



Staff Report

Report Title: September 2023 – The Hub Status Report

Prepared By: Will LeGrand, Business Development Coordinator

Department: Business & Economic Development

Date: Sep. 26, 2023

Report Number: BED-2023-10-37

File Number:

C11 BED 2023

Attachments:

Recommendation:

THAT the Township of Huron-Kinloss Committee of the Whole hereby receives for information Report Number BED-2023-10-37 prepared by Will LeGrand, Business Development Coordinator.

Background:

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

Discussion:

Business Support

The Hub assisted twenty-six businesses in September, seven from Huron-Kinloss (7) and nineteen from the surrounding area: Arran-Elderslie (3), Brockton (3), Huron County (2), Kincardine (3), North Bruce Peninsula (2), Saugeen Shores (4), South Bruce (1), and South Bruce Peninsula (1). The businesses contacted The Hub for: social media marketing, social media management, and grant support.

Homestead Program

Homestead is a program designed to offer support to aspiring entrepreneurs looking to test their business concepts in a physical location, with both space and assistance provided by The Hub. Our third participant, Lily Conley, was a graduate of The Hub's youth entrepreneurship program, Sprout, and she utilized the Homestead space from July 10th to September 10th. During her tenure at The Homestead, Lily's

business, Lily By Design, successfully sold approximately 105 items, attracting roughly 80 visitors to the store.

Our fourth participant, Maggie Robinson, started occupying the space on September 13th and will continue to operate there until December 24th. Maggie's business, Collective Co, is a consignment boutique and vendors market primarily catering to mothers and children.

Office/Co-working Space Rentals

In September 2023, The Hub's private office was rented once for a full day.

Website & Social Media Analytics

1. The Hub's website had 96 visits.
2. Instagram gained 11 followers, reaching 506 followers.
3. Facebook page gained 14 likes and 21 followers reaching 2163 likes and 2455 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:

Will LeGrand, Business Development Coordinator

Report Approved By:

Mary Rose Walden, Chief Administrative Officer