



**SBC**

**The  
Small Business  
Centre**

Explore. Connect. Succeed.

**2019 Budget**



# Who We Are

The Small Business Centre located in downtown Woodstock offers **free** guidance and support to start-up and growing businesses throughout Oxford County

- Walk-in Resource Centre
- One-on-one Meetings (1 hour+ in length)
- Business Card Display
- Workshops & Networking events (monthly, quarterly, annually)
- Professional Referral Services
- Boardroom Booking



# Our Team



**Ramona Gallagher**  
Manager



**Shawn McNamara**  
Small Business Consultant

# In 2018

## Starter Company<sup>+</sup>

- **12** businesses received a \$5,000 grant to start or grow a business
  - 4 - Woodstock
  - 8 - Oxford County

## Summer Company

- **8** students received grants of \$3,000 to start their own summer businesses
  - 3 - Woodstock
  - 5 - Oxford County





**458**

1 hour one-on-one Consultations completed

**35**

Businesses started

*Revenue earning*

**2**

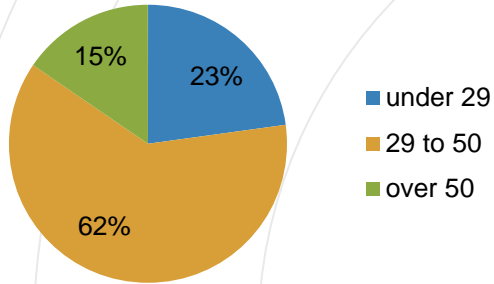
Businesses expanded

*Additional hiring, brick & mortar location*

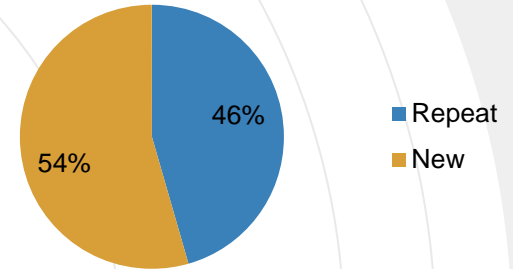
**34 full-time / 11 part-time**

Jobs created

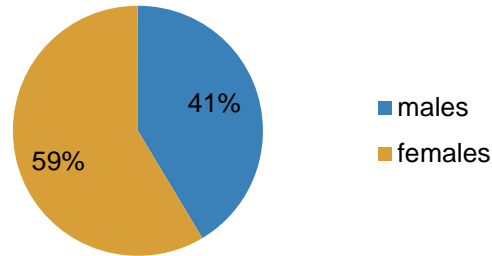
### Clients by Age



### Clients by Type



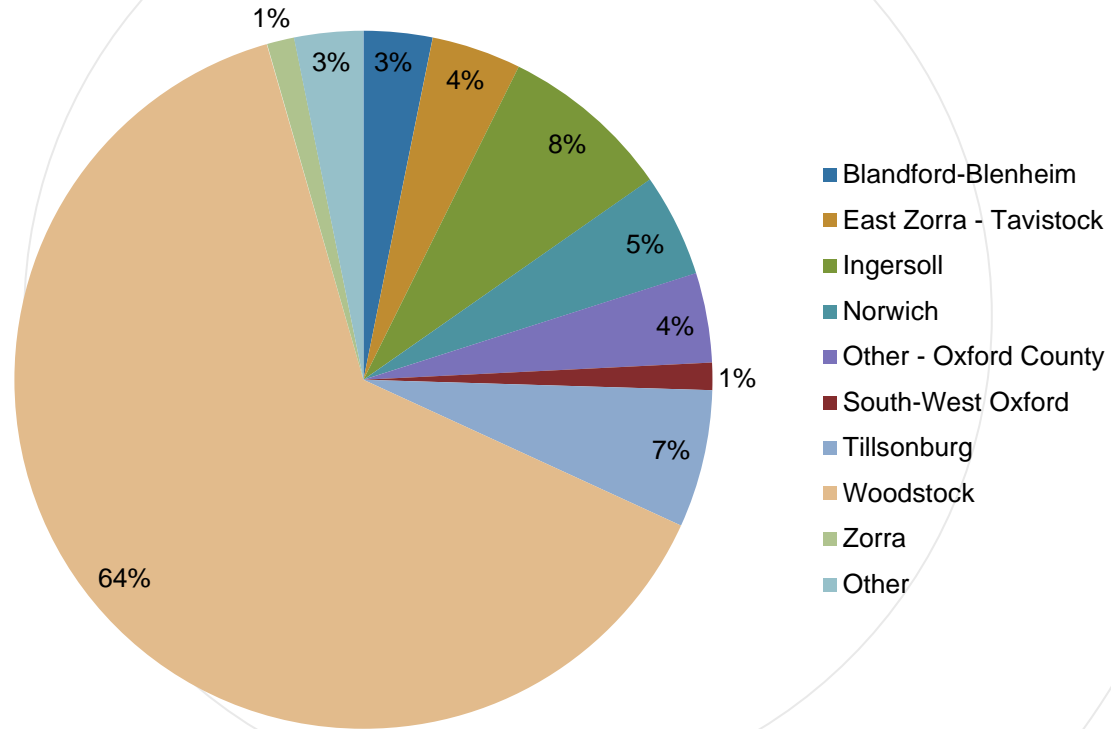
### Clients by Gender



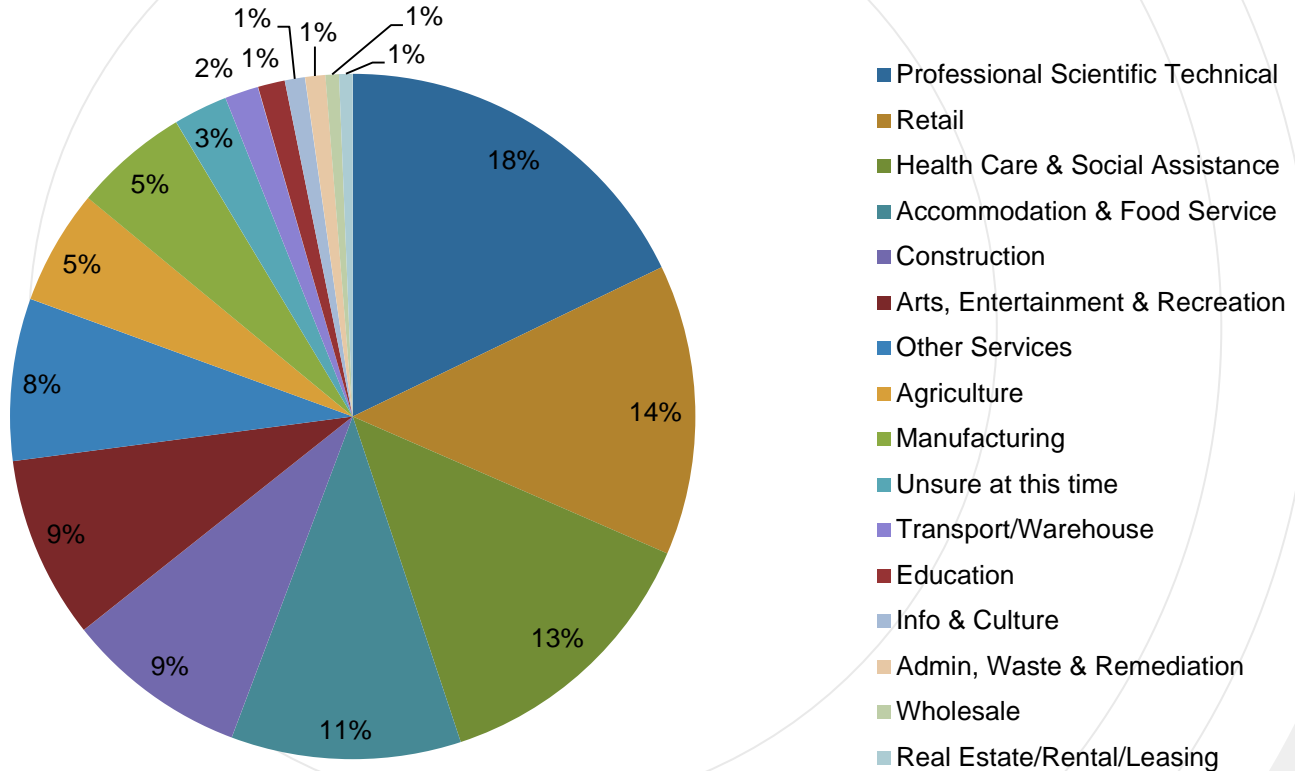
# The Breakdown

314 Clients

## Clients by Location



## Clients by Industry Sector





# Since October 2018

- Created our own curriculum & training modules
- Reduced reliance on 3<sup>rd</sup> party vendors
- Developed New Ministry Relationships
- Created a Professional Referral Network
- Completed Centre re-branding
- Created a new website & newsletter
- Increased social media presence
- Implemented new CRM software
- Increased accessibility & exposure
- Increased Centre hours of operation
- Hired 1 FTE Small Business Consultant
- Hosted “Networking with Purpose” - 55 ppl
- Hosted “Bridges to Better Business” - 150 ppl
- Secured \$40K Digital Main Street Grant



**205**

1 hour one-on-one Consultations completed

**14**

Businesses started

*Revenue earning*

**2**

Businesses expanded

*Additional hiring, brick & mortar location*

**18 full-time / 8 part-time**

Jobs created

# Our 2019 Budget



Province of Ontario - Core Funding		\$85,820.00	53.9%
Province of Ontario - Starter Company Plus		\$97,880.00	
Province of Ontario - Summer Company		\$46,000.00	
City of Woodstock		\$91,710.00	21.5%
Oxford County		\$50,000.00	11.7%
Digital Main Street Grant		\$40,000.00	9.4%
Community Partnerships (Event Sponsorship)		\$15,000.00	3.5%
		<b>\$426,410.00</b>	100.0%
Operations, Marketing & Program Delivery		\$299,410.00	
Grants disbursed to Small Business		\$87,000.00	
Digital Main Street		\$40,000.00	
		<b>\$426,410.00</b>	

# Budget Highlights

OPERATIONS, MARKETING & PROGRAM DELIVERY			
Salaries & Benefits		\$195,230.00	65.2%
Province of Ontario - Starter Company Plus		\$34,880.00	11.6%
Province of Ontario - Summer Company		\$22,000.00	7.3%
Special Events (Bridges/International Women's Day)		\$18,250.00	6.1%
Building Utilities & Maintenance		\$11,050.00	3.7%
Conferences/Meetings/Mileage		\$11,000.00	3.7%
Advertising/Subscriptions		\$4,000.00	1.3%
Office Supplies		\$3,000.00	1.0%
		<b>\$299,410.00</b>	100.0%

Current CRM statistics show that we are seeing approximately 35 new clients per month for an estimated 420 new unique clients for the year. Operating costs reflect an average of approximately \$715.00 per unique client served (direct one-on-one meetings not including unique client participation in workshops or events).



**Ramona Gallagher, Manager**

**[rgallagher@cityofwoodstock.ca](mailto:rgallagher@cityofwoodstock.ca)**

**519-539-2382 x 2600**