

Performance Results for 2024-25 Community Futures Yellowhead East

Community Futures (CF) is a program that supports community economic development and builds the capacity of communities to realize their full sustainable potential. The purpose of the CF Program is to help communities develop and implement *local solutions to local problems*.

Community Futures Performance Results		2024-25
<i>Strong rural community strategic planning and implementation</i>		
1. Total number of community-based projects (new & on-going)		41
2. Total number of local and regionally-based community strategic plans developed and/or updated		3
<i>Rural access to business development services</i>		
3. Total number of business training session participants		284
4. Total number of business advisory services		273
<i>Rural access to capital and leveraged capital</i>		
5. Dollar value of loans		\$66,898
6. Total number of loans		4
7. Number of jobs created/maintained/expanded through lending ¹		9
Community Futures Yellowhead East Region Economic Development Success Story		
<p>County Comfort Cabins and RV: In alignment with the Government of Alberta and Prairies Can priorities of advancing rural entrepreneurship and supporting women-led businesses, Community Futures Yellowhead East (CFYE) played a critical role in helping bring <i>Country Comfort Cabins & RV</i> to life.</p> <p>In late 2018, Bryanna McKay, a determined entrepreneur and owner-operator approached CFYE to secure financing for the development of a family-run, rural tourism destination. CFYE provided a tailored loan solution and business support to help launch her vision. When severe weather conditions delayed construction of the operations, CFYE was able to offer flexible repayment terms, allowing the project to continue without added financial hardship.</p> <p>Soon after, the COVID-19 pandemic struck. Despite being ineligible for many of the government business supports, Bryanna remained focused on building the resort. CFYE maintained regular mentorship and guidance throughout this period, ensuring she was provided with additional marketing and promotional tools, financial coaching and encouragement to allow her to continue moving forward.</p>		

¹ Estimated at the time of lending

Between 2020 and 2023, despite numerous challenges and setbacks, Bryanna and her family successfully completed the first several phases of the resort—reinvesting every earned dollar back into operations and marketing, opening their doors to clientele in spring of 2020.

2025 marks their 5th anniversary. Today, Country Comfort Cabins and RVs has grown into a thriving rural destination, attracting repeat visitors and expanding our reach across Canada and beyond. We proudly employ a full-time year-round staff member, with additional seasonal team members during peak months, and contract support as needed for operations. Our site has evolved into a sought-after venue, hosting weddings, reunions, church retreats, and other group events of up to 80 guests. We've welcomed travelers from coast to coast in Canada, several visitors from the United States, and as far away as Germany—all drawn to the beauty and hospitality of the Barrhead area, and the inviting atmosphere Country Comfort Cabins and RV offers.

Through ongoing support and determination, the resort has successfully paid in full their financial commitment to CFYE, and is continuing to work toward ongoing expansions and upgrades to the resort, and is well positioned for continued growth,

This initiative demonstrates the power of community-based lending and business support to foster rural economic development. The resort contributes to the local tourism economy and showcases how perseverance, adaptability, and targeted support can turn obstacles into lasting success.

<https://countrycomfortcabins.com/>