



## The Corporation of the Township of Huron-Kinloss

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### Staff Report

**Report Title:** February 2022, The Hub Status Report

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

**Department:** Business & Economic Development

**Date:** Mar. 7, 2022

**Report Number:** BED-2022-03-16

**File Number:** C11 BED 22

#### Attachments:

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#### Recommendation:

That the Township of Huron-Kinloss Committee of the Whole hereby receives for information Report Number BED-2022-03-16 prepared by Lauren Eby, Business Development Coordinator.

#### Background:

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

#### Discussion:

##### Business Support

Five businesses contacted The Hub in February, two from Huron-Kinloss, two from Kincardine and one from Teeswater. These businesses contacted The Hub to ask for support and resources for business growth and expansion, digital marketing, strategy and systems and grant opportunities. These businesses were provided support and resources through email follow up, a Zoom consultation and an in-person consultation.

##### Events

Two events for the Wellness Series occurred at the end of February. A Wellness for Your Small Business webinar with The Wellness Nurse and a yoga class with Adrienne Pollock. Three more webinars are scheduled in March to support our regional business owners and residents.

The Hub has partnered with members of the Grey-Bruce Entrepreneur Ecosystem for a networking event to celebrate International Women's Day. To compliment two events from Business to Bruce and Saugeen Connects, a virtual networking event called 'Mentor Mash' has been scheduled to conclude the week of International Women's Day events. The platform provided allows participants to move around virtual tables where they can connect with and ask questions to business mentors. The Hub is participating in this event which will be an excellent opportunity to network and showcase our supports with this audience.

## Digital Main Street

The Bruce County Digital Service Squad team is available to support regional businesses with their digital marketing until the end of March. Since November, the team has worked with over 130 businesses in the County.

## Website & Social Media Statistics

The Hub's website had 369 visits in February, the Instagram account reached 308 followers, the Do Business Facebook page reached 2,080 likes and LinkedIn has 54 followers. The Hub uses social media as an online marketing channel to communicate available programs, services, resources, and webinars, in addition to the website.

## The Hub's New Location

The Hub moved into the new location, 84 Huron Street, on February 14 and has settled into this new space that offers two dedicated offices and a co-working space.

### **Financial Impacts:**

This project was included in the 2022 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