

Stratford Perth Centre for Business

Serving Perth County's Small Business
Community

What We Do

- One on one client advising
- Workshop delivery
- Networking breakfast facilitator/educator
- Business planning
- Budgeting
- Partnership fulfillment
- Summer Company
- Starter Company/Plus
- Ministry reporting
- County reporting
- Event Planning – themes and calendars
- Social Media Manager – Live broadcasting
- Skype coaching
- Ministry relations



Laura MacDougall
– Business Advisor



Holly Mortimer-
Senior Business
Advisor

Core Services

- One on One Business Advisory Services
- Networking
- Workshops
- Major Event Planning (4X per year)
- Creating Connections
- Provincial Grant Programming

Other Services

- Summer Company – Provincial student grant program for 15-29 year olds – runs January – October
- Starter Company Plus – Provincial grant program for entrepreneurs either starting or expanding their business
- Custom workshops/webinars on demand
- Networking services

2017 YTD
Core Services
Statistics
Perth County

Perth County Totals

- 116 New Businesses started
 - 215 jobs created
- 1792 Event attendees

2017 YTD
Core Services
Statistics
Town of St
Marys

Town of St Marys

- 18 New Businesses started
 - 42 jobs created
- 277 Event attendees (such as networking events and workshops)

Cold Inquiries/Referrals General Statistics (Perth County)

- 109 Telephone Inquiries
- 160 Walk-in Inquiries
- 92 Email Inquiries
- Performed 20 site visits
- Referred 102 Clients to CBO
 - 1 Client to Communitech
 - 7 Clients to County Ec Dev
 - 22 Clients to the Chamber of Commerce
 - 21 Clients to Perth CFDC
 - 78 Private Sector Partner Referrals (accounting, legal, financing, marketing etc)

Workshops

- 18 Workshops held (marketing, sales, social media, startup)(50 attendees)
- 17 Networking Breakfasts (Stratford, North Perth, St Mary's, Mitchell) with 733 attendees
- 18 Outreach Partner Events (All areas) with 400 attendees
- 4 Youth Events with 133 youth in attendance
- 2 Bridges to Better Business – 144 in attendance
- 1 Women's Day Event – 145 in attendance (partner event)
- 1 E-business event – 48 in attendance

Starter Company Plus

- 34 Grants Awarded throughout the county since 2015
- 36 Businesses Started
- 43 Jobs created

Summer Company 2017

- 9 Grants Awarded
- 10 Jobs created
- Multiple students returning to Perth County to expand their businesses summer after summer through employment and scale up
- 3 years ago, we only had 2 students per year. In 2017, we had 24 applicants, 15 approvals and 6 withdrawals.
- In 2013 we were only entering 1 high school in the county (Central), with year round entrepreneurial program and guest speaker status.

Partnerships

- Rotating networking breakfasts in each lower tier and the Town of St Marys throughout the year.
- 360 Business view offered in rotation throughout the county.
- Facebook Live rotation throughout the county – statistics available upon request. (3 in St Marys YTD)
- Advisor/Partner - Labour Market Strategy, Perth 4 Youth Strategy
- Targeted, exclusive workshops.