



Kahnawà:ke Tourism Report

The Maple Festival Takes the Cake



Photo Credit: Two O Seven's, Steen, Toronto

Two O Seven's Maple Mousse Cake (above) and Messy Kitchen's Maple Bacon French Toast Muffins (far right).

By Ravyn Regis

Quarter 4: (January, February, March)

In the final quarter of the year, the Kahnawà:ke Welcome Center (KWC) hosted six tours. During this time, we received 92 inquiries regarding directions and/or attractions in the community. The responses to the questions and concerns reflected very well on the KWC and left our clients much more satisfied with their visit to Kahnawà:ke.

Of the 6 tours that occurred throughout the quarter, four took place within the first two months of the year. These early tours included catered meals and several visits to the Kanien'ké:ha Onkwawén:na Raotitíóhkwa Language and Cultural Center (KORLCC). In March, KWC tour guides (newbies and seasoned veterans) were treated to their very own tour of the town. They visited many of the same attractions that their clients had throughout the year, including a meal at the popular Kahnawà:ke spot, Messy Kitchen. The final tour of the quarter occurred in the same month and simply consisted of a tour of KORLCC led by their museum's tour guide.

Earlier, the KWC had also organized the Maple Food Festival; an event in which we encouraged local restaurants to offer maple-themed gastronomy. This event yielded excellent results with the participation of three businesses and the offering of a cooking class.

Overall, the past three months have been very successful for the KWC. Plenty of tours left guests satisfied and longing for a further experience in Kahnawà:ke and an event held in honor of one of our traditional medicines kept the community informed and excited about the environment. So in the end, we hope that our next year in tourism can be very similar to our successful fourth quarter.

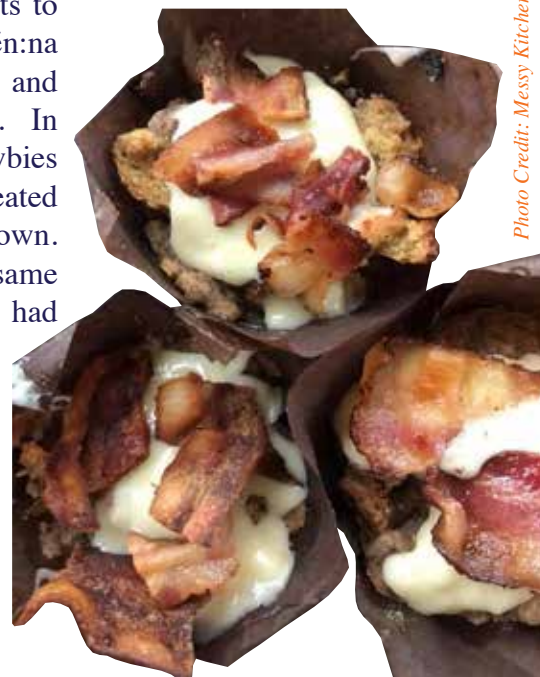


Photo Credit: Messy Kitchen

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Q-3 Key Success Measures (September 1 - December 31)

Our Key Success Measures are our outcome measures of success. They measure how effectively Tewaohnni'saktha is achieving our vision, mission, and values on a year-by-year basis. It is our scoreboard for continuous improvement of success.

Revenues Generated (Net Income Excluding Depreciation)				
KSM	Quarter 3 Target	Quarter 3 Results	Annual Target	Results to date
Billboards and other leases ¹	\$31,917	\$31,917	\$127,672	\$95,754
Cellphone towers	\$21,637	\$21,637	\$86,547	\$64,910
Meeting room rentals	\$5,500	\$5,020	\$22,000	\$16,721
TBLF client loan interest	\$15,000	\$10,837	\$45,834	\$29,748
Kahnawà:ke Business Complex	\$29,169	\$39,822	\$88,389	\$122,795
Kahnawà:ke Office Complex	\$101,387	\$114,987	\$366,004	\$339,022
¹ Includes Diabo Auto, Lettrage Express, Restaurant Autrefois, Bell Media and Wild Wild West.				
² The two towers are located next to Maddie's Place and next to the Kahnawà:ke Office Complex				
Business Creation/Expansion				
KSM	Quarter 3 Target	Quarter 3 Results	Annual Target	Results to date
# of new businesses started or expanded ³	2 Micro 1 Small 1 Medium 1 Expansion	1 Small 1 Expansion	7 Micro 3 Small 1 Medium 1 Large 2 Expansions	1 Micro 5 Small 5 Expansions
New jobs created by new businesses/expansions	7	5 Full-time	26	4 Part-time 11 Full-time
New loans under TBLF	\$50,000	\$44,675	\$250,000	\$244,675
³ Micro=1 employee, Small=2-5 employees, Medium=6-10 employees, Large=11+ employees, Expansion=increase in # of employees, second loan, additional products/services, or new market/location				
Business Services Operational Measures				
KSM	Quarter 3 Target	Quarter 3 Results	Annual Target	Results to date
Dollar value by year – products ⁴	\$70,000	\$30,637	\$241,000	\$156,905
⁴ Represents all loans and grant funds				
Job Creation & Capacity Building				
KSM	Quarter 3 Target	Quarter 3 Results	Annual Target	Results to date
Jobs created (unsubsidized) ⁵	17	20.7	17	22.3
Clients attain employment (unsubsidized) ⁵	35	33.2	35	34.0
Clients attain employment (subsidized) ⁵	25	42.0	25	83.7
⁵ Reported in full-time equivalents (FTE's). 1 FTE=468.75 hrs worked in one quarter. (Can be made up of combined hours worked by several clients)				
Employment & Training Operational Measures				
KSM	Quarter 3 Target	Quarter 3 Results	Annual Target	Results to date
Total clients served	150	285	600	784
New clients	27	34	110	107
Dollar value by year – products ⁶	\$705,842	\$238,509	\$2,823,367	\$1,120,287
⁶ Represents tuition, financial grants, and child care.				

Q-4 Key Success Measures (January 1 - March 31)

Revenues Generated (Net Income Excluding Depreciation)				
KSM	Quarter 4 Target	Quarter 4 Results	Annual Target	Annual Results
Billboards and other leases ¹	\$31,918	\$31,918	\$127,672	\$127,672
Cellphone towers	\$21,637	\$21,637	\$86,547	\$86,547
Meeting room rentals	\$5,500	\$6,080	\$22,000	\$22,801
TBLF client loan interest	\$13,334	\$10,402	\$45,834	\$40,150
Kahnawà:ke Business Complex	\$15,114	\$6,220	\$88,389	\$129,015
Kahnawà:ke Office Complex	\$100,894	\$1,281	\$366,004	\$340,304
¹ Includes Diabo Auto, Lettrage Express, Restaurant Autrefois, Bell Media and Wild Wild West.				
² The two towers are located next to Maddie's Place and next to the Kahnawà:ke Office Complex				
Business Creation/Expansion				
KSM	Quarter 4 Target	Quarter 4 Results	Annual Target	Annual Results
# of new businesses started or expanded ³	1 micro 1 Medium 1 Expansion	2 Micro 1 Small	7 Micro 3 Small 1 Medium 1 Large 2 Expansions	3 Micro 6 Small 5 Expansions
New jobs created by new businesses/expansions	7	3 Part-time 1 Full-time	26	7 Part-time 12 Full-time
New loans under TBLF	\$50,000	\$0	\$250,000	\$244,675
³ Micro=1 employee, Small=2-5 employees, Medium=6-10 employees, Large=11+ employees, Expansion=increase in # of employees, second loan, additional products/services, or new market/location				
Business Services Operational Measures				
KSM	Quarter 4 Target	Quarter 4 Results	Annual Target	Annual Results
Dollar value by year – products ⁴	\$70,000	\$50,552	\$241,000	\$207,457
⁴ Represents all loans and grant funds				
Job Creation & Capacity Building				
KSM	Quarter 4 Target	Quarter 4 Results	Annual Target	Annual Results
Jobs created (unsubsidized) ⁵	17	12.6	17	19.9
Clients attain employment (unsubsidized) ⁵	35	29.7	35	32.9
Clients attain employment (subsidized) ⁵	25	41.0	25	73.0
⁵ Reported in full-time equivalents (FTE's). 1 FTE=468.75 hrs worked in one quarter. (Can be made up of combined hours worked by several clients)				
Employment & Training Operational Measures				
KSM	Quarter 4 Target	Quarter 4 Results	Annual Target	Annual Results
Total clients served	150	245	600	1029
New clients	28	34	110	141
Dollar value by year – products ⁶	\$705,841	\$496,581	\$2,823,367	\$1,616,868
⁶ Represents tuition, financial grants, and child care.				

Employment & Training Client Success

Standup has a special connection to St. Francis Xavier Mission



Ashley Standup in the gift shop.

By Jordan Standup

Ashley Standup is proud of her work at the St. Francis Xavier Mission, where she serves as the Store Manager and performs many other day-to-day duties. She began working at the St. Francis Xavier Mission in October 2017 and she is very grateful for the experience. “I honestly love my job,” Standup asserted.

Ashley graduated from the Secretarial Course at Nova Career Centre in Chateaugay back in 2011, and she is pleased to report that many of the things she learned from the program are now being applied to her job today.

After her time at Nova she worked with children for more than five years, which she says helped her develop planning and multitasking skills, both of which are important assets for a store manager.

Standup explained that she has a special connection to

the Church. “My grandfather, Orville Standup, had been a part of the Church for many years. He always used to say how he would love to see one of his grandchildren working in the Church,” she said. “I feel as if he guided me there.”

Orville Standup passed away in June 2014. He volunteered at the Church for many years and is the founder of the Kateri Food Basket, which feeds nearly 80 local families on a monthly basis.

Standup talked about some of her favourite aspects of her job. “I enjoy meeting new people and the friendships I have made with the workers and volunteers,” she said. “It feels like family.”

Standup was very adamant that she plans to stay at the Church for as long as she can. “In five years, I hope to see myself being involved in all different areas of the Church. I will be joining the Kateri Food Basket (Committee) this year,” Standup said.

She noted how she received help and guidance from Tewaohnni’saktha. “They were very open about helping me find work and I was so glad Tewaohnni’saktha (through the Skills Link Program) gave me the opportunity to work at the Church,” Standup reported. “Tewaohnni’saktha was very supportive in my job search, as I did not have much experience in this field of work. I had no idea I had what it took to actually become a store manager, and it turns out I have a knack for it.”

Standup reiterated that she’s very proud of her work. “I am now 27 years old with a job that I’m proud of,” she said. “I know my Baba Orville is smiling down on me.” 🙏

Visit www.tewa.ca/jobs

and check out

Current job postings

in & around the

community

TBS Success Story

Sports 138 is the ultimate destination for lacrosse, hockey equipment



138 Sports offers skate sharpening.

By Jordan Standup

Kahnawà:ke is a sports town. There's no denying it. As such, Kahnawà:ke needs a great sports store. Luckily community members can flock over to Sports 138, located at Deer's Crossing mall on Highway 138, for all of their lacrosse and hockey needs.

"It's a sports store specializing in lacrosse and hockey. Hopefully in the future it can be expanded into other sports," owner Louis Patton said.

The store officially opened its doors to the public last April.

"With the closing of Akwesasne Sports there was an opening for a sporting goods store in Kahnawà:ke. The idea just came from that need and I felt it would have to be successful; it's an essential with the number of lacrosse and hockey players in Kahnawà:ke – the demand is there," Patton said. "I started with lacrosse equipment and have been building from there."

In addition to selling a variety of lacrosse and hockey equipment, Sports 138 offers skate sharpening and lacrosse stringing. Also available in store are women's Body Glove clothing, hoodies, leggings, tank tops, shorts and men's clothing including CCM hoodies, sweatpants, t-shirts and shorts, among many other things.

Patton explained that opening a business came with its challenges.

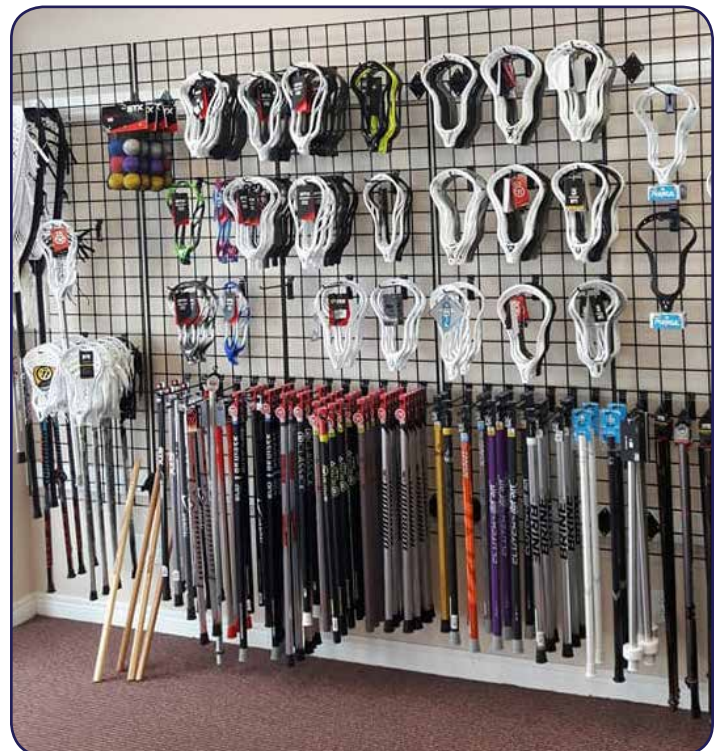
"It wasn't as easy as I initially thought. It costs money to open and it's not easy getting into commercial relationships. They expect you to purchase a certain amount in your first order and build your credit rating from there," he said. "And you're not dealing with only one company; you're dealing with several brand names, making it hard when the business hasn't made one cent yet."

Patton said Tewatohnni'saktha helped when he was creating a business plan.

"(Tewatohnni'saktha) assisted with ensuring I was able to see the bigger picture. I took the Entrepreneurial Course, which was an eye-opener and gave me some good ideas. I also had access to some advertising dollars, which was helpful," Patton said.

He offered his thanks to his customers and supporters.

"I would like to say thank you for shopping Kahnawà:ke. Your business is appreciated and I hope the store is meeting the lacrosse and hockey demand. Hopefully various sports equipment can also be sold at the store and more clothing," Patton said. "It's a work in progress. I'm thankful for the great reviews thus far!"



Lacrosse inventory.

We asked, You answered!

By Lisa Lahache
PR/Communications Officer

From January - March 2018, Tewaohnni'saktha contracted Charleen Schurman, an independent consultant, to conduct our Communications survey. The purpose of the survey is to gather information on community members' perceptions and support

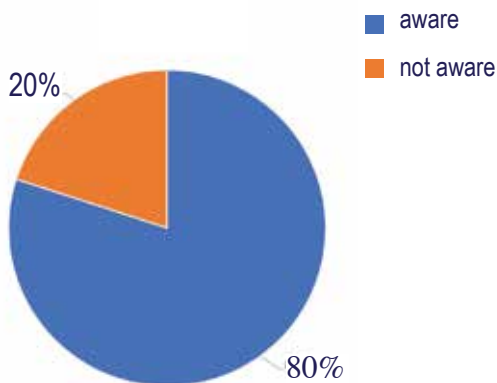
for Tewaohnni'saktha and its activities, as well as knowledge of our programs and services. We are pleased to share some of our results with you and let you know some of the actions that are being planned going forward. For complete survey results please visit www.tewa.ca/surveys.

Results:

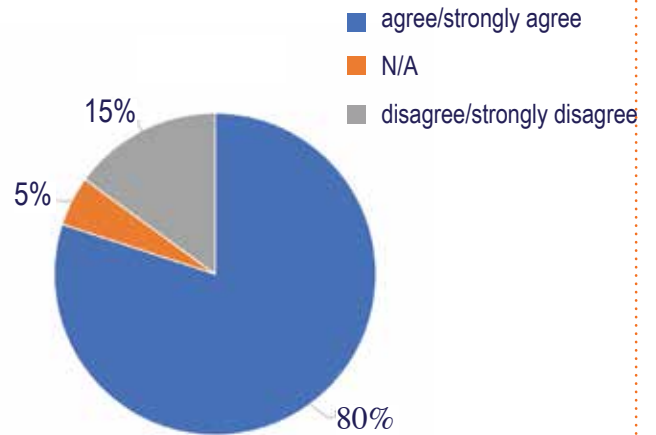
A total of 300 community members were surveyed confidentially and at random, and the survey concentrated on two areas: A) knowledge and support for Tewaohnni'saktha as an organization, and; B) awareness of Business Services division's programs and services, and C) awareness of Employment and Training division's programs and services.

Part A) Mandate and Role:

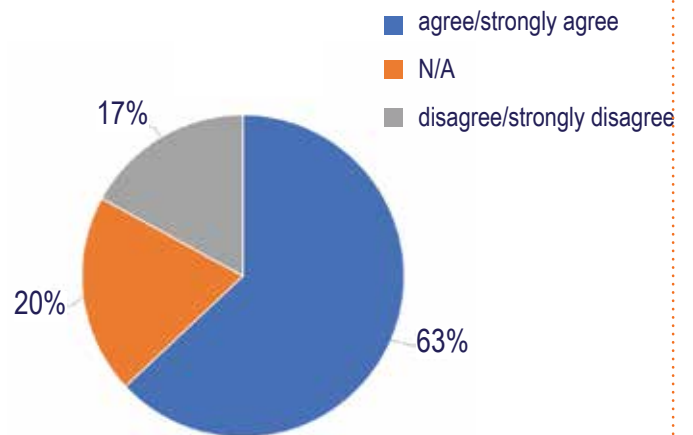
Q1: Are you aware of Tewaohnni'saktha's current mandate, which is "to support small business development and facilitate workforce development (helping individuals acquire knowledge, skills, attitudes for gainful employment and improved work performance to meet the demands for skilled labor by employers)?"



Q2: Tewaohnni'saktha effectively communicates their activities to the people of Kahnawà:ke.

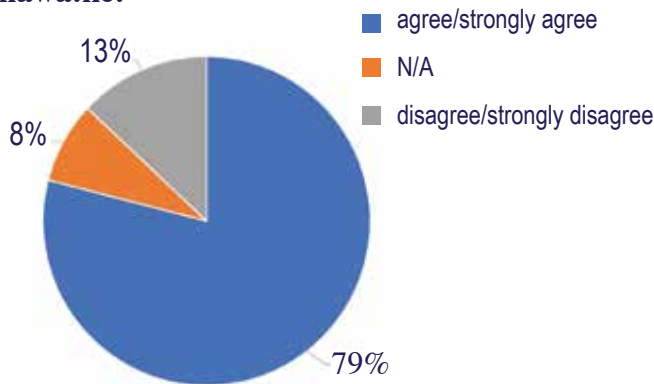


Q3: Tewaohnni'saktha is transparent with community members.

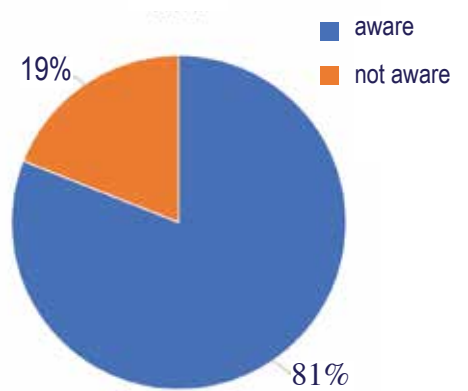


Communications and Client Survey Results

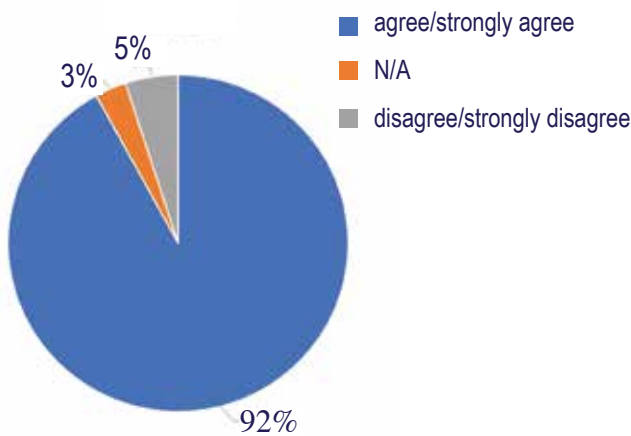
Q4: Tewatohnhi'saktha's activities are consistent with creating collective prosperity for Kahnawà:ke.



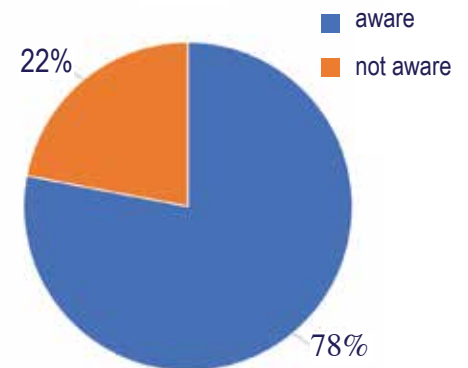
Part B) Awareness of Business Services division's programs and services:



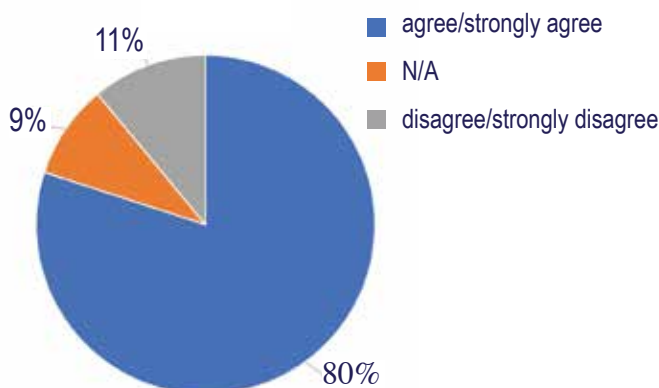
Q5: Tewatohnhi'saktha plays a positive role in the community.



Part C) Awareness of Employment and Training division's programs and services:



Q6: Tewatohnhi'saktha can be trusted to work in the best economic interest of the Kahnawà:ke people.



Actions:

Based on the survey questions and comments sections, Tewatohnhi'saktha as a whole will continue to look for new and innovative ways to get our messages out to you. If you have any questions or concerns please contact us, we gladly welcome feedback of all kinds!



Employment & Training Staffing Updates



Alana Kane (left) and Nadine Montour.

As of January 2, 2018, Angie Marquis has been promoted to the position of Director of Employment & Training with a one-year probationary period, after 10 years of employment at Tewaohnni'saktha. During that time she has upgraded her education, from a Bachelor of Sociology & Human Relations degree, by earning a Graduate Diploma in Business Administration.

Ms. Onawa Jacobs now holds the newly created position of Program Manager, which she was offered through an internal job posting and selection process. She will be overseeing many of Angie's former duties, including the Kahnawà:ke Summer Student Employment Program (KSSEP.) Onawa brings her experience in counselling, administration, and first-hand work experience with our youth to her new role. She is currently enrolled in a Professional Coaching Certification program that will also compliment her in the new position.

Alana Kane is the newest addition

to the team. After graduating in June 2017 with a degree in Psychology, she brings her knowledge of the many challenges our community members can face who want to return to work or improve their skills

through training and/or education. Having herself returned to school later in life and with two young children, Alana understands all too well how difficult it can be and is looking forward to using her own experience to help others achieve their goals. Welcome, Alana!

Nadine Montour just completed her first year of employment at Tewaohnni'saktha and her professional experience includes working for the Kahnawà:ke Education Center in different guidance capacities, then as the Coordinator of Concordia University's Aboriginal Student Resource Centre. Nadine brings a varied and solid background in connecting with people who are interested in exploring their career options. She brings an enthusiastic and empowering approach and is always happy to assist Kahnawa'kehrò:non.



Angie Marquis (left) and Onawa Jacobs.