

COMMUNICATION C1.

ITEM NO. 7

COMMITTEE OF THE WHOLE (2)

March 8, 2022

# STRENGTHENING AND ADVANCING

Small Business and  
Entrepreneurship Services



# Opening Remarks

*RAPHAEL COSTA, Director  
Economic Development*

# **Vaughan Business and Entrepreneurship Centre (VBEC) Relaunch**



# Meet the VBEC Team

- **Sydney Skynner**, Entrepreneurship Co-ordinator
  - Summer Company and Starter Company Plus
- **Kate Jung**, Entrepreneurship Co-ordinator
  - Starter Company Plus and Business Advisory
- **Faaria Wali**, Small Business Advisor
  - Business Advisory, Workshops, Seminars and Partner Programming
- **Don De Los Santos**, Manager, Small Business and Entrepreneurship
- In Recruitment, Economic Services Representative
- In Recruitment (2 positions), Small Business Assistant, My Main Street Ambassador

# Continuing VBEC Services

## Walk-in Services

- General inquiries (walk-in, phone, email)
- Business registration (sole proprietorship and partnership)

## Business Consultation

- Business planning
- Business plan review
- Mentorship
- Referrals to other organizations

## Entrepreneurship Programs

- Summer Company (15-29)
- Starter Company Plus (18+)

## Business Training and Events

- Seminars and workshops
- Vaughan Small Business Week
- Vaughan Business Café



# Continuing VBEC Services



**It all starts with a plan!**  
Vaughan launches a NEW virtual business planning series to help entrepreneurs develop their roadmap to success

[vaughanbusiness.ca/events](https://vaughanbusiness.ca/events)

**V VAUGHAN**  
vaughan  
ECONOMIC & CULTURAL DEVELOPMENT

**Supporting Vaughan's entrepreneurial spirit**

[vaughanbusiness.ca](https://vaughanbusiness.ca)

**vaughan**  
ECONOMIC & CULTURAL DEVELOPMENT  
Small Business & Franchise Support

**Celebrating successes from the City's 2021 Summer Company program**

**Summer Company**  
DIRECTORY

[vaughanbusiness.ca/Summer-Company](https://vaughanbusiness.ca/Summer-Company)

**V VAUGHAN**  
vaughan  
ECONOMIC & CULTURAL DEVELOPMENT

**Vaughan celebrates Small Business Week**

Virtual workshops and programs are taking place throughout the week

[vaughanbusiness.ca/SBW2021](https://vaughanbusiness.ca/SBW2021)

**V VAUGHAN**  
vaughan  
ECONOMIC & CULTURAL DEVELOPMENT

**Building Resilience in Times of Change: When to Iterate vs. Pivot**

[vaughanbusiness.ca/events](https://vaughanbusiness.ca/events)

**V VAUGHAN**  
vaughan  
ECONOMIC & CULTURAL DEVELOPMENT

**Virtual business services continue**  
Snow, rain or shine, the City's Economic Development team is here to support you any time!

[vaughanbusiness.ca](https://vaughanbusiness.ca)

**V VAUGHAN**  
vaughan  
ECONOMIC & CULTURAL DEVELOPMENT

**Supporting Vaughan's local businesses**  
The City is relaunching the Starter Company Plus program for storefront, office and startup companies

[vaughanbusiness.ca/Starter-Company-Plus](https://vaughanbusiness.ca/Starter-Company-Plus)

**V VAUGHAN**  
vaughan  
ECONOMIC & CULTURAL DEVELOPMENT

**THE HUB**  
Ontario



## Provincial funding contribution to the City to operate VBEC

- The Economic Development department seeks Council support to enter into Transfer Payment Agreements with the Province and apply for relevant grants to support program delivery.
- The Ontario government has committed to maintaining funding levels for up to three years until March 31, 2025, consistent with the existing agreement term of April 1, 2019 to March 31, 2022.
- Ministry funding supporting SBEC activities has remained stable at **\$323,525 annually** (including a reserved amount of at least \$148,000 towards grant payments to Starter Company Plus and the Summer Company program).



# VBEC delivers leading services in the Greater Toronto Area and York Region

Impact of VBEC in 2021

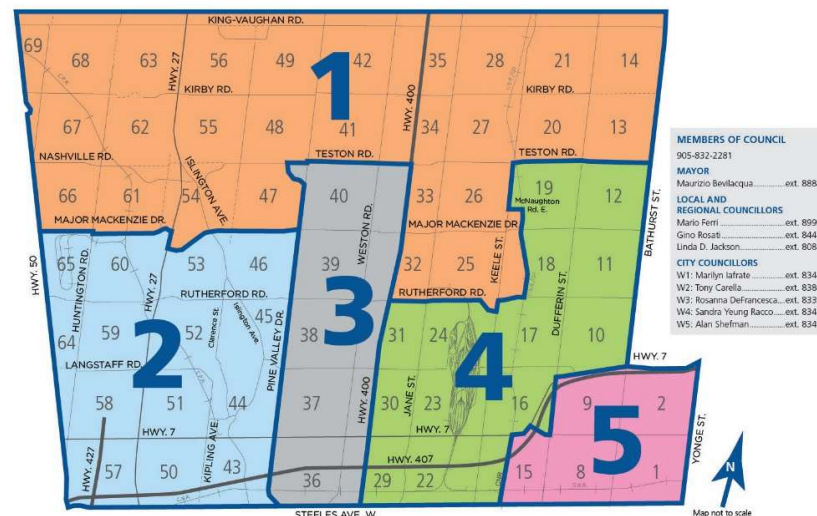
- Assisted with the start and expansion of **239** businesses
- Undertook **790** business consultations
- Responded to **3,133** inquiries
- Provided **78** webinars to **1,568** participants



# New VBEC services in 2022

Virtual services continue; in-person services set to resume

- A relaunch of VBEC's mission, vision, values, mandate and overall brand is planned for **June 2022**.
- The VBEC relaunch further aligns with the recruitment effort for a new Economic Services Representative based in the Small Business Entrepreneurship business unit.
- The VBEC will offer services in each commercial community, with service delivered weekly from our Community Centres on a rotating basis to provide support in the community.





# New VBEC services in 2022

New program launching: My Main Street, Local Business Accelerator

- Hiring two Main Street Ambassadors (out of only 65 available positions province-wide)
- Support for both new and existing small, independent, for-profit, consumer-serving (B2C) brick-and-mortar business operators, such as retail, restaurants, recreational and personal services
- Non-repayable funding contributions will be made available to small businesses in the form of up to ten grants of **\$10,000** for each of the two main street ambassador areas supported (totaling **20 grants** for companies in Vaughan)

MY MAIN STREET  
MA RUE PRINCIPALE

