

Oxford Small Business Centre

2024 Budget Presentation

Shawn McNamara, Manager

2023 Year End (Dec 31, 2023)

- We engaged **690** unique clients, supported **341** existing and/or conceptual businesses and assisted **49** actual business start ups or expansions.
- We've conducted **1,998** new or repeat in-person or remote meetings/consultations/engagements (each client interaction up to 30 min is considered an engagement)
- Woodstock – **303** unique clients (44%)
- Tillsonburg – **110** unique clients (16.5%)
- Ingersoll – **97** unique clients (14.5%)
- Zorra Township – **48** unique clients (7%)
- Norwich Township – **41** unique clients (6%)
- East-Zorra Tavistock Township – **35** unique clients (5%)
- Blandford-Blenheim Township – **27** unique clients (4%)
- Southwest Oxford Township – **18** unique clients (2.5%)
- Other – **11** unique clients (0.5%)

Further demographic breakdown of SBC clients (approximates):

72% Female **28%** Male. Average age is approximately **36**. Approximately **22%** of our clients are new to Canada/Oxford County

Starter Company + Grant

- 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**

SC+ Grant Recipients

RESTORATIVE
HEALTH INC +

TaylorHR



WOODSTOCK, ONTARIO

RACHAEL
LITTLE

PHOTOGRAPHY

Summer Company Student Grant

- 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.

SC+ Grant Recipient

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

Community Partners

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 Oxford County Business Improvement Associations
- Community Futures
- Rural Oxford Economic Development
- Community Employment Services
- Tourism Oxford
- Fanshawe College

Community Engagement

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
- 234 businesses visited, and connections established as of December 31, 2023

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

Bridges to Better Business 2023

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



Bridges to Better Business 2024

2024 will also see a change to Bridges to Better Business.

Bridges to Better Business - **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.

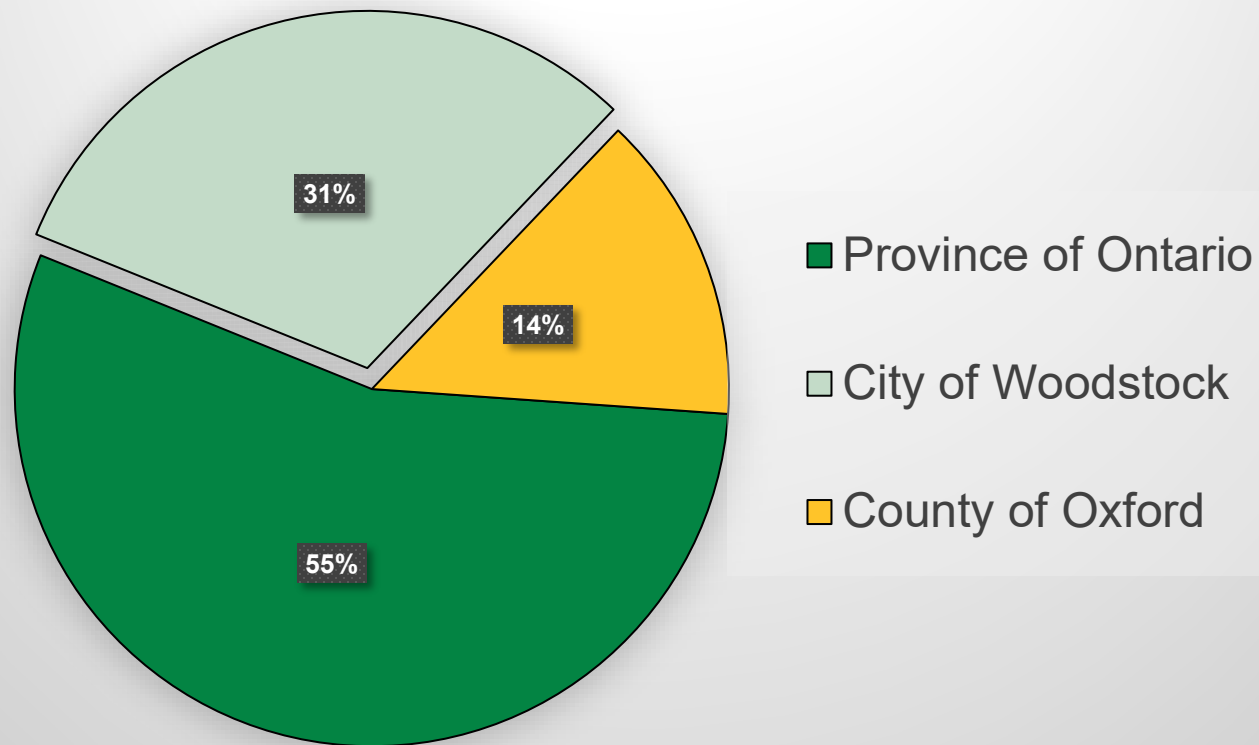
Much like speed dating, the goal of **Networking with Purpose** is to ensure everyone participating gets a chance to meet each other. This is how networks are created and strategic alliances are formed.

Innovation in 2024

- 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.
- 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.

Funding Breakdown

The Small Business Centre Funding Breakdown 2024



Questions?

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