

## Economic Development Budget – 2023 The Hub Initiatives

Project Name	Project Description	Alignment to Strategic Plan
<p>Speakers, Training, and Networking</p> <p>\$9,000.00</p>	<p>Organize and facilitate business related training with guest speakers.</p>	<p>To achieve action items 3.6 in the Economic Development Action Plan the following initiatives must be completed.</p> <p>Action Item 3.6 “Design and build an implementation plan for a business incubator”</p> <p>P2.2 Business Incubator</p>
<p>Marketing &amp; Branding</p> <p>\$5,500.00</p>	<p>Ongoing marketing of The Hub and programs, services, and events provided through online and offline advertising.</p>	<p>To achieve action items 3.6 in the Economic Development Action Plan the following initiatives must be completed.</p> <p>Action Item 3.6 “Design and build an implementation plan for a business incubator”</p> <p>P2.2 Business Incubator</p>
<p>Programs &amp; Services</p>	<p>Youth Entrepreneurship</p> <p>Introduce entrepreneurship as a career option for local youth to explore. Advertise online business programs Start a Business and Youth Entrepreneurship. Connect with local schools and teachers to speak about the programs. Partner with Business to Bruce for the Summer Company Program. Provide support to youth in operating their own business through Sprout program.</p>	<p>To achieve action items 3.6 in the Economic Development Action Plan the following initiatives must be completed.</p> <p>Action Item 3.6 “Design and build an implementation plan for a business incubator”</p> <p>P2.2 Business Incubator</p>

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	<p>Online Business Programs</p> <p>Continue to advertise and track use of online business programs from My Own Business Institute, Youth Employment Services and Agri-Food Management Institute. Programs include Start a Business, Business Expansion, Quick Start Entrepreneur, Youth Entrepreneurship and Selling Beyond the Farmgate.</p> <p>Business Consultations</p> <p>Book complimentary business consultations with entrepreneurs looking to start or expand their business, or who need support in a specific area.</p>	
Digital Main Street	Digital Service Squad members are on contract until March 31, 2023. They will continue to support small businesses in Bruce County with their digital marketing and online presence.	<p>To achieve action items 3.6 in the Economic Development Action Plan the following initiatives must be completed.</p> <p>Action Item 3.6 “Design and build an implementation plan for a business incubator”</p> <p>P2.2 Business Incubator</p>
Co-Working Space	Advertise available desks, office, and meeting spaces for rent. The goal is to increase foot traffic and use of co-working space.	To achieve action items 3.6 in the Economic Development Action Plan the following initiatives must be completed.

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		Action Item 3.6 “Design and build an implementation plan for a business incubator”  P2.2 Business Incubator
Partnerships	<p>Grey-Bruce Entrepreneur Ecosystem: Partnership with regional business support organizations, meet quarterly to discuss updates and ways to collaborate.</p> <p>Business to Bruce: Partner for webinars, connect business owners with grants and resources from the County.</p> <p>Contact North: Online education and training network. A desktop computer is available at The Hub for clients to access course materials and meet with the Online Learning Officer.</p> <p>Santa Clara University and My Own Business Institute: Continue communications for updates on online business programs they provide.</p>	<p>To achieve action items 3.6 in the Economic Development Action Plan the following initiatives must be completed.</p> <p>Action Item 3.6 “Design and build an implementation plan for a business incubator”</p> <p>P2.2 Business Incubator</p>