



Staff Report to Council - for Information

Title: Summer Company Program 2024 Update

From: Claire Dodds, Commissioner of Community Development

Date: September 5, 2024

Report Number: CDO-2024-015

Report Purpose:

This report is for information.

Report Summary:

The Summer Company program in Bruce County successfully empowered seven youth entrepreneurs aged 15 to 29 to start and operate their own summer businesses. Through this program, participants received hands-on experience in entrepreneurship, including business planning, marketing, financial management, and problem solving, alongside mentorship and training workshops. Financial support included a \$3,000 grant to assist with start-up costs. The program's expansion allowed for the successful launch of seven diverse businesses across the county, reflecting the participants' commitment and the region's growing enthusiasm for entrepreneurial ventures.

Background/Analysis:

The Summer Company program provides youth an opportunity to experience the world of entrepreneurship. Bruce County's economic development team in partnership with the Province of Ontario had a successful Summer Company Program year 2024. This program offers students between the ages of 15 and 29 the chance to start and operate their own summer business. Participants gain firsthand experience, mentorship, training, and a grant of up to \$3,000. Through this program, students acquire valuable entrepreneurial and professional skills, including business planning, marketing, financial management, and problem solving. These skills help them for future roles as business owners or valuable employees.

Overview:

The Summer Company program 2024 consisted of the following components:

1. Business Plan Development - As part of the application process, students worked with the Business to Bruce team to write a business plan for the launch and operation of their business.
2. Training - Students engaged in workshops about Business Idea Generation, Marketing, Sales and Customer Service, and Financial Tracking.

3. Mentorship - Students took part in group mentorship events led by former Summer Company graduates, established business owners, and Business to Bruce team.
4. Financial Support - Students received \$1,500 towards start-up expenses at the beginning of the program and were awarded the remaining \$1,500 upon the successful fulfillment of program requirements.

Initially, the County received funding for program delivery and micro grants for four students. Later, the Province provided additional micro grants and additional operating funds for 3 students. As a result, a total of seven students were able to successfully complete the program and 7 summer businesses opened in Bruce County. The name of students, their business names and locations are as follows:

1. Abetti Botterell [Saugeen Sizzle and Shine](#) - Southampton
2. Charles Nuhn - [EditorTCRD](#) - Walkerton
3. Daxton Brunet - [Dax's Cleaning Services](#) - Wiarton
4. Jack Westbury - [Jackstream Mobil Washing](#) - Southampton
5. Kasen Beitz - [Clean N Cruise Detailing](#) - Chesley
6. Lincoln Bui - [Kincardine Student Lawn Care](#) - Kincardine
7. Vikki Ernest - [Horsin' Around Honey Co.](#) - Chesley

The Summer Company program 2024 students have demonstrated commitment to the program and a high level of work ethics. The program response was positive and Business to Bruce received the highest number of applications to date. This shows a continued interest and engagement in this program in the region.

Financial/Staffing/Legal/IT Considerations:

Grants and program delivery funds for this program are provided by the Province of Ontario through the Small Business Enterprise Centre program.

Funding for 7 additional youth has been committed by the Province of Ontario for the 2025 intake.

Interdepartmental Consultation:

No additional departments were consulted.

Link to Strategic Goals and Objectives:

Growth and Innovation - Promote responsible growth

Community and Partnerships - Enhance and grow partnerships

Link to Departmental Plan Goals and Objectives, if any:

This project supports the implementation of the Economic Development Strategic Plan

Report Author:

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Departmental Approval:

Jeff Loney, Economic Development Manager

Approved for Submission:

Claire Dodds, Commissioner of Community Development

Attachments:

None