



Staff Report

Report Title: March 2023, The Hub Status Report

Prepared By: Lauren Eby, Business Development Coordinator

Department: Business & Economic Development

Date: Mar. 6, 2023

Report Number: BED-2023-03-14

File Number: C11 BED 23

Attachments:

Recommendation:

THAT the Township of Huron-Kinloss Committee of the Whole hereby receives for information Report Number BED-2023-03-14 prepared by Lauren Eby, Business Development Coordinator.

Background:

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

Discussion:

Business Support

The Hub was contacted by nine businesses in February. One from Saugeen Shores, one from Huron-Kinloss, one from Owen Sound, one from Listowel, and five from Kincardine. These businesses contacted The Hub for:

- Business consultant contacts
- Business plan writing
- Google Business Profile
- Search engine optimization
- Cash flow forecasting
- Youth entrepreneurship resources
- Digital marketing grants
- Email marketing support

Grey-Bruce Entrepreneur Ecosystem

The Hub and members of the Grey-Bruce Entrepreneur Ecosystem are hosting an 'Intro to Business Support in Grey Bruce' info session on Tuesday, March 21 at 12:00pm via Zoom. The goal of this event is to connect regional entrepreneurs with business support organizations and to highlight the local resources available to them. This event is free to attend, and all are welcome. Registration can be found on The Hub's website.

Website & Social Media Analytics

1. The Hub's website had 105 visits.
2. Instagram reached 453 followers.
3. Do Business in Huron-Kinloss Facebook page reached 2,403 likes.
4. LinkedIn reached 106 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