



A People Place, A Change of Pace
SHELBURNE
ONTARIO, CANADA

EDC FYI

Business News Update

2022

SHELBURNE EDC BREAKFAST

Sponsors:



A People Place, A Change of Pace
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Welcome Back!

June 1, 2022 | 6:30 AM | Shelburne Fiddle Park Pavilion

Join the Shelburne Economic Development Committee for their 2022 EDC Breakfast (in-person).

Take the opportunity to network and enjoy a fabulous Lavender Blue Buffet Breakfast. Enjoy guest speakers, Matthew Venne, Melissa Vinden and Karen Webster of RLB Chartered Professional Accountants, as they provide an overview of the effects of COVID on businesses, followed by a panel discussion and finish the morning with an optional workshop - Cyber Security for your small business - presented by the Ontario Provincial Police.

Ticket Price: \$25.00 + GST/HST (\$3.25) = 28.25

[Buy Tickets](#)



New business grant supporting Indigenous, Black and other racialized entrepreneurs

The Ontario government is investing \$5 million over two years in a targeted program to help Indigenous, Black and other racialized entrepreneurs start or grow their business. The Racialized and Indigenous Supports for Entrepreneurs (RAISE) Grant Program helps to remove economic barriers by providing funding, training, and culturally-relevant services to entrepreneurs.

The RAISE Grant will help grow local businesses across Ontario and will be

delivered through Digital Main Street, the Toronto Association of Business Improvement Areas (TABIA), and the Ontario Business Improvement Area Association (OBIAA) in collaboration with the Parkdale Centre for Innovation.

Successful applicants will receive a \$10,000 grant to facilitate innovation and growth, as well as training and coaching for sustainable economic development.

More Information



The program offers 2 grant options:

The Grow your Business Online Grant helps small businesses take advantage of e-commerce opportunities:

- You can access a network of e-commerce advisors for advice and support
- You can get up to \$2400 to buy new e-commerce tools

The Boost Your Business Technology Grant helps small and medium sized businesses adopt new digital technologies:

- You can use a free digital assessment tool to evaluate your own digital readiness
- You can get up to \$15,000 to consult a digital expert and develop a digital adoption plan for your business
- You can get up to \$100,000 in interest free loans from BDC to implement your digital adoption plan

- You can leverage a subsidized work placement to bring on a recent graduate or student to help with your digital transformation

[More Information](#)

Local Business Supports

A blackboard with white chalk writing. The word "the" is in a cursive script at the top. Below it, the word "BIG" is written in large, bold, block letters. At the bottom, the word "support" is written in a cursive script.

Introduction to Online Marketing and Optimizing Your Budget

Free Webinar

Tuesday, March 22, 2022 10:00 AM – 12:00 PM

Whether you're a startup or a large company, the best way to get people talking about your company and creating buzz is through ads. However, how do you know if your ads are reaching the right customers? How can you minimize leads skipping over your ads? How can you make sure your marketing budget is being spent effectively?

In this session, you will learn:

- Introduction to paid marketing
- Research tools
- How to run targeted ads (Simple within IG App)
- How to run targeted ads (Complex within FB Ad Manager)

[Register](#)

Toolkit Tuesday Lunch & Learn: Best practices for finding (and getting) funding for your business

[Free Webinar](#)

[Wednesday, March 23, 2022 | 12:00 - 1:00 PM](#)

If you are a small to medium sized business QuickBooks is one of the most talked about accounting software around. Known for it's ability to grow with you, this program is widely used.

But are you still not sure if it will meet your needs?

Join us for this Live Lunch and Learn where we hear from expert accountant, Helen Bogl, about why QuickBooks could be good for you. She will take us through the top 10 reasons to use QuickBooks, and what that means for your business.

[Register](#)



Employer INCENTIVE PROGRAMS



Spotlight on Hiring Young People and Newcomers

Our programs are free to eligible employers and offer help with hiring, accessing funding for new employees, job coaching and training for your existing employees. **Government grants can fund up to 83% of the cost of upgrading the skills of your staff or provide hiring incentives of up to \$6,000.**

Our newcomers programs include Occupation-Specific Language Training and networking and mentorship opportunities for internationally-trained professionals.

[Visit GC website](#)

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Town of Shelburne

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