



Staff Report

Report Title: June 2021 The Hub Status Report

Prepared By: Lauren Eby, Business Development Coordinator

Department: Business & Economic Development

Date: Jul. 5, 2021

Report Number: BED-2021-07-32

File Number: C11 BED 21

Attachments:

Recommendation:

That the Township of Huron-Kinloss Committee of the Whole hereby receives for information Report Number BED-2021-07-32 prepared by Lauren Eby, Business Development Coordinator.

Background:

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

Discussion:

Business Support

The Hub has continued to administer business support over the phone, email and Zoom while working remotely. To date, a total of 70 connections with business owners have been made. Assistance provided includes business consultations for new and existing businesses, social media, marketing, website assistance, and connection to resources and supports for their business.

Wednesday Warm-Up

In partnership with Catapult Grey-Bruce and Grey County Business Enterprise Centre, the June Wednesday Warm-Up session focused on 'Customer Service Best Practices' with two guest speakers, followed by a break-out session and general discussion with 9 regional business owners who joined.

This networking group was designed as a space for entrepreneurs to virtually connect and discuss different business-related topics and resources. Wednesday Warm-Up will be taking a summer break in July and August and will return at the end of September.

Webinars

The Hub hosted 5 webinars via Zoom in June. The Instagram Workshop series which included Instagram 101, Instagram 201 and Instagram Content Planning and Creation, How to Use Facebook Business Suite and Later, and Visual Branding for Your Business. These webinars were designed to support business owners with their digital marketing and online presence. A total of 36 entrepreneurs registered across the five webinars that were offered.

Website & Social Media Statistics

The Hub's website had 41 visits in June, the Instagram account reached 224 followers, and the Do Business Facebook page reached 1,614 followers.

The Hub continues to use social media accounts and a website as marketing channels to advertise available 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