



SBC

**The
Small Business
Centre**

Explore. Connect. Succeed.

**2023 Budget Presentation
Oxford County**

Overview



01 SUPPORTING
BUSINESS IN OXFORD
COUNTY

02 OUTREACH TO
BUSINESS IN OXFORD
COUNTY

03 2023, THE YEAR
AHEAD

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



Pump Pocket - Ingersoll



Poppin Kettle Corn - Norwich



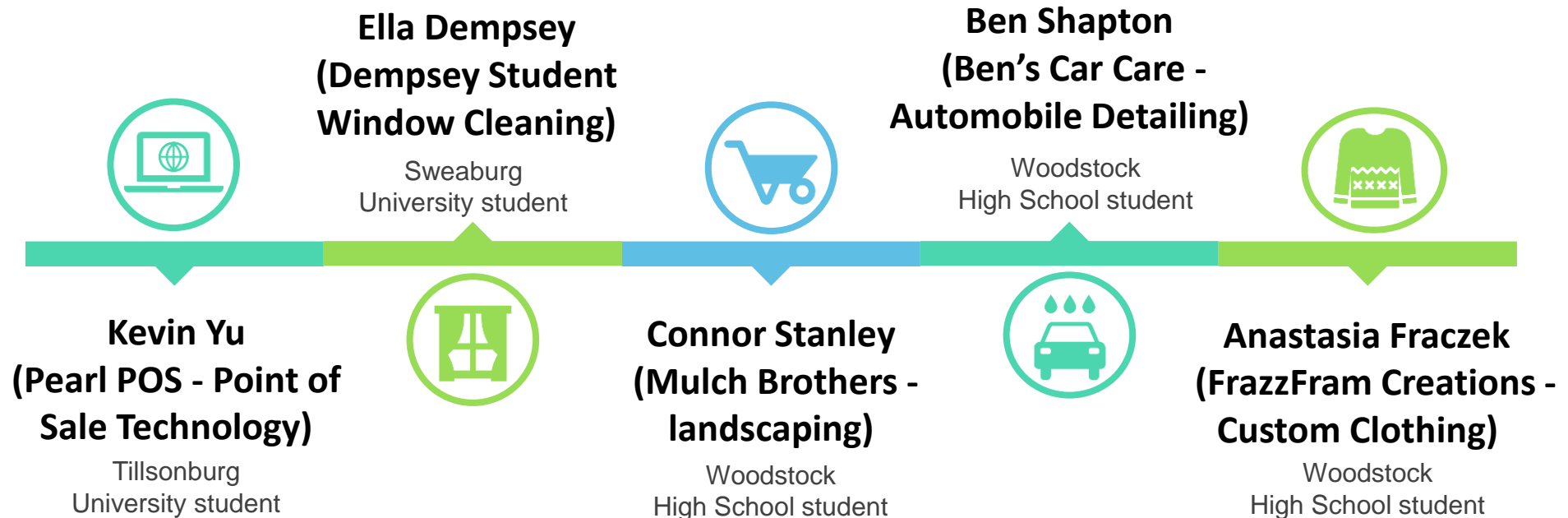
Orange Door Acres – Mt. Elgin



SLEY & Co. - Woodstock

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.



2022 Gross Revenue generated to date: \$84,237

2022 – Year To Date (at Nov 15/22)

- We've engaged **772** unique clients, supported **314** existing and/or conceptual businesses and assisted **78** actual business start ups or expansions.
- We've conducted **2,032** new or repeat in-person or remote meetings/consultations/engagements (any client interaction over 30 min is considered an engagement)
- Woodstock – **331** unique clients (43%)
- Tillsonburg – **124** unique clients (16%)
- Ingersoll – **108** unique clients (14%)
- Zorra Township – **46** unique clients (6%)
- Norwich Township – **45** unique clients (6%)
- East-Zorra Tavistock Township – **39** unique clients (5%)
- Blandford-Blenheim Township – **38** unique clients (5%)
- Southwest Oxford Township – **26** unique clients (3%)
- Other – **15** unique clients (2%)

TICKETS ON SALE NOW!

BRIDGES TO BETTER BUSINESS 2022

*Advance Tickets Only
Open to Everyone!*



Keynote Speaker - Dr. Hayley Wickenheiser

Dr. Hayley Wickenheiser is considered one of the best female hockey players in the world. Seven world championships, six Olympic appearances, five Olympic medals — she is a titan of sport and a leader both on and off the ice. Not only is she the assistant general manager of the Toronto Maple Leafs hockey team, she is also a community leader, author, medical doctor and businesswoman who inspires audiences to give their best in everything they do.

For Tickets Visit www.sbcoxford.ca

Craigowan Golf Club
595838 Hwy 59 N RR #6
Woodstock, ON N4S 7W1



Achieving Success
Through Leadership

October 19, 2022
11:00am - 2:00pm



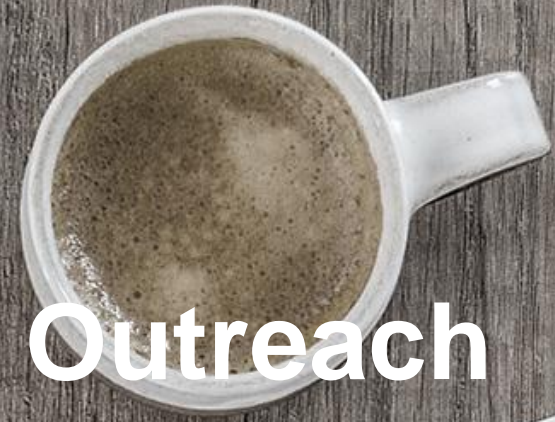


The Small Business Centre is a proud member of the Oxford County community, Working with all 5 Chambers of Commerce, 4 Business Improvement Associations and agencies like Community Futures, Tourism Oxford, Rural Oxford Economic Development and Community Employment Services.

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
- ❑ 461 businesses connected with as of November 30, 2022.

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



Budget 2022 Committed Funds

Core Mandate (Coaching, Small Business Support)	\$13,000.00
SBC Live Site Visits (Community outreach & engagement)	\$ 7,750.00
Bridges to Better Business (pre-paid)	\$ 7,500.00
Software & Subscriptions	\$ 5,750.00
Training (Seminars & Courses for staff)	\$ 5,750.00
At The Crossroads (Joint venture with Fanshawe & CES)	\$ 4,500.00
Marketing (print materials, online ads)	\$ 3,000.00
Travel (mileage, meetings, meals)	<u>\$ 2,750.00</u>
	<u>\$50,000.00</u>



EYES ON THE HORIZON

“We are what we repeatedly do: EXCELLENCE, then, it is not an act but a habit.”

- Aristotle

Budget 2023 Request

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

This request accounts for 15% of the total Operations, Marketing and Service Delivery budget of the Centre

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