



Staff Report

Report Title: November 2023 – The Hub Status Report

Prepared By: Will LeGrand, Business Development Coordinator

Department: Business & Economic Development

Date: Nov. 27, 2023

Report Number: BED-2023-12-45

File Number:

C11 BED 23

Attachments:

Recommendation:

THAT the Township of Huron-Kinloss Committee of the Whole hereby receives for information Report BED-2023-12-45 prepared by Will LeGrand, Business Development Coordinator.

Background:

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

Discussion:

Business Support

The Hub assisted 10 businesses in November, with 4 from Huron-Kinloss and 6 from the surrounding area: Arran-Elderslie (1), Brockton (1), Kincardine (2), Saugeen Shores (1), South Bruce (1).

The businesses contacted The Hub for a range of services, including branding, social media marketing, social media management, grant support, and website development.

Homestead Program

The Homestead Program, offered by The Hub, supports entrepreneurs in testing their business concepts in a physical location, providing both space and guidance. Currently, the program is hosting Maggie Robinson, owner of Collective Co, a consignment store specializing in women's and children's clothing.

Collective Co, which has been operating from The Hub since September 13, continues to be a significant attraction in downtown Ripley. The store typically receives an average of 12 visitors per day on weekdays and over 20 visitors on weekends.

Thanks to the exceptional performance of Maggie Robinson in the program, The Hub has granted her the opportunity to expand their retail space into the room that previously housed the co-working area. In this expanded space, they are now hosting a maker's market which features over 20 vendors. The market has already attracted a large crowd of shoppers, and we expect this momentum to continue growing as we approach the holiday season.

Collective Co Boutique will continue to operate in The Homestead space until December 24th, offering an ideal destination for both residents and visitors in search of gifts during the holiday season.

Business Training Events

In November 2023, The Hub hosted a webinar on Business Accounting with accounting advisor Michael Kotyck. The webinar had 4 registrants and provided participants with clear strategies for organizing and enhancing the financial aspects of their businesses.

Office/Co-working Space Rentals

In November 2023, The Hub did not have anyone rent the private office or co-working space.

Website & Social Media Analytics

1. The Hub's website had 84 visits.
2. Instagram gained 4 followers, reaching 522 followers.
3. Facebook page gained 12 followers, reaching 2471.

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