



Staff Report

Report Title: March 2021 The Hub Status Report

Prepared By: Lauren Eby, Business Development Coordinator

Department: Business & Economic Development

Date: Apr. 7, 2021

Report Number: BED-2021-04-18

File Number: C11 BED 21

Attachments:

Recommendation:

That the Township of Huron-Kinloss Committee of the Whole hereby receives for information Report Number BED-2021-04-18 prepared by Lauren Eby, Business Development Coordinator.

Background:

The Hub March 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 57 connections with business owners have been made. Support provided includes business consultations, information on grants, social media, and website assistance.

Partnerships

The Hub partnered with Business to Bruce to help organize two Business to Bruce events in March. A business messaging and business photography webinar were well attended, and positive feedback was given from attendees.

Wellness Series

A Wellness Series was developed to support the business community and residents with four sessions over Zoom that occurred in February and March. The sessions included mental health, sleep, ergonomics and postures, and a yoga class. A total of 77 people registered across the four webinars, with high attendance for each.

Instagram Workshop Series

An Instagram Workshop Series was organized to deliver three webinars to provide business owners a detailed overview of how to navigate the application, create content, and use it for their business as a marketing channel. A total of 38 registered across the three workshops. Business owners expressed the need for social media related workshops to support them as they are important marketing channels for their business.

Wednesday Warm-Up

The Hub has partnered with Catapult Grey-Bruce and Grey County Business Enterprise Centre to form a virtual entrepreneur networking group. The first session was on Wednesday, March 31st. Wednesday Warm-Up will occur on the last Wednesday of every month, where entrepreneurs can join to connect and discuss different business-related topics and resources in Zoom breakout rooms. The Hub is providing Zoom for the meetings.

Website & Social Media Statistics

The Hub's website has had over 180 visits in March, compared to 100 in February. Instagram also continues to grow with an 18% increase in followers compared to February. The Hub now has 186 followers and the account reach (who has seen The Hub's posts), has increased by 47% since February.

The Hub uses Instagram as a marketing channel to reach, educate and advertise to followers, local business owners and future entrepreneurs. The Hub's followers come from a variety of locations including Toronto, Kincardine, Lucknow, Port Elgin, and Walkerton. The Hub can use these analytics to track what audience is following and what content is performing well.

LinkedIn has 19 followers and the Do Business Huron-Kinloss Facebook page has 1,608 likes.

The Hub will continue to use social media as a marketing channel to advertise programs, services, resources, and webinars.

Financial Impacts:

This project was included in the 2021 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