-19 pandemic, helping clients manage while they look to get their business back to pre-COVID levels, and also helping new and prospective business owners with business start-up advice and potential start-up financing. If you feel you could benefit from any form of business advice, please don't hesitate to contact me at 604-485-7901 or via email at keith@prfutures.ca and we can plan to either meet in person, speak over the phone, or schedule a zoom call to discuss in further detail. ☺

BUSINESS FAÇADE IMPROVEMENT PROGRAM



Nicholas Bodie and Lisa Cotton purchased the **Convenient Chef** in September 2019 when they moved to Powell River. They offer take home meals which allow folks to eat delicious, nutritious meals at a reasonable price, without having to do the grocery shopping, prepping and cooking themselves.

The pair had been traveling to Powell River for many years prior to making the decision to move here.

“It was the wonderful vibe and friendly community feel that caused us to stop, look around and say to each other, ‘We really need to move here now!’” says Lisa.

“We’ve always been interested in cooking wholesome comfort meals and we decided a long time ago that when we venture into a new business, it should be something people really need, not just want,” says Nicholas.

“Good food to nourish the body is essential! Just turn on the oven, pop in a Convenient Chef meal and *voilà!* In 20-30 minutes you’re enjoying a fabulous meal in the comfort of your own home. Meals can also be reheated in the microwave or on the BBQ.”

“We have recently started offering more ‘fresh in the fridge’ meals that reheat much faster than our frozen meals and we will

shortly be offering chilis, tasty soups and other snacks served hot in take away tubs,” adds Lisa.

“We found the folks at Community Futures extremely welcoming and easy to deal with while applying for the **Business Façade Improvement Program**,” say the pair. Once they were approved for the program, CFPR arranged for an architect to meet Nicholas and Lisa at the Convenient Chef location to discuss and start designing their project. They hope to have a stylish post, beam and glass roof structure built over the balcony area in the very near future. The new addition will attract attention to the store on the corner of Marine and Ash avenues in Townsite, and will keep staff and customers dry when the rain falls on the Pearl of the Sunshine Coast! ☺

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