



Staff Report

Report Title: February 2023, The Hub Status Report

Prepared By: Lauren Eby, Business Development Coordinator

Department: Business & Economic Development

Date: Feb. 6, 2023

Report Number: BED-2023-02-7

File Number: C11 BED 23

Attachments:

Recommendation:

That the Township of Huron-Kinloss Committee of the Whole hereby receives for information Report Number BED-2023-02-7 prepared by Lauren Eby, Business Development Coordinator.

Background:

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

Discussion:

Business Support

The Hub was contacted by eight businesses in January. Three from Huron-Kinloss, two from Owen Sound, two from Kincardine, and one from Wingham. These businesses contacted The Hub for:

- Starting a business
- Website design
- Business plan overview
- Connection to business resources
- Connection to networking opportunities
- Email marketing
- Youth entrepreneurship
- Private office rental

Digital Main Street

The \$2,500 Digital Transformation Grant application portal re-opened on January 16th. The Bruce County Digital Service Squad team hosted a virtual information session on January 20th to provide details on the program and the grant, 10 businesses registered. The team continues to meet with businesses to provide one-on-one consultations and assist with grant applications.

Grey-Bruce Entrepreneur Ecosystem

The Grey-Bruce Entrepreneur Ecosystem met in January to discuss partner updates and events for the year. The Ecosystem is made up of regional business support organizations and meets every quarter to share updates, resources, and discuss opportunities to partner for events.

Website & Social Media Analytics

1. The Hub's website had 112 visits.
2. Instagram reached 437 followers.
3. Do Business in Huron-Kinloss Facebook page reached 2,400 likes.
4. LinkedIn reached 100 followers.

The Hub uses digital marketing platforms to communicate updates, events, resources, and programs to clients and followers.

Financial Impacts:

None at this time.

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