

Economic Development Budget – 2021 The Hub Initiatives

Project Name	Project Description	Alignment to Strategic Plan
<p>Speakers & Trainings \$9,000</p>	<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>

Economic Development Budget – 2021 The Hub Initiatives

Project Name	Project Description	Alignment to Strategic Plan
	<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>	

Economic Development Budget – 2021 The Hub Initiatives

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