



## The Corporation of the Township of Huron-Kinloss

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### Staff Report

**Report Title:** September 2021, The Hub Status Report

**Prepared By:** Lauren Eby, Business Development Coordinator

**Department:** Business & Economic Development

**Date:** Sep. 27, 2021

**Report Number:** BED-2021-10-40

**File Number:** C11 BED 21

#### Attachments:

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#### Recommendation:

That the Township of Huron-Kinloss Committee of the Whole hereby receives for information Report Number BED-2021-10-40 prepared by Lauren Eby, Business Development Coordinator.

#### Background:

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

#### Discussion:

##### Business Support

Business support continues at The Hub and through phone, email, and over Zoom. To date, a total of 79 connections with business owners have been made. Assistance provided to small business owners continues to include social media, marketing, connection to resources and webinars, and information on grants available.

##### Small Business Week

Small Business Week occurs every year in the month of October, this year from October 17<sup>th</sup> to 23<sup>rd</sup>. The Hub and organizations that support businesses in the Grey-Bruce region, are partnering to host virtual events on a variety of business-related topics throughout the week. Catapult Grey-Bruce, Grey County Business Enterprise Centre, Futurpreneur, Business to Bruce, and Business Development Bank of Canada have partnered to offer this event to entrepreneurs in the Grey-Bruce region.

## Webinars

The Hub hosted three webinars via Zoom in September, Instagram 101, 201 and Content Planning and Creation, which are part of the Instagram Workshop Series. There was a total of 11 registrations. The Hub is hosting one webinar during Small Business Week and will return hosting webinars in November.

## Digital Main Street

Digital Main Street is a program that assists small businesses with their online presence through on-on-one support and the opportunity to apply for a grant. The Hub submitted a joint grant application with South Bruce, Kincardine, Brockton, Arran-Elderslie, Saugeen Shores, and Northern Bruce Peninsula. The application was successful, and \$92,500 was received. This funding covers wages, travel, laptops, and marketing for four Digital Service Squad team members. This team will facilitate the program and offer one on one support to small businesses in the Bruce County region until February 25, 2022. The Hub is leading the program, and interviews will take place the week following Thanksgiving. This is the third time the program has been offered. First in 2019 in Huron-Kinloss, second in 2020 in partnership with the Kincardine BIA, and now throughout the Bruce County region in partnership with six other municipalities.

## Website & Social Media Statistics

The Hub's website had 75 visits in September, the Instagram account reached 238 followers, and the Do Business Facebook page reached 2,054 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