

# Oxford Small Business Centre

2025 Budget Presentation

---

Shawn McNamara, Manager

# 2024 Year End (Dec 31, 2024)

---

- We engaged **744** unique clients, supported **353** existing and/or conceptual businesses and assisted **47** actual business start ups or expansions.
- We've conducted **2,014** new or repeat in-person or remote meetings/consultations/engagements (*any client interaction up to 30 min is considered an engagement. Example 2-hour meeting = 4 engagements*)
  - Woodstock – **326** unique clients (44%)
  - Tillsonburg – **124** unique clients (16%)
  - Ingersoll – **89** unique clients (12%)
  - Zorra Township – **57** unique clients (8%)
  - Norwich Township – **56** unique clients (7.5%)
  - East-Zorra Tavistock Township – **35** unique clients (5%)
  - Blandford-Blenheim Township – **32** unique clients (4%)
  - Southwest Oxford Township – **21** unique clients (3%)
  - Other – **4** unique clients (0.5%)

## Further demographic breakdown of SBC clients (approximates):

**66%** Female **34%** Male. Average age is approximately **36**. Approximately **14%** of our clients are new to Canada/Oxford County

\* We continue to meet with people over the phone and via ZOOM, but since moving to the market building, we have enjoyed a return to in person and walk-in consultations – with approximately 30% of our in-office meetings now being conducted in person.

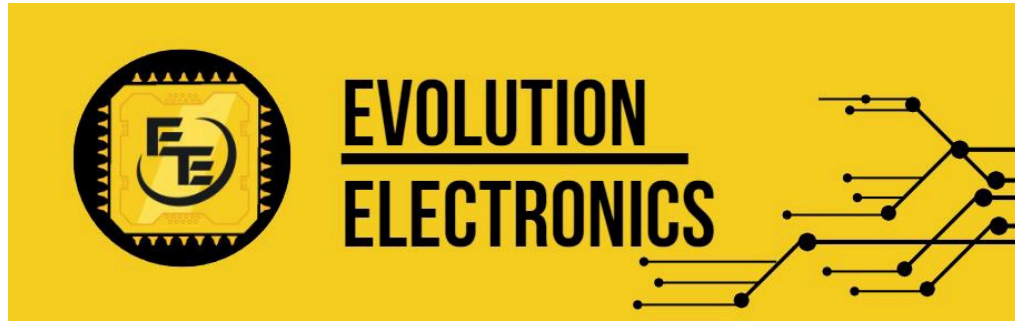
# Starter Company + Grant

---

- 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 – **13 recipients in 2024 or \$65,000**

# SC+ Grant Recipients

---



# 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.

# Summer Company Grant Recipients

---

**Brayden Kubert**

**Property Squad Services**

Exterior Property Maintenance  
Woodstock

**Aaiden Walley**

**Star Sent**

Online Clothing  
Woodstock

**Gavin Bremner**

**Bremner's Stick Repair**

Hockey Stick Repair  
Norwich

**Sheryl-Lee Kapitsky**

**Sheryl-Lee's 24 Designs**

Handmade Crafts  
Woodstock

**2024 Gross Revenue generated to date: \$15,200**

# Bridges to Better Business 2024

---

2024 saw a change to Bridges to Better Business.

Bridges to Better Business - **Networking with Purpose** was held at the Woodstock Art Gallery on October 23, 2024. We adopted the Networking with Purpose initiative which brought 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** assigned each attendee a team designation. Once people had been assigned a team, each team was directed to their own room/created, and they paired off and presented an elevator pitch to their partner. Once each partner had “pitched” one another, they moved onto the next member of their team and repeated. When the whole team had pitched one another, we then mixed teams and repeated.

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.

# 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
- 337 businesses visited or re-engaged for the year ending December 31, 2024

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



# 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

# 21 Market St. West

---



# Innovation in 2025

---

- Our engagement with our community partner agencies has grown exponentially. We have several exciting joint collaborations planned. Podcasts, Job Fairs, Business Boot Camps, Outdoor Farm Show, Chamber Events, Engagement with our High Schools, Engagement with our Community Colleges – as well as the ongoing development of our Legacy Business Succession Support program with the Ministry of Economic Development Job Creation and Trade.
- As an example - we have partnered with the Woodstock Chamber, City of Woodstock Police Service, and WSPS (Workplace Safety and Prevention Services) for an initiative called “Retail Sales & Safety Forum”. It’s open to everyone Feb 26 at 8:30 am at Theater Woodstock. Its purpose is to help inform and assist business owners and managers with loss prevention strategies, managing intoxicated individuals, conflict resolution and de-escalation techniques, as well as connecting with local human service agencies.
- In addition to our annual Bridges to Better Business event in October 2025, we plan on holding 4 additional “Regional” smaller Networking With Purpose events in 4 municipalities to ensure we are accessible to all businesses across the county. Our hope is to have Norwich, Tillsonburg, Tavistock and Ingersoll represented in these regional events.

# Questions?

---

Shawn McNamara,  
Manager  
smcnamara@cityofwoodstock.ca  
519-539-2382 x 2602

