



Committee Report

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

From: Jeffrey Loney
Economic Development Manager, Planning and Development

Date: September 15, 2022

Re: Summer Company Program 2022 Update

Staff Recommendation:

That the “Summer Company Program 2022 Update” report is for information.

Background:

The Summer Company Program provides youth an opportunity to experience the world of entrepreneurship. Business to Bruce in partnership with the Province of Ontario had another successful year of the Summer Company program. This program provides students between the ages of 15 and 29 the opportunity to start and run their own summer business. The program provides firsthand experience, mentorship, training, and a grant of up to \$3,000. 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.

Overview

The goal of the Summer Company program is to inspire, support, and empower youth to create their own summer employment opportunity.

The Summer Company program 2022 consisted of the following components:

- **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.
- **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.
- **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.

- 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, three passionate young entrepreneurs participated in the program and excelled with their start-ups. Discover more about their businesses below:

1. Abhinav Shankar | [Websites by Abhi](#) | Saugeen Shores

Leveraging the opportunity to turn a hobby into a business, Abhi launched ‘Websites by Abhi’ this summer. After the introduction to website design for a school project, Abhi learned that he really enjoyed this type of activity. Over the summer, Abhi has continued to establish his website development skills and portfolio as he has built the online presence of other small businesses. Abhi plans to continue his business through the school year and is considering continuing it next summer.

2. Thomas Mackay | Construction and Landscaping | South Bruce Peninsula

Thomas recognized that with many local contractors were overburdened with bigger or multi-day projects which pushed smaller projects to the bottom of their lists. With Thomas’ existing skills, he jumped on this untapped market and started his own small construction and landscaping business in the South Bruce Peninsula area. His summer started with projects such as crafting garden boxes and stacking wood but developed more skilled projects such as repairing fences and building decks. In addition, he established a regular clientele for lawn maintenance that will continue into the fall.

3. Lauren White | [Popcycle Ice Pops](#) | Huron Kinloss

With the small community of Point Clark missing frozen treats, Lauren kicked off a crowd favourite business, ‘Popcycle Ice Pops’. Every day of the summer, Lauren loaded her bicycle cart with frozen treats and sold her them to the lighthouse sunset observers and the beachgoers. Lauren was quick to shift with changes in the weather and keep her customers coming back by participating in local activities like rock scavenger hunts for free ice cream. Lauren’s creativity and drive helped her become a Point Clark staple this summer.

The Summer Company 2022 participants have demonstrated the utmost commitment and enthusiasm. 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

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Departmental Approval:

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Approved for Submission:

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