

**Date: January 7, 2013**



## **City Council Committee Report**

**TO: Mayor and Council**

**FR: Diane Schwartz-Williams, Manager of Northwest Business Centre**

**RE: Northwest Business Centre Q4 - 2012 Report**

### **Recommendation:**

That Council accepts the 2012 Fourth Quarter report for the Northwest Business Centre.

### **Background:**

NWBC Activity Report: October – December 2012

#### Client Usage and Traffic

- 23 new client consultations; 32 existing client consultations and 60 other client contacts, including emails, phone calls, walk-in's.
- Online engagement – total online engagement of 3085 (including 1891 website page views, 564 unique website visitors, 502 new website visitors, 115 new Twitter followers and 12 new Facebook followers).

#### Events and Initiatives

- 51 Outreach/Networking events and presentations generating 657 contacts.
- Partnered with financial institutions in Kenora to host a Small Business Week 'evening of appreciation
- District outreach continues with regular monthly visits to Red Lake, Fort Frances, Ignace and Sioux Lookout
- Presentation to Ignace Business Association
  
- Relocation of the NWBC Dryden office into the Patricia Area Community Endeavours office. Partnering with PACE to deliver NWBC Service to clients from their office location.
  
- Good media profile and coverage with interviews on Q104, CJRL, CKDR, Daily Miner & News and Good Morning Kenora on Shaw TV for both Working Smart and Customer Service Events
  
- Hosted 7 "Working Smart with Blackberry/iPhone-iPad Workshops in Kenora, Dryden, Red Lake and Sioux Lookout to a total of 177 participants. Well received with very positive evaluations and a call for more.
- Hosted Bridges to Better Business events in Kenora and Dryden featuring keynote Kevin Graff. Topic was "Get Serious about Service – Your Customers Are!" to a total of 110 participants. Very well received by those who attended.
  
- Plans coming together for prep and delivery of pilot program in partnership with Women's Place Kenora - 12 week program for 10 participants - 'How to Start a Small Business'.

- Regular monthly meetings for CYBF (Canadian Youth Business Foundation) committee set with individuals identified that will be approached to give the Committee a regional flavour.
- NOHFC Internship application for Virtual Advisor & Social Media Coordinator approved. NWBC welcomed Monique Delorme to the organization as our new Virtual Advisor & Social Media Coordinator.
- Manager participated in a 2 day training session for an on-line program/tool designed specifically for our existing business clients.
- Attendance at a 2 day CYBF (Canadian Youth Business Foundation) conference with 40 other community partners

Success Stories:

- NOHFC announcement of \$125,000 grant to The Bijou Steakhouse (NWBC client) in Kenora by Minister.
- NOHFC announcement of \$50,000 grant to Stanley's Foam Installation in Vermilion Bay (NWBC client) by Minister.

Youth Programs

- "Starting a Small Business" workshop delivered to a group of young entrepreneurs through the Skills Link program in Red Lake
- "Marketing" workshop delivered to a group of young entrepreneurs participating in the SEB program administered by Shooniyaa Wa-Bidoong
- Three CYBF (Canadian Youth Business Foundation) applicants deemed ready to present their business plans to the Loan Review Committee. Presentations made and LRC recommendations will be reviewed by full CYBF committee at January meeting prior to submission to CYBF.

**Budget: N/A**

**Communication Plan/Notice By-law Requirements: N/A**