



Report to: Economic Development Committee

Date Report Authored: Nov. 26, 2013

SUBJECT: 2013-15 Ontario Youth Jobs Strategy Entrepreneurship
Program Funding for New Youth Program at MSBC

PREPARED BY: Don De Los Santos, Manager, ext. 3663

RECOMMENDATION:

- 1) That the report entitled "2013-15 Ontario Youth Jobs Strategy Entrepreneurship Program Funding for New Youth Program at MSBC" be received and endorsed;
- 2) That MSBC hire a 2-year contract staff to be funded by the Ministry of Economic Development, Trade and Employment Youth Jobs Strategy Program in the total amount of \$95,000, subject to execution of the Agreement noted below;
- 3) That the City of Markham enter into an Agreement with the Province pertaining to funding arrangements, roles, responsibilities and commitments under this program; and
- 4) That Staff be authorized and directed to do all things necessary to give effect to this resolution.

EXECUTIVE SUMMARY:

The Markham Small Business Centre (MSBC) is a core service within Markham's Economic Development program; providing advice, information and expertise to Markham's entrepreneurs and small businesses.

The 2013 Ontario provincial Budget included funding of the Youth Jobs Strategy aimed at addressing the high rate of unemployment among youth in Ontario. This strategy will focus on jobs, entrepreneurship, and innovation. Municipal Small Business Enterprise Centres, part of the Ontario Network of Entrepreneurs (including MSBC), will play a key role in delivering the entrepreneurship component of this strategy. This will include a new youth entrepreneurship program to be delivered by MSBC called "Starter Company", as well as an expansion in available client service for existing programs. In addition, other Markham-based, non-profit and community organizations, that are selected by the province to deliver additional youth entrepreneurship programs will be required to coordinate with MSBC, as the local representative of the Ontario Network of Entrepreneurs in Markham.

MSBC already promotes, delivers, and administers a number of Youth entrepreneurship programs on behalf of the Ontario Ministry of Economic Development, Trade and Employment (MEDTE), including the Ontario Summer Company Program, the Ontario Young Entrepreneurs Make Your Pitch competition, and the Markham Secondary School Business Plan Competition.

As part of the Ontario Youth Jobs Strategy – MEDTE has committed to providing MSBC with new, additional, temporary funding, over the next two fiscal years to administer this new program and deal with the expansion of existing programs. In order to meet these

commitments, MSBC requires one additional staff member be hired to handle the additional and increased program delivery and administration requirements. The new provincial funding will be used for this purpose. An agreement outlining the roles, responsibilities and commitments of both the Province and Municipality is being finalized. MSBC will not hire for this position until a legal agreement is signed and authorized.

PURPOSE:

To highlight MSBC's role in delivering on additional and expanded, youth entrepreneurship programs under the Provincial Youth Jobs Strategy, and to receive Council approval to hire 2-year contract staff with Provincial funding.

DISCUSSION:

The new youth entrepreneurship program being launched by MSBC, in the Markham community, will provide youth with access to training, mentoring and start-up capital. MSBC will be responsible for marketing and intake of the program, creation of mentoring groups and provision of training to provide support to the participants in the program.

Summer Company, an established ministry program, will continue to operate. Under the new Youth Jobs Strategy, additional funding has been allocated to the program, allowing MSBC to increase the number of participants it accepts during the next two fiscal years.

The new Youth Jobs Strategy also has funding set aside for entrepreneurship outreach for high school students. The Young Entrepreneurs, Make Your Pitch competition which began as a pilot project earlier this year, will continue under this funding. MSBC will also continue to deliver on its annual Secondary School Business Plan Competition, which will be in its 12th year in 2014.

Existing MSBC staffing is not sufficient, on its own, to deal with the new Starter Company program and related administration and program delivery requirements. Existing MSBC staff are already fully utilized in delivering current Provincial and Municipal economic development and entrepreneurship mandates and programming.

New contract staff will be responsible for the overall planning and administration of the Provincial Starter Company program and ensuring that submissions are in compliance with program guidelines, including related administration. The contract staff will also assist existing MSBC staff with the administration and delivery of the increased capacity in MSBC's current youth entrepreneurship programs, including those described above.

These new funds are an important way to accelerate youth entrepreneurship and to apply the expertise of Small Business Enterprise Centres (like MSBC), to help build strong sustainable businesses across Ontario.

FINANCIAL CONSIDERATIONS AND TEMPLATE: (external link)

The funding commitment from MEDTE is in the amount of \$95,000 cash contribution, to be spread over the next two fiscal years (2013/14 and 2014/15). This funding is sufficient to cover staffing costs of hiring one additional staff member, at Non-Union Grade 5, Step 3, on a 70% work schedule. The position would be expected to start in February 2014.

See attached position description for more detail.

HUMAN RESOURCES CONSIDERATIONS

In order to effectively deliver on these commitments, MSBC requires that an additional staff member be hired to handle the additional and increased program delivery and administration requirements, with Provincial funding.


ALIGNMENT WITH STRATEGIC PRIORITIES:


The Markham Small Business Centre is a core service within the approved Markham 2020 economic strategy. This Ontario Youth Jobs Strategy Entrepreneurship Program is in synch with Markham's Sustainability Plan by seeking to foster increased local economic prosperity and to reduce travel to receive services.

BUSINESS UNITS CONSULTED AND AFFECTED:

MSBC Advisory Board.

**RECOMMENDED
BY:**


Stephen Chait, Ec.D., CMC
Director of Economic
Development


Jim Baird, M.C.I.P., R.P.P.
Commissioner of
Development Services

ATTACHMENTS:

- Position description for new MSBC staff position: "**Position Description - MSBC – Small Business Assistant.docx**"



POSITION DESCRIPTION

POSITION TITLE:	Small Business Assistant	POSITION NUMBER(S):	
COMMISSION:	Development Services		
DEPARTMENT	Economic Development	CURRENT GRADE	n/a
EMPLOYEE GROUP (Non Union, CUPE Inside, CUPE Outside)	Non Union	PROPOSED GRADE	5
SUPERVISOR'S NAME & POSITION TITLE:	Manager, Markham Small Business Centre	JOB CODE	
SUPERVISOR'S GRADE:	8	REVISION DATE:	Nov 11, 2013

JOB SUMMARY

Promote and administer youth business programs and services and provide counselling services to aspiring and existing youth business entrepreneurs.

KEY DUTIES AND RESPONSIBILITIES (DELIVERABLES)

Performs administrative duties a minimum of 60% of workday.

Responsible for the overall planning and administration of the Provincial Starter Company program and ensuring that the submissions are in compliance with program guidelines.

Assist MSBC Small Business Coordinator with the administration and delivery of the Provincial Summer Company program, Markham Secondary School Business Plan Competition and Canadian Youth Business Foundation program

Disseminate program information and application materials, reviews applications and interviews prospective applicants; assess readiness for the youth programs.

Work closely with young entrepreneurs including providing instructions for preparation of simple business plans.

Track entrepreneur progress throughout program implementation and regular reporting on program results to MSBC Manager and the Province.

Assists with marketing and communications activities for MSBC, including social media, newsletter and website content creation and management.

Maintains an inventory of resources material relevant to small business.

Responsible for front line client inquiries.

Assist with planning and coordinating special events such as workshops, seminars, meetings and other events.

Supports City corporate and Economic Development initiatives.

Attends regional meetings.

Performs administrative duties.

Back fills for Small Business Coordinator in their absence.

SKILLS / COMPETENCIES

- Ability to work well and effectively communicate with people of all ages (from youth to seniors).
- Ability to interact professionally with clients and initiate and develop external relationships.
- Excellent office administrative and event organization skills.
- Teamwork – Demonstrated ability to work cooperatively with colleagues as assigned, including the ability to support one another when required and communicate positively and effectively with one another in order to provide service excellence.
- Understands entrepreneurial objectives. Entrepreneurial experience an asset.
- Interacts and deals effectively with all levels of staff including elected officials and executives.
- Acts with tact and diplomacy.
- Excellent customer service, teamwork and computer skills are essential.
- Ability to work with minimal supervision.

FINANCIAL RESPONSIBILITY

No financial responsibility.

DIRECT SUPERVISION (i.e., responsibility for signing the employee appraisal form)

Role	# of Regular FTE's	# of Auxiliary FTE's
Directly supervises staff	0	0
Supervises staff through subordinate supervisors	0	0

PROJECT /TEAM LEADERSHIP OR TRAINING (Check the appropriate boxes)

Role	# of FTE's	Role	# of FTE's
Supervises students or volunteers <input type="checkbox"/>	0	Provides formal training to other staff <input type="checkbox"/>	0
Lead project teams <input type="checkbox"/>	0	Assigns, monitors and examines the work of staff <input type="checkbox"/>	0

SPECIAL REQUIREMENTS

Able and willing to work flexible hours, including one weekend and several evenings per month.
Own vehicle and valid driver's licence.
Knowledge and experience in developing and critiquing business plans.
Working knowledge of regulatory requirements for business start-ups in Ontario.
Marketing background is an asset.
Second language is an asset.

TOOLS / EQUIPMENT / COMPUTER

Proficient in Windows, Microsoft Word, Excel, PowerPoint, Outlook and Internet Explorer.

WORKING CONDITIONS

Generally working in an office setting with occasional visits to secondary schools and offsite to prepare and attend events, workshops and seminars.

MINIMUM EDUCATION AND EXPERIENCE REQUIRED

Relevant University Degree. Marketing background is an asset.
Previous experience with community service groups preferred.
1-3 years experience.

PREPARED BY:

NAME: Don De Los Santos Manager, Markham Small Business Centre	SIGNATURE:	DATE: Nov 11, 2013
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MANAGER'S APPROVAL:

I confirm that:

1. the accountabilities / deliverables were assigned to this position effective: **November 2013.**
2. the information in this position description reflects the actual work performed.

NAME: Stephen Chait	SIGNATURE:	DATE:
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