

**Budget by Service****Department Name:** LaunchIt**Section:** Administration**Budget Code:** 10 9101**Staff:** 1 (Shared with Minto Chamber of Commerce)**FTE:** 1

**Strategic Position** 4.0 Pursue initiatives that improve the Town's economy, increase employment opportunities, enhance the skilled workforce, increase competitiveness, attract investment and maintain affordability for local residents and business.

**Actions:** 4.1 Sustainable Growth 4.2 Labour Market 4.3 Serviced Land 4.4 Creative Economy 4.5 Retention & Attraction 4.6 Healthy Downtowns 4.7 Community Improvement 4.9 Family Friendly 4.10 Agricultural /Cultural Incubators 4.11 Skilled Trades

**Responsibility:** Deliver programs and initiatives to encourage business growth.

---

**Operating Budget Summary**

2016 Budget (Offset by External Contributions) **\$136,000**

**Past & Projected (1%)** 0.01

2015	2016	2017	2018	2019
surplus \$5870	\$136,000	\$125,250	\$126,503	\$127,768

**Budget Initiatives**

1. Increase Chamber Contribution	-\$6,500
2. Reduce Ontario 150	-\$4,750
3. Sponsorship and other rent reductions	\$31,500
4. Net Revenue Live2Lead	-\$4,000
5. County BRE Funding	-\$5,000
6. Rent Reduction	-\$6,900
7. Various Expense Adjustments	\$26,650
7. Contribution Business Centre of Guelph Wellington	\$4,800
6. Reduce expenses Ag Incubator development	-\$46,550
<b>LaunchIT 2017 Budget</b>	<b>\$125,250</b>
<b>Net to Tax</b>	<b>\$0</b>

**Proposed 2017 Budget** **\$0**

---

**Budget to Actual Issues**

As of September 30, 2016 we are running a small surplus. We are waiting for the County of Wellington BR+E Implementation Funding of \$10,000 to come in, as well as revenues from a very successful Live2Lead event to be posted, which should see a profit of approximately \$4,400. We

---

have received a \$10,000 grant from Libro Credit Union (not yet posted) to begin work on our Agriculture Incubator Project. This \$10,000 will be carried over into 2017 when we begin the work.

We had planned on introducing a sponsorship program in 2016 but found that with the IPM this was not the right time to do so. We also had difficulty attracting long term tenants into the space but have been successful in attracting on-going daily rentals over the course of the year.

### **Issues for 2017 and Beyond**

LaunchIt continues to deliver business services to our community within our community, saving our businesses valuable time and money driving elsewhere and also providing another tool in our toolbox to support both new and expanding businesses.

In 2017 we have ambitious plans to begin work on our Agriculture Incubator. We are also hopeful to receive an Ontario 150<sup>th</sup> Partnership Grant to be able to work with our various partners in delivering a unique youth entrepreneurship program.

With the success of Live2Lead in 2016 as fundraiser we have committed to hosting again in 2017.

Over the last two years it has become apparent that the Business Development Coordinator spends about 50% of her time on LaunchIt duties and the other 50% on Minto Chamber of Commerce duties. As a result the Minto Chamber of Commerce has increased their contribution to LaunchIt to assist in covering wages. We truly value our partnership with the Chamber.

We will continue to operate LaunchIt Minto in units #3 and #4. Our gracious landlord has allowed us use of both units while continuing to only pay rent on unit #4.

Over the last two years we have been fortunate to have the services of the Business Centre of Guelph Wellington for free. Unfortunately due to their funding cut-backs in order to continue to have an on-site Business Advisor one day a month we have had to increase our budget \$4,800. This increase will be off-set by applying an additional \$5,000 from our County BR+E Implementation Fund towards LaunchIt.



### **Service Measures**

See attached

---

### **C.A.O. Clerk and Manager of Economic Development Recommendation**

That the 2017 budget for LaunchIt Minto be approved at \$0

2017 OPERATING BUDGET						
Account	Description	2015 YTD Actual - Sept 30/15	2016 Budget	2016 YTD Actual - Sept 30/16	2017 Budget	Budget Change
<b>Economic Development-Business Incubator</b>						
1091-01-5150	Sponsors-Telephone	0.00	0.00	0.00	0.00	0.00
1091-01-5152	Sponsors-Communications	0.00	0.00	0.00	0.00	0.00
1091-01-5154	Sponsors-Other	0.00	5,000.00	0.00	9,000.00	4,000.00
1091-01-5156	Sponsors-Ag incubator Municipal Partners	0.00	25,000.00	0.00	0.00	-25,000.00
1091-01-5160	Minto Chamber of Commerce Contributions	12,000.00	12,000.00	12,000.00	18,500.00	6,500.00
1091-01-5320	Rent-Start-up Tenants	1,800.00	3,000.00	0.00	3,000.00	0.00
1091-01-5340	Rent-Existing Tenants	10,057.74	7,000.00	3,619.28	4,000.00	-3,000.00
1091-01-5360	Rentals-Meeting & Bd Rm Rentals	1,965.57	2,000.00	1,469.25	2,000.00	0.00
1091-01-5380	BFP Memberships	0.00	1,500.00	0.00	1,500.00	0.00
1091-01-5390	Course & Seminar Fees	2,599.18	3,500.00	796.47	2,000.00	-1,500.00
1091-01-5392	Live 2 Lead	0.00	0.00	0.00	10,000.00	10,000.00
1091-01-5400	Town of Minto Incubator Contributions	20,000.00	25,000.00	25,000.00	25,000.00	0.00
1091-01-5510	Grants-Wellington County	0.00	10,000.00	0.00	15,000.00	5,000.00
1091-01-5512	Grants-Wellington County-Video	0.00	0.00	0.00	0.00	0.00
1091-01-5520	Ontario 150th Partnership Grant	13,259.87	30,000.00	0.00	25,250.00	-4,750.00
1091-01-5999	Transfers from Reserves	0.00	12,000.00	12,000.00	10,000.00	-2,000.00
<b>Total Revenue</b>		<b>61,682.36</b>	<b>136,000.00</b>	<b>54,885.00</b>	<b>125,250.00</b>	
1091-01-6010	Wages	22,631.64	34,000.00	26,993.23	34,600.00	600.00
1091-01-6020	Benefits	2,669.08	3,600.00	3,210.48	3,650.00	50.00
1091-01-6042	Meetings & Events	562.53	750.00	419.39	750.00	0.00
1091-01-6044	Live 2 Lead Expenses	0.00	0.00	5,011.56	6,000.00	6,000.00
1091-01-6050	Training	405.32	0.00	0.00	0.00	0.00
1091-01-6060	Mileage	405.30	650.00	119.88	250.00	-400.00
1091-01-6110	Legal Services	0.00	0.00	0.00	0.00	0.00
1091-01-6150	Mentors	0.00	2,000.00	71.23	700.00	-1,300.00
1091-01-6210	Insurance	0.00	0.00	0.00	0.00	0.00
1091-01-6310	Hydro	4,818.83	6,500.00	3,346.93	6,500.00	0.00
1091-01-6340	Cleaning Services	498.63	700.00	0.00	0.00	-700.00
1091-01-6350	Cleaning Supplies	43.09	100.00	49.79	100.00	0.00
1091-01-6360	Washroom Supplies	77.39	100.00	80.35	100.00	0.00
1091-01-6380	Maintenance	318.39	500.00	64.16	250.00	-250.00
1091-01-6390	Rent	12,669.12	17,400.00	12,414.72	10,500.00	-6,900.00
1091-01-6410	Office Supplies	768.07	500.00	164.69	250.00	-250.00
1091-01-6420	Small Furniture	1,587.78	0.00	0.00	0.00	0.00
1091-01-6430	Building Renovations	360.48	0.00	0.00	0.00	0.00
1091-01-6510	Telephone	250.61	350.00	302.20	350.00	0.00
1091-01-6520	Advertising	4,391.48	5,000.00	246.26	3,000.00	-2,000.00
1091-01-6522	Video Costs	0.00	0.00	0.00	0.00	0.00
1091-01-6532	Internet	308.33	450.00	293.04	350.00	-100.00
1091-01-6536	Courses & Seminars	2,095.60	2,500.00	986.06	4,500.00	2,000.00
1091-01-6538	Ontario 150th Partnership Expenses				34,250.00	
1091-01-6540	Computer & web-sites	900.51	500.00	386.63	500.00	0.00
1091-01-6660	Ag Incubator	0.00	60,000.00	0.00	13,450.00	-46,550.00
1091-01-6850	Miscellaneous	49.99	400.00	433.15	400.00	0.00
1091-01-6960	Consultants & Speakers	0.00	0.00	0.00	4,800.00	4,800.00
<b>Total Expenditures</b>		<b>55,812.17</b>	<b>136,000.00</b>	<b>54,593.75</b>	<b>125,250.00</b>	<b>-10,750.00</b>
<b>Excess Revenue over/under Expenditures</b>		<b>5,870.19</b>	<b>0.00</b>	<b>291.25</b>	<b>0.00</b>	<b>0.00</b>

## 2016 LaunchIt Minto Service Measures

### 2016 – Present

	# of Sessions	# of Attendees
<b>BFP Info Sessions</b>		
1 on 1 meetings	10	15
<b>Training Sessions</b>	13	192
<b>Client Meetings with Advisor</b>	11	35
<b>Lunch N Learn Sessions</b>	4	38
<b>Live2Lead Events</b>	3	260

Number of People who have used the space for meetings or business related questions.  
1,258

### Graduation:

1 – Triton Engineering

### Tenants:

Phil Naylor, Hypnotherapist  
Randy Scott, Social Worker  
Infrastructure Ontario  
Posh Aesthetics  
Ian Cubitt, Succession Planning  
Christine Newman, RMT

### Mentors: 7

Mayor George Bridge  
Paul Brown  
Heather Waterworth  
Bethany McMullen  
Wendy Lockwood  
John Burgess  
John Mohle

### Starter Company: 2

Pink Me Up  
Country Squire

### Testimonials

- Because of the “Save Your Energy” Lunch & Learn with Westario Power held at LaunchIt on Tuesday, April 26th. CarStar and Minto Auto attended this event and are happy to report that because of it, Carstar was able to find the source of their problem resulting in a \$300 per month savings!
- We have made a lot of use of LaunchIt Minto! We are making changes in our business and LaunchIt has been a tremendous help in setting us up and getting the proper forms and permits. I don't know how else we could have done it. Please give all the support you can to LaunchIt, this is a wonderful service and virtual for the community.  
John Neilman, Neilman Construction

- Loved “Customizing Your Sales Strategy” with Judi Riddolls. She is an informative, engaging speaker. Thanks for offering such great training at LaunchIt.
- I didn’t want it to be over, I learned so much and was inspired to push forward with my business. Thank you!
- Just wanted to say a great big thank you for allowing me to come to Launch It to learn how to utilize Facebook for my business. I was very confused, fearful and definitely not comfortable with using Facebook. In a relatively short period of time, you erased many of my fears and guided me on how to proceed to promote my self- care business. I still have lots to learn but you guided me in the right direction on how to move forward. At one point, something had happened to my fb account, I called you and you “made” time to see me and remove my fears about what had happened rather than make me wait and feel apprehensive about what had happened. Just wanted to say a great big thank you for providing a much-needed service to those of us not computer savvy. As a senior citizen trying to progress in this “computer world”, many things seem daunting not having had the opportunity to learn computer skills earlier.  
Respectfully submitted,  
Barb Richmond
- While a tenant at LaunchIt Minto the staff was always pleasant and provided anything, we required in a timely manner. Having a presence at LaunchIt allowed us to be more engaged within the community and close by to assist while the construction project was taking place.  
Paul Ziegler, Triton Engineering
- My small business partner Cathy and I We're both floundering. We knew that online media, Facebook was a good source to use to promote our baby blanket business. What we did not know was how to access this opportunity. I had started to attend WOWSA meetings In 2014. Found them extremely helpful and educational. That is where I met Somer Gerber. I explained to her the problems Cathy and I were having. She offered to set up a training session for us. She was the most helpful person we had come in contact with so far. She was patient, knowledgeable, and so helpful. Every time we contacted her to ask another "dumb" question. She helped. What a wonderful opportunity for me as a resident of Wellington North, to be able to have contact with Launch it, WOWSA and Somer.  
My feeling is, keep the program going, for people that want to start a small business, but do not know how. Also, the support for women is rare and valuable.  
Kay Ayres, Sun Snaps
- Ag Business & Crop members have had the opportunity to attend a wide range of training sessions at the LaunchIt program. It has been fantastic for us as we have training locally with superb instructors. One session we attended was about sales, which is our companies primary objective. This session affirmed what our overall approach has been but was great in helping us refine some of the things we have been doing. To have an instructor there that can modify their talk to the needs of their particular audience, answer questions and offer invaluable insights is fantastic. We are also really fortunate that Somer always makes sure that we are aware of things that will be of particular interest to us, helps keep us clued into other things that would be an asset for us to know. Recently Ag Business & Crop Inc. was chosen out of over 3400 applicants as one of 10 regional winners of the Globe and Mail Small Business Challenge. We feel that the LaunchIt program contributed to that success and we encourage anyone we meet to also be involved.  
Bernice Weber, Ag. Business & Crop