

TEWATOHNHI'SAKTHA

Review

1st Quarter Report • April 1, 2019 - June 30, 2019

Gathering your feedback to continue to improve our services!

This report provides an overview of the 2019 Tewatohnhi'saktha General Survey (Appendix A), which was administered by PlanIT Consulting and Communication during the period of February 1 through February 28, 2019. The purpose of the survey is to gather information on community members'

perceptions, to monitor the community's confidence in Tewatohni'saktha and continue to improve overall services. These are some of the priority areas we will be focusing on as we have seen a decline of Satisfied/Very Satisfied responses in these areas:



Thank you to all who took the time to do the survey. Your feedback is so important to us; it helps us to determine where we need to focus to better serve our community. Niawen'kó:wa.

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Increase level of trust among community members (Q6)

2018	80%
2019	66% (combined satisfied/very satisfied)

Increase transparency of Tewatohnhi'saktha activities for community and other stakeholders (Q3)

2018	63%
2019	53% (combined satisfied/very satisfied)

Increase awareness of Tewatohnhi'saktha programs and services (Q2)

2018	80%
2019	65% (combined satisfied/very satisfied)

Increase community support for Tewatohnhi'saktha by playing a positive role in the community (Q5)

2018	92%
2019	80% (combined satisfied/very satisfied)

We provide relevant Labour Market Information (Q24)

2018	74%
2019	67% (combined satisfied/very satisfied)

People are aware of the Job Seeker Electronic Form to post their resume and contact information (Q28)

2018	59%
2019	52% (combined satisfied/very satisfied)

The full report is available online at www.tewa.ca

Year End Results (March 31, 2019)

This is how we help our community members achieve their goals:

We served 105 new business clients



NEW BUSINESS THAT STARTED OR EXPANDED:

- 13 Micro (1-4 employees)
- 2 Small (5-49 employees)
- 1 Expansion (Increase in number of employees)
- 27 new jobs were created by these businesses (10 part-time and 17 full-time)

We granted \$42,211 in loans to business, however less than our target of \$250,000.



OUR BUSINESSES RECEIVED \$186,797 IN GRANTS FOR BUSINESS ASSISTANCE, MARKETING AND PROFESSIONAL SERVICES (Obtaining services such as financial statement preparation, taxation, incorporation, intellectual property issues, lawyers, consultants, technical specialists, graphic artists and website developers.

We served 509 clients who came in to see **WORKFORCE DEVELOPMENT** counselors and of those clients 138 were new clients.

WE SUBSIDIZED EMPLOYMENT FOR 171 CLIENTS

to gain valuable work experience in businesses and organizations.

A total of \$2,175,349 was granted to clients for school/training tuition and living allowance.

Tourisme
Kahnawà:ke
Tourism

AT KAHNAWÀ:KE TOURISM WE HAD 1283 VISITORS AND BOOKED 31 TOURS with tour guides and complete itineraries. These itineraries include visits to our local sites, restaurants and/or catering and shopping.



Workforce Development Success Story

New entrepreneur Deer thrives at Havoc Auto



By Jordan Standup

To say that Howie Deer is a man of many hats would be a huge understatement.

Deer is the proud owner of Havoc Auto, which is located at the former Horn Tree Service building on Canadian Road.

The skilled entrepreneur's extensive job titles definitely don't end there.

"My official title I guess is owner, body man, painter, welder, fabricator, detailer and polisher," Deer explained. "I do everything myself."

Deer said that he is currently looking to secure a new permanent location for his growing business sometime this year.

"I've only been here for two months. I was working out of a smaller facility without running water or a toilet before I moved here," he said.

Like any great entrepreneur though, Deer admits that the best part of his job is having satisfied customers.

"I work on all types of vehicles; cars, trucks and vans," he said.

It's easy to see why customers are pleased with his diligent and quality work. Deer's attention to detail is helping grow his reputation.

Deer also discussed the training he received for his career.

"I trained in auto body in Verdun," he noted. "Out of my class only two others are still in the trade."

Deer explained how Tewaohnni'saktha helped him along the way.

"Tewaohnni'saktha has helped with funding for schooling, and now I'm currently with the Self Employed Assistance Program," he said.

Tewaohnni'saktha's Self Employed Assistance Program (SEAP) provides newly self-employed clients with financial supports in the first year of operation of their new business in the form of monthly benefit subsidies.

"I was drowning in my overhead and they've helped to cover funding, including covering my rent," Deer said of Tewaohnni'saktha's assistance through the Self Employed Assistance Program. "My money only comes after jobs are done and sometimes it can take weeks to a month for some jobs."

He was able to find out about the Self Employed Assistance Program through social media on Tewaohnni'saktha's Facebook page.

Heads Up Program 2019

A unique program teaching youth the basics of business



Heads Up Carwash brings out the big trucks (above left) and students visit the Karonhianonhnha School Nursery to learn the basics of gardening (above right).

By Daryl Leclaire, Business Services Officer

In 2008, Tewatohnni'saktha introduced the Heads Up Program, and it was designed for youth aged 12-17 to participate. Prior to 2008, there was a lack of summer programming for youth in this age group in Kahnawà:ke. To date, the Heads Up Program remains unique in the community in that it is the only summer program that caters to teenagers. The main reason as to why the program was initiated was due to the fact that many youth in Kahnawà:ke that were eligible for Tewatohnni'saktha's Kahnawà:ke Summer Student Employment Program were very inexperienced with regards to employment. Thus, the Heads Up Program is geared towards teaching youth at a young age the basics of business and a variety of life skills. The program has developed, changed and progressed over the years. It now offers its participants a variety of activities such as field trips, site visits, guest speakers, a three day employment program, and most importantly, the opportunity to gain knowledge and learn relevant skills to help them in their professional and personal lives. At the end of each session the participants are given the opportunity to run their very

own business; a barbeque and car wash is held annually, and the profits received from this venture are divided equally amongst the participants.

This year there were two sessions, each with 16 participants. As mentioned, throughout the 14 day sessions they do a variety of different activities and trips. The students have lessons on things such as introduction to entrepreneurship and business, professionalism, and customer services. To keep the program fun, students do different activities such as designing their own posters for the 3 day BBQ & Carwash or a team building activity called the egg drop. On nice days the students get to go to the rink/splash pad area so they get out of the classroom and enjoy the fresh air. The Heads Up program also goes on three trips, this year the trips were to Super Aqua Club, the movies and Laronde.



Students getting in some exercise.

Business Services Success Story

Brewing a wide range of unique beers



By Jordan Standup

Microbreweries have become some of the most popular spots for unique drink and eats across North America.

The Kahnawake Brewing Company in the Deer Crossing Plaza at the foot of the Mercier Bridge on Highway 138 is no exception.

The business is owned by Matt Deer, Brooklyn Leblanc and Drew Stevens. It opened its doors to the public in March 2018. Since then it has earned a reputation as one of the best microbreweries in the area.

“We brew a wide range of beers inspired from all over the world served up fresh in our comfortable pub,” Stevens said. “Our 10 beers on tap go great with our pizzas, tacos, wings and sharing items on our food menu.”

The Kahnawake Brewing Company also offers 32 oz and 64 oz growlers.

Deer got the idea for a brewery in the early 1990s while at a brewpub on a ski trip in the United States.

“He had never seen this concept and he loved the idea of beer being made and served fresh right before your eyes,” Stevens said.

Stevens is a beer enthusiast who started home brewing seven years ago. “The three owners crossed paths in 2016 and over a pint or five, the plan to build their own brewery was born,” Stevens said.

The trio started the business relatively small to see if the concept was sustainable and if it was something

people would be excited about.

“Over the last year and a half, the reception has been amazing locally as well as from the surrounding area. We needed to increase our production as well as take our business to the next level with new avenues to explore, such as making our products available in cans,” Stevens said.

“Tewatohnhi’saktha helped us refine our

business plan for our next big step as well as helping us to apply for the additional funding we required to get our new equipment, to build a new facility and expand our kitchen to eventually have more selection on our food menu,” he said. “With the loans and grants, we are finally taking our next big steps, which we would not have been able to take otherwise.”

It’s clear that they love their customers.

“We are sincerely grateful for your support and especially for buying local. In our domain, there is practically a new brewery every month in Quebec, so we are very thankful that you have chosen us as your beer of choice,” Stevens said.



Kahnawà:ke Tourism Launches Another Successful Strawberry Food Fest



Kent Skye and Emmitt Hamelin promoting tourism.

By Emmitt Hamelin, Skills Link Program

April to June were busy months at the Tourism Office with many events taking place along with a few tours and receiving a total of 534 visitors! Visitors came from all over the world, Italy, Germany, Africa, Turkey, Poland and France to name a few.

April began with the conclusion of the Maple Food Fest, a total of 11 local businesses participated and offered a variety of Maple Food specials on their menus. Some participants and products included, Tota Ma's offering a Maple Latte, Aromatic Smoothies & Wraps offering Maple Pecan Cupcakes & a Maple Walnut Smoothie, and Good Eating Table offering Maple Pecan Squares.

The Strawberry Food Fest began on June 22nd and runs until July 21st. A total of 11 businesses participated and offered delicious Strawberry Food Specials! Participants included Purple Dragonfly Trading Post which offered a Strawberry Pow Wow Chilled Herbal Tea, Eileen's Bakery offered Strawberry Rhubarb Pie & Strawberry Shortcake, and Lotus & Sage who offered Strawberry muffins along with Strawberry Crumble Bars.

On June 25th, we welcomed in the Navark cruise which consisted of a 5 hour cruise & visit to Kahnawà:ke beginning at the Lachine Marina and making it's way by water towards our community. Kimberly Cross-Zacharie boarded the cruise at Lachine and provided the 40 visitors on board with the history and culture of our community. Once in Kahnawà:ke they were bussed to various sites in the community and then stopped for a delicious meal at the Rail!

Each season we further develop our tours and expand the roster of experiences for visitors to

enjoy. We encourage our community to consider the economic opportunities that these visitors provide to our community and the opportunity to share our culture, history and way of life with others.



New Video Conferencing Equipment now available at the Complex



Contact Marissa Leblanc to reserve the space (450) 638-4280.

If you are looking for a large space to hold your meeting and need Video Conferencing Equipment we have you covered. The room's projection system has been replaced with an 80" monitor and upgraded to include video conferencing capabilities and remote screen sharing. It now runs through Zoom (<http://zoom.us>) which allows for up to 100 attendees in one meeting, via web browser, desktop software, mobile app, or audio-only calling in from a landline. Video features can also be disabled for fully audio only conferencing, and a desktop computer is connected directly to the system for internal meetings that do not need to include remote attendees.

Employment and Training changed to Workforce Development

Employment and Training Division has now been changed to Workforce Development. The title change does not affect our services, however it better describes what we do. Over the next few months you will notice the title changes in various ads, publications and our website.

WWW.SHOPKAHNAWAKE.COM

SHOP KAHNAWAKE STATS for the period April 1, 2018 to March 31, 2019

Page Likes on April 1, 2018	1,348
Page Likes on March 31, 2019	1,619
271 New Likes	
Average number of posts per month	40
Average reach per post	385
Average views per video	3598

GLOSSARY:

Posts: a status update on the Shop Kahnawake Facebook page.

Likes: likes are the number of people who have "liked" the post.

Reach: reach is the number of times a post appeared on a viewer's screen.

Shares: the total number of times the post was shared

A few comments from some of our Shop Kahnawà:ke Businesses who participate in our campaigns!



The Whyte Crow

“Shop Kahnawà:ke has helped us, by providing an opportunity to have our products and sales campaigns broadcast to the community through their social media network. Their promotion has helped us gain exposure to a new audience to gain new customers.”

Wolf’s Den

“Shop Kahnawà:ke has helped us by providing an opportunity to have our products and sales campaigns broadcast to the community through their social media network. Their promotion has helped us gain exposure to a new audience to gain new customers.”

Better Than Ever

“Shop Kahnawà:ke has helped my business enormously. They share my posts and it reaches a great deal of people that would have not seen it without the share. Many new faces have come into my shop this summer and mentioned shop Kahnawà:ke. Niawenhkó:wa for the support.”

On The Double

“Shop Kahnawà:ke has helped broaden my audience on social media, and helped me reach potential customers simply by sharing my posts. It’s a great tool for small, local business who do not want to spend money of FB ad boosts. It also helps bring is customers from surrounding areas, as many non community members follow the Shop Kahnawà:ke page.”

Jungle Love Pet Shop and Groomers

“Shop Kahnawà:ke has been a great asset to advertising my business services in and outside of Kahnawà:ke. We have seen increased floor traffic after the posts appear.”

Racers For Health



Sandra Jacco, Emily Rice and Kara Paul at Racers for Health.

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