



## Committee Report

**To:** Warden Janice Jackson  
Members of the Planning and Development Committee

**From:** Mark Paoli  
Director of Planning and Development

**Date:** September 16, 2021

**Re:** Summer Company 2021

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### Staff Recommendation:

The Summer Company 2021 report is for information.

### Background:

Summer Company 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 of Ontario to administer Summer Company in 2021.

Summer Company gives students the 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 summer business 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 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 2021 based on the merits of their business plan and an interview.

### Overview

Summer Company 2021 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. Katie Franklin - Franklin's Produce, Kincardine**

Franklin's Produce cultivates and sells fresh produce and flowers grown without the use of pesticides, synthetic fertilizers, and excessive plastic. Katie is passionate about protecting the environment and has a goal to provide zero-waste to her customers. She is at the Kincardine Farmers Market every Saturday.

**2. Jonny Pickett - 8 x 8 Beach Apparel, Wiaraton**

Jonny designed and created his own line of beach volleyball apparel after noticing a gap in the market. As a competitive volleyball player, he has a true love for the sport and has translated that drive and commitment into a business. In the future, Jonny hopes to develop programming and supports to build more beach volleyball courts and mentor youth in the sport through his business.

**3. Leyah Smith - Black Excellence Art, Formosa**

Leyah is a digital media artist that specializes in promoting cultural diversity and representation through her imagery. To promote black representation in art and other media, Leyah takes her digital art and prints it on various gift items such as t-shirts, sweaters, bags, and phone cases. As an artist, Leyah is working to develop a unique aesthetic that is powerful and bold.

**4. Sadie Rhan - The Ordinary Orchid, Paisley**

Sadie is a young entrepreneur that cares deeply about the environment and sustainability. She has created a line of decorative stickers that are 100% recyclable. Even the backing is biodegradable. Sadie has a talent for graphic design and has used her passion and her skills to develop her business.

The Summer Company 2021 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

**Report Author:**

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**Departmental Approval:**

Mark Paoli  
Director, Planning and Development

**Approved for Submission:**

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Chief Administrative Officer