



Staff Report

Report Title: September 2022, The Hub Status Report

Prepared By: Lauren Eby, Business Development Coordinator

Department: Business & Economic Development

Date: Oct. 3, 2022

Report Number: BED-2022-10-43

File Number: C11 BED 22

Attachments:

Recommendation:

That the Township of Huron-Kinloss Committee of the Whole hereby receives for information Report Number BED-2022-10-43 prepared by Lauren Eby, Business Development Coordinator.

Background:

The Hub September Status Report provides information to Council on behalf of the Business Development Coordinator.

Discussion:

Business Support

In September, seven businesses contacted The Hub. Four from Huron-Kinloss, one from Kincardine, one from Saugeen Shores, and one from Owen Sound. The Hub assisted in the following areas by providing resources, contacts, and information for:

1. Starting a business
2. Website design
3. Graphic designer contacts
4. Grant information

Updated Numbers

The following information has been recorded from October 1, 2020 – September 30, 2022:

1. Total number of times The Hub has been contacted by phone, email, Zoom, or in person is 150.
2. Total number of businesses The Hub has been in contact with and supported is 75.
3. Total number of Huron-Kinloss businesses supported is 37, or 49%.
4. Our top three requests for support are starting a business, social media marketing, and websites.
5. Total number of bookings for private office space is 3 and co-working desks is 4.
6. Total number of events offered which includes networking and training sessions is 85.
7. Total number of registered participants in networking events and training sessions is 790.

Events

The Hub's monthly in person networking event was held on Thursday, September 29. The next networking event is Thursday, October 27 at 7:00pm, all are welcome to attend. At our October session, we will be celebrating and sharing success of our regional small businesses!

In September, The Hub hosted a 3-part Back to Basics: Business Communication training series, facilitated by Carley Donaldson from Route Two Communication. Ten participants registered and learned valuable information on how to effectively craft and communicate their business messaging.

Partnerships

On September 7th, the Business Development Coordinator, Manager of Strategic Initiatives, and Business Economic Officer attended a co-working space tour in Owen Sound, Wiarton, and Lions Head. The day began with a tour of Catapult, a business accelerator in Owen Sound, and then to Revell Co-Work in Wiarton and NP Co-Work in Lions Head. The purpose of this tour was for the team to learn from these regional spaces and the different business models, funding models, and potential funding opportunities available that can be considered when working on a business plan for The Hub post grant funding.

These co-working spaces and business accelerators are part of the Grey-Bruce Entrepreneur Ecosystem, which The Hub is also part of. It was a great day to connect with partners, see their spaces, and learn about their offerings. The Entrepreneur Ecosystem meets quarterly and has partnered for Small Business Week and International Women's Day events in the past year.

The group is partnering for Small Business Week again and is hosting the Grey-Bruce Small Business Week Celebration at the Bruce County Museum in Southampton on October 19th from 6:00-8:00pm. Regional entrepreneurs are welcome to attend to network with industry peers and connect with regional small business supports. Refreshments and musical entertainment will be provided. This event is free to

attend and sponsored by the Grey Bruce Entrepreneur Ecosystem, we look forward to meeting and networking in person! To register, visit GBEntrepreneur.ca.

Website & Social Media Analytics

1. The Hub's website had 58 visits.
2. Instagram reached 386 followers.
3. The Do Business Facebook page reached 2,375 likes.
4. LinkedIn reached 78 followers.

With regular marketing and communications, The Hub's social media channels continue to grow each month.

Financial Impacts:

This project was included in the 2022 budget.

Strategic Alignment / Link:

The information provided in this report is consistent with and keeping with the Municipality's Vision & Mission. The recommendations contribute to the goals in achieving a prosperous community.

Projects in this report assist staff in achieving the following projects in the 2019-2023 Strategic Plan Action Plan:

P2.2 Business Incubator

Respectfully Submitted By:

Lauren Eby, Business Development Coordinator

Report Approved By:

Mary Rose Walden, Chief Administrative Officer