



Staff Report

Report Title: February 2021 The Hub Status Report

Prepared By: Lauren Eby, Business Development Coordinator

Department: Business & Economic Development

Date: Feb. 22, 2021

Report Number: BED-2021-03-10

File Number: C11 BED 21

Attachments:

Recommendation:

That the Township of Huron-Kinloss Committee of the Whole hereby receives for information Report Number BED-2021-03-10 prepared by Lauren Eby, Business Development Coordinator.

Background:

The Hub February 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 and Zoom while working remotely. To date, a total of 50 connections with business owners have been made. Support provided includes business consultations, information on grants, social media, and website assistance.

Partnerships

The Hub has been in contact with Catapult and Grey County Business Enterprise Centre to partner and establish a monthly virtual networking and mastermind event. This would provide a space for Grey-Bruce entrepreneurs to virtually connect and gain insight and ideas from one another.

The Hub is partnering with Business to Bruce to organize two webinars: one on photography for business and one on business communications. These events will occur in March.

Wellness Series

A Wellness Series was developed in response to the current needs of the business community and residents as they cope with stress brought on by the uncertain situation of COVID-19, all are welcome to attend. The four sessions are mental health, sleep, ergonomics, and a yoga class. Information regarding registration is available on the Do Business in Huron-Kinloss Facebook page and events calendar on The Hub's website.

Instagram Workshop Series

The Business Development Coordinator is organizing a three-part Instagram workshop series that will begin mid-March. These webinars will provide business owners a detailed overview on how to navigate the app and how to use it for their business.

Website & Social Media Statistics

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

The Hub's website has had over 100 visits throughout February, Instagram followers have increased by 15% to 153, LinkedIn has 19 followers and the Do Business Huron-Kinloss Facebook page has 1,608 likes.

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

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