



### Staff Report

**Report Title:** January 2021 The Hub Status Report

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

**Department:** Business & Economic Development

**Date:** Jan. 26, 2021

**Report Number:** BED-2021-02-6

**File Number:** C11 BED 21

#### Attachments:

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#### Recommendation:

That the Township of Huron-Kinloss Committee of the Whole hereby receives for information Report Number BED-2021-02-6 prepared by Lauren Eby, Business Development Coordinator.

#### Background:

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

#### Discussion:

##### Business Support

The Hub has administered business support over the phone, email, Zoom and in person, for a total to date of 41 contacts:

To date, The Hub has provided business support in person 15 times, over the phone 10 times, email 14 times and over Zoom 2 times.

##### Partnerships

The Hub announced the partnership with Contact North, who has set up three desktop computers at The Hub. Although The Hub is physically closed, cross promotion of programs and services can still occur. Once opened, the Contact North Grey-Bruce Online Learning Officer will use the space once a week to meet with clients and the computers will be available for use.

In mid-January, The Hub participated in a Grey-Bruce Entrepreneur Ecosystem call, meeting with contacts who support entrepreneurs throughout the two counties. Quarterly meetings will occur to share resources, updates and participate in additional partnership opportunities.

The Hub organized a presentation to introduce Chief Administrative Officers and Economic Development Officers from across Bruce County to The Hub. The attached presentation included programs and services that are offered and what The Hub has accomplished since launching last fall. This presentation was to introduce The Hub as a regional support to entrepreneurs and to encourage collaboration and partnership with local municipalities.

## Website & Social Media Statistics

The Hub's website visits, and Instagram followers continue to increase.

The website has 387 total site visits, Instagram has 130 followers, LinkedIn has 18 followers and the Do Business in Huron-Kinloss Facebook page, shared with the Business & Economic Officer, has 1,602 likes.

The Hub continues to use social media to advertise programs, services, resources, and webinars.

## Wellness Series

A Wellness Series has been developed in response to the current needs of the business community as they cope with stress brought on by the uncertain situation of COVID-19. All are welcome to attend these upcoming events. Information regarding registration will be available on the Do Business in Huron-Kinloss Facebook page and the events calendar on The Hub's website. Session topics include mental health, sleep, and a yoga class, with hope to organize more in March.

## **Financial Impacts:**

This project was 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