



## The Corporation of the Township of Huron-Kinloss

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### Staff Report

**Report Title:** September 2020 The Hub Status Report

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

**Department:** Business & Economic Development

**Date:** Aug. 31, 2020

**Report Number:** BED-2020-09-23  
Development

**File Number:** 500 – Economic

**Attachments:** Logo

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#### **Recommendation:**

That the Township of Huron-Kinloss Committee of the Whole hereby receives for information Report Number BED-2020-09-23 prepared by Lauren Eby, Business Development Coordinator.

#### **Background:**

September 2020 The Hub Status Report provides information to Council on behalf of the Business Development Coordinator.

#### **Discussion:**

##### The Hub

Community Services have assisted with preparations for the building to open. Painting has been completed and office supplies have been set up. The projected opening of The Hub is the end of September.

##### Homestead Marketplace

Homestead Marketplace is a retail space for local makers to sell their products through consignment. This retail component will showcase Huron-Kinloss and locally made products that will be sold from The Hub.

##### Website

The website is near completion. The online courses that will be offered, Start a Business and Business Expansion, are being designed by The Hub's partner, My Own Business Institute.

## Logo

A logo designed by Fishbowl Studios has been chosen by the Chief Administrative Officer, Community Development Officer and Business Development Coordinator. The logo and logo with tagline images are attached.

## Digital Main Street

In partnership with the Kincardine BIA, a successful candidate was chosen for the Digital Service Squad Member position who will serve both Huron-Kinloss and Kincardine BIA businesses with digital marketing support. Their contract begins September 8<sup>th</sup> and ends November 30<sup>th</sup>.

### **Financial Impacts:**

This project is 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