



Staff Report

Report Title: November 2020 The Hub Status Report

Prepared By: Lauren Eby, Business Development Coordinator

Department: Business & Economic Development

Date: Oct. 27, 2020

Report Number: BED-2020-11-31

File Number: 500-Economic

Attachments:

Recommendation:

That the Township of Huron-Kinloss Committee of the Whole hereby receives for information Report Number BED-2020-11-31 prepared by Lauren Eby, Business Development Coordinator.

Background:

November 2020 The Hub Status Report provides information to Council on behalf of the Business Development Coordinator.

Discussion:

The Hub

A soft launch of The Hub occurred on October 1st, including the website and social media accounts. COVID-19 measures are in place to ensure safety of staff and the public. The Hub has been utilized for a small meeting group, co-working guests, and Digital Main Street meetings. Business supports have also been administered over the phone.

Signage

The Hub's sign was installed October 23rd and window vinyl signage on October 25th. The metal sign was created by Matt Courtney and the window vinyl was designed and installed by Fishbowl Studios.

Website

The website (www.thehubhuronkinloss.com) went live on October 1st. The website includes Start a Business, Business Expansion and Youth Entrepreneurship programs. These programs are free, online, and self-paced. The website also includes information regarding business resources, grants, online webinars, and information regarding The Hub. To date, the website has had 139 site visits.

Digital Main Street

In partnership with the Kincardine BIA, Hannah Dickie began the Digital Service Squad position on September 8th. Hannah has been contacting businesses in Huron-Kinloss and the Kincardine BIA to offer digital marketing support. Over 20 businesses have met with Hannah to receive support and take online video training to then pursue a Digital Transformation Grant of \$2500. Her contract ends November 30th.

Financial Impacts:

This project is included in the 2020 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