



Markham Small Business Centre 2019-2020 Business Results and 2021 Objectives

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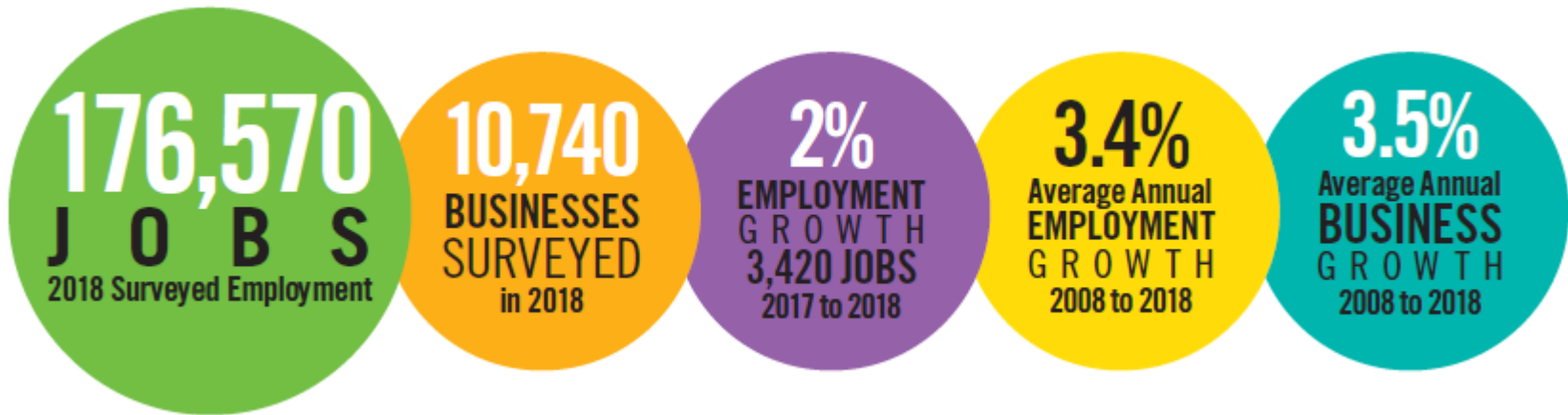


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- Markham's Economic Landscape
- MSBC Programs & Services
- Response to COVID-19 Disruption
- MSBC Administers Provincial and Federal Government Entrepreneurship Programs
- KPIs and Client Demographics
- 2021 Key Objectives



Economic Landscape





Employment

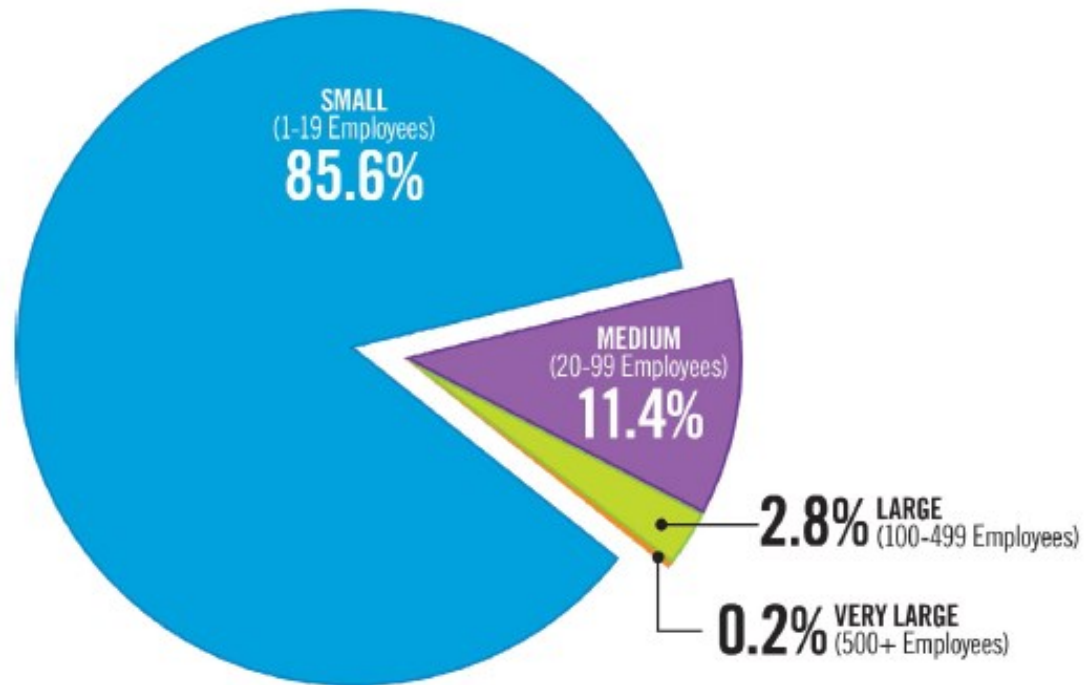
Distribution of Employment by Sector, 2008 and 2018





Businesses in Markham

Surveyed Businesses by Size, 2018





Markham's Entrepreneur Landscape

IBM Innovation Space



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Markham
Board of Trade
MARKHAM'S PREMIER BUSINESS ASSOCIATION



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Council Canada

Conseil national de
recherches Canada

Industrial
Research
Assistance
Program

Programme
d'aide à la
recherche
industrielle

Canada

Regus



ASSOCIATION of
CHINESE
CANADIAN
ENTREPRENEURS
創業協會

NAAAP

National Association
of Asian American
Professionals





Markham Small Business Centre

- Markham Small Business Centre (MSBC) is an innovative public and private sector alliance providing a complete source of services and programs for Markham entrepreneurs and small businesses.
- Funded by the City of Markham and the Ontario Ministry of Economic Development, Job Creation and Trade, MSBC provides Markham's aspiring entrepreneurs and existing small businesses with high quality one-on-one management consulting, educational training, and the business resources needed to sustain their growth in today's competitive marketplace.
- MSBC also works to encourage entrepreneurship as a career option for Markham's youth.



Markham Small Business Centre

- Office of the City of Markham, part of the Economic Development function within the City's department of **Economic Growth, Culture and Entrepreneurship**, Development Services Commission
- 2 FT staff and 1 temporary FT re-deployed staff
 - Don De Los Santos, Manager
 - Tiffany Mak, Small Business Coordinator
 - Linda Stott, Small Business Assistant (temporary re-deployment)
- In early/mid-March, MSBC undertook immediate special response measures to assist the small business community during the COVID-19 disruption (over and above regular operations), and transitioned to virtual delivery of workshops, seminars, and consultation services



Markham Small Business Centre





Markham Small Business Centre

- Free and confidential business consultations
- Business workshops and seminars
 - Start Up Regulations, Business Planning, Financial Forecasting, Sources of Financing, Taxation and Recordkeeping, Import/Export, Marketing, Market Research
- Entrepreneurship programs (training and mentorship)
- Starter Company Plus Grant and Small Business Recovery and Digital Resilience stream





Markham Small Business Centre

- Networking opportunities
- Business plan development
- Financing options
- Market research guidance
- Access to business tools and resources
- Youth entrepreneurship programs and grants
 - Summer Company, Business Plan and Pitch Competitions, Camps and Conferences



MSBC Response to COVID-19 Disruption

- MSBC undertakes special response measures to assist the small business community during the COVID-19 disruption (over and above regular operations):
 - Timely and regular updates to website for business-related COVID-19 resources, news, announcements and updates
 - Pivot to provide virtual consultation services
 - Maintain regularly scheduled seminars and workshops by switching to virtual and introduce new content to support COVID-19 response
 - Re-purpose the Starter Company Plus grant program to deliver the Small Business Recovery and Digital Resilience Program
 - Increase visibility on social media and web platforms
 - Issue monthly Economic Development e-news



Digital Main Street ShopHERE

Eligibility:

- For independent businesses and artists

Intake:

- On-going

Program Benefits:

- Since the program's launch in Toronto, the City of Markham is the first municipality to join this Canada-wide initiative (June 2020)
- Get an e-commerce website built for your business at no cost, in a matter of days

Uptake:

- As of October 14, 2020 – over 190 Markham-based businesses and artists have applied for assistance with ShopHERE





Starter Company Plus Program (on-hold)

Eligibility:

- For participants no longer in school nor working full-time elsewhere and pursuing a business idea full-time
- **Note:** We encourage all who are eligible to apply, we can help with the business plan but preference to receive a grant will be given only to those applicants whose proposals have a realistic plan for:
 - Creating employment opportunities for individuals other than the business owner; and/or,
 - Opening a physical location outside of a home office; and/or,
 - Expanding an existing business; and/or,
 - Operating in a priority sector (e.g., Regulated professions, Scientific, Technical, Medical, Life Sciences services or Technologies that are market ready with demonstrated traction).



Starter Company Plus Program (on-hold) cont'd

Deadline:

- Currently on-hold as program has pivoted to the Small Business Recovery and Digital Resilience program
- Normally, two cohorts each year, deadlines in August and December each year

Program Benefits:

- Training towards completion of a business plan
- Hands-on business coaching training and mentoring

Awards:

- Up to \$5,000 to start or purchase a business or grow an existing business
- Since 2014, we have helped Markham-based businesses receive over **\$425,000** in Provincial grants from this Program



Small Business Recovery and Digital Resilience Program (Starter Company funded)

Eligibility:

- For existing brick and mortar businesses actively operating since March 2020 (or earlier)
- **Note:** All who are eligible are encouraged to apply. Provide help with the business recovery/pivot plan. Preference to receive a grant will be given to applicants whose proposals have a realistic plan for:
 - Employment for individuals other than the business owner; and/or,
 - Operating a brick-and-mortar physical location outside of a home/shared/temporary office; and/or,
 - Expansion towards new lines of product/service (particularly online/virtual); and/or,
 - Operating in a priority sector





Small Business Recovery and Digital Resilience Program (Starter Company funded)

Deadline:

- Multiple cohorts, until funding is depleted, upcoming deadline: December 7

Program Benefits:

- Training towards completion of a business recovery/pivot plan
- Hands-on business coaching training and mentoring

Awards:

- Up to \$5,000 to start or purchase a business or grow an existing business
- One-time contribution from York Region of **\$110,000** to expand Program impact

Business as ~~usual~~ virtual.

Markham Small Business Recovery and Digital Resilience Program

Apply by December 7, 2020

FREE seminars & workshops also available!

 markham.ca/msbc 



Workshops and Seminars

Core learning topics

- Understanding Start Up Regulations and Requirements
- Business Planning for Solid Foundations
- Budgeting and Financial Forecasting for Stability

Special Interest topics

- Import/Export, e-commerce, Amazon, digital marketing, social media, employment law, mental health, COVID-19 impacts, tax tips, recordkeeping, intellectual property

Collaborative (jointly-delivered) programming

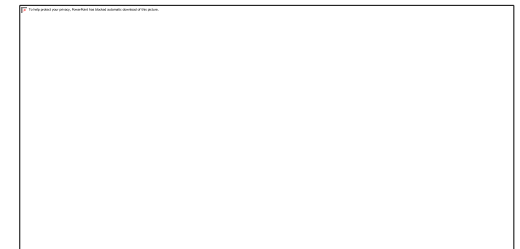
COVID-19 INNOVATORS SERIES

Month	Date	Topic
JUNE	22 MON	Time Management & Work-Life balance
	29 MON	Remote Work Health & Wellbeing Tips
JULY	6 MON	Mental Health & Mindfulness
	13 MON	Staging the Re-Opening
	20 MON	Building Resiliency – The New Opportunity
AUGUST	10 MON	Coping with Stress While Working from Home
	17 MON	Digital Skills for Success
	31 MON	Driving Impact Through Online Communities
SEPTEMBER	14 MON	Learning in the Digital Age
	21 MON	Entrepreneur of the Future

Register Here:
<https://yspace.yorku.ca/events/>

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11 WORKSHOPS TO KICK-START YOUR ENTREPRENEURIAL CAREER
FOUNDER FUNDAMENTALS
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Business Plan Competition

Eligibility:

- Students in Grades 9-12 at any high school of Markham; or Post-Secondary students that live in Markham or who attend Seneca College; can work alone or in a group (maximum 3 students)



Intake:

- Feb-May

Judging Panel:

- Government representatives, members of the local business and education communities

Awards:

- Up to \$600; recognition also for most innovative and best video pitch



Summer Company Program

Eligibility:

- For students aged 15-29, returning to school in the Fall

Intake:

- Feb-May

Program Benefits:

- Hands-on business coaching training and mentoring

Awards:

- Up to \$3,000 to help get a business up and running
- Since 2001, we have helped Markham-based student businesses receive over **\$525,000** in Provincial grants from this Program





Summer Company Program



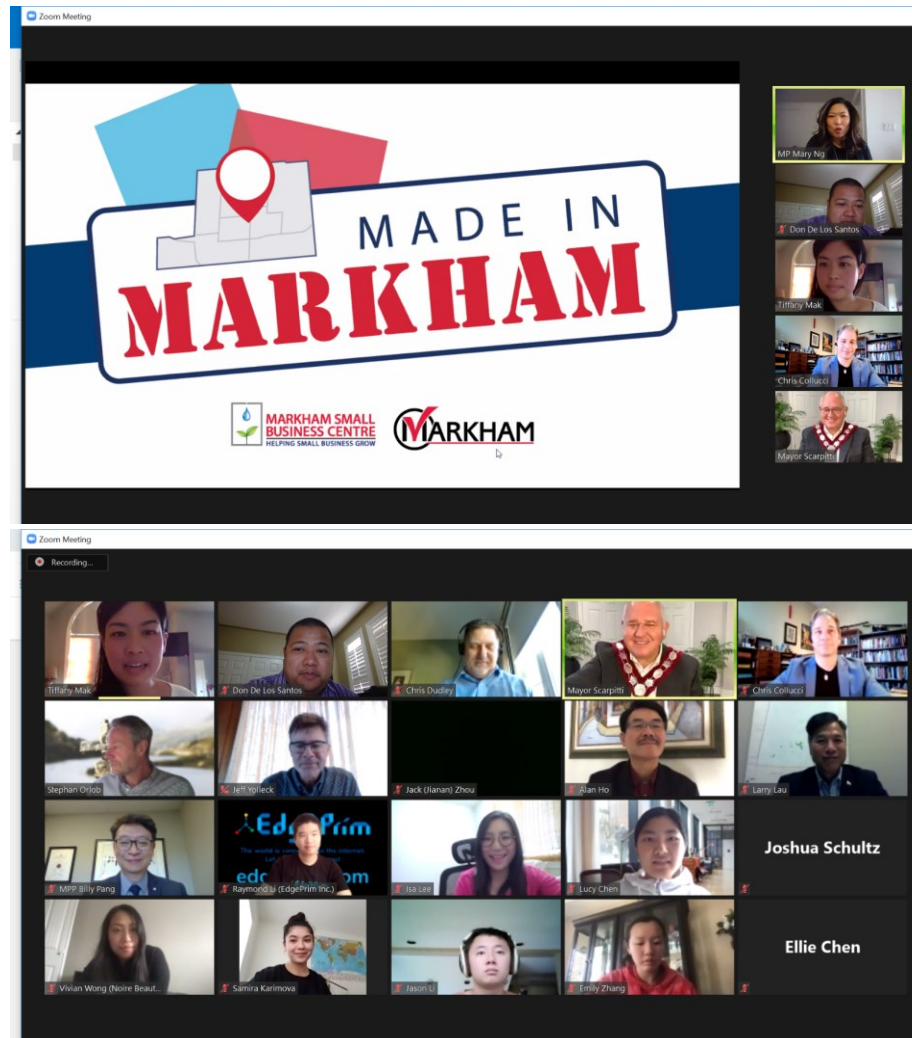


Made in Markham Entrepreneur Recognition (before)





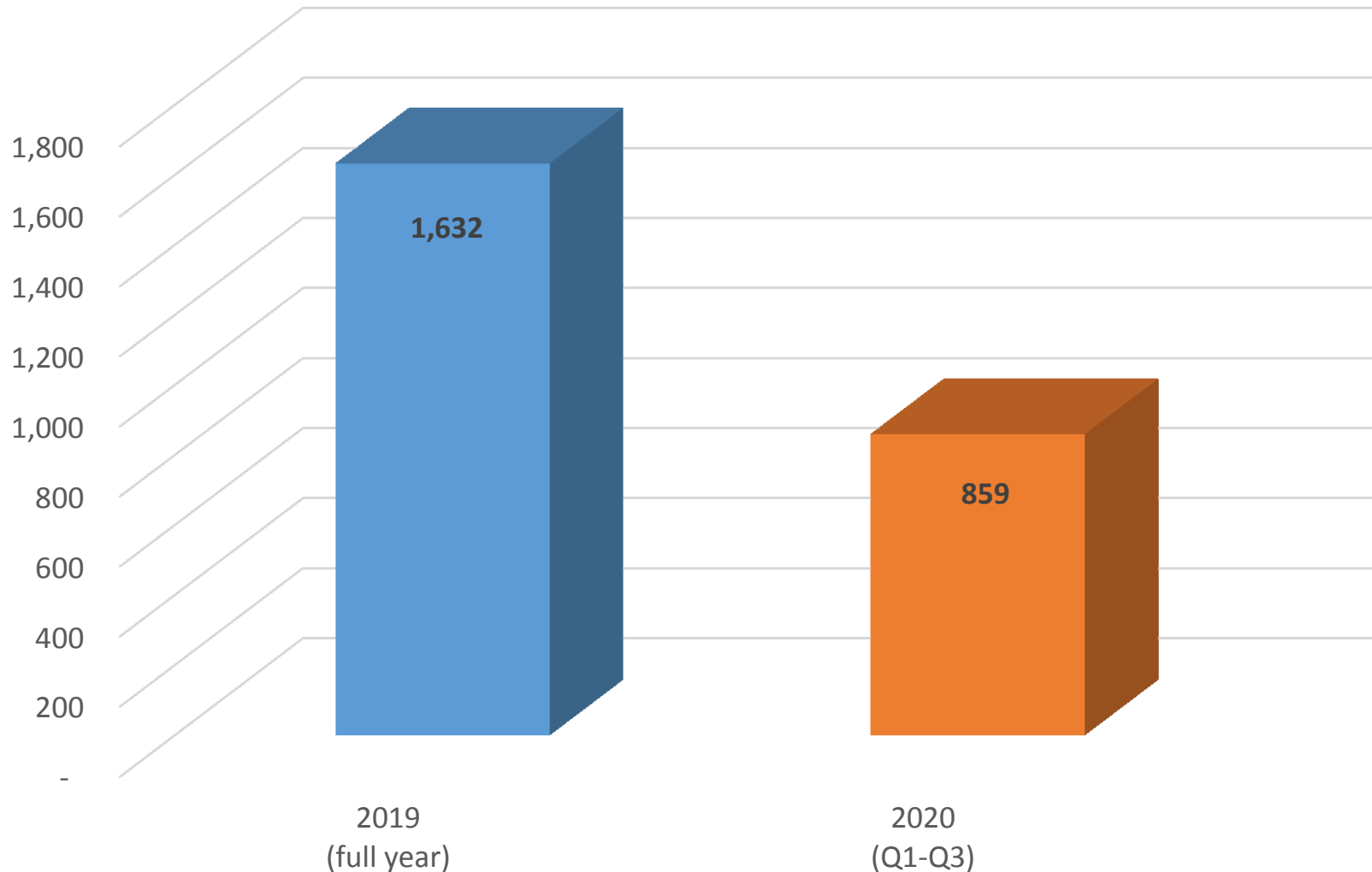
Made in Markham Entrepreneur Recognition (virtual this year)





Business Inquiries

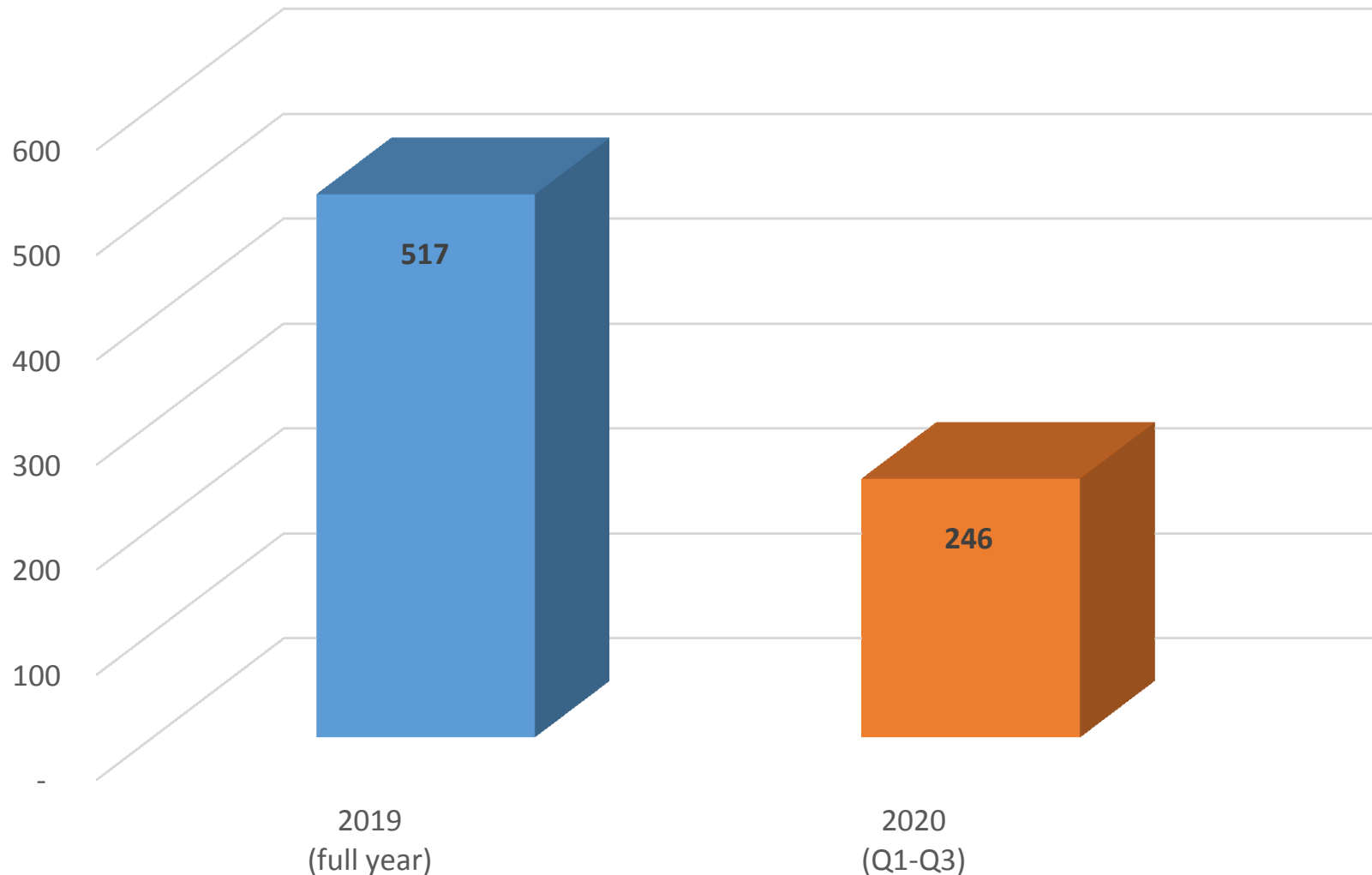
Business Inquiries Responded to





In-Depth consultations

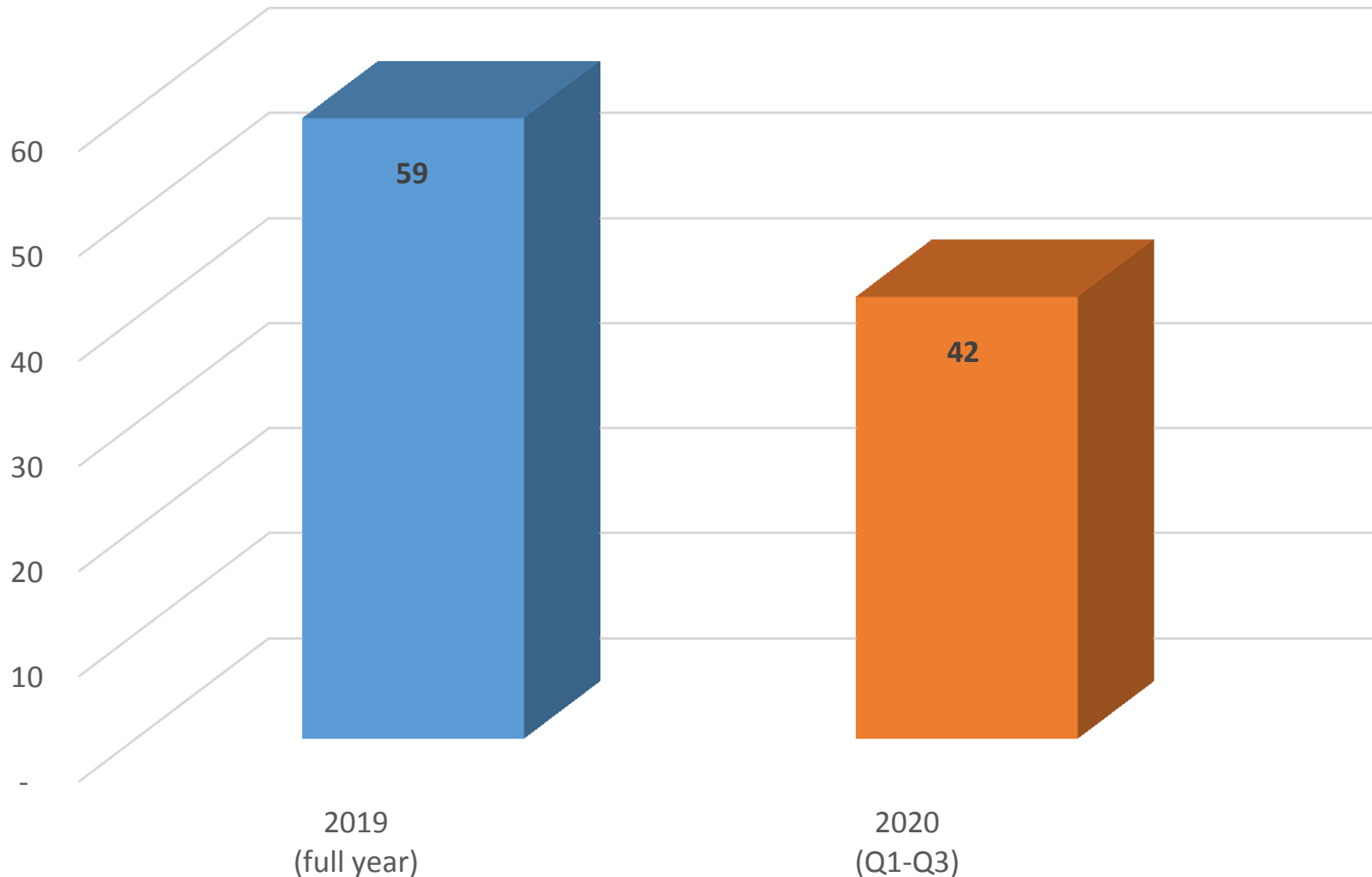
In-Depth Consultations





Seminars/Workshops

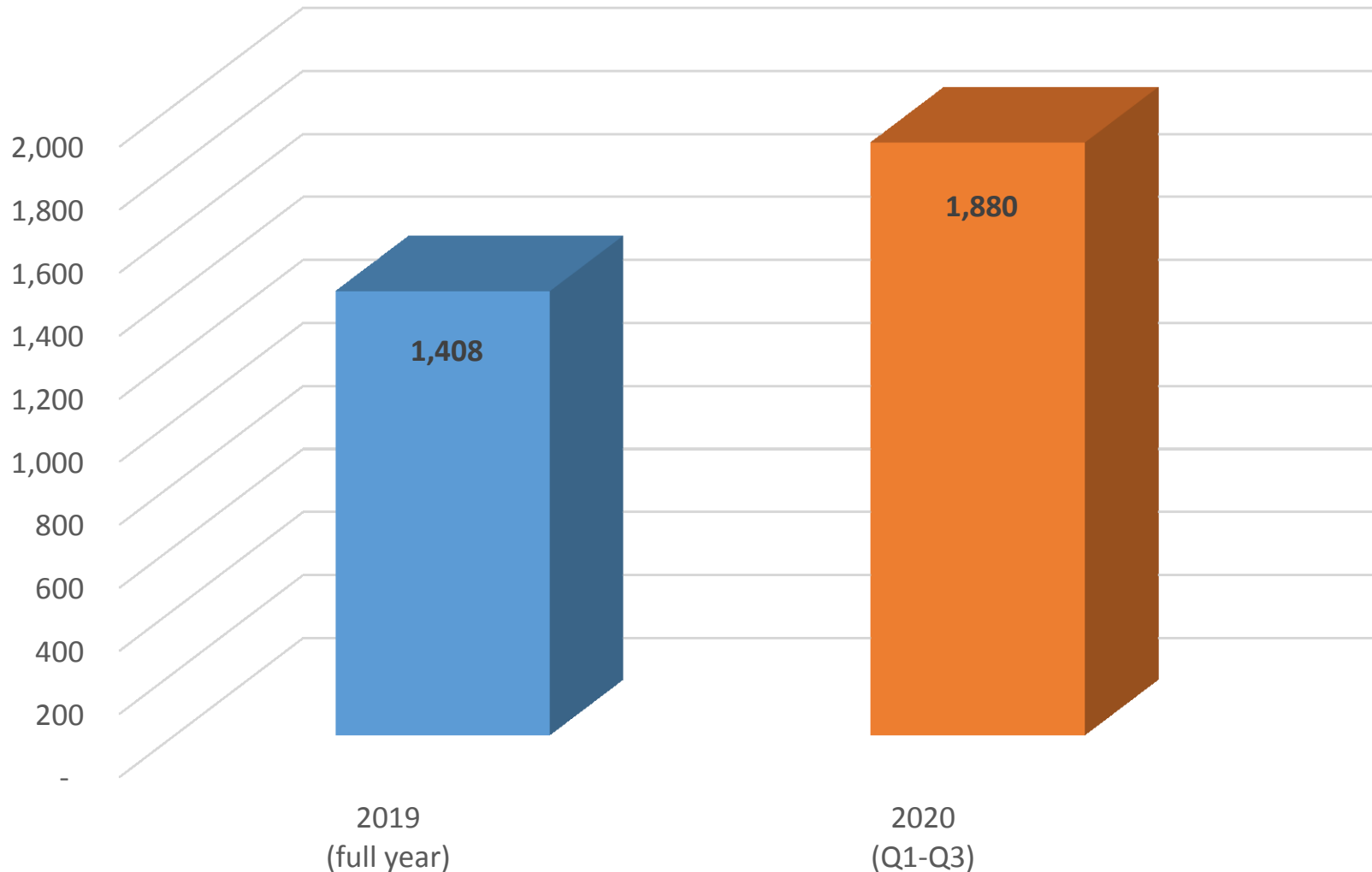
Seminars/Workshops Delivered





Seminars/Workshops

Attendees at Seminars/Workshops

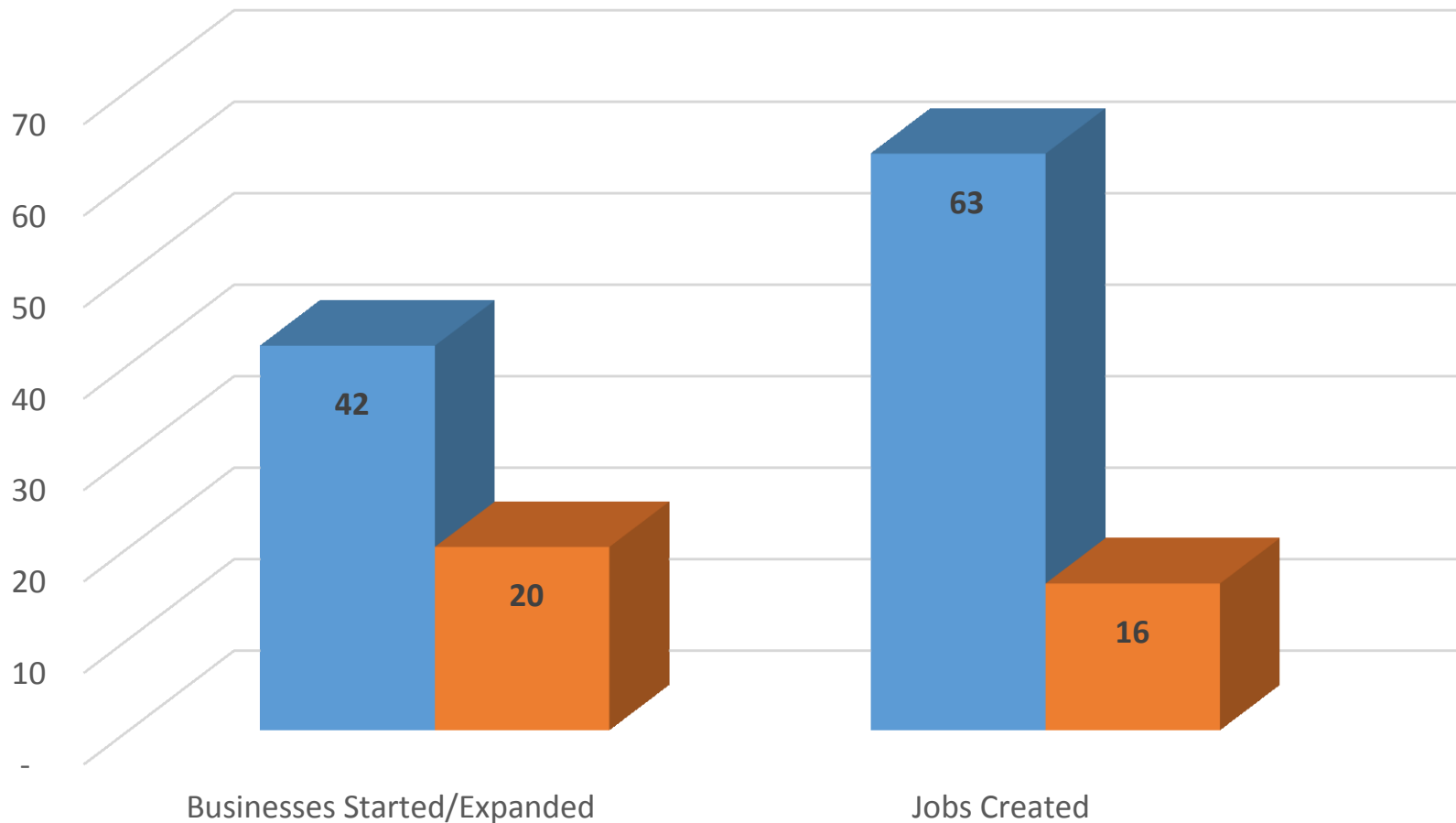




Economic Impact

Economic Impact

■ 2019 (full year) ■ 2020 (Q1-Q3)

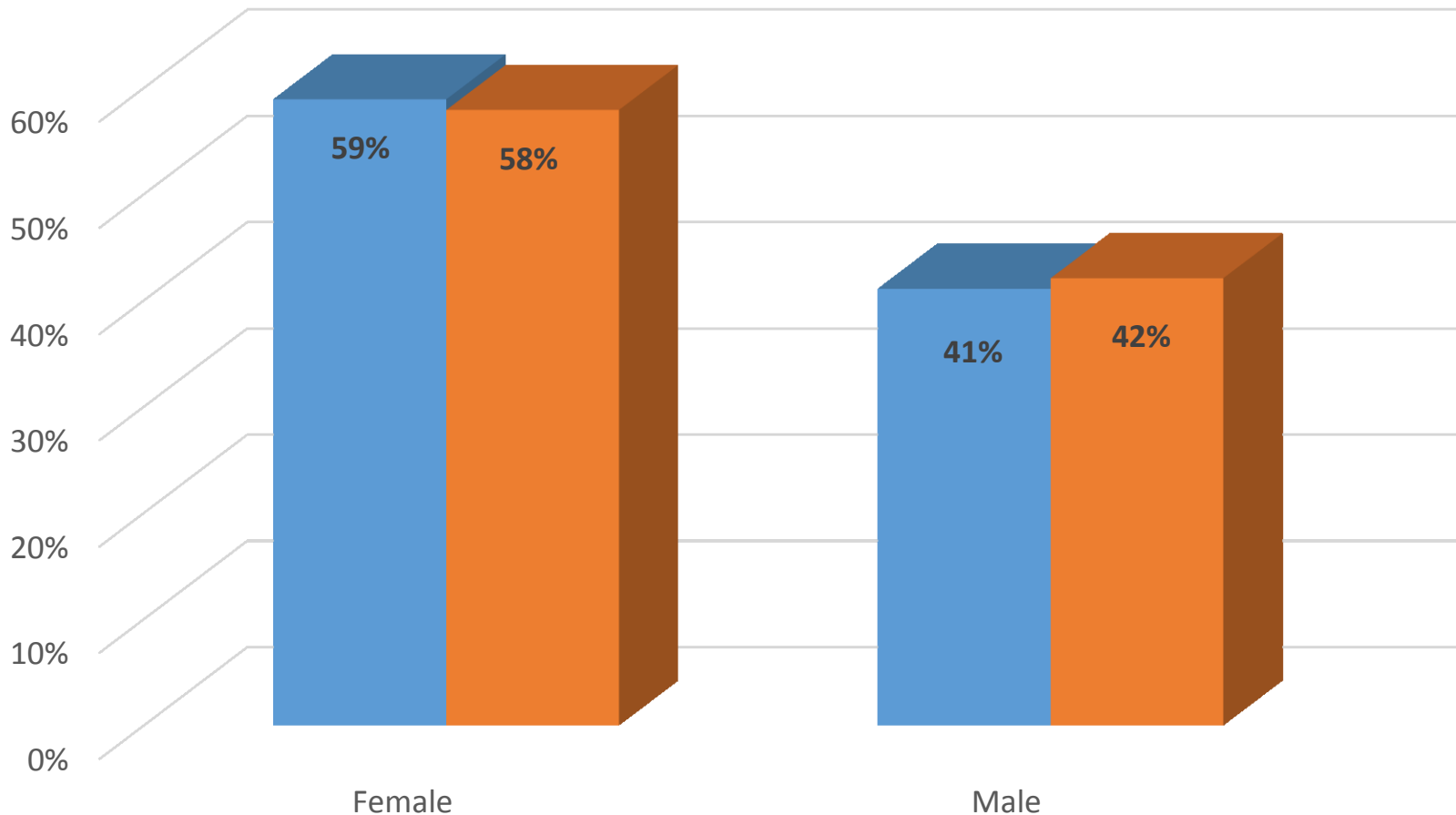




Client Demographics

Gender

■ 2019
(full year) ■ 2020
(Q1-Q3)

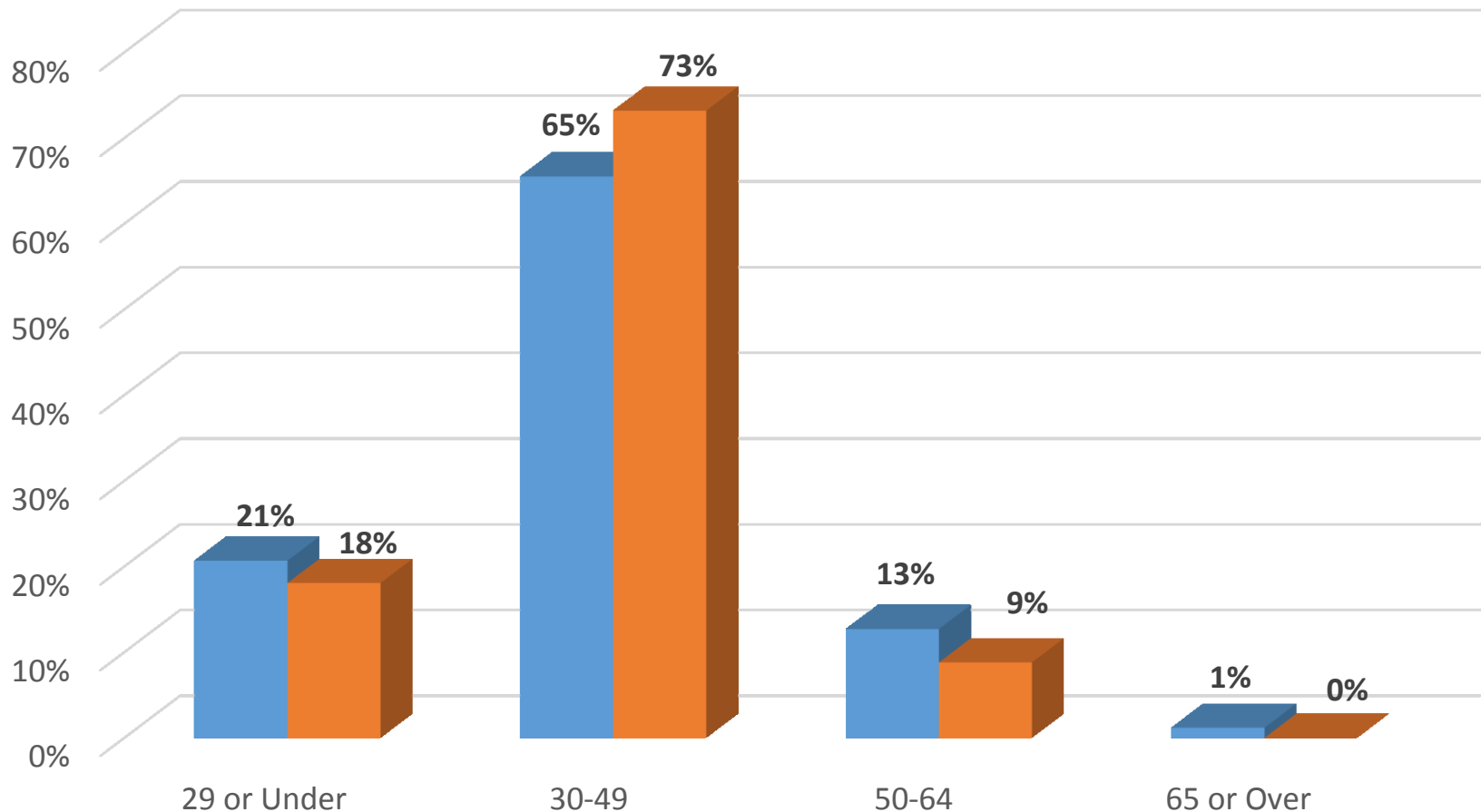




Client Demographics

Age Group

■ 2019
(full year) ■ 2020
(Q1-Q3)

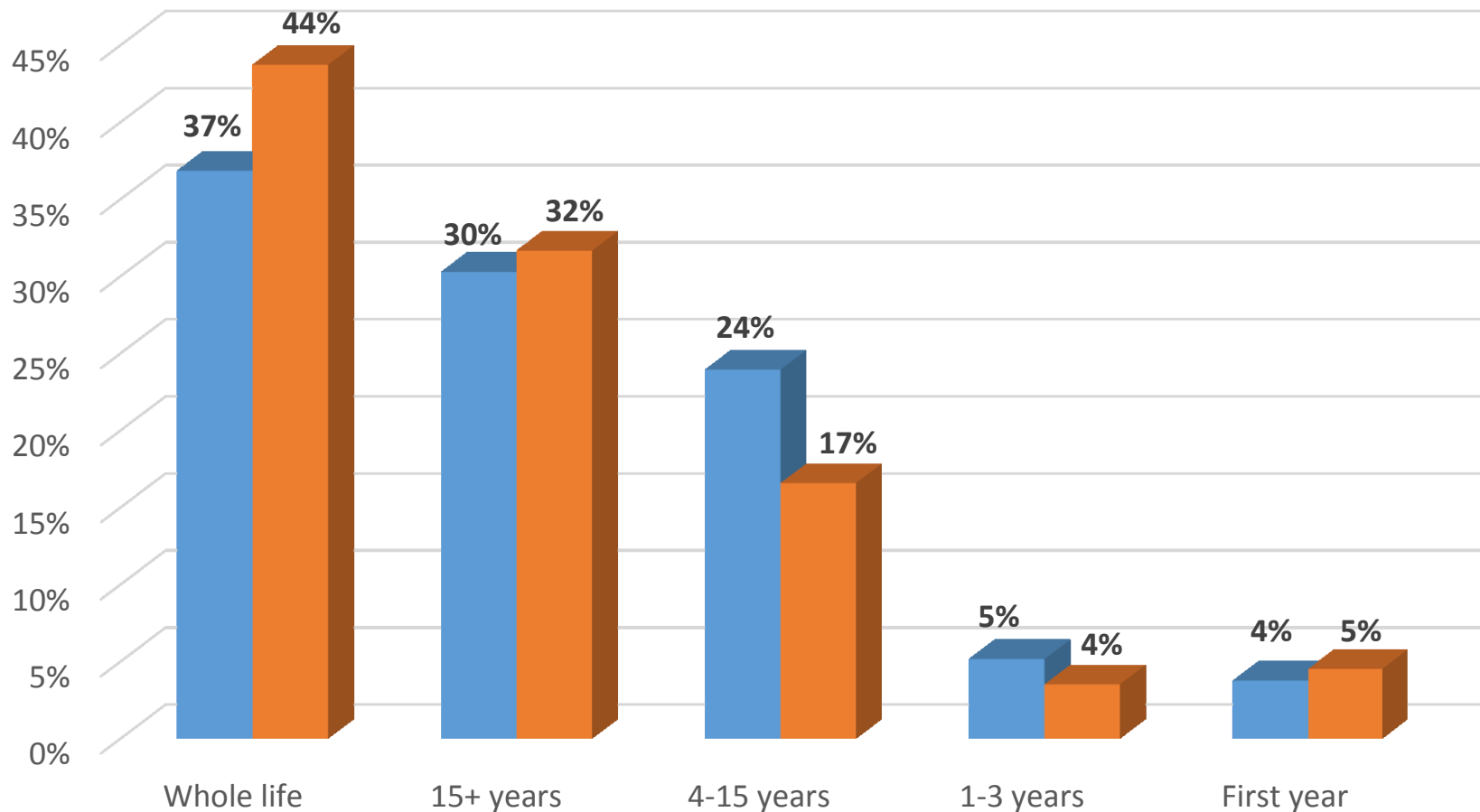




Client Demographics

Years in Canada

■ 2019
(full year) ■ 2020
(Q1-Q3)

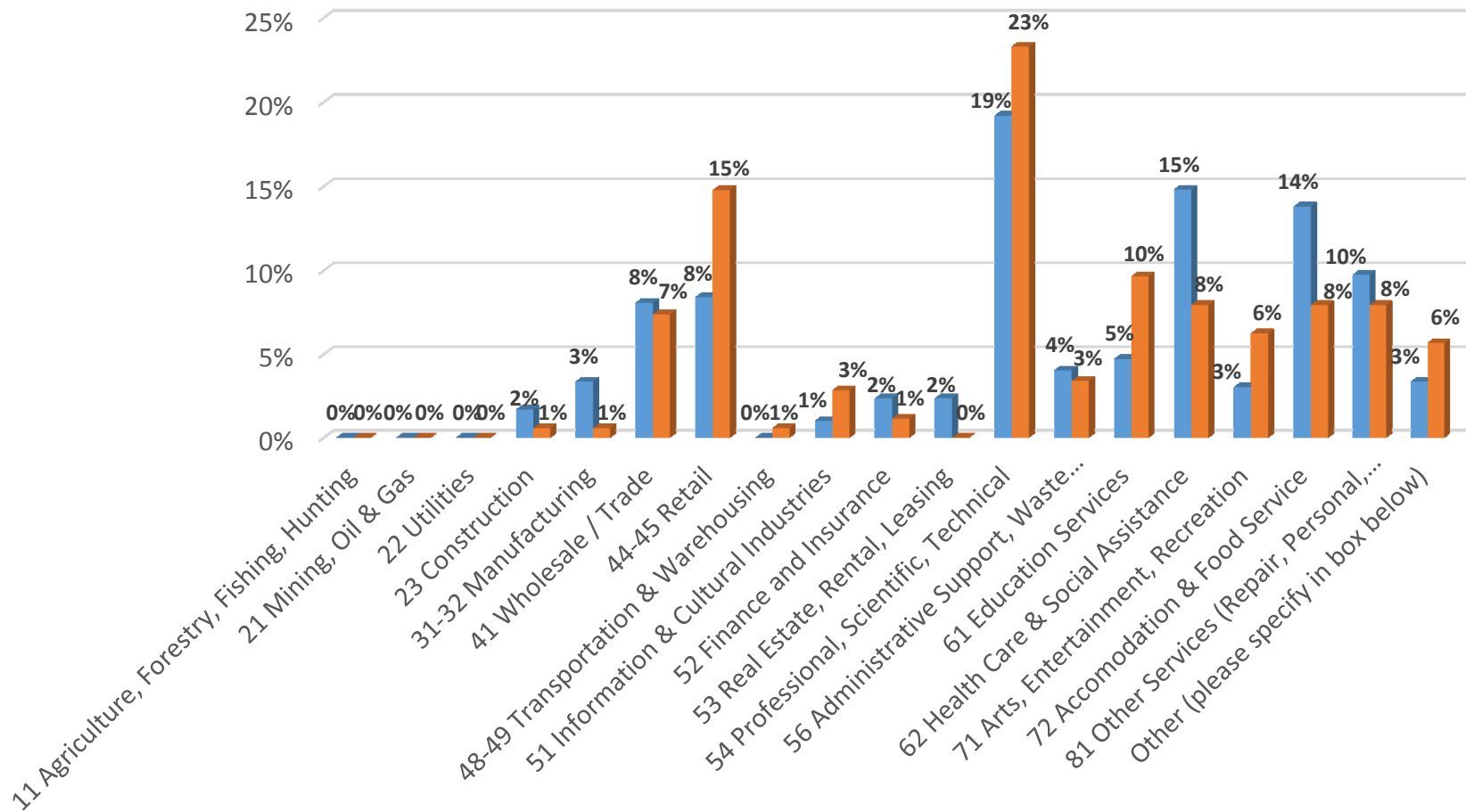




Client Demographics

Industry Sector

■ 2019
(full year) ■ 2020
(Q1-Q3)





2021 Key Objectives

- Maintain COVID-19 special response measures, including:
 - Timely and regular updates to website for business-related COVID-19 resources, news, announcements and updates
 - Continue to provide virtual access to consultation services through phone, email and web conferencing
 - Maintain virtual delivery of seminars and workshops and introduce new content to support COVID-19 response
 - Re-purpose the Starter Company Plus grant program to deliver the Small Business Recovery and Digital Resilience Program
 - Maintain visibility on social media and web platforms
 - Issue monthly Economic Development e-news



2021 Key Objectives

- Pursue strategic partnerships with diverse business groups:
 - Statistics show that Markham is the most ethnically diverse community in Canada. In keeping with Markham's Diversity Action Plan, MSBC plans to raise its awareness among immigrant entrepreneurs and other underserved communities
 - Maintain regular communication with local youth groups, business heads and teachers to inform them of youth entrepreneurship programs.
 - As facilities re-open, enhance information displays in libraries and community centres.
 - Outreach to settlement service providers and ethnic business associations.



2021 Key Objectives

- Enhance MSBC's services to support existing businesses:
 - Continue to develop collaborative programming with Markham's two Business Improvement Areas (BIAs) to promote education, training and support programs (Digital Main Street, Recovery and Resilience Program funding)
 - Expand "Ask the Expert" one-on-one consultation/mentoring program beyond Legal and Accounting access, to technology and digital marketing
 - Host industry specific events
 - Present seminar/workshop topics that are more advanced and/or relevant to existing businesses
 - Capacity permitting, re-establish site visits to existing businesses to bring services to the businesses, to address their common needs and to collect market intelligence, which in turn will benefit the small business community



2021 Key Objectives

- Improve outreach of MSBC services to Small Businesses in Markham:
 - MSBC will work to increase its profile and raise awareness of its virtual services by undertaking additional marketing efforts and keeping all partners and stakeholders updated on changes
 - Leveraging temporary staff re-deployment, MSBC has added capacity to activate marketing through social media channels Facebook and Twitter as well as LinkedIn



2021 Key Objectives

- Work towards further streamlining services and maximizing staff resources
 - In prior years, Provincial funding support to deliver the Starter Company Plus and Summer Company programs included an allocation for program administration support which allowed MSBC to hire a full-time Small Business Assistant position. Due to Province-wide funding reductions from the Ministry of Economic Development, Job Creation and Trade, to reduce both the number of grants available and program administration funding, there is insufficient Provincial funding available to support the hire of a full-time equivalent in 2021 and onward. As a result, options will be considered including re-allocating workload of existing full-time staff and the use of contracted services to meet our business needs.



2021 Key Objectives

- Work towards further streamlining services to account for upcoming reduced staff capacity
 - Continue to nurture existing and seek out new potential partnership opportunities with community organizations such as York University, Seneca HELIX, Markham Board of Trade and ventureLAB to co-deliver programming



2021 Key Objectives

- While 2020 has been challenging due to the pandemic, the MSBC has responded swiftly and achieved success supporting small businesses in Markham during these unprecedented times.
- For the 2021 program year, MSBC plans to assist 850 client inquiries, offer 445 consultations, and deliver 40 seminars/networking events/workshops.
- MSBC will also continue promotion and administration/delivery of youth entrepreneurship programs such as Summer Company and Business Plan Competition. MSBC will continue to enhance the programs and services that are offered.



Markham Small Business Centre

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www.markham.ca/msbc

IBM Innovation Space

