



Staff Report

Report Title: July 2021 The Hub Status Report

Prepared By: Lauren Eby, Business Development Coordinator

Department: Business & Economic Development

Date: Aug. 4, 2021

Report Number: BED-2021-08-34

File Number: C11 BED 21

Attachments:

Recommendation:

That the Township of Huron-Kinloss Committee of the Whole hereby receives for information Report Number BED-2021-08-34 prepared by Lauren Eby, Business Development Coordinator.

Background:

The Hub July 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 72 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

This virtual networking group will return at the end of September. Wednesday Warm-Up offers a space for discussion and networking with business-related topics and resources, for regional entrepreneurs and guest speakers.

Grey-Bruce Entrepreneur Ecosystem

The Hub participated in the third Grey-Bruce Entrepreneur Ecosystem call this month. 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.

Futurpreneur

The Hub met with Futurpreneur, a non-profit organization that provides financing, mentoring and support tools to young business owners across Canada. The Business Development Manager for our area provided information on how Futurpreneur can support entrepreneurs in the region through financing, mentorship, resources on their website, and opportunity to partner in the future to offer Cash Flow and Business Planning workshops, and a general information session.

Webinars

The Hub hosted three webinars via Zoom in July. Content Creation for Business, Search Engine Optimization, and How to Use Canva. These webinars were designed to support business owners with their digital marketing and online presence. A total of 18 entrepreneurs registered across the three webinars that were offered. The Hub is preparing to host three webinars in August.

Website & Social Media Statistics

The Hub's website had 60 visits in July, the Instagram account reached 226 followers, and the Do Business Facebook page reached 1,619 likes.

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