

ECONOMIC, TOURISM AND CULTURAL DEVELOPMENT ADVISORY COMMITTEE  
AGENDA

Wednesday, March 20, 2024 | 9 am  
Launch Pad Skills Training & Technology Centre, 612 10<sup>th</sup> St., Hanover

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**MEMBERS PRESENT**

**OTHERS PRESENT**

**DISCLOSURE OF PECUNIARY INTEREST**

**DELEGATIONS:** Rose Austin, General Manager, Saugeen Economic Development Corporation

**DISCUSSIONS & DECISIONS**

1. Adoption of February 21, 2024 Regular Meeting Minutes
2. Adoption of March 6, 2024 Regular Cultural Roundtable Minutes
3. Adoption of February 15, 2024 Regular Heritage Committee Meeting Minutes
4. Business Arising from Minutes
5. Tour of Launch Pad Skills Training & Technology Centre
6. ETCDAC Strategic Plan Priority 2: Demographics Review
7. Stakeholder & Initiatives Updates
  - a. HIPP Entrepreneur Business Plan Competition Timing and Framework
  - b. Hanover Chamber of Commerce
  - c. DIA
  - d. Saugeen Municipal Airport
  - e. Saugeen Connects
  - f. Grey County
8. Correspondence
  - 8.1. The Saugeen Economy Newsletter Second Half 2023
  - 8.2. [2023-Employee-Survey-Executive-Summary-FINAL.pdf \(planningboard.ca\)](#)
  - 8.3. [2023-Employee-Survey-Observations-FINAL.pdf \(planningboard.ca\)](#)
  - 8.4. [Local Labour Market Plan-2024-ENG-REVISED-FINAL.pdf \(planningboard.ca\)](#)
9. New Business
10. Adjournment

Next Meeting Date: April 17, 2024 @ 9 am

## ECONOMIC, TOURISM AND CULTURAL DEVELOPMENT ADVISORY COMMITTEE MINUTES

Wednesday, February 21, 2024 | 9:00 am  
 Saugeen Room | Civic Centre

<b>MEMBERS PRESENT</b>	Chair Dave Eccles   Jason Rahn   Pat Butler   Susan Sakal   Jason Radstake
<b>REGRETS</b>	Jenn Olivero   Steve White
<b>OTHERS PRESENT</b>	April Marshall   Laura Christen   Sandeep Kaur
<b>DISCLOSURE OF PECUNIARY INTEREST</b>	Nil
<b>DELEGATIONS</b>	Nil

### DISCUSSIONS & DECISIONS

1. **Adoption of January 17<sup>th</sup>, 2024 Regular Meeting Minutes**  
**Moved by SUSAN SAKAL / Seconded by JASON RAHN**  
 THAT the minutes of the January 17th, 2024 Regular Meeting be approved as printed and circulated.  

**CARRIED**
2. **Adoption of January 23<sup>rd</sup>, 2024 Regular Cultural Roundtable Meeting Minutes**  
**Moved by JASON RAHN / Seconded by SUSAN SAKAL**  
 THAT the minutes of the January 23rd, 2024 Cultural Roundtable Sub-Committee be approved as printed and circulated.  

**CARRIED**
3. **Adoption of January 18<sup>th</sup>, 2024 Regular Heritage Meeting Minutes**  
**Moved by PAT BUTLER / Seconded by JASON RAHN**  
 THAT the minutes of the January 18th, 2024 Heritage Sub-Committee be approved as printed and circulated.  

**CARRIED**
4. **Business Arising from Minutes –**
  - 4.1.1. A. Marshall notified the committee that Chad Richards, Director of Policy & Partnerships at the Nuclear Innovation Institute, made a Southwestern Ontario Isotope Coalition (SOIC) presentation to Hanover Council at their recent meeting, that was followed by a staff report and recommendation to complete the partnership application for Hanover to join the SOIC.

5. **Age Friendly for Business Presentation**

L. Christen delivered a presentation on the Age-Friendly Business initiative, highlighting how local businesses can incorporate age-friendly elements to create safer environments. She mentioned that they have developed a guidebook containing a checklist for businesses to assess their premises accordingly. The Age-Friendly Business Initiative is supported by the Hanover Chamber of Commerce & DIA.

6. **ETCD Strategic Plan Priority 1: Growth & Attraction Review**

A. Marshall delivered a detailed review regarding the Priority 1: Growth & Attraction Review to the committee members. The committee discussed keeping all CIP grants open this year and evaluate tailoring remaining funds closer to the end of the year to target certain types of development at that time.

7. **Stakeholders & Initiative Updates**

a) **HIPP Apprentice “Trades Are Cool” Videos and Implementation**

A. Marshall showcased the videos created for our HIPP Apprentice program that feature tradespersons from local businesses, Making Headlines Hair Salon & Men’s Hair Lounge and Montgomery Industrial Services, to highlight the benefits of apprenticeships and the careers opportunities and lifestyle that can come from it. The videos will be implemented through a social media marketing campaign in the coming weeks.

b) **HIPP Entrepreneur Business Competition Timing and Framework**

A. Marshall updated the committee on the Town of Minto's established PitchIt business competition. Held annually since 2012, the competition supports the growth of small businesses and raises awareness of available resources. The competition targets entrepreneurs looking to establish, purchase, or relocate their businesses and awards related prizes to the winner and finalists, customizable based on the business’ individual needs, totaling over \$18,000 in value. Furthermore, she mentioned that Minto has graciously shared the framework for their established competition for the Town of Hanover to initiate a similar program and foster the growth of small businesses. The committee discussed hosting the competition biannually, commencing in the fall of 2024, and alternating with the Hawk’s Nest Competition. A. Marshall to update the competition framework to reflect our approach and bring back a draft for the committee to review at our next meeting.

c) **Hanover Chamber of Commerce**

A. Marshall updated committee members that the Chamber is planning the Community Recognition Awards and the DIA is implementing the Spring Shop and Win program. The Town provides sponsorship to both of these initiatives. Georgina Barlow from Giant Tiger will join the committee next month as the representative of the Hanover Chambers of Commerce.

d) **DIA**

No update.

e) **Saugeen Municipal Airport**

A. Marshall mentioned discussions on the future with partner neighbouring municipalities is ongoing. In collaboration with the County, exploring investment options for the airport also continue.

f) **Saugeen Connects**

A. Marshall provided an update on current initiatives, including work for the successful Saugeen Student Start Up Program (SSUP).

g) **Grey County**

A. Marshall shared details regarding the Regional Job Fair organized by the County on February 14<sup>th</sup>. Over 100 employers and 750 job seekers and attendees participated, with six business owners from Hanover present at the event. Grey County has decided to schedule a follow-up meeting with these employers to encourage discussion and seek feedback on the format and timing of this approach to help our business owners fill job opportunities.

8. **Correspondence**

Saugeen Connects and WOWSA International Women's Day Event – March 6, 2024 at the Neustadt Community Hall.

9. **New Business**

NIL

10. **Adjournment**

**Moved by JASON RAHN / Seconded by JASON RADSTAKE**

THAT this meeting now be adjourned at 10:49 am.

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Chair, Dave Eccles

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Committee Secretary, April Marshall

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CULTURAL ROUNDTABLE COMMITTEE MINUTES

Wednesday, March 6, 2024 | 10:00am  
Winkler Room | Civic Centre

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**MEMBERS PRESENT**            Stephen Ferguson | Bev Morgan | Pat Butler

**OTHERS PRESENT**            April Marshall

**REGRETS**                        Ruth Linnen

**DISCLOSURE OF PECUNIARY INTEREST- Nil**

**DELEGATIONS: Nil**

**DISCUSSIONS & DECISIONS**

**1. Adoption of January 24, 2024 Regular Meeting Minutes**

**Moved by S. Ferguson | Seconded by P. Butler**

THAT the minutes of the January 24, 2024 Regular Meeting Minutes be approved as printed and circulated. **CARRIED**

**2. Business Arising from Minutes**

**2.1. Music in the Square (MITS)-** The DIA shared with A. Marshall that they will continue to support Music in the Square if moved to Saturdays. Their meeting discussion resulted in the recommendation to leave it on Sunday's to give seniors something to do. Roundtable members discussed further but ultimately decided that they do wish to try Saturday's this summer to build on our mandate to support and promote our cultural assets by collaborating with the Eat Well Market and build on activity when downtown businesses and the Library are open, as well as promoting something to do prior to the races. The first date will be treated as a newcomer event and will offer expanded entertainment.

**3. Event Development Fund 2023 Summary**

Committee members reviewed the report detailing grants extended to events for the past year. A total of \$6,000 was awarded and distributed to the Hanover Fair, Ontario Guild Town Crier Championship, Plein Air Painting Festival, and the DIA's Harvest and Christmas Market's. The objectives and final report notes were reviewed to confirm the impact that the funds had on the growth of these events. A. Marshall noted that the Event Development Fund is now open for 2024 and will issue promotions to this effect.

**4. Work Plan Review & Updates**

Committee members reviewed the prepared 2024 Work Plan in response to the brainstorming session held at the previous meeting. Initiatives of the plan include

## CULTURAL ROUNDTABLE COMMITTEE MINUTES

participation and facilitation of activities at the Town of Hanover Home & Garden Show both, planning a Cultural Symposium, Music in the Square and Culture Days.

A joint tourism fund application has been submitted in partnership with Minto and Wellington North to assist with identified collaboration projects which include the Cultural Symposium, implementing the Driftscape App, a Culture Guide with Ontario Culture Days and a Culture Days bus tour.

The committee discussed Culture Days ideas. P. Butler will investigate bringing back and incorporating a film fest, in collaboration with the Paramount Theatre. A. Marshall also has had discussion with the Library about their participation.

- 4.1. **Cultural Symposium – May 31, 2024** - A. Marshall updated committee members on plans for the Cultural Symposium at the Hanover Civic Theatre with Minto and Wellington North which includes an Equity, Diversity and Inclusion keynote speaker, as well as other cultural development specialists and engaging sessions to help build plans for our collaboration projects. Members were asked to save the date with more details to come.

## 5. Roundtable Member Updates | New Business

- 5.1. **S. Ferguson** - Shared that Hanover Community Players are rehearsing and doing set prep for their upcoming Drinking Habits production, which will also feature a Mix & Mingle event. The AGM was recently held where they saw new people attend. HCP is excited that they have received approval to do the Sound of Music and are planning that for their December 2024 production.
- 5.2. **P. Butler** – Shared the event poster to promote the Grey Bruce Singers 'Together in Song' concert that will be happening April 12-14<sup>th</sup>, and that the Saugeen Academy Handel's Messiah concert is on March 22<sup>nd</sup>.
- 5.3. **B. Morgan**- Saugeen Artist Guild is invited and preparing for an exhibit at the Mill Pond Gallery in Cargill that will run from the end of June to early September. The Guild are in discussions to rent and trial having permanent space at the P&H Centre for six months, starting in September through February. Upcoming plans include a Spring Fling on May 3<sup>rd</sup> at St. Matthew's, a Studio Tour as part of Culture Days on October 4, 5 & 6, and finding space for the Christmas Store in Hanover.

## 13. Correspondence- Nil

## 14. Adjournment

Moved by P. Butler

THAT the meeting be adjourned at 11:10am. **CARRIED**

**Next Meeting: April 3, 2024 @ 10:00am**

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 HANOVER HERITAGE SUBCOMMITTEE MINUTES
 

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Thursday, February 15, 2024 | 10:00 am

 Location: Archives room | St. Matthews's Evangelical Lutheran Church
 

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**MEMBERS PRESENT** Al Morrow | Jim Rahn | Jason Rahn | George Rahn | Stu Lamont | Gary Fleischauer

**REGRETS** Andrew Edgcumbe | Bill Switzer

**OTHERS PRESENT** Laura Christen

**1. DISCLOSURE OF PECUNIARY INTEREST – Nil**

**2. ADOPTION OF THE JANUARY 18, 2024 MINUTES**

**Moved by A. Morrow | Seconded by S. Lamont**

That the minutes of the January 18, 2024 regular meeting be approved as printed and circulated. **CARRIED**

**3. MYSTERY PHOTO | A. Morrow provided eight (8) mystery photos for discussion**

**4. ITEMS FOR INFORMATION/ DONATIONS:** Hanover Figure Skating Club Brochures and a Hanover T ball crest from the 1980's was donated.

**5. ITEMS FOR DIRECTION / DISCUSSION**

**5.1 Fire Proof Storage-** Ja. Rahn delivered the safe to the archives

**5.2 Building Recognition Signs |** Ja. Rahn confirmed the owners of 393 10th Street & 305 10<sup>th</sup> Street have the signs and he offered installation in the spring.

**5.3 Hanover Heritage Building Tour |** The committee further brainstormed historical buildings to include in the tour. Committee members are asked to approach owners to gauge interest. The goal is to have a total of 5-6 building included in the tour. **ACTION:** Committee members are to think about a final property to be considered for next meeting.

**5.4 P&H Centre Display |** Next topic: Hanover Hockey / Hanover Sports | A. Morrow confirmed the contents for the new display have been sourced and aiming toward completing the switch over the week of February 19.

**5.5 Purchasing Normandy and Bentinck books | ACTION:** A Morrow & G. Fleischauer will purchase the books.

**6 KEEP ON AGENDA ITEMS**

**6.1 Self- Guided Cemetery Tour-** A. Morrow is working on this project and identified that some of the stones will need a good cleaning. Deferred until Spring 2024.

**6. NEW BUSINESS**

6.1 A Morrow confirmed we have been invited to the Rogan house for our April Meeting.

6.2 Ji. Rahn identified additional vacuumed sealed bags are needed to protect the contents of the cabinets in the archives **ACTION:** Ji Rahn to source the needed bags

6.3 The committee discussed a possible site to re-locate the archives, but the site was eliminated as it lacked accessibility.

**7. NEXT MEETING**                      Thursday March 21, 2024

**8. ADJOURNMENT**

**Moved G. Rahn**

THAT this meeting be adjourned at 10:47 am.

**CARRIED**

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Committee Chair

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Laura Christen, Director of Parks, Recreation & Culture



## Business Plan Competition 2024

### Introduction:

The inaugural HIPP Entrepreneur Business Plan Competition is an initiative of Hanover's Economic, Tourism and Cultural Development Advisory Committee and will be held biennially to grow small businesses in Hanover and increase awareness of the resources available. The Town of Hanover, in partnership with our generous sponsors are proud to host the HIPP Entrepreneur Business Plan Competition! The competition will be held biennially geared towards entrepreneurs that wish to open, purchase or re-locate a business in the Town of Hanover, and offers prizing for the winner, all finalists and a pool of prizing that can be customized based on the needs of the businesses. Over \$XXX in prizes will be awarded in 2024!

*This program is designed after the successful Pitch It Minto Business Plan Competition. Thank you to the Town of Minto and Launch It Business Exploration Centre & Minto Chamber of Commerce for sharing!*

### How to Enter:

To enter, applicants must fill out the application form attached. Once the application has been filled out, the applicant must send it in along with the Executive Summary by 5:00 pm on Monday, September 30, 2024, to the Town of Hanover Municipal Office. Finalists will be required to attend one training session "New Business Review & Pitch Camp". Failing to do so will result in their removal from the contest.

### Important Deadlines:

Monday, September 30, 2024	Deadline to submit Application and Executive Summary
Wednesday, October 2, 2024	Announcement of HIPP Entrepreneur Business Plan Competition Finalists
Mid- October TBC	Mandatory Training Session: New Business Review & Pitch Camp
Friday, October 25, 2024	Deadline to submit Written Business Plan
Friday, November 1, 2024	Presentations and Q&A session with Judges
Monday, November 18, 2024	Announcement of HIPP Entrepreneur Business Plan Competition Winner at Council

## Where to Submit:

Submission can be

- Emailed to [amarshall@hanover.ca](mailto:amarshall@hanover.ca)
- Dropped off or mailed to the Town of Hanover Municipal Office at 341 10<sup>th</sup> St., Hanover, ON N4N 1P5 between 8:30am – 4:30pm, Monday to Friday in accordance with the deadlines listed above.

## General Information:

**Intellectual Property** - The Town of Hanover Economic Development Manager and the panel of judges fully understand the importance of intellectual property and will not disclose sensitive information to anyone. We will ensure that we make every effort to limit distribution of Business Proposals.

**Business Composition** - Entrepreneurs are expected to:

- (1) be the driving force behind the new venture,
- (2) have played the primary role in developing the business plan,
- (3) have key management roles in the venture

## Requirements & Eligibility:

Applicants will be required to develop a thorough and structured business plan outlining the details of their proposed venture.

**Nature of Venture** - The competition is geared towards entrepreneurs that wish to open a new business venture, purchase an existing business, or re-locate an existing business within the Town of Hanover. Businesses that have opened in 2024 are eligible to apply.

**Business Plan** - Applicants must limit the length of their business plan to 10 pages. This does not include a title page, the table of contents, and appendices. The total length of the document must not exceed 15 pages. Pages must be numbered.

**Presentation** - After submitting the written Business Plan, the entrepreneurs will be asked to prepare a 15-minute oral presentation to be delivered to the Hanover Economic Development Manager and the panel of Judges.

## **Mandatory Training Session: XXX**

In this 3-hour workshop, the focus is on identifying what you need to get started on your entrepreneurship path. Special focus is given to introducing you to the tools of success that turn an idea into a business. Completing this workshop will give you the tools you need to create a Business Model canvas as a precursor to a business plan.

Additionally, you may be introduced to additional workshops to help your business get to the next level.

- Identify the business model

- Initial steps in validating your business idea
- Find your target market
- Develop marketing strategies
- Learn what you need to know about financing
- Introduction to business planning

### **Executive Summary:**

General Guidelines - The Executive Summary should be two pages double-spaced, 12-point font, and 1" margins on all sides.

Contents of the Executive Summary -

- The Opportunity
- The Business Idea
- Financial Highlights
- The Risks
- The Sustainable Competitive Advantage
- The reason your proposal should be considered for this competition

### **Written Business Plan:**

General Guidelines - Written Business Plans should be double-spaced, 12-point font, and 1" margins on all sides. The written report should include the executive summary and financial data. Applicants must limit the length of their business plan to 10 pages. This does not include a title page, the table of contents, and

appendices. The total length of the document must not exceed 15 pages. Pages must be numbered.

Contents of the Written Business Plan (but not limited to) -

- Title Page & Table of Contents
- Executive Summary
- Product or Service Description
- Objectives
- Market Description
- Market Analysis (market size and potential market share)
- Sales and Marketing Plan (how you will go-to-market)
- Competitor Analysis (competitors and your competitive differentiation)
- Operations
- Management Team and/or Advisors, including relevant experience
- Financial Highlights
- Appendices

Business Plan Financial Data - *Financial data should include a cash flow projection, balance sheet and profit/loss statement.* This data should be included in a summarized fashion in the main section of the Business Plan.

### **Oral Presentation:**

General Guidelines - Oral presentations will take place at **TBC**, with a maximum time limit of 15 minutes.

Supporting Documentation - Applicants must submit supporting documentation (copy of audio/visual material) to the Economic Development Manager prior to the date of their presentation.

Q&A Session - There will be a 10-minute Q&A session following the Oral Presentation. This is the time that the Hanover Economic Development Manager and the panel of Judges will use to find out more information about your business venture.

Selection of a Winner: The Winner of the HIPP Entrepreneur Business Competition will receive over **\$XXX** in cash and prizes and could also receive additional prizing from the pool of prizes.

The Judging panel will evaluate Business Plans on the following basis -

- Reasonable opportunity for success of the business
- Business meets an identifiable need in the community
- Impact of the Business on the local community (i.e. sourcing local, hiring)
- Business has identified and allocated proposed resources to be successful
- Business has a believable competitive advantage
- Business has a sound target market analysis
- Strong experienced management team
- Realistic timeframe for business growth

*A copy of the judging criteria is included in this package.*

### **Conditions of Prize Acceptance:**

All prizes will be issued to the business name and therefore, to obtain the prizes, the businesses must open or be relocated within the Town of Hanover within six months of being named the winner. The prizes will be awarded upon the first day the business is open to the public.



## Business Plan Competition 2024

### Prizes

The Total Cash & Prize Value for the HIPP Entrepreneur Business Plan Competition based on 4 Finalists is over \$XXX. Thanks to our generous sponsors for their support in helping grow business in Hanover!

*Customized packages – prize pack tailored to needs*

The following are examples from Pitch It Minto – Actual prizing TBC

### Winner – Total Value of Cash & Prizing \$XXX

\$1,500 Start-Up Capital  
Courtesy of Saugeen Economic Development Corporation

\$500 Cash Courtesy of Mayor Dave Turton

Free for a Year Banking Package (\$465 Value) Courtesy of Libro Credit Union Includes:  
Business 60 Current Account, Line of Credit Fee (if applicable), Small Safety Deposit Box, and  
Coaching

Advertising Package (\$1,200 Value) Courtesy of Country 93  
65 X 30 Second Prime Time Ads (\$1,000 Value) Courtesy of FM 100.1 The Ranch

15 X 30 Second Reach Plan - Commercials (\$675 Value)  
Courtesy of AM 920 CKNX, FM 94.5 Classic Rock & FM 101.7 The One

Coaching Package- 5 sessions (\$500 Value)  
Courtesy of Business Centre of Guelph Wellington

10% Discount on any swag/promotional items (pens, calendars, caps, clothing, etc.) Courtesy of  
WC Smith Wholesale (\$100 Value Approx)

Pizza Party (\$50 Value)  
Courtesy of Clifford Takeout

ANxTK Branding Session (Value \$395) Includes 1 hour session photography with Ashley Noble Photography, Initial Brand Consult, Brand Questionnaire, Branding Session Guide includes: Collaborative Vision Board, Creative Direction, Branding Assets and Props, Assistance with Outfit Curation (2-3), Minimum of 60 edited images in an online gallery. For Social Media Content, Website Photos, Headshots and more! Courtesy of Ashley Noble Photography and Taylor Keunen Creative Studio

3 months free internet for winners who are existing Wightman internet customers OR free installation and three months free service on our base plan if they are not currently Wightman customers (Value \$500) Courtesy of Wightman

**All Finalists - Total Value of Prizing for Each Finalist \$XXX**

1/8-page, colour ad in the North Wellington Community News (\$200 Value per Business) Courtesy of Wellington Advertiser/Fergus Printing

One-year free membership with the Minto Chamber of Commerce (\$200 Value per Business) Courtesy of the Minto Chamber of Commerce

Business 60 Current Account & Coaching Courtesy of Libro Credit Union (\$300 Value per Business)

Feature of Competition and Business on Wightman Community Channel (\$350 Value per Business) Courtesy of Wightman

Receive 3 free workshops of your choice (must be used by December 31, 2023) + 6-month sign up for monthly newsletter and quarterly tax tips (\$150 Value per Business) Courtesy of Saugeen Economic Development Corporation

**Customized Prize Pool – Total Value of Prize Pool \$XXX**

**Divvy up pick & choose who benefits most**

1 Year Free Business Banking Package & Business Planning Advice for 1 year. (\$1,200 Value) Details on Banking Premium Banking Package <https://www.rbcroyalbank.com/business/accounts/ultimate-business-account.html> Courtesy of RBC Royal Bank

500 Full Colour Business Cards (\$60 Value) Courtesy of Innovative Inc.

1/6- page Ad in the Rural Route (\$500 value) Courtesy of Innovative Inc.

\$500 Cash Courtesy of the Town of Minto Economic Development & Planning Committee

\$500 Cash Courtesy of the Minto Chamber of Commerce

\$500 Cash Courtesy of Saugeen Economic Development Corporation

\$300 Ad Package Courtesy of FM 88.7 The River

\$200 Weather Tag Package Courtesy of FM 88.7 The River

\$1,000 Digital Marketing Package - select between website, hosting, google ads management services. Courtesy of OSIM Interactive

6-Month Launchit Membership – includes Free Board and Meeting Room rentals, drop-in and use our co-working space, receive discounts on training sessions (\$1,450 Value) Courtesy of Launchit Business Exploration Centre

\$150 Gift Certificate towards Signage Courtesy of Raynbow Signs

Business Mini Session with Delaney Norman Photography; Free business-related mini photography session with Delaney Norman Photography - the value of \$75.00 +. This may include; casual headshot(s), store interior and exterior shots, products, staged performed services, and any other photos that may highlight key features of your business. Courtesy of Delaney Norman Photography (\$75 Value)

**3 PACKAGES AVAILABLE!** 1-month free internet service to businesses which are existing Wightman internet customers OR free installation and one-month free service on our base plan if they are not currently Wightman customers (\$160 Value per business) Courtesy of Wightman



## Business Plan Competition 2024

There are numerous business resources available within our community and surrounding areas to assist with your business plan. Please visit [www.hippentrepreneur.ca](http://www.hippentrepreneur.ca) for a full listing of business resources.

Town of Hanover Economic Development Office  
April Marshall, Ec.D., Economic Development Manager  
341 10<sup>th</sup> St., Hanover, ON N4N 1P5  
519-364-2780 x 1253  
[amarshall@hanover.ca](mailto:amarshall@hanover.ca)  
[www.hanover.ca](http://www.hanover.ca) | [www.hippentrepreneur.ca](http://www.hippentrepreneur.ca)

Saugeen Economic Development Corporation  
Rose Austin, Business Manager  
515 Mill St., Neustadt, ON N0G 2M0  
1-877-335-7332  
[rose@sbdc.ca](mailto:rose@sbdc.ca)  
[www.sbdc.ca](http://www.sbdc.ca)

Business Centre of Grey  
Courtney Miller, Business Enterprise Manager  
595 9th Avenue East  
Owen Sound, ON N4K 3E3  
Phone: +1 519-372-0219 ext. 1297  
[Courtney.Miller@grey.ca](mailto:Courtney.Miller@grey.ca)  
[www.grey.ca](http://www.grey.ca)

Canada Business Ontario  
1-888-745-8888 [www.canadabusiness.ca](http://www.canadabusiness.ca)

LaunchIt Business Exploration Centre  
Caitlin Turton, Business Development Coordinator  
1 Elora St. N. Unit 4 Harriston, ON N0G 1Z0  
519-510-7400  
[www.launchitminto.com](http://www.launchitminto.com)

## 2024 APPLICATION FORM

Complete this application form and submit it with a copy of your Executive Summary.

Business Name: \_\_\_\_\_  
Primary Contact: \_\_\_\_\_  
Address: \_\_\_\_\_  
Telephone: \_\_\_\_\_  
Email: \_\_\_\_\_

Brief Business Description:

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I agree to participate in the "New Business Review & Pitch Camp" on XXXX   
*Failure to do so will result in your removal from the contest.*

***Should you be selected as a Finalist, the Judges will determine based on your business plan, presentation and this question the customized prizes that will best suit the different finalists' needs to ensure they are as successful as they can be. Please answer this question.***

The support that my business needs most is:  
(Rank from 1 – 7 with 1 being the most support needed and 7 being the least support needed)

Business Training, Coaching & Mentorship Banking Packages

Radio Advertising

Start-Up Cash (Highlight what the cash would be used for)

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Website Development & Support Print Advertising

Internet/TV Advertising

Due to the new Personal Information Protection and Electronic Documents Act that took effect January 2004, this release is needed for the use of some/all information and photography in the event that this business plan may win the 2024 HIPP Entrepreneur Business Plan Competition.

I, \_\_\_\_\_, hereby, agree to the release of all information and photography used in the making of the 2024 HIPP Entrepreneur Business Plan Competition and any other materials utilized by the Town of Hanover and the HIPP Entrepreneur Business Plan Competition.

## 2024 Judges Evaluation

### Viability of the Business 60%

- |  |   |   |   |   |   |   |   |   |   |   |    |
|--|---|---|---|---|---|---|---|---|---|---|----|
| 1. Clear statement of what the business does                 | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 2. Business meets an identifiable need in the community      | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 3. Identified and allocated resources to be successful       | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 4. Has a management team (entrepreneur) capable of executing | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 5. Sustained competitive advantage is possible               | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

Can answer: Who are the competitors and why better?

- |   |   |   |   |   |   |   |   |   |   |   |    |
|---|---|---|---|---|---|---|---|---|---|---|----|
| 6. Business has a sound target market analysis        | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 7. Realistic timeframe for business growth            | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 8. Reasonable opportunity for success of the business | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

*TOTAL /80*

### Presentation and Ability to Answer Judges' Questions 15%

- |   |   |   |   |   |   |   |   |   |   |   |    |
|---|---|---|---|---|---|---|---|---|---|---|----|
| 1. Understandable presentation that addresses all the main criteria | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 2. Able to listen and respond to questions                          | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 3. Demonstrates passion for the idea                                | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

*TOTAL /30*

### Written Business Plan 15%

- |   |   |   |   |   |   |   |   |   |   |   |    |
|---|---|---|---|---|---|---|---|---|---|---|----|
| 1. A professional, organized and coherent document    | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 2. Financial projections are realistic                | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 3. Would warrant an investor moving to the next level | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

*TOTAL /30*

Impact on the Community 10%

1. Business is creating new jobs or part-time to full-time positions 0 1 2 3 4 5 6 7 8 9 10

2. Business is sourcing products locally 0 1 2 3 4 5 6 7 8 9 10

*TOTAL /20*

DRAFT

# INTERNATIONAL WOMEN'S DAY

NETWORK AND CELEBRATE THE STRENGTH, RESILIENCE, AND ACCOMPLISHMENTS OF WOMEN IN BUSINESS.

WEDNESDAY MARCH 6TH 2024  
NEUSTADT COMMUNITY HALL  
6:00PM - 9:00PM

**\$25**  
TICKETS

- FULL COURSE DINNER INCLUDED
- LICENSED EVENT CASH BAR

## KEYNOTE SPEAKER

ALICIA GIBBONS  
THE SPACE BETWEEN WITH ALICIA



## SPECIAL PERFORMANCE BY

LISA MCEWEN



## PANELISTS



RUTH LINNEN  
CERTIFIED PROFESSIONAL COUNSELLING CENTRE



MANEESHA SHARMA  
MS BEAUTY



HEATHER STARK  
WILLOW HOME



NANCY DALGARD  
THE TEES TAP HOUSE AND THE POST & BEAM



MELANIE NEEDHAM  
PERSONAL EMPOWERMENT STUDIO

TICKETS AVAILABLE ONLINE!



TICKETS - [IWDE.EVENTBRITE.CA](http://IWDE.EVENTBRITE.CA)

SSUP STUDENT START UP PROGRAM

2024

# STUDENT START UP PROGRAM

**\$450 CASH REWARD**

APPLICATIONS DUE: FRIDAY, MAY 3RD, 2024

SUMMER. BUSINESS. IDEA.

[WWW.SAUGEENCONNECTS.COM](http://WWW.SAUGEENCONNECTS.COM)

## EDITORS COMMENTS

The Economic Indicators at the end of 2023 signal a continuation of a slowing economy. Ontario housing demands remain high in the province, however, the real estate sector activity remains slow due to the increased interest rates and inflationary pressures, however is trending upwards from the latest BoC interest rate announcements. Bank of Canada Survey shows top concerns have increasingly shifted to demand, credit and uncertainty around economic conditions. Cost pressures still remain a top issue. Concerns about capacity pressures—namely, labour shortages and supply chain issues—have become more localized to particular industries, products and skills.

## INDICATORS



### Real Estate Sales

4th Quarter Trending Upwards



### Bank of Canada Survey

Top concerns have shifted in Q4



### Social Assistance

Continues to Increase



### Building Permits

Drop Significantly



### Unemployment Rate

Continues to Increase



### New Motor Vehicle Sales

Local Sales Rev upwards



Saugeen Economic Development Corporation  
A Community Futures Development Corporation

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# THE SAUGEEN 8.1. ECONOMY

Jul - Dec 2023



Saugeen Economic Development Corporation in Partnership with the Regional Advisory Committee

A COMMUNITY FUTURES DEVELOPMENT CORPORATION





# Unemployment Saugeen

The average number of claimants dropped, but rate going up!

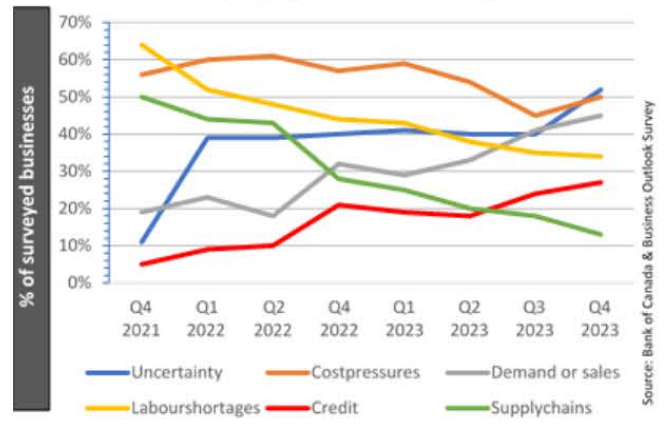
In 2023, the average monthly number of claimants for employment insurance was 806, lower when comparing to the same time in 2022. Unemployment rate for December 2023 was 4.4%, an increase of 0.7% from November 2023.



# BofC Business Survey

Canadian Businesses surveyed feel pressure from economic challenges

The Business Outlook is a new online survey conducted by the Bank of Canada. Leaders of various types of businesses across Canada are asked to complete this short questionnaire to assess the extent of and reaction to ongoing economic challenges. Results suggest that business have shifted from cost pressures as the top concern in Q1 & Q2 of 2023 to uncertainty of the economy slightly being the top issue for 52% of the Canadian Businesses surveyed.



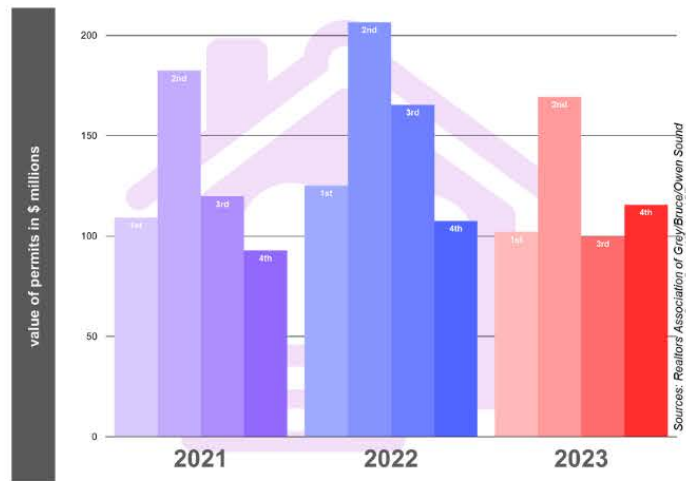
NOTE: The information in this newsletter was deemed accurate at the time of printing. We have made every effort to ensure the accuracy of the contents of this document and accept no responsibility for errors or omissions.



# Real Estate Sales

Grey/Bruce/Owen Sound Average price drops again

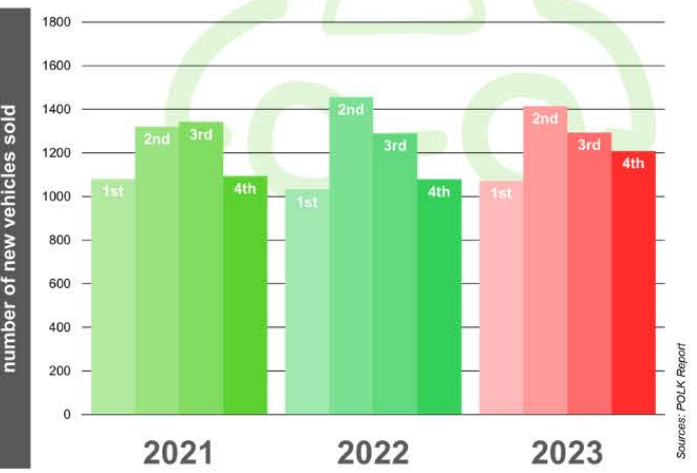
In 2023, residential sales totaled \$1.5 billion – down \$141 million from 2022. The average price of homes sold in 2023 was \$641,192.03, a decrease of 8.3% from 2022. Home sales in 2023 totaled 2,369 units. This was a decrease of 1% over 2022. The total value of agriculture sales for 2023 was unavailable.



# New Motor Vehicle Sales Saugeen

Local sales increase from last year

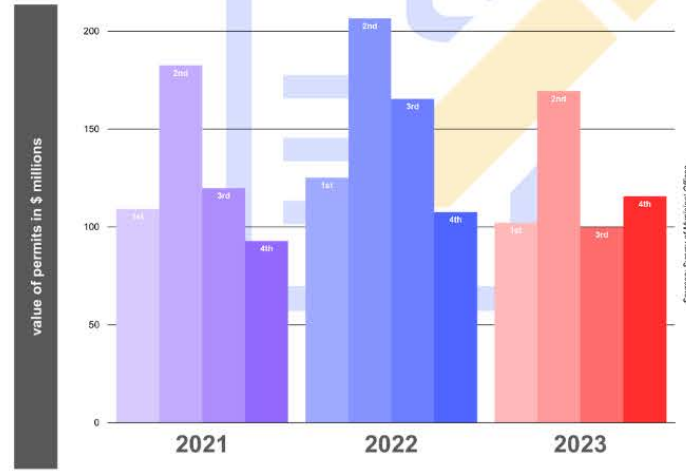
The annual number of total vehicle sales for 2023 increased by 134 units or 3% when compared to the number of units sold in 2022. By comparison, Ontario-wide sales had a 13% increase over the same time period.



# Building Permits Saugeen

Drop in permit numbers & values

The value of building permits issued at the end of 2023 was reported at \$487 million, down \$118 million or 24% from 2022. Number of permits issued dropped by 1,017, this represents a 54% decrease from 2022.



# Social Assistance

Grey/Bruce/Owen Sound/Wellington County\* \*Not including the city of Guelph

Caseloads increase

The average number of caseloads in 2023 was reported to be 2,229. This represents an increase of 178 caseloads or 9% when compared to 2022.

