



**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.

2017 Budget (Offset by External Contributions)						<b>\$100,000</b>
<b>Past &amp; Projected (1%)</b>		0.01				
<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>		
\$136,000	\$ 100,000	\$ 100,200	\$ 101,202	\$ 102,214		
<b>Budget Initiatives</b>						
1	Increase in Minto Chamber of Commerce funding					\$1,000
2	Increase in Wellington County BR+E funding					\$10,000
3	Decrease in Town of Minto funding					-\$10,000
4	Decrease in Tenant Rentals					-\$3,000
5	Increase in Course & Seminar Fees					\$3,000
6	Staff Salary & OMERS					\$10,750
7	Reduction in amount spent on Ag. Incubator					-\$8,450
8						\$0
9						\$0
<b>LaunchIT 2018 Budget</b>						<b>\$100,200</b>
<b>Net to Tax</b>						<b>\$0</b>

**Proposed 2018 Budget**

**\$100,200**

#### **Budget to Actual Issues**

As of September 30, 2017 we are running a surplus of \$20,849.25. We are waiting for revenues from a very successful Live2Lead event to be posted, which should see a profit of approximately \$6,000.

We are waiting for \$2,000 to come from Savour the Flavours/Minto Chamber of Commerce to cover Somer's wages while working on that event.

There continues to not be much demand for office space, however training courses and seminars are being well attended.

Rent, hydro and advertising costs are all running well under budget.

The Elevate Ag. Incubator Project has taken a turn of direction from when we first set out. As a result we have not spent nearly as much as we were budgeting in 2017.

### **Issues for 2018 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 2018, our plan with the Elevate Ag. Incubator Project will be to focus on the marketing and promotion of the Farm Link Profile to encourage area farmers to sign up and be connected with aspiring farmers, as well as to host some "Lucky in Land" events. The growth of this project will be a slow and steady one.

Live2Lead continues to be a significant fundraiser for LaunchIT and we look forward to hosting again in 2018 in our partnering communities.

In 2018 one of our focuses will be on outreach to neighbouring communities to partner in delivering the Business Flight Program in their communities. This generates additional income for LaunchIT while at the same time allowing our partners to not reinvent the wheel. We will also be reaching out to service providers that are related to the business community about the possibility of setting up satellite offices at LaunchIT to bring these services closer to home for our businesses.

The Minto Chamber of Commerce continues to be a strong supporter of LaunchIT Minto and a great partner. They have once again increased their contribution in 2018 assisting to offset staff wages.

Our landlord continues to be supportive of us using both units while only paying for one. With the Minto Youth Action Council using space in the back of unit #3 they will be providing an honorarium of \$1,000 to the landlord. Any rental fees we secure in unit #3 will be directed to our landlord.

In an effort to streamline the County of Wellington BR+E process we have decided to allocate the full \$25,000 grant towards LaunchIT Minto. As a result the Town of Minto contribution will be cut back to reflect that increase. This does not have an impact on the LaunchIT budget but it does decrease staff time spent on writing applications and reporting on multiple projects.

We have been approached by a significant employer in the area to partner on a special event in 2018 which could draw large crowds. For now we have included a break-even place holder of \$10,000.



## Service Measures

See attached

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**C.A.O. Clerk and Manager of Economic Development Recommendation**  
**That the 2018 budget for LaunchIt Minto be approved at \$100,200**

2018 OPERATING BUDGET						
Account	Description	2016	2016	2017	2017	2018
		YTD Actual - Sept 30/16	YTD Actual	Budget	YTD Actual - Sept 30/17	Budget
<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	0.00	9,000.00	0.00	0.00
1091-01-5156	Sponsors-Ag incubator Municipal Partners	0.00	10,000.00	0.00	0.00	0.00
1091-01-5158	MYAC Contribution	0.00	0.00	0.00	0.00	1,000.00
1091-01-5160	Minto Chamber of Commerce Contributions	12,000.00	12,000.00	18,500.00	16,500.00	19,500.00
1091-01-5340	Rent- Tenants	3,619.28	4,794.29	7,000.00	1,950.03	4,000.00
1091-01-5360	Rentals-Meeting & Bd Rm Rentals	1,469.25	2,886.24	2,000.00	772.75	2,000.00
1091-01-5380	BFP Memberships	0.00	0.00	1,500.00	0.00	2,000.00
1091-01-5390	Course & Seminar Fees	796.47	1,725.69	2,000.00	4,429.54	5,000.00
1091-01-5392	Live 2 Lead	0.00	9,814.22	10,000.00	1,000.00	10,000.00
1091-01-5394	Special Event Revenues	0.00	0.00	0.00	0.00	10,000.00
1091-01-5400	Town of Minto Incubator Contributions	25,000.00	25,000.00	25,000.00	25,000.00	15,000.00
1091-01-5510	Grants-Wellington County	0.00	10,000.00	15,000.00	15,000.00	25,000.00
1091-01-5512	Grants-Wellington County-Video	0.00	0.00	0.00	0.00	0.00
1091-01-5520	Ontario 150th Partnership Grant	0.00	0.00	0.00	0.00	0.00
1091-01-5999	Transfers from Reserves	12,000.00	12,000.00	10,000.00	10,000.00	6,700.00
<b>Total Revenue</b>		<b>54,885.00</b>	<b>88,220.44</b>	<b>100,000.00</b>	<b>74,652.32</b>	<b>100,200.00</b>
1091-01-6010	Wages	26,993.23	35,072.93	34,600.00	28,727.52	37,000.00
1091-01-6020	Benefits	3,210.48	4,173.36	3,650.00	3,380.95	12,000.00
1091-01-6042	Meetings & Events	419.39	522.57	750.00	187.38	500.00
1091-01-6044	Live 2 Lead Expenses	5,011.56	6,035.06	6,000.00	4,132.00	6,000.00
1091-01-6050	Training	0.00	85.00	0.00	100.74	500.00
1091-01-6060	Mileage	119.88	119.88	250.00	62.00	250.00
1091-01-6110	Legal Services	0.00	0.00	0.00	0.00	0.00
1091-01-6150	Mentors	71.23	71.23	700.00	0.00	700.00
1091-01-6210	Insurance	0.00	0.00	0.00	0.00	0.00
1091-01-6310	Hydro	3,346.93	4,369.63	6,500.00	2,500.80	5,000.00
1091-01-6350	Cleaning Supplies	49.79	60.74	100.00	28.80	50.00
1091-01-6360	Washroom Supplies	80.35	102.05	100.00	61.65	100.00
1091-01-6380	Maintenance	64.16	64.16	250.00	223.24	250.00
1091-01-6390	Rent	12,414.72	11,040.96	10,500.00	6,105.60	10,500.00
1091-01-6410	Office Supplies	164.69	164.69	250.00	138.93	150.00
1091-01-6420	Small Furniture	0.00	0.00	0.00	0.00	0.00
1091-01-6430	Building Renovations	0.00	0.00	0.00	0.00	0.00
1091-01-6510	Telephone	302.20	398.50	350.00	263.67	400.00
1091-01-6520	Advertising	246.26	490.44	5,000.00	299.68	2,500.00
1091-01-6532	Internet	293.04	412.11	350.00	317.52	500.00
1091-01-6534	Special Event Expenses	0.00	0.00	0.00	0.00	10,000.00
1091-01-6536	Courses & Seminars	986.06	1,342.22	2,500.00	1,880.39	3,000.00
1091-01-6538	Ontario 150th Partnership Expenses	0.00	0.00	9,000.00	0.00	0.00
1091-01-6540	Computer & web-sites	386.63	508.74	500.00	507.72	700.00
1091-01-6660	Ag Incubator	0.00	0.00	13,450.00	0.00	5,000.00
1091-01-6800	Transfers to Reserves	0.00	22,250.88	0.00	0.00	0.00
1091-01-6850	Miscellaneous	433.15	935.29	400.00	0.00	100.00
1091-01-6960	Consultants & Speakers	0.00	0.00	4,800.00	4,884.48	5,000.00
<b>Total Expenditures</b>		<b>54,593.75</b>	<b>88,220.44</b>	<b>100,000.00</b>	<b>53,803.07</b>	<b>100,200.00</b>
<b>Excess Revenue over/under Expenditures</b>		<b>291.25</b>	<b>0.00</b>	<b>0.00</b>	<b>20,849.25</b>	<b>0.00</b>

**2017 LaunchIt Minto Service Measures  
January 1, 2017 - November 28, 2017**

	<b># of Sessions</b>	<b># of Attendees</b>
<b>LaunchIt Info Sessions/ Client 1 on 1 meetings</b>	55	70
<b>Training Sessions</b>	16	212
<b>Client Meetings with Advisor</b>	10	40
<b>Lunch N Learn Sessions</b>	6	49
<b>Live2Lead Events</b>	3	325

**Number of People who have used the space for meetings or business related questions.  
1,392**

**Business Flight Program Participants:**

Body Adjust  
Kimberley's  
Incus Forge

**Tenants:**

Randy Scott, Social Worker  
Infrastructure Ontario  
Ian Cubitt, Succession Planning

Minto Youth Action Council  
Kit Kat Photography

**Mentors: 8**

Mayor George Bridge  
Paul Brown  
Heather Waterworth  
Bethany McMullen

Wendy Lockwood  
John Burgess  
John Mohle  
Andy Pridham

**Testimonials**

*I've been going over my notes from Live2Lead, I want to thank you and Glen and whoever else is responsible for such a great event.*

*I'm rewriting my notes in my journal as we speak!*

*There was a good buzz at the office and each person that spoke to me about Live2Lead 2017 had something unique that hit home with them based on their current work/home situation.*

*The support and access to experienced business coaches and mentors at LaunchIt Minto really helped streamline our operations for our growing business.*

*Thank you for taking the time to meet with us to discuss and explain the many resources available to us through LaunchIt Minto. Having this valuable tool for entrepreneurs is so helpful and appreciated.*

*My husband and I decided early on to take advantage of the LaunchIt program and it has been very useful. Not only with the resources and training that they offer but just having a place to go and ask for advice or assistance was essential. Everyone is more than willing to help to the best of their ability which when you are new to the retail business is a huge comfort."*