



NEWSLETTER

September 2023 ~ Volume 7 Issue 3

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Community Futures
Development Corporation

BUSINESS SPOTLIGHT

PACE is excited to recognize Nathan Plichta and his team of West End Cannabis Co., located on Highway 17 in Vermilion Bay as our feature business this quarter.

Nathan is from Red Lake and opened his original retail location in 2020 which was the first retail cannabis store in Red Lake. The store has become a local staple and sees basket size 40% higher than the provincial average as well as up to 60 customers per day. With such a great response in Red Lake and there being several retail stores in Dryden already, Nathan thought Vermilion Bay would be an ideal place for another shop. After some consideration of locations, the former Northern Lights Credit Union building became the perfect site for the new retail space. PACE was able to approve funding to help with the purchase of the building and renovations needed to pass the rigorous procedures for the approved cannabis retail license.

With this structure being a former financial institution, there were several features of the building that complemented the strict regulations of owning a cannabis retail store. The lay out and original “teller” counters gave an ideal set up for what is required practice in any store of this type. With a double set of doors at the entrance, it was easy to implement camera security for ID-ing patrons before buzzing them into the store. These protocols were all part of the inspection process through the AGCO for operation of a cannabis retail store. Once the license was approved, Nathan completed the renovations including some very fun, unique artwork throughout the shop. His graffiti artists out of Edmonton and Winnipeg had a blank slate for adding the personal touches to the walls, counters, and vestibule. It is truly a one-of-a-kind shop and sure to impress those that walk through the doors. They even have a gratitude wall in the back warehouse listing everyone that helped make this dream location a reality, including a shout out to PACE!

Even if you are not in the market for the products in the shop, Nate welcomes all who want to pop in to check out the graffiti and learn more about the cannabis retail market. His staff are all trained and have the provincially required CannSell Standard and Expert accreditation for working in the shop. This is the highest level of educative customer service around cannabis and the science of it giving them a “gold seal” ranking. Nathan prides himself on having knowledgeable staff ready to provide the best service for the needs of all who visit the store.

PACE appreciates the opportunity to assist with this project for Nathan and his new location and is grateful for his contribution to economic development in the PACE catchment area including maintaining and creating jobs. We wish him all the best for the future and congratulate him on much success in the community. Nathan plans to be an active member of the Machin area including a sponsor of events and activities. He is happy to be part of the local business sector and has been pleased with the response and support he received throughout the process. For more information on this business, visit the website below.



NATHAN PLICHTA OWNER OF WEST END CANNABIS CO.

[West End Cannabis Co. | Premium Cannabis Products and Accessories](#)



Business Mix & Mingle

Another Business Mix and Mingle event was held at the PACE office on September 20th. Local entrepreneurs gathered to share business-related topics and learn more about our Mentorship program and meet with PARO Centre for Women's Enterprise.

Representative Lori Morin from PARO was there to promote PARO's funding and the women in business Circle program. The next meeting will be held during Small Business Week on October 18, so join us for some casual conversation about business, come out and do some business networking in a circle group and share in business knowledge and support. Everyone is welcome and no business is too small!

Follow us on the PACE Facebook page for updates on dates and time.



Join us in a networking circle group setting for some casual conversations about business, there are no set agendas, we simply share business talks and find solutions to overcome hurdles, give support, and encouragement.

Our guest Lori Morin from PARO, will also be there to discuss Women's Enterprise on supporting women in small and medium sized business, and how to apply for grants and other funding.



As Part of Small Business Week



PACE is hosting another Business Mix & Mingle



October 18, 2023

5:00 – 6:30 PM

66 Keith Ave Unit 2, Dryden, ON

For more information call 221-3293

Sandra Ostman or Lori Morin at PARO

(807)625-0328

You can join us via Teams our virtual platform, register with reception@pace-cf.on.ca

Refreshments and light snacks will be provided.



PACE congratulates the Dryden Go-Getters on their grand opening of the new addition to the building at 84 St. Charles Street. The 2,500 square foot upgrade was made a reality thanks to approved applications for provincial and federal funding. Local Municipal counsellors including Dryden Mayor Jack Harrison were in attendance and helped members unveil the new space with some heartfelt words to the public. The Go-



COMMITTEE OF DRYDEN GO-GETTERS PROJECT

Getters will continue to use the space for their events including a new stage for entertainment, as well as the ability to now rent the space to other community groups. Congratulations on a much-needed renovation! Follow them on Facebook for upcoming events, recipes and more. [\(2\) Facebook](#)

Around Town Events

Mark your calendar and save the date for Dryden's Fall Fest events.

SPIRIT WALK – Oc 1ST
HARVEST HAY DAY – OCT 7TH
LAURA HOWE HAUNT – OCT 14TH
TRUNK OR TREAT – OCT 28TH



October 21, 2023 - Cedar Bay Parking Lot



Watch for fall event announcements happening in other communities!

Business Excellence Awards

It was a full evening of Hollywood glitz and glamour at the 26th annual Dryden Chamber Business Excellence Awards held on September 16th. Many local businesses attended to see who would take home some prestigious hardware in several different categories.

PACE is proud to sponsor the New Business Excellence Award and this year recipient is Jenna Ashley Photography. Congratulations to all the nominee's and award winners.

See the full list of winners on the Chamber Facebook page. [\(2\) Facebook](#)



CAROLINE GOULDING, PAULINE DOUGLAS, AND SHANNON WOGENSTAHL PRESENT THE AWARD FOR NEW BUSINESS EXCELLENCE TO JENNA ASHLEY PHOTOGRAPHY.

Congratulations to the 2023 Business Excellence Award Winners!

Customer Service - Service Sector: Ben Cathcart, Ryder Inc
Customer Service - Retail Sector: Jamie Gould, Gould's Brandsource
Tourism Excellence: The Twin Towers
Community Spirit Excellence: Dryden Fall Fest
Health & Wellness: Dr.Christopher Baldwin, King Street Family Dental
Fresh New Image: Schmidt Greenhouses
Mentorship: Community Living Sioux Lookout/Dryden
People's Choice: Laina Smith and John Carlucci
Rising Star: Crooked Arrow Catering
Young Business Leader: Ben Cathcart, Ryder Inc.
New Business Excellence: Jenna Ashley Photography
Business Leader of the Year: Andy Trudgen, KDSB
Business of the Year: Clark's Bait & Tackle

SMALL BUSINESS WEEK OCTOBER 16TH – 20TH, 2023

Happy National Small Business Week!



Consider celebrating your business, your customers, and your team members this week. How can you get involved? Consider hosting an open house or event at your place of business. Thank your customers for supporting you and highlight the amazing employees that help make your business the success that it is.

There will be events taking place all week long that you won't want to miss out on!

Small Business Week Events

Monday Oct 16th PACE open house – Learn about funding for starting or expanding your business.

Tuesday Oct 17th Tyler Peacock (City of Dryden) will be at **Wildflower Boutique**, 18 Earl Avenue presenting the City Improvement Program for businesses 10:30am -1:30pm

Wednesday Oct 18th Mix & Mingle in the PACE board room 66 Keith Ave. 5:00pm – 6:30pm

Thursday Oct 19th Open house at 60 Princess St. **807 Food Co-op.**, **LAMA**, and **Moon & Moth Body Art Studio** 11am – 5pm. Open house at **NEW (Northwest Employment Works)** including **NOHFC** programs with information from Liz Norman – 4:00 p.m. to 6:30 p.m.

Friday Oct 20th Dress Dryden in Denim, take a photo of your staff and post with hashtag #denim4dryden, #shopdryden, #smallbiz

All week-long visit participating restaurants for a Burger Bonanza and purchase their featured burger made with local ingredients. Awards will be presented for most burgers sold, most creative burger and People's Choice. For every burger sold, \$1.00 will be donated to the Dryden Native Friendship Centre. For more information contact via email 807foodcoop@gmail.com.

Follow Patricia Area Community Endeavours Facebook page to learn more about the events and updates.





...check out the four small businesses located in the PACE building.

