



Staff Report

Report Title: May 2023, The Hub Status Report

Prepared By: Lauren Eby, Business Development Coordinator

Department: Business & Economic Development

Date: May. 1, 2023

Report Number: BED-2023-05-22

File Number: C11 BED 23

Attachments:

Recommendation:

THAT the Township of Huron-Kinloss Committee of the Whole hereby receives for information Report Number BED-2023-05-22 prepared by Lauren Eby, Business Development Coordinator.

Background:

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

Discussion:

Business Support

The Hub assisted four businesses in April, three from Huron-Kinloss and one from Port Elgin. The businesses contacted The Hub for social media and website set up and office space for rent.

The Homestead Program

The 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 on April 25th. She will open the first week of May and run her business out of the space until the end of June, we welcome Jamie to downtown Ripley!

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 196 businesses. 53 businesses have received the grant which totals \$132,500 in funding. The grant is available until September 30th, or until grant funds are exhausted. The team has done an excellent job facilitating the program and supporting businesses!

Business Training Events

The Hub has organized four business training events in May. Each event is free, and all are welcome to attend. Topics include health and safety, how to write a business plan, how to create a sales forecast, and crafting brand stories. Information on each event, and a link to register, can be found on The Hub's website, www.thehubhuronkinloss.com/events.

Website & Social Media Analytics

1. The Hub's website had 82 visits.
2. Instagram reached 477 followers.
3. Do Business in Huron-Kinloss Facebook page reached 2,413 likes.
4. LinkedIn reached 124 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