

February 2024 Business eNewsletter

Office Space for Rent - The Old Post Office

Are you a small business, a start-up or entrepreneur looking for space in the heart of the Village?

The Old Post Office at 12 Queen Street in Lakefield has commercial office space for rent. There will be single offices available or full floorplans of newly renovated office space, boardroom and kitchenette waiting for the right tenant.



Email the Township's Economic Development Coordinator for more information!

Funding Programs

Community Advancement Program (CAP)

A new program aimed at boosting our local economy and supporting area businesses has been unveiled by Community Futures Peterborough. The Community Advancement Program, known as CAP, will distribute \$50,000 to projects driving economic stability, job growth, and job creation in our region this spring.



The Community Advancement Program will provide each successful applicant with non-repayable funding amounts of up to \$5,000 for their project. CAP is open to all businesses, not-for-profits, and individuals in the City and County of Peterborough who successfully apply for programs that boost business attraction, investment, retention, and employment in our community.

Applications are currently being accepted until March 8, 2024!

[Apply Today!](#)



My Main Street Program is Back!

FedDevOntario has announced a \$15-million investment for the Canadian Urban Institute to continue the My Main Street program in 2024!

The investment supports the stabilization and revitalization of main streets and neighbourhoods that continue to attract people to southern Ontario's communities. Since 2022, My Main Street has provided direct-to-business and community support on southern Ontario's main streets, recognizing their vital role in Canada's culture and economic prosperity.

My Main Street will once again include the Community Activator stream, supporting 75 communities' high-impact placemaking projects that seek to revitalize neighborhoods and reimagine public spaces including main streets, downtown strips and plazas as vibrant and inclusive places that work for everyone.

The investment will include a new program stream entitled the Business Sustainability Program. This stream will provide non-repayable contributions up to \$20,000 in direct-to-business funding to support productivity enhancements for up to 325 brick-and-mortar businesses located on main streets across southern Ontario.

Applications will open on February 15, 2024.

[Learn More!](#)

Improve the Look of Your Business!

The Township of Selwyn's Community Improvement Plan (CIP) provides financial incentives to businesses for improvements to landscaping, building exteriors, signs, and more!

The Township offers four financial incentive programs to local business owners or tenants:

- Urban Design Study Grant
- Landscaping Improvement Grant
- Facade Improvement Grant
- Ground Signage Improvement Grant



Photo of Lakefield Bakery (127 Queen Street, Lakefield) before exterior renovation work



Photo of Lakefield Bakery (127 Queen Street, Lakefield) after exterior renovation work

Email the Township's Economic Development Coordinator for more information!

Learning Opportunities

Solar for Small Business

Are you interested in exploring solar options for your business? On Thursday, February 8th at 12 noon, join **Green Economy Peterborough** for an online webinar on solar installation and opportunities for both businesses and farms featuring the expertise and experience of local business leaders.

Find Out More!

 Green Economy
Peterborough

Solar for Small Business

Installation options and funding for SMEs & farms

Thursday, February 8, 2024
12 - 1 pm, Zoom

   

www.GreenEconomyPeterborough.ca

**New Venture Session: Starting Up Your Own
Small Business**

Thursday, February 1st from 12:00-1:00pm

Whether you are starting a new business or looking for a refresh, this New Venture Session will guide you through the process of building a foundation for starting and running your business.

**Lean Canvas Business Model: Learn the Building Blocks to a Successful
Business**

Wednesday, February 7th from 12:00-1:00pm

The Business Model Canvas (BMC) is a strategic management tool that offers a visual representation of a business concept or an existing business's key elements. It provides a holistic view of how a company creates, delivers, and captures value. This interactive session is designed to guide entrepreneurs, startups, and established businesses through defining and refining their business models using the BMC framework.

**Market Research: Gain a Solid Foundation in Market Research
Fundamentals**

Thursday, February 8th from 12:00-1:00pm

Market research is one of the most important steps in taking your product to market – but is often forgotten, or worse, poorly done. Our Market Research workshop is your gateway to understanding and harnessing the invaluable insights that can transform your business strategy, enabling you to make data-driven decisions that drive success.

Writing a Business Plan: Why You Need One and How To Do It

Thursday, February 22nd from 12:00-1:00pm

Starting a new business, or seeking financing for your small business? Interested in mapping out the trajectory for where you want your business to go? A business plan is a tool that can help set you up for success and ensure all of the pieces of your business fit together.

Lending Landscape: How to Fund Your Small Business

Thursday, February 29th from 12:00-1:00pm

at 270 George Street North (3rd Floor) Peterborough

Unsure how you're going to find money to start your new business? Or maybe you need some cash to pay for your next inventory shipment. Join Loan Manager Braden Clark from Community Futures Peterborough as he walks through the various ways to fund your small business.

DIGITAL

MAIN ST.

Digital MainStreet Webinars

**Steppingstones of E-Commerce: Part 2 -
Modernizing Your E-Commerce (Digital)
Infrastructure**

**Thursday, February 1st from 11:30am-
12:30pm**

Part 2 - Modernizing Your E-Commerce (Digital) Infrastructure will cover how to maintain, manage, and modernize your digital hub while centralizing your online community.

Optimizing for Search Engines - Understanding SEO Basics

Tuesday, February 6th from 10:00-11:30am

In this webinar, the Digital Service Squad will explain search engine optimization and the best tactics you as a business can use towards increasing your ranking in the search engine result pages.

Steppingstones of E-Commerce: Part 1 - Expanding into E-Commerce

Thursday, February 15th from 11:30am-12:30pm

Part 1 – Expanding into E-Commerce will cover the importance of the modern e-commerce landscape, establishing your digital hub, and how to get e-commerce ready as Digital Main Street supports your small businesses journey.

Web Presence 101 - Ensuring Your Foundation is Set

Tuesday, February 20th from 10:00-11:30am

Your customers are on the web. Having a strategy for your online presence allows you to market your small business online so customers can easily find you. In this workshop hosted by the Toronto Digital Service Squad we'll discuss the importance of getting your business online and where to start with developing your online presence.

Social Media for Your Business

Tuesday, February 27th from 10:00-11:30am

Not understanding how to use social media effectively can leave you overwhelmed and ultimately hurt your bottom line as your potential customers can easily find your competitors. This workshop hosted by the Toronto Digital Service Squad will leave you with a better understanding of how to leverage the power of social media to grow your online community, drive sales and reduce marketing costs.

Business Events



The graphic features the Peterborough & The Kawarthas Economic Development logo on the left. The main text reads 'Business Showcase' in large white font, followed by 'Celebrate the 2023 Starter Company Plus grant recipients and the 2022/2023 "Spark" program finalists!' in smaller white font. Below that, it says 'Thursday, February 8 4:00pm - 6:00pm' and 'Ivy Event Space' with a location pin icon. On the right, a photograph shows a group of people on a stage participating in a ribbon-cutting ceremony, with some individuals kneeling and others standing, holding a red ribbon.

Peterborough & THE KAWARTHAS
ECONOMIC DEVELOPMENT

Business Showcase

Celebrate the 2023 Starter Company Plus grant recipients and the 2022/2023 "Spark" program finalists!

Thursday, February 8
4:00pm - 6:00pm

 Ivy Event Space

Starter Company Plus & "Spark" Program:

Business Showcase Event

Thursday, February 8th from 4:00-6:00pm

at the Ivy Event Space, 164 Hunter Street West, Peterborough

Join us as we celebrate and recognize the grant recipients of the 2023 Starter Company Plus program and the 2022/2023 "Spark" Mentorships and Grants program finalists. Both programs are administered by Peterborough & the Kawarthas Economic Development (PKED).

Attendees will have an opportunity to meet with the entrepreneurs who are starting and growing their businesses in Peterborough & the Kawarthas, through the support of PKED programming.

[Learn More & Register!](#)



Peterborough + Kawarthas Chamber of Commerce

Lakefield Networking HOP Event

Thursday, February 1st from 4:30-6:00pm

at multiple Lakefield business locations (see below)

The "Hop" is a unique style networking event where we meet at an initial starting point, before hopping from one business to the next. Stopping at each

business for approximately 15 minutes and allowing the business to share a bit about their store. It allows people to experience a variety of different businesses in one fun evening!

- 4:30pm - Chocolate Rabbit
- 4:50pm - Lakefield Pantry
- 5:10pm - Lakefield IDA
- 5:30-6:00pm - Wrap up Social at Canoe and Paddle

TBX - The Business Exchange

Tuesday, February 6th from 4:00-6:00pm

at Bennett's Furniture and Mattresses (105 Park Street South, Peterborough)

This is an opportunity to connect with other business community members, promote your business, and ultimately have some fun! We get started at 4pm and wrap up by 6pm. There is always great people to meet and a new business to explore. Refreshments will be provided!

ChamberAM

Tuesday, February 13th from 8:00-9:00am

at The EL P, 380 George Street, Peterborough

ChamberAM meetings are a great way to connect with #teamptrbo 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!

Free Tax Webinars in partnership with Canada Revenue Agency

Wednesday, February 14th from 1:00-3:00pm (for small business or self-employed individuals)

Thursday, February 15th from 1:00-3:00pm (for small corporations)

Join us for a free webinar with Liaison Officers from the Canada Revenue Agency (CRA) to help you understand your tax obligations and learn about:

- General bookkeeping concepts and best practices
- Explain common tax errors
- Demonstrate how to use financial benchmarks for relevant industries
- Provide information on the CRA's services

2024 Power Hour: A Chat with Our Elected Officials

Friday, February 23rd from 11:00am-2:00pm

at the Peterborough Curling Club, 2195 Lansdowne Street West, Peterborough

This year, Power Hour returns as an in-person luncheon featuring a four-way moderated panel discussion between our elected leaders, with questions supplied by the audience and our Chamber Members.

- Michelle Ferreri, MP Peterborough-Kawartha
- Dave Smith, MPP Peterborough-Kawartha
- Bonnie Clark, Warden of the County of Peterborough
- Jeff Leal, Mayor of the City of Peterborough

Power Hour is an award-winning annual event bringing together the business community and our elected officials. Attendees get a chance to hear from our elected officials at all four levels of government. The questions and the discussion further inform the advocacy direction for the Chamber moving forward. If you have a question to submit in advance for the signature event, please email Joel@pkchamber.ca.

Not-for-Profit (NFP) Group Quarterly Luncheon

Tuesday, February 27th from 12:00-1:30pm

at Alternatives Community Program Services (270 Braidwood Ave. Peterborough)

We invite you to join us for our first NFP Luncheon of 2024! We are thrilled to be hosted at Alternatives Peterborough. We will be having a light lunch, a time of sharing and a few other details still to come. Please register to save your spot and save the date! We ask for just 2 people per organization to attend.



Township of Selwyn | 1310 Centre Line, Selwyn, K9J 6X5 Canada

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