



## Staff Report

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

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

**Department:** Business & Economic Development

**Date:** Jul. 4, 2022

**Report Number:** BED-2022-07-32

**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-2022-07-32 prepared by Lauren Eby, Business Development Coordinator.

### Background:

The Hub June Status report provides information to Council on behalf of the Business Development Coordinator.

### Discussion:

#### The Homestead

The Homestead is a program to encourage entrepreneurs to test out their business idea in a physical location with low risk on a short-term commitment. Advertising for the program was relaunched on June 1, and two entrepreneurs applied. One business owner was interviewed and shown the space the last week of June.

#### Business Support

Ten businesses contacted The Hub in June, five from Kincardine, three from Huron-Kinloss, one from Paisley and one from Owen Sound. One contact came to The Hub for a business consultation to help start their business, and three other website set up and design consultations were booked. Other inquiries included business licensing, search engine optimization, Square point of sale system, product shipping, website optimization, and booking the co-working space.

Business owners were assisted in starting their business, setting up their website, connecting to contacts and resources, and booking a location for a meeting. These contacts appreciated the time and space provided at The Hub to have their questions answered and be provided with the resources and knowledge to help them with their inquiries.

## Office Rentals & Co-Working

The Hub's co-working space was booked twice in June, for the Bruce County Economic Development staff and for a private meeting.

The Hub offers private office and co-working space rentals. These rentals provide a distraction free space to work from for home-based entrepreneurs, business owners who travel, and remote employees. The offices and co-working desks can be booked through The Hub's website at [www.thehubhuronkinloss.com/book](http://www.thehubhuronkinloss.com/book). A full day rental is \$40 for seven hours and a half day rental is \$25 for three hours.

## Events

The Hub hosted two events in June, Youth Night and monthly in person networking. The Youth Entrepreneurship Night invited Grades 7-12 to learn more about entrepreneurship, four were in attendance.

Sadie Al from Sleeper's Bed Gallery and Nicole Ireland from Stilara in Kincardine discussed their journeys and experiences as young entrepreneurs, sharing their tips and lessons along the way.

Youth also heard from Jenelle Bannon, Business Development Coordinator with Bruce County, about available grants to help them start their business through the Summer Company program, and business courses available at Fanshawe College from Student Engagement Specialist Kim Reid.

Youth who attended had excellent business ideas, were engaged and asked the speakers great questions! This event also highlighted The Hub's Youth Entrepreneurship Program which is provided by Youth Employment Services. This program is free to access and available on The Hub's website at <https://www.thehubhuronkinloss.com/youthentrepreneurship>.

The Hub's monthly in person networking event was held on Thursday, June 30. The session topic discussed was Solutions & Strategies for Success. The next networking event is on Thursday, July 28 at 7:00pm.

## Digital Main Street

Digital Service Squad member Jack Bender returned June 15 as the Saugeen Shores and Arran-Elderslie contact. Interviews for the remaining three positions were held the last week of June.

## Website & Social Media Statistics

1. The Hub's website had 159 visits in June.
2. Instagram reached 346 followers.

3. The Do Business Facebook page reached 2,107 likes.
4. The LinkedIn page reached 65 followers.

These platforms communicate programs, services, resources, and upcoming events to The Hub's followers and contacts.

**Financial Impacts:**

This project was included in the 2022 budget.

**Strategic Alignment / Link:**

The information provided in this report is consistent with and 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