



The Corporation of the Township of Huron-Kinloss

Staff Report

Report Title: April 2021 The Hub Status Report

Prepared By: Lauren Eby, Business Development Coordinator

Department: Business & Economic Development

Date: May. 3, 2021

Report Number: BED-2021-05-23

File Number: C11 BED 21

Attachments:

Recommendation:

That the Township of Huron-Kinloss Committee of the Whole hereby receives for information Report Number BED-2021-05-23 prepared by Lauren Eby, Business Development Coordinator.

Background:

The Hub April 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 62 connections with business owners have been made. Support includes business consultations for new and existing businesses, social media, marketing, and website assistance.

Grey-Bruce Entrepreneur Ecosystem

The Hub participated in the second Grey-Bruce Entrepreneur Ecosystem call. The group meets quarterly and consists of organizations across Grey-Bruce who support entrepreneurs and economic development. The purpose is to connect and update one another on programs, grant opportunities and resources for entrepreneurs in the region.

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 occurred on Wednesday, March 31st. This networking group is a space where entrepreneurs can join to connect and discuss different business-related topics and resources in Zoom breakout rooms on the last Wednesday of every month. At the first meeting, 20 entrepreneurs across the region registered, with 14 present the day of. The Hub is providing Zoom for the meetings.

Webinars

The Hub hosted two Canva webinars via Zoom in April. Canva is a free, online graphic design platform that can be used for business. A total of 12 people registered.

Two digital marketing webinars are being planned for May, social media, and email marketing for business.

Website & Social Media Statistics

The Hub's website had 80 visits in April and Instagram reached 198 followers.

Every quarter, an analytics report for The Hub's online channels will be conducted to assess how these online channels are performing. Below are numbers from January – March 2021.

Google My Business – 401 searches.

Do Business Huron-Kinloss Facebook Page – 1,600 page likes and 11,259 accounts reached.

Instagram – 198 followers, 441 accounts reached.

LinkedIn – 20 followers.

Website – 547 site visits.

The Hub uses social media accounts and website as marketing channels 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