



**SBC**

**The  
Small Business  
Centre**

Explore. Connect. Succeed.

**2024 Budget Presentation  
Oxford County**

# Overview



**01** SUPPORTING  
BUSINESS IN OXFORD  
COUNTY

**02** OUTREACH TO  
BUSINESS IN OXFORD  
COUNTY

**03** 2024, THE YEAR  
AHEAD

## 2023 – Year To Date (at Sept 15/23)

- We've engaged **564** unique clients, supported **248** existing and/or conceptual businesses and assisted **41** actual business start ups or expansions.
- We've conducted **1,694** new or repeat in-person or remote meetings/consultations/engagements (any client interaction over 30 min is considered an engagement)
- Woodstock – **237** unique clients (42%)
- Tillsonburg – **90** unique clients (16%)
- Ingersoll – **79** unique clients (14%)
- Zorra Township – **39** unique clients (7%)
- Norwich Township – **34** unique clients (6%)
- East-Zorra Tavistock Township – **29** unique clients (5%)
- Blandford-Blenheim Township – **27** unique clients (5%)
- Southwest Oxford Township – **18** unique clients (3%)
- Other – **11** unique clients (2%)

# Starter Company Plus

Starter Company Plus is an Ontario government program that provides adults 18+ with the resources and knowledge they need to start and grow their own business. The program offers:

- Training and business skill development
- Advice and mentorship from local business leaders and industry professionals
- A grant of up to \$5,000 – 12 recipients in 2023 or \$60,000

**BLACKMORE**  
M E D I A

**Blackmore Media –  
Woodstock**

RESTORATIVE  
HEALTH INC +

**Shannon Schnekenburger –  
Tillsonburg**



**Dempsey Window Cleaning –  
South-West Oxford**



**Ingersoll Rails –  
Ingersoll**

## Summer Company

The Summer Company program provides students aged 15 to 29 start-up money to kick-off a new summer business as well as advice and mentorship from local business leaders to help get their business up and running. Applicants must start their business from May to July and end it on Labor Day or they can choose to keep running their summer business while back in school. Applicants get up to \$1,500 up front to help with start-up costs and up to \$1,500 when you successfully complete the program requirements. Funding is up to \$3,000.

### **Jacob Brintnell (BluWorks 3d Printing Services)**

Woodstock  
University student

**“I spent the summer learning to model and creating my own products, as well as networking with local small businesses and establishing a list of wanted products. I plan to, upon returning to school, continue BluWorks and tailor it to work closely with young professionals and artists to give them opportunities to make their brand memorable.”**

**2023 Gross Revenue generated to date: \$7,100.00**



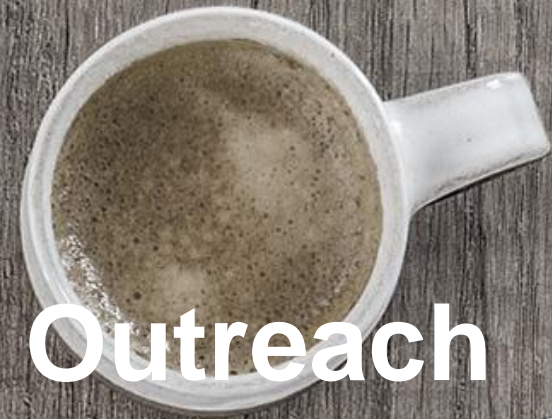
**The Small Business Centre is a proud member of the Oxford County business and Economic Development community. We work closely with:**

- All 5 municipal Chambers of Commerce**
- 4 Business Improvement Associations**
- Community Futures (Federal)**
- Rural Oxford Economic Development**
- Community Employment Services**
- Tourism Oxford**
- Fanshawe College**

# SBC LIVE – Weekly Community Outreach

- ❑ Expand relationships with Oxford County small businesses.
- ❑ On-site visits to local businesses (1-2 days per week, 52 weeks per year).
- ❑ Work with community partners and municipalities to address specific needs
- ❑ 212 businesses connected with as of September 15, 2023.

Our engagement motto remains:  
“You are not alone. Make us your first call”.



# BRIDGES TO BETTER BUSINESS 2023

with Michael “Pinball” Clemons

Few people exemplify the qualities of personal excellence, teamwork, leadership, empathy and overcoming the odds better than CFL legend Michael "Pinball" Clemons.

In today's challenging small business climate, come hear Michael speak about overcoming challenges, facing adversity and winning against the odds.

Craigowan Golf & Country Club  
Wednesday, October 18, 2023  
11am-12pm Networking  
12pm-1pm Lunch  
1-2pm Keynote Speaker with Q&A

Tickets are \$75 per person at  
[www.sbcoxford.ca](http://www.sbcoxford.ca)





# Networking With Purpose

2024 will also see the return of Networking with Purpose. Networking with Purpose is a unique, initiative event which brings small business owners, municipal leaders, and industry specific professionals (i.e., lawyers, accountants, insurance professionals) together under one roof. Unlike regular “mix and mingle” networking events, Networking With Purpose assigns each attendee a team designation. Once people have been assigned a team, each team is directed to their own room/area and they pair off and present an elevator pitch to their partner. Once each partner has “pitched” one another, they move onto the next member of their team and repeat. When the whole team has pitched one another, we then mix teams and repeat. Much like speed dating, the goal of Networking with Purpose is to ensure everyone participating gets a change to meet each other. This is how networks are created and strategic alliances are formed.



In July 2023 the Oxford SBC was recognized for our innovation and support for Small Business in Ontario. We were visited by **Clara Chan**, Assistant Deputy Minister, Small Business and Program Delivery as one of a handful of Small Business Centers in Ontario who excel at program delivery, engagement and innovation in support of small business. As a result, the Oxford SBC now has an even stronger working relationship with the Province and a mandate to work together to develop new small business programs.

# Business Succession Planning

In 2023 the SBC assisted a number of Oxford County business owners who were looking to sell their long standing “legacy businesses”. We recognize that assisting in the continuation of these cornerstone businesses in our communities is key. This succession support has garnered our SBC recognition from the Ministry of Economic Development Job Creation and Trade (MEDJCT), and in 2024 the Oxford SBC has been asked by the Province of Ontario to develop a province wide program to assist Ontario business owners find a path forward toward succession.



# Budget 2023 Committed Funds

Core Mandate (Coaching, Small Business Support)	<b>\$ 11,000.00</b>
SBC Live Site Visits (Community outreach & engagement)	<b>\$ 8,000.00</b>
Special Events (Bridges, Networking, Joint Events)	<b>\$ 7,500.00</b>
Software & Subscriptions (ongoing)	<b>\$ 6,000.00</b>
Training (seminars and courses for staff)	<b>\$ 6,000.00</b>
Travel (mileage, meetings)	<b>\$ 6,000.00</b>
Marketing (Community Sponsorship, radio, print, online ads)	<b><u>\$ 5,500.00</u></b>
	<b><u>\$50,000.00</u></b>



## Proposed Budget Break-Down for 2024

Core Mandate (Coaching, Small Business Support)	<b>\$11,000.00</b>
SBC Live Site Visits (Community outreach & engagement)	<b>\$ 8,750.00</b>
Bridges to Better Business	<b>\$ 7,500.00</b>
Travel (mileage, meetings)	<b>\$ 6,750.00</b>
Software & Subscriptions	<b>\$ 5,750.00</b>
Networking With Purpose	<b>\$ 4,000.00</b>
Marketing (digital, sponsorship, radio, online ads)	<b>\$ 3,750.00</b>
Training (Seminars & Courses for staff)	<b><u>\$ 2,500.00</u></b>
	<b><u>\$50,000.00</u></b>

*This request accounts for 14.3% of the total Operations, Marketing and Service Delivery budget of the Centre*

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