



Committee Report

To: Warden Mitch Twolan
Members of the Planning and Development Committee

From: Kara Van Myall
Director of Planning and Development

Date: September 17, 2020

Re: Summer Company Initiative 2020

Staff Recommendation:

The Summer Company Initiative 2020 report is for information.

Background:

The Summer Company Initiative is funded by the Province of Ontario and provides students between the ages of 15 to 29 the opportunity to start and run their own summer business. It inspires, supports, and empowers youth to create their own summer employment opportunity and a pathway to success. Bruce County signed an agreement with the Province to administer the Summer Company Initiative in 2020.

The initiative gives students an experience of running their own business with the intent to grow future job creators. Participants receive business training, mentorship, and up to \$3,000 to start and run a business during the summer months in Bruce County. Students learn valuable entrepreneurial and professional skills such as creative thinking, problem solving, and interpersonal skills that prepare them to become future business owners or valuable employees.

The opportunity to apply and participate in the Summer Company was promoted predominantly through Business to Bruce social media channels. In the past, promotion was done through in-class presentations in high schools and youth focused organizations throughout Bruce County. Due to the pandemic, in person promotions were cancelled. Despite this challenge, four successful students were selected to participate in the Summer Company Initiative 2020 based on the merits of their business plan and an interview.

Overview:

The initiative consisted of the following components:

1. Business Plan Development - Participants learned how to demonstrate the operations of their business through business planning with coaching from Business Development Coordinators. Through this, participants learned how to articulate their business

offerings. This skill is essential to communicating the benefits of their product or service.

2. **Training** - Participants interacted in a series of training workshops on a variety of business topics to help build their entrepreneurial skills and business knowledge relevant to starting and operating a business.
3. **Mentorship** - An integral part of building a successful business is having access to mentors that have previous experience in a variety of aspects in the development of a business. Participants were provided mentorship through an experienced business owner that was able to provide them with relevant insight to their individual needs in growing their summer business.
4. **Financial Support** - Participants received \$1,500 towards start-up costs at the beginning of the summer and then were awarded an additional \$1,500 following the successful completion.

This year's participants and their businesses are listed below:

1. **Thales Hunter - Thales Music Tutoring, Kincardine**
Thales Hunter is a true musician and has taken his passion for music and turned it into a business. He offers online lessons in guitar, bass, and ukulele for casual beginners and to those looking to improve skills. He is booking private performances as well.
2. **Zoe Shave - Daisey Chain Designs, Southampton**
Zoe Shave used her creativity to create a unique business. She creates one of its kind, pieces of jewelry and accessories using vintage materials. She is creating a line of whimsical and environmentally sustainable fashion accessories.
3. **Calum Ormand - Calum's Clean up Crew, Southampton**
Callum Ormand is a one stop shop for all outdoor maintenance needs. He mows lawns, whacked weeds, trimmed the hedges and do shed and garage cleaning. He brings his excellent work ethic to his customers.
4. **Tyler Cox - Squeaky T's, Southampton**
Tyler Cox acknowledges that the view from inside your house is just as important as the view from outside. This motivated business owner is using his attention to detail to create a residential window cleaning business.

The Summer Company 2020 participants have demonstrated the utmost commitment and enthusiasm in these unprecedented times. Response to the initiative has been positive and students have learned a lot from both the training and mentorship experience. The hard work and dedication of the students is worth noting.

Financial/Staffing/Legal/IT Considerations:

There are no financial, staffing, legal or IT considerations associated with this report.

Interdepartmental Consultation:

None

Link to Strategic Goals and Elements:

Goal #3: Find creative new ways to engage our public

Element C: Make the County fully accessible to the people through access to information

Goal #7: Stimulate and reward innovation and economic development

Element C: Create local small business incubation and innovation centre for local economic development

Written by: Jenelle Bannon, Business Development Coordinator, Planning and Development

Approved by:

A handwritten signature in black ink, appearing to read 'Sandra Datars Bere', written in a cursive style.

Sandra Datars Bere
Chief Administrative Officer