



Staff Report

Report Title: June 2023, The Hub Status Report

Prepared By: Lauren Eby, Business Development Coordinator

Department: Business & Economic Development

Date: Jun. 5, 2023

Report Number: BED-2023-06-25

File Number: C11 BED 23

Attachments:

Recommendation:

THAT the Township of Huron-Kinloss Committee of the Whole hereby receives for information Report Number BED-2023-06-25 prepared by Lauren Eby, Business Development Coordinator.

Background:

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

Discussion:

Business Support

The Hub assisted five businesses in May, three from Huron-Kinloss and two from Kincardine. The businesses contacted The Hub for resources on starting a business, website and social media set up and support, and economic development community profile information.

Business Training Events

The Hub has two business training events organized in June. One will cover search engine optimization and digital marketing best practices for small business, and the other will cover a new artificial intelligence platform called ChatGPT. Both events are free to attend, and all are welcome. For more information and to register, please visit The Hub's website, www.thehubhuronkinloss.com/events.

Digital Main Street

The Bruce County Digital Main Street team continues to work with businesses throughout the County and support them with their digital marketing and applying for the \$2,500 Digital Transformation Grant. To date, the team has worked with over 200 businesses, and 62 businesses have received the grant which totals \$155,000 in funding. The grant is available until September 30th, or until grant funds are exhausted. The team is available until the end of July, and has done an excellent job facilitating the program and supporting businesses!

Homestead Program

Homestead is a program to support entrepreneurs in testing out their business in a physical location, with space and support provided by The Hub. Jamie Miller from Shop Dire, an online eco-friendly product business, moved into the space at the end of April, and will run her business out of the space until the end of June. She is open beside The Hub, 84 Huron Street, Wednesday through Saturday from 10:00 am to 5:00pm. In July, Lily Conley will move her business, Lily By Design, into the space for the summer. Lily participated in The Hub's youth entrepreneurship program, Sprout, last fall.

Networking Event

In March, The Hub was invited to facilitate two webinars for Saugeen Connects' AWE (Advancing Women Economically) program. AWE is a network of women brought together to overcome barriers to help them either get into business or advance their businesses. The two webinars presented were How to Promote to Your Target Audience, and How to Be Visible and Active in a Rural Community. The program concluded with a lunch and learn style event for the organizers, participants, and facilitators at the beginning of May in Walkerton. It was great to connect and network in person with everyone involved in the program.

Website & Social Media Analytics

1. The Hub's website had 86 visits.
2. Instagram reached 489 followers.
3. Do Business in Huron-Kinloss Facebook page reached 2,420 likes.
4. LinkedIn reached 141 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