



# ENTERPRISE CENTRE

***Sault Ste. Marie***

*a division of the SSMEDC*

## **BUSINESS PLAN**

**2008/2009**

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# **Enterprise Centre Sault Ste. Marie**

## **Background**

In November 2000, the Sault Ste. Marie Economic Development Corporation (SSMEDC) and the Ministry of Northern Development and Mines (MNDM) changed the Algoma Business Self-Help Office in Sault Ste. Marie to a Small Business Enterprise Centre. The Sault Ste Marie Economic Development Corporation established Enterprise Centre Sault Ste. Marie (ECSSM) as a division of its corporation. The Small Business Enterprise Centre (SBEC) model expanded the basic Business Self-Help Office (BSHO) model from a cost-sharing partnership between the Province and the Municipality to include additional partnerships. This model encourages revenue generation, financial partnerships and a broader level of service. Enterprise Centres are branded as a province-wide Business Services Network; ECSSM is part of a network of 44 Centres across the province.

## **Overview**

ECSSM is located on the third floor of the Sault Ste. Marie Civic Centre and comprises approximately 1,100 square feet. In order to provide the most up-to-date services possible, ECSSM has a very comprehensive website ([www.ecssm.com](http://www.ecssm.com)).

ECSSM covers an area with a population base of approximately 122,000 people, two-thirds of whom live in Sault Ste. Marie. ECSSM is responsible for servicing the District of Algoma and the Town of Chapleau (Sudbury District) through information kiosks, seminars and outreach into the area.

ECSSM currently employs one Small Business Advisor, a Youth Development Coordinator and a General Manager to implement programs and provide service to clients.

The Ministry of Northern Development and Mines and the City of Sault Ste. Marie through the Sault Ste. Marie Economic Development Corporation have a legal agreement in place for the delivery of this provincial program. The legal agreement is renewed annually by letter from the Ministry of Northern Development and Mines.

## **Mandate**

The mandate of ECSSM is to assist people in the evaluation and process of business start up and to provide stability and early-stage growth support to existing small businesses, typically less than 5 years in operation and with fewer than 10 employees.

## **Programs and Services**

Programs and Services provided by ECSSM include:

- Consulting on a variety of business topics, for instance:
  - Business planning/Business plan review
  - Market analysis
  - Financial resource availability
  - Management skills
  - E-business
  - Growth planning and export readiness
- Information and guidance on rules/regulations, licensing and business registrations
- Seminars and workshops on a variety of business topics
- Access to computer workstations and the Internet
- Networking opportunities with other businesses through events such as Bridges to Better Business
- A library of resource materials, publications and brochures
- Youth entrepreneurship programs: Summer Company, and the Secondary School Business Plan Competition
- Passport to Prosperity Program in the Algoma District for the Ministry of Education
- Referrals to business specialists for professional advice on legal, tax, e-business and accounting issues
- Mentoring Program with local business professionals
- Canadian Youth Business Foundation's Loan Program

## **Activity Summary 2007-2008**

### **Human Resources**

ECSSM had the following staff changes during the 2007/2008 year.

Andrew Ross joined ECSSM as Youth Development Coordinator in January of 2007; Jennifer Dimma was seconded to the Ministry of Northern Development and Mines in February of 2008.

## Economic Impact

Economic impact was greater than forecasted for 2007/2008; the number of business start-ups was 94, total businesses expanded were 11 and 129 total jobs were created.

Please note: Challenges exist with obtaining economic impact data. Data tracking is based on monthly client follow-up conducted by staff. Clients are contacted monthly via e-mail and phone; therefore, the information gathered is only from clients who respond to the follow-up efforts of ECSSM staff. There are clients that do not respond. As a result, the actual economic impact of ECSSM activities may be greater than reported. Strategies were implemented in 2006/2007 to build client relationships, which increased the effectiveness of tracking.

**Note:** The Ministry no longer requires Enterprise Centres to report the number of businesses registered per year, as of the start of the 2007/2008 reporting year.

### Economic Impact 2007/2008

Table 1: Economic Impact 2007/2008

Category	Forecast 2007/08	Actual 2007/08
Businesses Started	78	103
Businesses Expanded	13	11
<b>Total Jobs Created</b>	<b>115</b>	<b>142</b>

## Client Service

Client servicing is broken into General Inquiries, (which includes telephone calls, walk-ins, e-mails and website page views) and Client Consultations, which are divided into four categories: New Start-up Clients, Repeat Start-Up Clients, New Existing Business Clients and Repeat Existing Business Clients.

### General Inquiries 2007/2008

Total general inquiries were lower than forecasted, specifically the number of client telephone calls and e-mails. This can be somewhat attributable to the reduction of staffing levels from three to two people for February and March of 2008. Strategies will be considered for 2008/2009 to increase the number of walk-ins and continue the trend of increasing web inquiries.

## Annual General Inquiries 2007/2008

Table 2: Annual General Inquiries 2007/2008

<b>General Inquiries</b>	<b>Forecast 2007/08</b>	<b>Actual 2007/08</b>
Telephone Calls	5184	5033
Walk-ins	269	239
E-mails	9349	6946
<b>Total Inquiries</b>	<b>14802</b>	<b>12218</b>
<b>Web Inquiries</b>	<b>5798</b>	<b>12698</b>

## Quarterly General Inquiries 2007/2008

Table 3: Quarterly General Inquiries 2007/2008

	<b>Forecast Q1 07/08</b>	<b>Actual Q1 07/08</b>	<b>Forecast Q2 07/08</b>	<b>Actual Q2 07/08</b>	<b>Forecast Q3 07/08</b>	<b>Actual Q3 07/08</b>	<b>Forecast Q4 07/08</b>	<b>Actual Q4 07/08</b>
<b>General Inquiries</b>								
Telephone Calls	1586	1483	1407	1380	1034	1335	1157	835
Walk-ins	89	67	67	53	44	64	69	55
E-mails	2734	2007	2819	1623	1658	1707	2139	1609
<b>Total Inquiries</b>	<b>4408</b>	<b>3557</b>	<b>4293</b>	<b>3056</b>	<b>2736</b>	<b>3106</b>	<b>3365</b>	<b>2499</b>
Web Inquiries	727	1158	741	4704	541	1414	3789	5422

## Client Consultations 2007/2008

Client consultations were lower than forecasted figures. ECSSM will implement strategies to increase the service provided to existing business clients in 2007/2008.

## Annual Client Consultations 2007/2008

Table 4: Annual Client Consultations 2007/2008

<b>Consultations</b>	<b>Forecast 2007/08</b>	<b>Actual 2007/08</b>
Start-Up New Client Consultations	374	322
Start-Up Repeat Client Consultations	136	127
Existing Business New Client Consultation	74	99
Existing Business Repeat Client Consultation	59	45
<b>Total Consultations</b>	<b>643</b>	<b>593</b>

## Quarterly Client Consultations 2007/2008

Table 5: Quarterly Client Consultations 2007/2008

	<b>Forecast Q1 07/08</b>	<b>Actual Q1 07/08</b>	<b>Forecast Q2 07/08</b>	<b>Actual Q2 07/08</b>	<b>Forecast Q3 07/08</b>	<b>Actual Q3 07/08</b>	<b>Forecast Q4 07/08</b>	<b>Actual Q4 07/08</b>
<b>Consultations</b>								
Start-Up New Client Consultations	91	96	106	85	84	79	93	62
Start-Up Repeat Client Consultations	28	35	33	30	29	27	46	35
Existing Business New Client Consultations	10	30	17	21	29	27	18	21
Existing Business Repeat Client Consultations	6	8	18	16	22	12	13	9
<b>Total Consultations</b>	<b>135</b>	<b>169</b>	<b>174</b>	<b>152</b>	<b>163</b>	<b>145</b>	<b>170</b>	<b>127</b>

## Outreach/Networking

ECSSM's outreach activities are broken into General Outreach and Youth Entrepreneurship categories. General outreach includes outreach/networking, career fairs and tradeshows attended. Youth Entrepreneurship is categorized into general youth outreach and summer company specific outreach. Total outreach activities for 2007/2008

### Annual General Outreach 2007/2008

Table 6: Annual General Outreach Events

Activity	Forecast 2007/08	Actual 2007/08
General Outreach/Networking	180	307
Career Fairs	4	7
Tradeshows	2	3
<b>Total Outreach Activities</b>	<b>186</b>	<b>317</b>

Table 7: Annual General Outreach Attendance

Attendance	Forecast 2007/08	Actual 2007/08
General Outreach/Networking	3207	5319
Career Fairs	801	386
Tradeshows	143	146
<b>Total Outreach Activities</b>	<b>4150</b>	<b>5851</b>

### Quarterly General Outreach 2007/2008

Table 8: Quarterly General Outreach Events

Activity	Forecast Q1 07/08	Actual Q1 07/08	Forecast Q2 07/08	Actual Q2 07/08	Forecast Q3 07/08	Actual Q3 07/08	Forecast Q4 07/08	Actual Q4 07/08
General Outreach/Networking	34	122	28	65	45	64	73	56
Career Fairs	0	5	0	0	2	1	2	1
Tradeshows	0	1	1	2	0	0	1	0
<b>Total Outreach Activities</b>	<b>34</b>	<b>128</b>	<b>29</b>	<b>67</b>	<b>47</b>	<b>65</b>	<b>76</b>	<b>57</b>

Table 9: Quarterly General Outreach Attendance

Attendance	Forecast Q1 07/08	Actual Q1 07/08	Forecast Q2 07/08	Actual Q2 07/08	Forecast Q3 07/08	Actual Q3 07/08	Forecast Q4 07/08	Actual Q4 07/08
General Outreach/Networking	801	2087	802	796	802	1642	802	794
Career Fairs	200	255	200	0	200	103	201	28
Tradeshows	35	25	36	121	36	0	36	0
<b>Total Outreach Activities</b>	<b>1036</b>	<b>2367</b>	<b>1038</b>	<b>917</b>	<b>1038</b>	<b>1745</b>	<b>1039</b>	<b>822</b>

**Note:** There are no forecasted Quarterly figures for 2007/2008; Total Outreach Activities were averaged over the 4 periods to attain forecasted figures.

## Youth Entrepreneurship 2007/2008

Youth Entrepreneurship activities for the 2007/2008 year were above forecasted figures; there were 151 activities with an attendance of 3916.

### Annual Youth Entrepreneurship 2007/2008

Table 10: Annual Youth Entrepreneurship Events

Activity	Forecast 2007/08	Actual 2007/08
General Youth Outreach	125	94
Summer Company Specific	98	57
<b>Total Youth Outreach</b>	<b>223</b>	<b>151</b>

Table 11: Annual Youth Entrepreneurship Attendance

Attendance	Forecast 2007/08	Actual 2007/08
General Youth Outreach	1258	2017
Summer Company Specific	1114	1899
<b>Total Youth Outreach</b>	<b>2372</b>	<b>3916</b>

### Quarterly Youth Entrepreneurship 2007/2008

Table 12: Quarterly Youth Entrepreneurship Events

Activity	Forecast Q1 07/08	Actual Q1 07/08	Forecast Q2 07/08	Actual Q2 07/08	Forecast Q3 07/08	Actual Q3 07/08	Forecast Q4 07/08	Actual Q4 07/08
General Youth Outreach	4	25	13	22	12	40	96	7
Summer Company Specific	6	27	15	3	7	23	69	4
<b>Total Youth Outreach</b>	<b>10</b>	<b>52</b>	<b>29</b>	<b>25</b>	<b>19</b>	<b>63</b>	<b>165</b>	<b>11</b>

Table 13: Quarterly Youth Entrepreneurship Attendance

Attendance	Forecast Q1 07/08	Actual Q1 07/08	Forecast Q2 07/08	Actual Q2 07/08	Forecast Q3 07/08	Actual Q3 07/08	Forecast Q4 07/08	Actual Q4 07/08
General Youth Outreach	19	331	161	488	281	1001	797	197
Summer Company Specific	94	724	15	94	239	931	766	150
<b>Total Youth Outreach</b>	<b>113</b>	<b>1055</b>	<b>176</b>	<b>582</b>	<b>519</b>	<b>1932</b>	<b>1563</b>	<b>347</b>

## Seminars/Workshops

During the 2007/2008 year, the following seminars were delivered in the Algoma District. The number of seminars delivered in 2007/2008 was slightly less than forecasted, but attendance to these events was greater than forecasted. A total of 29 seminars were delivered to 1181 people.

Table 14: Seminar Events

<b>Categories</b>	<b>Forecast 2007/08</b>	<b>Actual 2007/08</b>
Starting a Small Business	5	3
Government Program/Services	1	0
Market Research	1	0
Marketing Sales	2	5
Finance/Record Keeping	2	2
HR / Operations	0	0
E-Business/E-Commerce	1	3
Import/Export	1	0
Summer Company	22	16
<b>Total Seminars/Workshops</b>	<b>35</b>	<b>29</b>

Table 15: Seminar Attendance

<b>Attendance</b>	<b>Forecast 2007/08</b>	<b>Actual 2007/08</b>
Starting a Small Business	76	87
Government Program/Services	35	0
Market Research	50	0
Marketing Sales	24	295
Finance/Record Keeping	338	16
HR / Operations	0	0
E-Business/E-Commerce	12	25
Import/Export	0	0
Summer Company	436	758
<b>Total Seminars/Workshops</b>	<b>971</b>	<b>1181</b>

## **Youth Entrepreneurship**

### **Summer Company**

The Summer Company program provides up to \$3,000.00 for students between the ages of 15-29, who are in school and returning to school with the opportunity to start and operate a business for at least eight weeks during the summer.

Participants are required to attend training sessions coordinated by ECSSM meet with an assigned mentor as well as submit revenue and expense reports.

In the past seven years ECSSM has assisted 97 students in the development and operation of a business under the Summer Company program.

There were nine Summer Company participants for the 2007/2008 year, which fell short of the target of 15 companies. The reduced Summer Company numbers for 2007/2008 were attributed to declining high school business program participation and difficulties experienced entering some classes, which was an experience shared with multiple Enterprise Centres across the province. During

the year ECSSM provided direct outreach to students through presentations in the high schools, college and university.

### **Outreach/Promotion/Advertising**

The program was marketed through outreach, advertising and promotion.

- Packages were mailed out to business teachers, co-op teachers and high school principals introducing the Youth Development Coordinator and the program
- Follow-up took place beginning one week after the packages had been sent to set up presentations within each school
- Presentations were delivered to classes in the high schools, college and university
- The A Lynn Burke Award of Excellence was explained, and students were encouraged to nominate a teacher(s) for the award
- Thank you letters were sent to each teacher
- Posters that contained the Youth Development Coordinator's contact information were placed in the schools and guidance offices
- Promotional materials were placed in guidance offices and guidance counsellors were asked to contact the Youth Development Coordinator to restock materials
- School Announcements were utilized to promote the program
- An e-mail campaign went out to all community partners, ECSSM represented committees, past summer company students and ECSSM client database to market the program
- ECSSM's website was updated to improve access to Summer Company information
- Public Service Announcements were utilized as a promotional tool
- Advertising responsibility was given to individual Enterprise Centres for Summer Company, along with appropriately increased budgets; ECSSM advertising was purchased on sootoday.com, SHAW Cable 10 and MCTV

### **Process**

Upon registration on the online system a welcome letter and package was sent to each student. The package provided information outlining the assistance provided by ECSSM and encouraged the applicants to come into the office to receive assistance with business plan development.

During the initial meeting with the students expectations regarding mentoring, training, sales/expense tracking, contact with ECSSM and program default were clarified.

Once the companies were established the Youth Development Coordinator visited the companies throughout the summer to provide support and maintain contact with the students. An online communication system was also used to keep in touch with the students. This system included the use of e-mail, instant messaging and social networking sites (Facebook.com) to better reach the youth target.

### **Training Sessions**

The following training sessions were delivered to the participants:

1. Customer Service and Personal Selling Speaker: Mike Ward, Owner, Flare Communications
2. Basic Bookkeeping Speaker: Karen Madigan, Controller, Sault Ste. Marie Economic Development Corporation
3. Marketing and Advertising Speaker: Mike Ward, Owner, Flare Communications

### **Trade shows**

Trade shows were held July 10th, 2007 and June 12th, 2007. The first event was run in conjunction with the 2007 High School Business Plan Awards ,while the second event was developed to promote and create awareness for the 2007 Summer Company participants.

### **Alynn Burke Award**

After not being awarded in 2006, the Alynn Burke Award of Excellence had an excellent pool of nominations for 2007. Linda Ryan from Sault College Employment Connection was unanimously chosen for the award.

### **High School Business Plan Competition**

The High School Business Plan Competition (formerly the Algoma District Secondary School Business Plan Competition) is open to all high school students in the Algoma District. The submitted business plan can be based on a fictional business. Cash prizes were awarded to the top five plans, which are scored by a panel of judges. The prize structure for the 2007/2008 competition was as follows:

- \$1000.00 First Place
- \$500.00 Second Place
- \$250.00 Third Place

ECSSM received 15 business plans for the 2007/2008 competition.

Community partners were approached to sponsor the cash prizes. A total of \$1750.00 was generated from local community partners, which included:

- Ministry of Small Business and Entrepreneurship
- Algoma University College
- Sault Ste. Marie Innovation Centre
- Community Development Corporation of Sault Ste. Marie and Area
- Business Development Bank of Canada
- Flare Communications

There was also an in-kind donation from All Star Trophies, who provided the winner's plaque.

An awards ceremony was held July 10, 2007. The evening included a Summer Company Tradeshow, which showcased ECSSM's 2007/2008 Summer Companies. The winners of the competition were:

1<sup>st</sup> - Matthew Moore and Mackenzie Moore, Quiet Ride Stables

2<sup>nd</sup> - Adam Fortais, Fortais Power Washing

3<sup>rd</sup> - Linnea Klockars and Kelsey Chic, S.C.U.B.A-World!

4<sup>th</sup> - Kevin Houde, The Night Show

- Operated as a Summer Company

5<sup>th</sup>- James Mergaert, Maple Leaf Yard Works and Landscaping

The first place winners Matthew and Mackenzie Moore progressed to the regional competition in Kenora, ON.

### **Regional Ontario Secondary School Business Plan Competition**

ECSSM attended the Ontario Secondary School Business Plan Competition on November 24, 2007 in Kenora. Matthew and Mackenzie Moore placed outside of the top three.

## **Young Entrepreneur Program**

ECSSM actively promoted the Northern Ontario Heritage Fund Corporation's (NOHFC) Young Entrepreneur Program. The program provides residents of Northern Ontario, aged 18 to 29, who are planning on starting a new business in Northern Ontario with funding in the form of a conditional contribution, of up to 85 percent of eligible costs, to a maximum total amount of \$25,000 per project. A ten percent cash investment is required by the entrepreneur.

ECSSM provided support to applicants through advisory services, business plan review and business training, when required.

During 2007/2008, two clients of ECSSM were successful in obtaining a contribution through the program.

## **Passport to Prosperity**

ECSSM delivers the Ministry of Education's Passport to Prosperity Program. The program promotes more school-to-work opportunities to local businesses for high school students. Experiential learning opportunities promoted include:

- Career talks
- Mentorship
- Job Shadowing
- Co-op placements
- Apprenticeships
- Career Fairs

ECSSM is responsible for promoting the program which allows local teachers to identify employers who are interested in providing experiential learning opportunities.. The 2007/2008 fiscal was the fourth year running the program. Program dollars provide support for staff salaries, marketing to promote programs and services of ECSSM and assist with developing linkages with educators, to further expand relationships to promote Summer Company, the High School Business Plan Competition and provide youth entrepreneurship outreach.

Employers interested in providing school to work opportunities register on an online database at [www.passportalgoma.com](http://www.passportalgoma.com), to be contacted in the future by the school boards. The database currently contains over 140 employers in the Algoma District.

In order to meet its established targets ECSSM cold called employers, obtained a commitment by phone and entered information into The Passport to Prosperity Algoma database. The data base identifies to regional school board teachers, employers who are interested in offering an experiential learning opportunity. The cold call method proved extremely successful as past marketing efforts recruited only a few dozen employers.

Highlights of the 2007 /2008 year included:

- Chamber of Commerce Take 5 after business networking event – ECSSM sponsored event and promoted experiential learning to the local business community; local educators attended event which allowed networking with local business owners
- Writing day in Burlington to develop the new provincial business registry
- Development of relationships with local student success leaders
- Entrepreneurial training program from ECSSM's Youth Development Coordinator provided experiential leaning to hundreds of local high school students
- Algoma District School Board Co-op and Careers teacher training regarding use of current and future business registry
- Specialist High Skills Major Training Forum for Passport to Prosperity Coordinators in Toronto

The Passport to Prosperity program surpassed its established targets during the 2006/2007 year. As a result, ECSSM has been contracted by the Ministry of Education to run the program until June 30, 2008.

## **Bridges to Better Business 2007**

Bridges to Better Business is an event hosted by ECSSM that targets the small business community in Sault Ste. Marie to provide learning and networking opportunities for participants.

Bridges to Better Business 2007/2008 will focus on retail business development and will be held March 27, 2008 at Algoma's Water Tower Inn. The \$30.00 registration fee includes:

- Breakfast and Lunch
- Keynote speaker: "10 Trends that will Rock Your Business" with Rick Spence
  - From RFID and nanotechnology to semi-retiring boomers and "crowd-sourcing," Rick examines 10 key trends that will influence our business and personal lives over the next decade.
- Three retail-oriented seminar sessions:
  - Trends in Retail – session by Derek Nibour, National Retail Council

*Enterprise Centre Sault Ste. Marie Business Plan  
2008/2009*

- Technology In Retail – Kevin Graber
- Marketing for Success – Sean Moffat
- Three IRAP sponsored sessions:
  - Ben Barry International Modeling – Ben Barry
  - Business Planning Essentials – session by BDO
  - Financing for Small Businesses - Panel discussion involving :
    - BDC
    - CDC
    - Service Canada
    - CYBF
    - NOHFC
    - FedNor
    - MNDM
- Youth sessions facilitated by Ben Barry.

A total of 152 people attended the event, the break down of participants as follows:

Table 16: Bridges to Better Business Attendance

<b>Participants</b>	<b>Number</b>	<b>Percentage</b>
Staff	6	3.95%
Facilitators	15	9.87%
Sponsors	2	1.32%
Businesses		
Start-Up	12	25%
Existing	36	75%
Youth	71	46.70%
Total Business	48	31.58%
Government and Staff	10	6.58%
<b>Total</b>	<b>152</b>	<b>100%</b>

The 71 Youth attendees were free admissions as part of the Innovation Centre's project commitment.

A total of \$22,200.00 in revenue was generated from sponsorships by:

- Ministry of Small Business and Entrepreneurship
- IRAP

Overall Bridges to Better Business 2007/08 met the expectations of ECSSM as follows:

- Overall satisfaction of the event met expectations of attendees
- Service provided by event facilitators met expectations

- Attendance at the networking session met expectations

Overall event attendance by the business community met expectations. Further sessions in the future will be undertaken across ECSSM's service area to meet the needs of existing business, and formats will be altered to better suit the needs of busy business owners.

## **Mentoring Program**

ECSSM's mentoring program enables individuals in the start-up or early growth stage access to experienced local professionals to provide guidance at no cost.

During the 2007/2008 fiscal year, 18 mentors were active in the program and have expertise in the following areas:

- Academic specializing in consulting
- Accounting, insurance and taxation
- Construction Development
- Exporting
- Forestry, research and development
- Human Resources Management
- Purchasing, specializing in consulting
- Real Estate, specializing in market rates, rent and property
- Retail, specializing in small business development
- Technology
- Telecom/Information Technology
- Tourism, hospitality and marketing
- Transportation, logistics, marine industry and salvage

## **Algoma District Services Administration Board**

In partnership with the Algoma District Services Administration Board in Thessalon, ECSSM provides services on a fee basis to Ontario Works participants participating in the self-employment program.

Service fees are generated for the following:

- \$100.00 per business idea assessment
- \$250.00 business plan development assistance
- \$150.00 record keeping workshop
- \$200.00 for ongoing support and guidance
- \$200.00 if the client reaches \$500.00 in sales in less than six months

During the 2007/2008 fiscal year, 4 business idea assessments were conducted generating \$400.00 in revenue for ECSSM. Services are provided based on need.

## **Partnership Development**

### **Canadian Youth Business Foundation**

In January 2006 ECSSM partnered with the Canadian Youth Business Foundation (CYBF). CYBF is a National Registered Charity, which provides \$15,000 loans to youth ages 18-34 with mandatory mentoring from experienced volunteers. Since being founded in 1996, CYBF has provided loans to 1,400 young entrepreneurs, together that have generated \$144 million in gross sales, \$34 million in tax revenue and more that 7,300 jobs.

Loan decisions are made locally by a volunteer loan review committee and are based on the character of the individual and the strength of the business plan. The program is intended for young people who cannot qualify for conventional financing. Borrowers are expected to repay their loans at interest rates between prime and prime plus two percent, but CYBF loans are unsecured.

ECSSM is responsible for promoting the program and the set up of a volunteer loan review committee of 5-12 individuals.

The Loan Review Committee meets monthly based on need to review and make decisions to approve or decline loan requests. ECSSM receives \$100.00 per loan application from the applicant and \$200.00 from CYBF per administered loan.

To date, ECSSM has had three successful CYBF applicants.

### **First Steps Internet Portal**

The First Steps Internet Portal was developed as a joint project between ECSSM, the Community Development Corporation, the Sault Ste. Marie Chamber of Commerce, the Sault Ste. Marie Innovation Centre and RapidSuccess.

The site will provide information to individuals requiring business related assistance. Information is provided to users based on each stage in the business life cycle. This project continues to be ongoing; however ECSSM will be exploring the option of assuming lead to expedite the completion.

## **BizMap Business Plan Competition**

ECSSM has partnered with Algoma University College, Sault Ste. Marie Innovation Centre, and the Community Development Corporation to promote the BizMap Business Plan Competition in the Algoma District.

BizMap is a Business Plan Competition for individuals between the ages of 18-25. It is designed to generate five to ten new business start-ups each year and is recognized in the Sault Ste. Marie's Economic Diversification Strategy, Destiny Sault Ste. Marie. Plans can be submitted on an individual or team basis. Mentors are provided to applicants to provide feedback and guidance to the applicants during business plan development. Prizes are awarded to the top three plans and include cash, free professional advice, marketing and business services. The prize packages are meant to assist with business development and start-up.

ECSSM sits on the Steering Committee for the project and has input into program delivery strategies. ECSSM also provides mentoring and assists with promoting the program through youth entrepreneurship presentations; it's client database, business start-up packages, posters and brochures within ECSSM and general outreach to the district.

## **Sault Ste. Marie Innovation Centre**

ECSSM has developed a partnership with the Sault Ste. Marie Innovation Centre. ECSSM sits on the Innovation Centre Business Incubation selection committee to assist screening potential Information Technology Businesses for the Incubation Centre. The partnership between the two organizations also provides client referrals, promotion of each organization's programs/services/events/seminars as well as the delivery of seminars.

## **Sponsorship**

A goal of generating an additional \$5,000 in operating revenue had been set for the 2007/2008 fiscal year.

Sponsorship packages are prepared. Continued development of partnership opportunities is ongoing.

## **Youth Initiative**

ECSSM submitted a funding proposal to the Ministry of Small Business and Entrepreneurship and was successful in acquiring \$12,000 for a youth initiative to promote youth entrepreneurship and youth owned businesses in the Algoma District.

Enterprise Centre Sault Ste. Marie's Youth Initiative, a promotional DVD will expand upon existing youth outreach activities and increase support for young entrepreneurs. It will be produced by a past Summer Company participant and will be utilized by the Youth Development Coordinator for youth outreach activities in the Algoma District. Copies will be provided to community partners and teachers to be utilized when conducting youth outreach and/or promotion of youth entrepreneurship.

The DVD will contain a menu screen that will enable users to choose which part of the program to run. The menu will be itemized as follows:

- ECSSM's youth programs and services, including Ministry of Small Business and Entrepreneurship's Summer Company and the Ontario Secondary School Business Plan Competition, the Young Entrepreneur's Network, the Northern Ontario Heritage Fund's Young Entrepreneurs Program and the Canadian Youth Business Foundations Loan Program
- Five successful Summer Company's will be highlighted through interviews
- Business Support Services in: Sault Ste. Marie, Elliot Lake, Blind River, Wawa and Chapleau

The DVD will also be converted to Flash format to enable ECSSM to run the program from its website ([www.ecssm.com](http://www.ecssm.com)).

The project encountered some technical delays in development and was prepared in its final format for distribution in December 2007. The DVD will continue to be distributed throughout 2008/2009. ECSSM was able to reach its goal of outreach of approximately 1100 youth through the 2007/2008 fiscal year, and will utilize the DVD to further expand outreach opportunities in 2008/2009.

## **Junior Achievement Program**

ECSSM partnered with the SSMIC and BDO to offer the Junior Achievement Titan program to a high school class 2007. The program has been delayed in its offering until 2008/2009.

Junior Achievement (JA) is a world-recognized leader in the delivery of education programs for young people. Since 1955, JA students in Canada have participated in experiential learning programs to discover free enterprise,

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understand business and economics and develop entrepreneurial and leadership skills.

The JA Titan program introduces economics and management decisions. JA Titan is an interactive web-based business simulation where high school students compete as companies in a fictitious market. Students make executive decisions to discover the many triumphs and challenges faced by senior management.

Enterprise Centre SSM's role will be to jointly deliver the program in partnership with the SSMIC. BDO is sponsoring the cost of the program. The program will enable ECSSM to expand on its current youth entrepreneurship program with the goal of getting youth interested in entrepreneurship.

## Activity Summary 2008-2009

### Human Resources

ECSSM had the following human resources changes in 2008/2009:

Andrew Ross assumed Acting General Managers duties on an interim basis, and Terri Chiarello joined ECSSM as the new Youth Development Coordinator on a three month contract basis.

### Economic Impact

Economic impact goals will be achieved by providing program and services. Client service objectives to improve relationships with clients are expected to increase the effectiveness of tracking economic impact data. Economic impact data for 2008/2009 has been forecasted at a two percent increase over 2007/2008 actual reported results.

Table 17: Projected Economic Impact

Category	Actual 2007/08	Forecast 2008/09
Businesses Started	103	105
Businesses Expanded	11	11
<b>Total Jobs Created</b>	<b>142</b>	<b>145</b>

### Client Service

ECSSM plans to increase the number of start-up clients and existing business clients serviced during the 2008/2009 fiscal year. Client servicing goals have been set at an increase of two percent over 2007/2008 actual results.

ECSSM's client database will be utilized to market the programs, services, events and initiatives of ECSSM. Generating repeat appointments with past clients can increase the number of clients serviced.

ECSSM will continue to improve client service through relationship building. Clients will be welcomed upon arrival, needs will be assessed and services will be delivered and clearly explained to ensure program and service delivery expectations are clear. Contact information will be obtained from each client via a client information sheet for follow-up efforts (note: clients are asked to be contacted for follow-up, to coincide with the SSMEDC's privacy policy). Information gathered from clients will be entered monthly into ECSSM's client database. Also, clients will be encouraged to come back into the office for additional services. Efforts will be made to book the next appointment during a consultation or at the time of walk-in. Clients will be contacted via e-mail/phone for an appointment reminder to reduce the number of clients that don't show up for scheduled appointments. Clients will receive responses to e-mail inquiries and voicemail messages within 24 hours.

Improved relationships will enable ECSSM to track results effectively and increase service provided to clients. Also, improved relationships will enable ECSSM to effectively track economic impact.

Monthly client follow-up will also be used as a relationship-building tool. Experience has proven that clients appreciate a follow-up e-mail/telephone call. Follow-up via e-mail/phone will be conducted on the last Monday of every month. Follow-up will also be used as a tool to determine the number of monthly registrations, start-ups and the number of jobs created. Clients will be encouraged to come back to ECSSM for additional assistance. The number of clients serviced are tracked and reported monthly to Ministry of Northern Development and Mines (MNDM).

An on-line consumer satisfaction survey has been developed implemented in April 2007, and will continue to be utilized moving forward. The results will enable ECSSM to determine whether service improvements are required. Clients will be encouraged to complete the survey. Also, the business start-up packages will direct clients to complete the survey. An online based survey will also drive traffic to ECSSM website. Clients are able to utilize the web site [www.ecssm.com](http://www.ecssm.com) to view upcoming seminars, events and book an appointment with an advisor.

The following client service goals have been set for 2008/2009:

## Annual General Inquiries 2008/2009

Table 18: Projected Annual General Inquiries

<b>General Inquiries</b>	<b>Actual 2007/08</b>	<b>Forecast 2008/09</b>
Telephone Calls	5033	5133
Walk-ins	239	244
E-mails	6946	7085
<b>Total Inquiries</b>	<b>12218</b>	<b>12462</b>
<b>Web Inquiries</b>	<b>12698</b>	<b>12952</b>

## Quarterly General Inquiries 2008/2009

Table 19: Projected Quarterly General Inquiries

	<b>Actual Q1 07/08</b>	<b>Forecast Q1 08/09</b>	<b>Actual Q2 07/08</b>	<b>Forecast Q2 08/09</b>	<b>Actual Q3 07/08</b>	<b>Forecast Q3 08/09</b>	<b>Actual Q4 07/08</b>	<b>Forecast Q4 08/09</b>
<b>General Inquiries</b>								
Telephone Calls	1483	1513	1380	1408	1335	1362	835	852
Walk-ins	67	68	53	54	64	65	55	56
E-mails	2007	2047	1623	1655	1707	1741	1609	1641
<b>Total Inquiries</b>	<b>3557</b>	<b>3628</b>	<b>3056</b>	<b>3117</b>	<b>3106</b>	<b>3168</b>	<b>2499</b>	<b>2549</b>
<b>Web Inquiries</b>	<b>1158</b>	<b>1181</b>	<b>4704</b>	<b>4798</b>	<b>1414</b>	<b>1442</b>	<b>5422</b>	<b>5530</b>

## Annual Client Consultations 2008/2009

Table 20: Projected Annual Client Consultations

<b>Consultations</b>	<b>Actual 2007/08</b>	<b>Forecast 2008/09</b>
Start-Up New Client Consultations	322	328
Start-Up Repeat Client Consultations	127	130
Existing Business New Client Consultation	99	101
Existing Business Repeat Client Consultation	45	46
<b>Total Consultations</b>	<b>593</b>	<b>605</b>

## Quarterly Client Consultations 2008/2009

Table 21: Projected Quarterly Client Consultations

	<b>Actual Q1 07/08</b>	<b>Forecast Q1 08/09</b>	<b>Actual Q2 07/08</b>	<b>Forecast Q2 08/09</b>	<b>Actual Q3 07/08</b>	<b>Forecast Q3 08/09</b>	<b>Actual Q4 07/08</b>	<b>Forecast Q4 08/09</b>
<b>Consultations</b>								
Start-Up New Client Consultations	96	98	85	87	79	81	62	64
Start-Up Repeat Client Consultations	35	36	30	31	27	28	35	36
Existing Business New Client Consultations	30	31	21	21	27	28	21	21
Existing Business Repeat Client Consultations	8	8	16	16	12	12	9	9
<b>Total Consultations</b>	<b>169</b>	<b>172</b>	<b>152</b>	<b>155</b>	<b>145</b>	<b>148</b>	<b>127</b>	<b>130</b>

## Outreach/Networking

The following is a tentative schedule of ECSSM's planned activities for 2008/09:

### Annual General Outreach/Networking 2008/2009

Table 22: Projected Annual General Outreach Events

Activity	Actual 2007/08	Forecast 2008/09
General Outreach/Networking	307	313
Career Fairs	7	7
Tradeshows	3	3
<b>Total Outreach Activities</b>	<b>317</b>	<b>323</b>

Table 23: Projected Annual General Outreach Attendance

Attendance	Actual 2007/08	Forecast 2008/09
General Outreach/Networking	5319	5425
Career Fairs	386	394
Tradeshows	146	149
<b>Total Outreach Activities</b>	<b>5851</b>	<b>5968</b>

### Quarterly General Outreach/Networking 2008/2009

Table 24: Projected Quarterly General Outreach Events

Activity	Actual Q1 07/08	Forecast Q1 08/09	Actual Q2 07/08	Forecast Q2 08/09	Actual Q3 07/08	Forecast Q3 08/09	Actual Q4 07/08	Forecast Q4 08/09
General Outreach/Networking	122	124	65	66	64	65	56	57
Career Fairs	5	5	0	0	1	1	1	2
Tradeshows	1	1	2	2	0	0	0	0
<b>Total Outreach Activities</b>	<b>128</b>	<b>131</b>	<b>67</b>	<b>68</b>	<b>65</b>	<b>66</b>	<b>57</b>	<b>58</b>

### Annual Youth Entrepreneurship 2008/2009

Table 25: Projected Annual Youth Entrepreneurship Events

Activity	Actual 2007/08	Forecast 2008/09
General Youth Outreach	94	118
Summer Company Specific	57	63
<b>Total Youth Outreach</b>	<b>151</b>	<b>181</b>

Table 26: Projected Annual Youth Entrepreneurship Attendance

Attendance	Actual 2007/08	Forecast 2008/09
General Youth Outreach	2017	2316
Summer Company Specific	1899	1990
<b>Total Youth Outreach</b>	<b>3916</b>	<b>4306</b>

## Quarterly Youth Entrepreneurship 2007/2008

Table 27: Projected Quarterly Youth Entrepreneurship Events

Activity	Actual Q1 07/08	Forecast Q1 08/09	Actual Q2 07/08	Forecast Q2 08/09	Actual Q3 07/08	Forecast Q3 08/09	Actual Q4 07/08	Forecast Q4 08/09
General Youth Outreach	25	26	22	22	40	41	7	29
Summer Company Specific	27	28	3	3	23	23	4	9
<b>Total Youth Outreach</b>	<b>52</b>	<b>54</b>	<b>25</b>	<b>25</b>	<b>63</b>	<b>64</b>	<b>11</b>	<b>38</b>

Table 28: Projected Quarterly Youth Entrepreneurship Attendance

Attendance	Actual Q1 07/08	Forecast Q1 08/09	Actual Q2 07/08	Forecast Q2 08/09	Actual Q3 07/08	Forecast Q3 08/09	Actual Q4 07/08	Forecast Q4 08/09
General Youth Outreach	331	338	488	498	1001	1021	197	459
Summer Company Specific	724	738	94	96	931	950	150	206
<b>Total Youth Outreach</b>	<b>1055</b>	<b>1076</b>	<b>582</b>	<b>594</b>	<b>1932</b>	<b>1971</b>	<b>347</b>	<b>665</b>

### Seminar Delivery

ECSSM is planning to offer 40 seminars during 2008/2009. Seminars will be marketed through:

- ECSSM website
- Public Service Announcements
- Business Start-up Packages
- Current client database
- Community Partners to clients, via websites and event calendars
- City/SSMEDC staff
- ECSSM Committee Meetings/Associations meetings

### Seminars 2008/2009

Table 29: Projected Seminar Events

Categories	Actual 2007/08	Forecast 2008/09
Starting a Small Business	3	4
Government Program/Services	0	1
Market Research	0	1
Marketing Sales	5	6
Finance/Record Keeping	2	2
HR / Operations	0	1
E-Business/E-Commerce	3	5
Import/Export	0	0
Summer Company	16	22
<b>Total Seminars/Workshops</b>	<b>29</b>	<b>42</b>

Table 30: Projected Seminar Attendance

<b>Attendance</b>	<b>Actual 2007/08</b>	<b>Forecast 2008/09</b>
Starting a Small Business	87	95
Government Program/Services	0	12
Market Research	0	12
Marketing Sales	295	125
Finance/Record Keeping	16	30
HR / Operations	0	12
E-Business/E-Commerce	25	60
Import/Export	0	0
Summer Company	758	665
<b>Total Seminars/Workshops</b>	<b>1181</b>	<b>1011</b>

## Regional Services

ECSSM has a service area defined through MNDM agreements as being Sault Ste. Marie and area communities. These communities include Wawa, Chapleau, Blind River, and Elliot Lake, as well as all other smaller communities within this geographic corridor. As such ECSSM remains committed to providing the best possible service to these communities, with help from the local NDA's, local partners, and local organizations.

Outreach to the communities has been initially scheduled as follows (subject to change based on community need):

### Chapleau

February 12, 2008  
Advisory Services  
1:00 p.m. – 4:00 p.m.

### Sault Ste. Marie

February 12, 2008  
Selling on the Internet  
9:00 a.m. – 12:00 p.m.

### Wawa

Advisory Services  
February 13, 2008  
9:00 a.m. – 12:00 p.m.

### Blind River

The World of eBay  
February 26, 2008  
9:00 a.m. – 12:00 p.m.

### Elliot Lake

Selling on the Internet  
February 26, 2008  
2:00 p.m. – 5:00 p.m.

### Sault Ste. Marie

E Marketing  
March 04, 2008  
9:00 a.m. – 12:00 p.m.

### Sault Ste. Marie

Business BootCamp  
March 12, 2008  
Day

### Sault Ste. Marie

World of eBay  
March 18, 2008  
9:00 a.m. – 12:00 p.m.

### St. Joe Island

Job Fair/Advisory Services  
March 26, 2008

### Elliot Lake

Job Fair/Advisory Services

### Sault Ste. Marie

Taxation for Small Business

### Chapleau

Selling on the Internet

March 27, 2008	9:00 a.m. – 12:00 p.m. April 01, 2008	1:00 p.m. – 4:00 p.m. April 8, 2008-01-18
<b>Wawa</b> The World of eBay 9:00 a.m. – 12:00 p.m. April 9, 2008-01-18	<b>Sault Ste. Marie</b> Government Procurement May 06, 2008 9:00 a.m. – 12:00 p.m.	<b>Bruce Mines</b> Job Fair/Advisory Services May 07, 2008
<b>Elliot Lake</b> Advisory Services May 08, 2008	<b>Chapleau</b> June 03, 2008 Advisory Services 1:00 p.m. – 4:00 p.m.	<b>Wawa</b> Advisory Services June 04, 2008 9:00 a.m. – 12:00 p.m.
<b>Blind River</b> Advisory Services July 08, 2008 9:00 a.m. – 12:00 p.m.	<b>Elliot Lake</b> Advisory Services July 08, 2008 1:30 p.m. – 4:30 p.m.	<b>Chapleau</b> July 29, 2008 Advisory Services 1:00 p.m. – 4:00 p.m.
<b>Wawa</b> Advisory Services July 30, 2008 9:00 a.m. – 12:00 p.m.	<b>Blind River</b> Advisory Services September 02, 2008 9:00 a.m. – 12:00 p.m.	<b>Sault Ste. Marie</b> Business Plan Development September 08, 2008
<b>Elliot Lake</b> Advisory Services September 03, 2008 1:30 p.m. – 4:30 p.m.	<b>Chapleau</b> September 23, 2008 Advisory Services 1:00 p.m. – 4:00 p.m.	<b>Wawa</b> Advisory Services September 24, 2008 9:00 a.m. – 12:00 p.m.
<b>Sault Ste. Marie</b> Starting a Small Business October	<b>Blind River</b> Advisory Services October 28, 2008 9:00 a.m. – 12:00 p.m.	<b>Elliot Lake</b> Advisory Services October 28, 2008 1:30 p.m. – 4:30 p.m.
<b>Chapleau</b> November 18, 2008 Advisory Services 1:00 p.m. – 4:00 p.m.	<b>Wawa</b> Advisory Services November 19, 2008 9:00 a.m. – 12:00 p.m.	

Youth outreach will continue on an ongoing basis and is determined by contact with teachers at each ADSB and HSCDSB school specifically.

## **Official Languages Servicing**

ECSSM does not currently have on staff an individual capable of handling French language inquiries. ECSSM does recognize the importance of having this service, however, and has utilized the end of year funding provided by MSBE in the 2007/2008 fiscal to have its start-up materials translated into French. These materials will be made available to all regional centres and will be provided to partners there so that clients will be able to access them at the primary point of contact.

The City of Sault Ste. Marie has three people on staff that are bilingual, and would be available to provide translation services for clients wishing to have business conducted in French as walk-in clients and/or consultations. For seminar delivery, ECSSM has a number of local people who can provide either translation of seminars from English to French, or who could provide the seminar delivery itself.

Within the region, ECSSM would look to utilize our MNDM contacts where possible to help deliver programs in the language of choice for clients. Regionally, local French speaking companies and individuals would be utilized to deliver French seminars and presentations to their area locations, as a means of utilizing local business for delivery purposes as well as to help showcase local businesses with each community.

ECSSM recognizes the importance of bilingual servicing within Northern Ontario, and will continue to work to improve this aspect of its delivery methods. ECSSM plans to continue to develop its website to allow for French and English access equally, as well as explore more options to better allow equal access to programs for both official languages.

## **Youth Entrepreneurship**

ECSSM plans to conduct the following Youth Entrepreneurship activities during the 2008/2009 year.

### **Summer Company**

A goal of 11 companies has been set for 2008/2009. Outreach targets have been set at 1100 students.

The same process that was followed last year will be implemented in 2008/2009. A welcome letter and package will be sent to each student upon registration, which will detail the assistance provided by ECSSM. Also, students will be encouraged to come into the office to receive assistance with business plan

development. The Small Business Advisor will also provide assistance if required.

During the initial meeting with the student expectations will be clarified regarding mentoring, training, sales/expense tracking, contact with ECSSM and program default.

Mentors who participated in the program last year will be asked to participate again. Additional mentors will be brought on board based on the number of students participating in the program. Packages will be sent to mentors outlining responsibilities and providing the paperwork need for the mentoring sessions. An initial meeting will be set with the mentor group to determine the best way to set up the mentoring sessions with the students. Mentors in the region will also be set up for students operating a business in Blind River, Elliot Lake, Wawa and Chapleau.

Training sessions will be developed utilizing experienced local business professionals in the areas of: sales/marketing, bookkeeping and customer service.

The Youth Development Coordinator will visit the companies throughout the summer to provide support and maintain contact with the students. The newly developed online chat system will be utilized to maintain contact with students throughout the summer.

The program will be marketed through outreach, advertising and promotion.

### **Outreach/Promotion/Advertising**

- Packages will be mailed out to business teachers, co-op teachers and high school principals introducing the Youth Development Coordinator and the program
- Follow-up will take place one week after the packages have been sent to set up presentations within each school
- Presentations will be delivered to classes in the high schools, college and university
- The Alyn Burke Award of Excellence will be explained, students will be encouraged to nominate teachers for the award
- Thank you letters will be sent to each teacher
- Students Council's will be approached to determine interest in having a member be the Summer Company representative in each school
- Posters that contain the Youth Development Coordinators contact information will be placed in around the schools and guidance offices
- Promotional materials will be placed in guidance offices and guidance counsellors will be asked to contact the Youth Development Coordinator to restock materials

- School announcements will be utilized to promote the program
- An e-mail campaign will go out to all community partners, ECSSM committees, past summer company students and ECSSM client database to market the program
- The Youth Development Coordinator will attend career fairs, orientation weeks at the college and university to promote the program
- Public Service Announcements will be utilized as a promotional tool
- Segments will be secured on Shaw Channel 10 Plugged-In feature
- Advertising will be contacted on sootoday.com

A Summer Company information session will be held in March to increase awareness of the program and provide an opportunity for youth to meet with ECSSM's Youth Development Coordinator to get questions answered.

In order to increase awareness and promote the Summer Companies ECSSM will request a resolution of support from City Council. Additionally, the public will be invited to attend a Summer Company trade show, (held in May) to support the students. A Summer Company Trade Show will also be incorporated in the Business Plan Competition Awards ceremony.

### **Secondary School Business Plan Competition**

ECSSM has set a goal of 20 plans submitted to the Secondary School Business Plan Competition and 700 students reached through marketing efforts.

The program will be jointly marketed with Summer Company in the high schools (see above). Teachers will be encouraged to use ECSSM's business plan template as a guide for class business plan assignments. The deadline for applications has been set for May 19, 2008. Business plans must be submitted with an application form that will be distributed to students and teachers, will be available on ECSSM's website.

A panel of judges will be coordinated to score the plans submitted to the competition. The top three business plans will receive cash awards at the ceremony scheduled for May 31, 2008. The prize structure for the competition is as follows:

- 1<sup>st</sup> Place - \$1000.00
- 2<sup>nd</sup> Place - \$ 500.00
- 3<sup>rd</sup> Place - \$ 250.00

Teachers and students will be encouraged to attend the awards ceremony during classroom presentations in the high schools. Students will also be made aware of the opportunity to progress to the regional and provincial competitions. Additionally, students will be encouraged to nominate teachers for the Alynne Burke Award of Excellence.

## **Canadian Youth Business Foundation (CYBF)**

A goal of 5 successful loans has been set for the 2008/2009 year.

The program will be cross promoted with ECSSM marketing as well as through inquiries, consultations, business start-up packages, resources library materials, outreach, presentations and public service announcements.

In coordination with Tanya Bedard, marketing initiatives for this year include:

- Articles and advertising in Fresh Magazine (local youth publication)
- Public Service Announcements
- Presentations to participants in the Youth Entrepreneurship program and the Self Employment Benefit program
- Promotion through the BizMap business plan competition
- Segments on Shaw Channel 10
- Packages forwarded to banks for referral purposes

## **Young Entrepreneur Program**

ECSSM will continue to actively promote the Northern Ontario Heritage Fund's Young Entrepreneur Program. The program will be promoted through inquiries, consultations, business start-up packages, resource library materials, outreach and presentations.

## **Entrepreneurs Network**

ECSSM will be developing an Entrepreneurs Network to support entrepreneurs in the community and promote entrepreneurship. It will provide skills development in the areas of business development, mentoring via community partners involved with the network and support and access to start new or expand existing businesses. Additionally it will enable entrepreneurs to interact with each other, gain valuable business development information, formulate community contacts, and have a support network for business development.

The network will meet once per month and will focus on various topics related to business development, such as:

- Business Start-up
- Business Plan Development
- Marketing
- Internet marketing
- Safety in the Workplace
- Proposal writing
- Sources of Financing

- Site/location selection
- Wage and training subsidies
- Business ethics
- Relationship building
- Productivity

An individual from each partner organization will provide information on a specific topic during the Network meeting and participants of the Network will have an opportunity to ask questions, obtain possible solutions to issues as well as develop strategies in various areas of business development. The following partners have agreed to be part of the network:

- ULERN
- BizMap
- Brian Tremblay Photography
- Safe Communities Partnership
- East Algoma Community Futures Development Corporation
- Community Development Corporation of Sault Ste. Marie
- Digital Adventures, Adventures in Computing Computer Camps
- Development Sault Ste. Marie
- Team Sault Ste. Marie
- SuccessBiz
- RBC Royal Bank
- Sault Ste. Marie Innovation Centre
- Sault Ste. Marie Chamber of Commerce

The network will continue to be developed and grown through 2008/2009.

### Passport to Prosperity

ECSSM will continue to implement the Ministry of Education's Passport to Prosperity Program to June 2008.

The coordinator will focus on a number of events to promote experiential learning to high school students. Included in these events are:

- A professional business presentation by Ben Barry to high school students during a small business workshop
- Sponsorship of a Chamber of Commerce Take 5 Event to promote experiential learning to the business community
- Classroom visits and entrepreneurial training by ECSSM's Youth Development Coordinator
- Implementation of the new provincial business registry

### **Bridges to Better Business**

A Bridges to Better Business and/or a Salute to Small Business Event will be held in February 2009. The event will target the small business community

An alternative event will be considered due to the declining participation in the Bridges to Better Business event.

Marketing for the event will include a combination of outreach, promotion and advertising:

- Flyers/promotional materials at events such as Chamber of Commerce Women's Event
- Possibility of sponsoring various events to promote Bridges such as sponsoring the dessert at the Chamber of Commerce Women's Event
- Flyer incorporated into event packages such as Professional Women's Leadership Conference CQI
- Posters at banking wickets such as RBC and Scotiabank
- Materials/posters at sponsors place of business
- Article in Business Today, LTV, Sootoday, Sault Star, Sault This Week
- Chamber of Commerce mail out
- Public Service Announcements - Shaw Cable, Sootoday, LTV, Sault Star, Sault This Week, Radio Stations, MCTV, Plugged In
- Event Calendars - Sootoday, Chamber of Commerce, Innovation Centre
- Targeted mail out/e-mail campaign to ECSSM client database and past clients of ECSSM
- Flyer in business start-up packages
- Pop-up on ECSSM website
- Web links to ECSSM site via various community partners
- Providing flyers to members of the various committees ECSSM sits on
- Paid advertising– Sault Star, Sault This Week, Chamber of Commerce Business Today, Tim Hortons Drive Thru

## **Mentoring**

ECSSM will continue to promote the mentoring program to clients. A target of 5 clients utilizing the service has been set for the 2008/2009 year.

The program will be marketed through answering inquiries, consultations and in the business start-up packages as well as general ECSSM marketing.

## **Algoma District Social Services Administration Board**

ECSSM plans to continue the partnership developed with the Algoma District Social Services Administration Board. Targets have not been set since services are provided on an as needed basis.

## **Partner Contribution - Sponsorship**

A goal of generating an additional \$10,000 in operating revenue has been set for the 2008/2009 fiscal year. This will be done through the development of sponsorship agreements with local area businesses which would see ECSSM provide exclusive referrals to organizations involved plus the inclusion of all sponsor logos on core printed materials.

This sponsorship program will be targeted at Professional organizations and lending institutions in the private sector.

Should ECSSM be unable to secure sponsorship partner contributions from these sources, then other sources will be identified and approached.

## **Partnership Development**

ECSSM will continue to develop new partnerships with organizations in the Algoma District. Community partnerships enable ECSSM to promote its programs and services to a larger audience and are a source of client referrals.

Current partners include:

1. Wishart and Partners
2. Pascuzzi and Berlingieri Law Firm LLP
3. KPMG Financial Services
4. Community Development Corporation of Sault Ste. Marie and Area
5. Sault Ste. Marie Public Library
6. Ministry of Finance
7. RBC Royal Bank
8. CIBC
9. Calam Ruscio Rossi
10. Sault Ste. Marie Chamber of Commerce
11. Communities Quality Improvement
12. Sault Ste. Marie Innovation Centre
13. Investor's Group
14. Lucidia Studios
15. City of Sault Ste. Marie
16. Marian's Bookkeeping
17. BizMap
18. East Algoma Community Futures Development Corporation
19. Economic Development Corporation of Wawa
20. Superior East Community Futures Development Corporation
21. Blind River Chamber of Commerce
22. Blind River Economic Development Corporation

23. Elliot Lake and District Chamber of Commerce
24. ULERN
25. Brian Tremblay Photography
26. Safe Communities Partnership
27. Digital Adventures, Adventures in Computing Computer Camps
28. Development Sault Ste. Marie
29. Team Sault Ste. Marie
30. SuccessBiz
31. Ministry of Government Services
32. Canada Revenue Agency

## **Community Associations/Committees**

ECSSM will continue to sit on the following Associations and Committees:

- Ministry of Northern Development and Mines Area Team
- Sault Ste. Marie Youth Opportunities Task Force
- Sault Youth Council
- Destiny SSM Small Business Strategy Development Committee
- Chamber of Commerce Business Development and Technology Committee
- Chamber of Commerce Awards Task Force Committee
- Sault Ste. Marie Innovation Centre Business Incubation Selection Committee
- BizMap Steering Committee
- Sault College Business Advisory and Accounting Committee
- Team Sault Ste. Marie
- Community Resiliency Sault Ste. Marie

## **Strategic Planning**

Enterprise Centre Sault Ste. Marie and the Advisory Committee will engage in Strategic Planning over the course of the year to identify a future strategic course for the centre.

## **General Marketing Strategy**

ECSSM's marketing will have a consistent message "Your First Step to Business Success". Programs and services will be cross-promoted to ensure maximum effectiveness. The ECSSM website will be displayed on all promotional materials, to drive traffic to the website.

A targeted approach to will be taken to market services to existing business clients. Marketing efforts will emphasize services geared to existing clients such as the advisory, mentoring program and referrals to service professionals.

The marketing strategy will consist of outreach/promotion, advertising, public service announcements and a feedback mechanism.

- Market service/programs/events to current client database
- Enterprise Centre website
- Development and distribution of an electronic newsletter
- Outreach activities including attending career fairs, trade shows, seminar delivery, presentations to associations, boards and committees such as:
  - Downtown Association
  - Kinsmen Club
  - Lakeshore Kiwanis
  - Rotary Club
  - School Boards
  - Youth Centre Development Committee
  - Chamber of Commerce Committees
  - Information kiosks in the regions
  - Providing brochures, business cards, posters and event flyers to community partners
  - Community partners newsletters, event calendars and websites
  - Chamber of Commerce event calendar, Chamber mail out
  - Networking sessions, Take 5 events
  - Attending events of other divisions of SSMEDC
  - Segments on Shaw Cable Channel 10 Plugged In
  - Paid advertising in the Sault Star, Sault This Week, Sootoday.com, Chamber of Commerce Business Today
  - Project specific marketing, detailed under projects

ECSSM will be entering into an agreement to develop branded segments with Plugged In on Shaw TV Cable Channel 10 in order to increase exposure of the centre. Twelve branded segments will be developed and ran monthly at a rate of 18 times per day and 126 times per week.

Also, ECSSM will promote its programs and services through Fresh Magazine; Sault Ste. Marie's new youth publication and the Downtown Association's newsletter.

The client information sheet will continue to serve as a feedback mechanism to determine which marketing efforts are proving most effective. Clients are asked, "How did you hear about us", this information is tracked in ECSSM's client database. Reports will be generated quarterly to determine if changes to the marketing strategy are necessary.

A consumer satisfaction survey has been developed and will continue to be implemented in 2008/2009. Through the survey ECSSM will be able to determine what client's service methods are effective and if changes are necessary.

## **Advisory Committee**

The role of ECSSM's Advisory Committee is to provide guidance and support to the Centre's team. The Committee is made up of representatives from community partners as well as core funding partners. The roles and responsibilities of the committee are outlined in a Terms of Reference developed April 2006.

The Committee meets on a quarterly basis and is comprised of the following individuals:

- Greg Peres, Community First Credit Union (Chair)
- Lori Naccarato-Sarlo, Account Manager, Business and Personal, RBC Royal Bank
- Melanie Borowicz-Sibenik, Lawyer, Wishart & Partners Law Firm
- Bruce Strapp, Chief Executive Officer, SSMEDC
- Heather Moodie, Head of Public Services, Sault Ste. Marie Public Library
- Tom Vair, Executive Director, Sault Ste. Marie, Innovation
- Jeff Elgie, Owner, Lucidia Studios Ltd.
- Tom Hernden, Northern Development Advisor, Ministry of Northern Development and Mines
- Gloria Yeo, Student Success Leader, Huron Superior Catholic District School Board
- Anthony Oriazetti, Account Manager, Business Development Bank