



## The Corporation of the Township of Huron-Kinloss

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### Staff Report

**Report Title:** November 2020 The Hub Status Report

**Prepared By:** Lauren Eby, Business Development Coordinator

**Department:** Business & Economic Development

**Date:** Oct. 27, 2020

**Report Number:** BED-2020-11-31

**File Number:** 500-Economic

#### Attachments:

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#### Recommendation:

That the Township of Huron-Kinloss Committee of the Whole hereby receives for information Report Number BED-2020-11-31 prepared by Lauren Eby, Business Development Coordinator.

#### Background:

November 2020 The Hub Status Report provides information to Council on behalf of the Business Development Coordinator.

#### Discussion:

##### The Hub

A soft launch of The Hub occurred on October 1<sup>st</sup>, including the website and social media accounts. COVID-19 measures are in place to ensure safety of staff and the public. The Hub has been utilized for a small meeting group, co-working guests, and Digital Main Street meetings. Business supports have also been administered over the phone.

##### Signage

The Hub's sign was installed October 23<sup>rd</sup> and window vinyl signage on October 25<sup>th</sup>. The metal sign was created by Matt Courtney and the window vinyl was designed and installed by Fishbowl Studios.

## Website

The website ([www.thehubhuronkinloss.com](http://www.thehubhuronkinloss.com)) went live on October 1<sup>st</sup>. The website includes Start a Business, Business Expansion and Youth Entrepreneurship programs. These programs are free, online, and self-paced. The website also includes information regarding business resources, grants, online webinars, and information regarding The Hub. To date, the website has had 139 site visits.

## Digital Main Street

In partnership with the Kincardine BIA, Hannah Dickie began the Digital Service Squad position on September 8<sup>th</sup>. Hannah has been contacting businesses in Huron-Kinloss and the Kincardine BIA to offer digital marketing support. Over 20 businesses have met with Hannah to receive support and take online video training to then pursue a Digital Transformation Grant of \$2500. Her contract ends November 30<sup>th</sup>.

### **Financial Impacts:**

This project is included in the 2020 budget.

### **Strategic Alignment / Link:**

The information provided in this report is consistent with and in 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

### **Approved By:**

Mary Rose Walden, Chief Administrative Officer