



Staff Report

Report Title: March 2022, The Hub Status Report

Prepared By: Lauren Eby, Business Development Coordinator

Department: Business & Economic Development

Date: Apr. 4, 2022

Report Number: BED-2022-04-19

File Number: C11 BED 22

Attachments:

Recommendation:

That the Township of Huron-Kinloss Committee of the Whole hereby receives for information Report Number BED-2022-04-19 prepared by Lauren Eby, Business Development Coordinator.

Background:

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

Discussion:

Business Support

The Hub partnered with Business to Bruce to host a Case Study in Experimental Tourism webinar on The Hub's Zoom account on March 3rd.

The Ripley Business Community held a meeting at The Hub in the co-working space on March 16th.

The Mildmay Vet Clinic contacted the Business Development Coordinator to speak at a Lunch & Learn, assisting the clinic's social media committee with their digital marketing on March 30th.

The Hub began inviting home based entrepreneurs to trial the offices and co-working space and give their feedback through a survey. The invited entrepreneurs will begin this trial in April.

Events

The Hub participated in International Women's Day events through a virtual networking event, Mentor Mash. The online platform allowed for The Hub to have a virtual table and for attendees to connect and learn more about services and supports offered. In total, there were 40 participants for this event.

Three sessions for the Wellness Series occurred in March. Sleep Talk with Sleeper's Bed Gallery, Fitting What's Important In with KW Professional Organizers, and Wellness Toolbox with Penetangore Wellness. In total, there were 45 registrants across the five Wellness Series sessions offered through February and March.

The Hub will begin hosting in person networking events on the last Thursday of every month. To begin, The Hub hosted an Open House on March 31 and invited entrepreneurs to visit the space and network. The Business & Economics Officer attended to discuss business supports from the Township.

Digital Main Street

The Bruce County Digital Service Squad team's contract was extended until April 29 with remaining grant funding. Kristen Prentice and Jack Bender will continue to support Bruce County businesses with their digital marketing until the end of April. Since November, the team has worked with over 170 businesses in the County.

Website & Social Media Statistics

The Hub's website had 211 visits in March, the Instagram account reached 321 followers, the Do Business Facebook page reached 2,096 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.

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