



2024 Year In Review

A quick run-through: goal progress check,
milestones, and strategic goals.

How Did We Get Here?

In March 2017, SEDC and five municipalities—Brockton, Hanover, Minto, Wellington North, and West Grey—joined forces to kickstart a collaborative venture known as "Saugeen Connects." Fast forward to May 2021, and we welcomed Arran-Elderslie as an additional municipal partner, followed by the inclusion of South Bruce in 2022.

Our shared mission revolves around fostering positive impacts on local economic growth, championing the development and retention of youth, supporting the growth and longevity of businesses. We also recognize the importance of workforce development as a central pillar, within this framework, immigration plays a crucial role, encompassing residents, workers, entrepreneurs, business owners, operators, and investors.

Together, we're dedicated to shaping a thriving and inclusive future for our region.



Community Future
Award

2019

Award of Excellence

for Community

Economic

Development

for Saugeen Connects



2024 Review

01 — YOUTH

02 — WOMEN

03 — WORKFORCE

04 — SUCCESSION MATCHING
& PLANNING



SSUP

Student Start Up Program

1. Robust Applicant Interest (78 applicants):

The receipt of 78 applications is a clear indication of the program's popularity and

- the demand for opportunities among the youth.

2. Inclusive Acceptance (50 accepted youth):

Accepting 50 out of the 78 applicants underscores the program's commitment to

- inclusivity and its mission to provide opportunities to a substantial number of young individuals.

3. Vibrant Entrepreneurial Ecosystem (46 youth-operated businesses):

The creation and operation of 46 businesses by the youth showcase

- the program's success in cultivating a vibrant entrepreneurial ecosystem.

4. Sustainability and Growth (7 returning businesses since 2023):

- The return of 7 businesses demonstrates the sustainability and impact of the program on young entrepreneurs.
- This accomplishment suggests that the program is not only successful in initiating new ventures but is also instrumental in supporting the continued growth of existing ones.

SSUP Highlight 2024

SSUP Highlight 2024

SSUP Highlight 2024



Madison Johns

Bark Bites| Brockton

Hi, my name is Madi and I am a grade 8 student who enjoys playing Hockey and Baseball. I have a dog named Luna and because of her I run a business selling Homemade All-Natural Dog Treats for only \$5 a bag!



My treats include all-natural peanut butter, whole wheat flour, and oats.

My business name is Bark Bites and I haven't met a dog yet that doesn't love my treats! You can follow [bark_bites2024](#) on [Instagram](#) and/or add [Bark Bites](#) on [Facebook](#) for more information.

Thank you for supporting my Business!

saugeenconnect.com/youth



Abdul Almohamad

Car Cleaning | Minto

My name is Abdul this Summer. I have a business to clean cars. If you would like a clean car please call me at 5195723309 and let me know if you would like a car clean .



I work from home so if you would like a car clean you can call me and we can talk about a good time.

Price: 15\$ Per Car clean on the inside only. This includes Full Vacuum of interior, and a Full Wipe Down and Cleaning of interior

@Abdul Almohamad

saugeenconnect.com/youth



Abbey Collins

Cool Kids Club | West Grey

Introducing me, Abbey!

I am the founder and creator of Cool Kids Club. I am kind, fun, and love animals and kids. I have my Home Alone and Babysitting Course. When I'm not babysitting, I love to swim and spend time at our cottage. I have a dog named Tilly who loves to swim, play and fetch



saugeenconnect.com/youth



SSUP

Student Start Up Program

5. Financial Support for Ventures (\$15,150 in Grants):

- The awarding of \$15,150 in Start-up, Final, and Bonus Grants is a tangible representation of the program's commitment to providing essential financial support to budding businesses.

This financial injection not only aids in the immediate success of the ventures but positions the program as a key player in fostering economic growth within the community.

6. Holistic Support (Market reimbursements for youth):

- The expansion of the program to include Market reimbursements for youth signifies a forward-thinking approach to entrepreneurship support.

This holistic support acknowledges that success goes beyond the initial stages, encompassing ongoing operational aspects of the businesses and ensuring sustained growth.

7. Community Endorsement and Support(34 Sponsors):

- Bringing in 34 sponsors is a significant achievement, showcasing the program's ability to garner external support and recognition.

Sponsorship not only provides financial backing but also highlights the program's positive impact, garnering trust and endorsement from the community at large.

SSUP Highlight 2024

SSUP Highlight 2024

SSUP Highlight 2024



Willow Emon

Cotton Candles | South Bruce

My name is Willow and I am a grade 6 student in Teeswater. I love music, trivia, history and playing hockey. I am also currently learning how to run my own business, Cotton Candles!



I love making candles because each candle that I make is unique. I have discovered that candle making has some science involved and lots of trial and error.

My candles are made with Soy wax and I have been experimenting with different scents to find the best smelling scents for my soy candles. I like that soy candles are so perfectly imperfect!

saugeenconnect.com/youth



Ava Emke

Ava's Adventures | Brockton

I specialize in creating travel itineraries completed with detail and costs for adventures based on the clients needs/wants.



To contact:
Phone number 519-889-1161
Email emkeava@outlook.com
Facebook: @Ava's Adventures

saugeenconnect.com/youth



Hudson Breau

Hudson's Hardwood | Wellington North

Hello, my name Hudson I am twelve years old and my business is selling wood and soda at the end of my driveway.



And things to contact me are
Phone: 226 885 1205
and email
HUDSONBREAU2011@gmail.com

saugeenconnect.com/youth



SSUP

Student Start Up Program



"Through the SSUP program I have learned that having a business means I need to devote my time and efforts to making my products functional as well as making time for school and social life"

Blianne Enriquez, Lia's Kawaii Clay Creations

"Taking part in the SSUP program provided me with many skills that I needed to start and run my own business. The online training sessions have definitely helped improved my business!"

Savannah Calvert, Bits & Pieces Equestrian

" This summer we learned so many things about running our business through the SSUP workshops. It was helpful to learn how to market our business and find our target audience. We learned how to cook new food and enjoyed the experience of selling our product."

Logan Foster & Briar Burnett, L&B Dumplings

SSUP

Student Start Up Program

Youth Acceptance (258 participants):

- The fact that 258 youths have been accepted into the program since inception in 2019 is a testament to its ability to attract and engage young individuals.
- This demonstrates a substantial interest and trust from the youth community, showcasing the program's relevance and effectiveness.

Creation of Small Businesses (228 new businesses):

- The impact on the entrepreneurial landscape is profound, with 228 new small businesses emerging from the program since inception in 2019.
- This statistic not only indicates the program's success in nurturing entrepreneurial skills but also suggests a positive economic influence on the community.

2024 Year End BBQ (over 100 participants, families, sponsors):

- The Year End BBQ with over 100 participants, along with their families and sponsors, signifies a strong sense of community and support built around the program.
- Such events are crucial for networking, building relationships, and fostering a sense of belonging among program participants and their broader community.



SSUP
2024
BBQ



WOWSA

Women of Wellington Saugeen Area

1. Diverse Event Offerings (8 events with networking, workshops, and seminars):

Hosted eight events throughout the year with a focus on networking, workshops, and seminars. This diverse range of activities indicates a holistic approach to community development, providing participants with opportunities for skill enhancement, knowledge sharing, and professional networking.

2. Strategic Collaboration (Partnership with Saugeen Connects for International Women's Day):

- Partnering with Saugeen Connects for the International Women's Day event reflects a strategic and collaborative approach to advocacy and empowerment.
- This partnership likely extended the reach of the event, fostering a sense of unity and collective effort in promoting gender equality and women's achievements.

3. Impressive Attendance (Hosted over 200 attendees):

- Hosting over 200 attendees at the events signifies a strong community response and interest in the topics and activities offered by WOWSA.
- The high attendance is indicative of the organization's ability to create engaging and meaningful events that resonate with a diverse audience.

Host Municipality
Hanover
Ontario, Canada

WOWSA

HAPPINESS BY DESIGN

With Angela Wainscott of Upstaged Design

Thursday, January 18, 2024 - 7pm-8:15pm

100% Virtual

Angela, Owner and Principal Designer of UpStaged Design, specializes in transforming spaces for optimal mental health and productivity, sharing insights on workspace optimization and offering universal design tips for any setting.

+ One lucky participant will win a FREE \$250 value consultation with Angela!!

UPDATING HOMES | UPLIFTING PEOPLE | UPSTAGED design

CONNECTING WOMEN
WOWSA
WELLINGTON SAUGEEN AREA

CORPORATION
WELLINGTON SAUGEEN AREA

Saugeen Connects
Business | Succession Matching | Mentorship | Youth | Women

Designing a Feel-Good Business

Leaning into Authenticity in Entrepreneurship
with Tahnee Hipel

APRIL 3RD, 2024
6PM - 8PM
BRUUD COFFEE BAR
73 1ST AVE S, CHESLEY, ON
\$15 PER PERSON

CONNECTING WOMEN
WOWSA
WELLINGTON SAUGEEN AREA

Host Municipality
Hanover
Ontario, Canada

WOMEN-OWNED BUSINESS TOUR

Wednesday, October 30th, 2024 | 5:30 p.m. - 8:30 p.m.

WOWSA presents Women-Owned Business Tour In Hanover
Meet our entrepreneurs and learn more about their journey while enjoying their space, sampling, and receiving discounts. Special gifts included with your ticket. A tasty taco bar ends the tour with a guest speaker to share services you can tap into at the Henry Bernick Entrepreneurship Centre.

JOIN US TO SUPPORT THESE PARTICIPATING BUSINESSES

BRUTONS DECORATING | TEMPTATIONS | KIDS | The Red House Eatery

For More Information, Tickets, and To Register Online, Visit Eventbrite:

Tickets: \$25/PP

<https://www.eventbrite.ca/e/women-owned-business-tour-hanover-tickets-103498981897>
[saugencconnects.com/wowsa](https://www.saugeenconnects.com/wowsa)

Sponsors: Saugeen Connects, RBC

WOWSA

Women of Wellington Saugeen Area

4. Promotion of Women-Owned Businesses

(Spotlight features 4 women-owned businesses):

- Aiding in the promotion of spotlight features for four women-owned businesses is a direct contribution to fostering a supportive ecosystem for female entrepreneurs.
- This effort not only highlights and celebrates the achievements of these businesses but also contributes to the broader goal of promoting gender diversity and inclusivity in the business community.

5. Community Building through Networking (Workshops and Seminars):

- The inclusion of networking, workshops, and seminars in the events is a testament to WOWSA's commitment to community building and skill development.
- These activities likely provided attendees with valuable opportunities to connect, learn, and collaborate, contributing to the overall professional and personal growth of participants





Empowered Women

WOWSA

CONNECTING WOMEN OF WELLINGTON SAUGEEN AREA

Designing A Feel Good Business



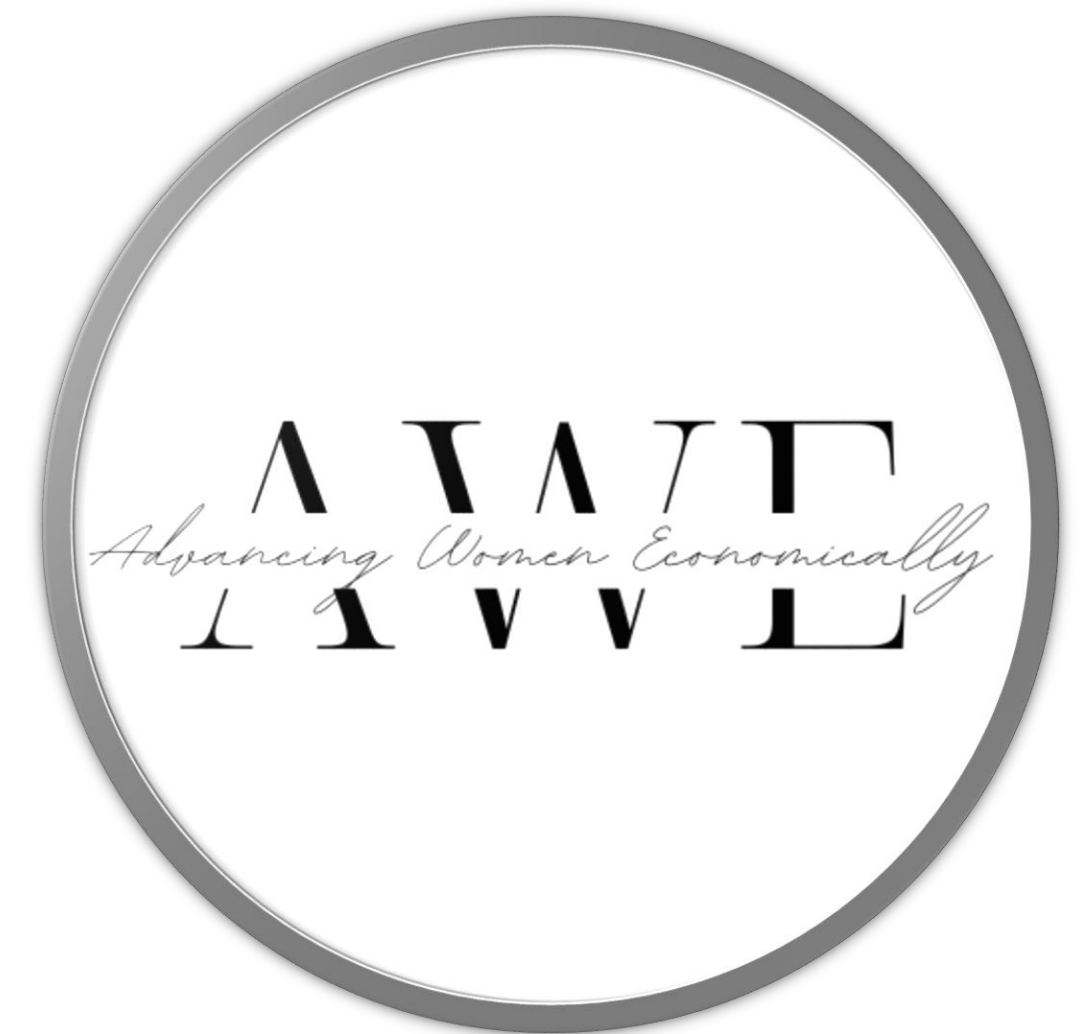
International Women's Day



AWE

Advancing Women Economically

We are excited to announce that we will be launching the AWE Series on March 5, 2025 with acknowledging International Women's Day. The webinars to follow are aimed to focus on empowering women by providing practical and marketable business skills, fostering entrepreneurship, and nurturing leadership qualities. These sessions are designed to equip women with the tools needed for personal and professional growth in the business sphere.



WORKFORCE

In 2022, SEDC and their 10 municipalities collaborated on a Workforce Development project to assist 10 pilot employers to hire people from within the community – people who normally were considered part of the unemployable demographic which included ODSP, Ontario Works, newcomers, and people with mental and addiction illnesses. The reason for this was to focus on employing these people within the community as housing and transportation needs were already addressed. The project was then amended in August of 2023 due to changes in the employment services organizations. The project changed to more of a training model to address the needs of the employers so that they could adapt to hiring and retaining those within the demographic that we were addressing. Training sessions were provided that dealt with issues of JEDI, racial discrimination, poverty, mental illness, addiction, conflict resolution, respect in the workplace, boundaries, language barriers, as well as recruitment and retention.

Just short of 200 people took part in the training from 12 different businesses and the sessions were well received and attended.

This project created 14 part time jobs, and assisted in retaining 28 part time jobs, and 1,197 full time jobs.

After the 3 month follow up, the majority of the employers had implemented one or two more strategic directions based on the training sessions.



SUCCESSION

MATCHING

- Developing succession planning toolkit, that leverages Succession Matching as a tool.
 - Targeting 1-2 new business signups on SM (per partner/community).
 - Working to offer webinar series in 2025
 - Provide SM codes upon completion.
 - Targeting marketing to business owners and service providers in coordination with webinar series.
 - Working promotion into SEDC Sponsorships (I.E., Grey Bruce Farmers Week).
-
- 27 SM coupon codes have been used to date.
 - 2 have been used in this past fiscal year.



SUCCESSION

PLANNING

Working on developing a
workshop series in 2025

Thank You!

In reflection, this year has been marked by significant achievements and community-driven initiatives. As we embark on our mission for 2025, our focus is on cultivating positive influences on local economic growth. We are dedicated to championing the development and retention of our youth, nurturing the growth and sustainability of local businesses, and orchestrating a united effort to expand and develop our local workforce. Through these endeavors, we aspire to construct a vibrant and inclusive community that flourishes on cooperative efforts, resilience, and lasting prosperity.

Together, we look ahead to a future filled with continued growth, inclusivity, and prosperity for all members of our vibrant community.

