



Staff Report

Report Title: August 2022, The Hub Status Report

Prepared By: Lauren Eby, Business Development Coordinator

Department: Business & Economic Development

Date: Sep. 7, 2022

Report Number: BED-2022-09-40

File Number: C11 BED 22

Attachments:

Recommendation:

That the Township of Huron-Kinloss Committee of the Whole hereby receives for information Report Number BED-2022-09-40 prepared by Lauren Eby, Business Development Coordinator.

Background:

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

Discussion:

Business Support

Seven businesses contacted The Hub in August. One from Kincardine, Arran-Elderslie, and Owen Sound, and four from Huron-Kinloss. The Hub helped these businesses in the following areas:

1. Two private office rentals
2. Website design assistance
3. Agricultural business zoning requirements inquiry
4. Business re-branding and marketing
5. Starting a business
6. How to expand into and market speaking engagements and programs

Events

The Hub's monthly in person networking event was held on Thursday, August 25. The next networking event is Thursday, September 29 at 7:00pm, all are welcome to attend. At the September session, Carley Donaldson from Route Two Communication will discuss business communications.

Digital Main Street

Two new Digital Service Squad members joined the Bruce County team and will begin at the start of September. Sarah Taylor will cover the Northern Bruce and South Bruce Peninsula regions, and William LeGrand will cover the Brockton and South Bruce regions. The Bruce County Digital Service Squad team will assist businesses in applying for a \$2,500 Digital Transformation Grant and help them with their digital marketing until March 31, 2023.

Website & Social Media Analytics

1. The Hub's website had 71 visits.
2. Instagram reached 371 followers.
3. The Do Business Facebook page reached 2,362 likes.
4. LinkedIn reached 73 followers.

Social media analytics are measured to track growth and engagement with account followers. Online platforms are used to communicate information from The Hub including programs, services, and resources.

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