

# Woodstock & Area Small Business Enterprise Centre

*a division of Economic Development*

## Helping Small Business at Every Stage!

- One-to-one business consultations
- Plan guidance and evaluation for start-ups
- Plan guidance and evaluation for expansions
- Marketing planning and cash flow projections
- Connections and resources to help start or expand
- Business training, workshops and seminars
- Networking opportunities
- Professional Service referrals
- Access to a Business Mentor
- Grant programs for young entrepreneurs

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## **- 2016 Achievements -**

**CORE SERVICES:** Assisted sole-proprietors and small business owners, at various stages, to reach their goal of creating 58 new business startups, 17 business expansions, and 83 jobs created.

**STARTER COMPANY:** 72 candidates applied and received training/mentorship resulting in 13 new business start-ups, 8 business expansions, and 24 jobs created. 8 applicants received a \$5000 grant to start or expand their business.

**SUMMER COMPANY:** 12 youth candidates explored self-employment, 5 candidates successfully completed training, mentorship and experiential learning components of starting and operating a full-time business.

**NETWORKING EVENTS:** Twice per month, a group of up to 30 regional business owners attend SBEC's Networking Breakfast at ODY's Restaurant.

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## ***2017, an Exciting Year Ahead ...***

### **This Year's Objectives Include:**

- New SBEC Core Delivery Model
- New Marketing & Outreach Activities
- New Client & Mentor Engagement Strategies
- New Bridges to Better Business Event
- Program Delivery & Wrap-up: Starter Company
- New Program Creation: Starter Company Plus\*
- Decrease in Human Resources from 3 to 2 program staff
- Increase staff capacity and integrate with Economic Development

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***THANK YOU !***

***The Small Business Enterprise Centre  
is the result of an ongoing partnership between the City of Woodstock  
and the province of Ontario***

Please connect with me if you have any questions  
about our business community programs and services:

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