



The Corporation of the Township of Huron-Kinloss

Staff Report

Report Title: October 2022, The Hub Status Report

Prepared By: Lauren Eby, Business Development Coordinator

Department: Business & Economic Development

Date: Nov. 7, 2022

Report Number: BED-2022-11-50

File Number: C11 BED 22

Attachments:

Recommendation:

That the Township of Huron-Kinloss Committee of the Whole hereby receives for information Report Number BED-2022-11-50 prepared by Lauren Eby, Business Development Coordinator.

Background:

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

Discussion:

Business Support

In October there was an increase in businesses contacting The Hub. A total of twelve businesses reached out to The Hub for support, with one from Owen Sound, one from Saugeen Shores, four from Kincardine, and six from Huron-Kinloss. The Hub provided resources, contacts, and information for:

1. Website creation, website developers, and online payment
2. Bookkeeping
3. Marketing
4. Facebook business pages
5. Instagram business accounts
6. Starting a business
7. Point of sale systems
8. Available grants and business loans

Assistance and guidance for these inquiries were facilitated in person at The Hub, through email correspondence, and over the phone.

Digital Main Street

The Bruce County Digital Service Squad Team continues to support businesses throughout the County with their digital marketing and online presence. The team has done an amazing job connecting with businesses, attending events, and networking sessions, and increasing awareness of the program. To date, the team has worked with over 60 businesses. The deadline for the \$2,500 Digital Transformation Grant was October 31st, and on that date 43 businesses applied for the grant, and 13 businesses had already received the funding. The official number of grants received by businesses will be confirmed in November, once Digital Main Street has reviewed and confirmed the applications.

Events

The Hub's monthly in person networking event was held on Thursday, October 27, with two business owners in attendance. We discussed the wins and challenges of small business and entrepreneurship. The next networking event is scheduled for Thursday, November 24 from 4:30-6:30pm in partnership with Catapult Grey-Bruce, a business incubator in Owen Sound.

The Grey-Bruce Entrepreneur Ecosystem celebrated Small Business Week with a celebration at the Bruce County Museum in Southampton on October 19th. This was a fantastic event which invited regional entrepreneurs and business support organizations to network and connect in person. Over 150 people registered, with over 100 attending the evening of. Positive feedback for the event was received from multiple partners in the Entrepreneur Ecosystem.

Website & Social Media Analytics

1. The Hub's website had 254 visits, a 179% increase from September.
2. Instagram reached 403 followers, a 4% increase from September.
3. The Do Business Facebook page reached 2,386 likes, a 0.5% increase from September.
4. LinkedIn reached 89 followers, a 14% increase from September.

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