

Economic Development Budget – 2021 The Hub Initiatives

Project Name	Project Description	Alignment to Strategic Plan
Speakers & Trainings \$9,000	<p>Seminars & Webinars</p> <p>Wellness Series</p> <p>February – March: Organize and facilitate a Wellness Series to support the business community and residents through the stresses brought on by COVID-19. Topics include mental health, yoga, sleep, and ergonomics.</p> <p>Entrepreneur Networking Group</p> <p>February-March: Connect with potential partners and research other virtual networking groups for entrepreneurs. Set up a monthly or bi-weekly virtual meeting for entrepreneurs to connect, ask questions and support one another. Breakout rooms through Zoom can allow for more personal or in-depth conversation and connection. Plan to launch by April.</p> <p>Webinars</p> <p>In March, The Hub will partner with Business to Bruce to plan and organize two business webinars and will work together on future partnering opportunities.</p> <p>In March, the Business Development Coordinator will facilitate a virtual 3-part Instagram workshop series, and future digital marketing workshops.</p>	<p>To achieve action items 3.6 in the Economic Development Action Plan the following initiatives must be completed.</p> <p>Action Item 3.6 “<i>Design and build an implementation plan for a business incubator</i>”</p> <p>P2.2 Business Incubator</p>

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	<p>March – September: Organize webinars with facilitators on a variety of topics including Start a Small Business, Writing a Business Plan, Social Media, Brand Design, Business Systems and Operations, Digital Marketing for your Business, Accounting & Finance, SEO for your Business, Marketing Strategy and Photography Tips, as examples.</p> <p>Youth Entrepreneurship</p> <p>April: Connect and partner with Bruce County for a youth program webinar to introduce youth to the Summer Company program, before applications open, and the Youth Entrepreneurship program available through The Hub. Contact local high schools to advertise.</p> <p>Small Business Week Series</p> <p>October: National Small Business Week is October 17-23, 2021. To celebrate this week and offer free education to the regional business community, daily speakers will be organized to present on a variety of business-related topics.</p>	

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Marketing & Branding \$6,500	Ongoing marketing of The Hub and the programs, services and events provided through social media, print and radio advertising.	<p>To achieve action items 3.6 in the Economic Development Action Plan the following initiatives must be completed.</p> <p>Action Item 3.6 “<i>Design and build an implementation plan for a business incubator</i>”</p> <p>P2.2 Business Incubator</p>