

## April 2024 Business eNewsletter

### Grand Re-Opening of The Old Post Office! Saturday, April 27, 2024 from 9:00am to 12 Noon

Join us at The Old Post Office at 12 Queen Street in Lakefield to celebrate its Grand Re-Opening! Beginning at 9:00am, there will be a short ribbon-cutting ceremony, followed by an opportunity to tour the newly renovated building!

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Funded by:  
Federal Economic Development  
Agency for Southern Ontario

Financé par :  
Agence fédérale de développement  
économique pour le Sud de l'Ontario

Canada 



### We Need Your Input! - The Old Post Office Community Survey

The Township of Selwyn is reaching out to businesses, residents, not-for-profits, non-government organizations, and other stakeholders to determine how best The Old Post Office could support our community.

The Old Post Office was renovated with the intention of becoming an accessible, innovative hub for small businesses and entrepreneurs. The building consists of offices, a boardroom/meeting room, 2 kitchenettes in addition to public washroom access.

Your input would be greatly appreciated in this survey process.

[Complete the Survey!](#)



## Welcome to the New Owners of Lakefield Flowers & Gifts!

Let's congratulate the new owners of **Lakefield Flowers & Gifts** (56 Queen Street) Tina and McKie Dummitt. They had both previously worked at the shop and couldn't be more thrilled to announce their new journey as owners.

Stop by, say hello and enjoy quality florals and plants!

## Community Improvement Plan Urban Design Study Grant

The Community Improvement Plan (CIP) is a funding program for eligible property owners and business owners operating on commercial, institutional, and mixed-use properties in Selwyn Township!



The Urban Design Study grant's purpose is to help ensure professional urban design studies and architectural design drawings meet with CIP Design Guidelines and help offset the costs of preparing professional drawings.

The grant is equal to 50% of the cost of eligible improvement or restoration works\*

The maximum grant amount per property or project is \$2,500.

*\*You must provide all applicable documentation and no work shall be completed before applying AND entering into a grant agreement with the Township of Selwyn.*

[Learn More!](#)

# Funding Programs

## Ontario ICT Mission to 2024 Collision - Stream 1

- Event Date: June 17-20, 2024
- Application Deadline: April 12, 2024



The Government of Ontario invites Ontario companies in artificial intelligence/machine learning, fintech, cybersecurity, sensor-based technology, digital health, enterprise-tech, logistic/supply-chain tech, industrial IoT and other ICT sub-sectors to join an export business mission to Collision 2024.

Collision is North America's fastest growing technology conference that attracts more than 30,000 leaders from the global technology community every year. Collision 2023 attracted 36,370 attendees including 860 investors and more than 1,490 start-ups from 118 countries.

Eligible Ontario start-ups are encouraged to apply for Stream 1 package which includes 3 or 4 Collision General Attendee tickets per company, shared exhibit kiosk in the Ontario Start-up Zone and other programs provided by Collision organizers for qualified start-ups.

[More Information!](#)



## RTO8 Partnership Allocation Fund

Is your project going to help you drive and retain visitors from 40+ kilometers outside of your community or from outside of the region? Are there opportunities for visitors to spend money while they are here? Is there a way to measure

the success of your project and at what points are you going to share your stories with RTO8?

Partnership Funding for 2024-2025 is intended solely for tourism businesses/organizations interested in undertaking tourism-related initiatives that increase visitation to the Kawarthas Northumberland region.

- **Intake Period One (March 1 – May 31, 2024)** Open to business owners/operators/organizations operating within the Kawarthas Northumberland region that are applying for the first time to this program or those who have not received funding within the last five years.
- **Intake Period Two (June 1- October 31, 2024)** Open to business owners/operators/organizations operating within the Kawarthas

Northumberland region who have received funding from this program in the past.

**Interested in learning more about the program?** Register for the virtual **Partnership Allocation Program Information Session** on Wednesday, March 27th, 2024 beginning at 10:00am!

[Learn More!](#)

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## Learning Opportunities

### Peterborough & the Kawarthas Economic Development Webinars



#### **Small Business Websites 101 - Delivered by CampTech**

**Tuesday, April 9th from 9:00am-12 Noon**

In today's digital age, having a professional and effective website is essential for small businesses. In this workshop, you'll learn everything you need to know about building a new website or redesigning an existing one. From choosing and registering the right domain name, to building the website itself and making sure it's secure, you'll walk away with the knowledge and skills you need to create a website that will help your business succeed online.

#### **Developing Your Marketing Plan - Delivered by Kat Tepylo Murphy**

**Thursday, April 11th from 9:00-11:00pm**

This hands on workshop will walk participants through setting up their marketing strategy for the next quarter and rest of the year. Through templates and workbooks attendees will determine their channels, campaigns and focus for their content.



### **Peterborough + Kawarthas Chamber of Commerce**

#### **TBX - The Business Exchange - Five Counties**

**Tuesday, April 2nd from 4:00-6:00pm**

*at Five Counties Children's Centre (872 Dutton Road, Peterborough)*

At TBX, we believe in the power of networking and collaboration, which is why we partner with a different

member organization from all sectors each month to keep our members engaged and bring you a unique event every time.

#### **ChamberAM at The Ten Spot**

**Tuesday, April 9th from 8:00-9:00am**

*at The Ten Spot (645 Lansdowne Street West, Peterborough)*

ChamberAM meetings are a great way to connect with #teampbto and get caffeinated for your busy workday. We encourage guests to share their business updates and any local business news they may want to share!



## Warden's Breakfast with Warden Bonnie Clark

Friday, April 19th from 8:00-10:00am

at Lang Pioneer Village Museum (104 Lang Road, Keene)

We are very excited to host our first ever Warden's Breakfast with Warden Bonnie Clark. We invite you to join us for a breakfast event where we will have the opportunity to hear from Warden Clark on what has been going on since her term, and what she is looking forward too. This is an opportunity to represent Peterborough County and hear more about the plans for what is to come in the County.

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