

## January 2024 Business eNewsletter



### Blue Box Transition - Jan. 1, 2024

On January 1, 2024, Peterborough County's blue box program will transition to producer responsibility.

For curbside recycling, the only change for residents will be a new contact to call when you have questions or concerns with your blue box pick-up or when you need a new blue box. All calls as of January 2, 2024, should be forwarded to Emterra Environmental at 1-888-597-1541.

[More Information](#)

### TerraCycle Zero Waste Boxes

TerraCycle helps businesses recycle hard-to-recycle materials, such as health and beauty products and packaging, coffee capsules, and disposable gloves. They offer free and paid recycling programs. It's as simple as picking the Zero Waste Box that fits your needs, filling the box with material, and shipping it back to TerraCycle for recycling.



[Visit the TerraCycle Website](#)

### Asset Market

Are you interested in owning or hosting public EV chargers on your property? Asset Market is an online platform that makes it easy for business owners and managers to market their properties to EV charging firms looking to invest



in your communities.

In addition to attracting investment in EV charging, we help property owners to engage more efficiently with EV charging firms, local government and utilities to secure site leases, network connections and planning permissions. Our aim is to substantially improve the economics of chargers by increasing their utilization and reducing deployment costs as well as selecting the optimal location for their installation to benefit your customers and properties.

You can learn more by visiting the [Asset Market website](#), checking out this [YouTube video](#) or connecting with one of our team members at [info@asset-market.com](mailto:info@asset-market.com)!

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## Net Zero Farms

GreenUP is leading a pilot project with a dedicated focus on local agriculture, called Net Zero Farms. This project is supporting local farms and agri-businesses interested in tracking and reducing their greenhouse gas emissions with accuracy and efficiency. Many farms are already taking climate action, and we are here to help them track their impact, reach their next steps, and receive the recognition they deserve.



Pilot participants will share their experiences and successes with each other through various initiatives and help to craft the future of sustainable farming in our community. Whether you're green-curious or a sustainability expert, we want to hear from you!

[Learn More or Get Involved!](#)



## Office Space for Rent at 12 Queen Street

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.

## Funding Programs

### Women's Economic Security Program

The Ontario government is launching a call for applications and investing \$5.5 million, including an additional \$496,000 this year, in the Women's Economic Security Program to expand and increase training opportunities for low-income women to equip them with the skills, knowledge and experience to find a job or start a business and increase their financial security.



The Women's Economic Security Program offers training in four streams: the skilled trades, entrepreneurship, information technology and general employment. To help remove barriers to participating, the training programs also include additional supports such as providing meals throughout the training day, transportation to and from training, and support in finding childcare.

The call for applications for eligible service providers looking to deliver the program is also now open. **The deadline to apply is January 26, 2024.**

[More Information](#)

## Expanding markets for Ontario's agri-food sector



The Governments of Canada and Ontario are investing up to \$8 million in market development efforts under the Sustainable Canadian Agricultural Partnership (Sustainable CAP) to help eligible agri-food businesses and industry organizations expand into domestic and foreign markets.

The Grow Ontario Market Initiative is a new, cost-share initiative that helps food and beverage processors, farm businesses and agri-food sector organizations take actions to reach new markets. Examples of eligible projects could include:

- Market analysis and planning
- Product development activities
- New market-entry promotional efforts to expand opportunities for Ontario food products

Under the Grow Ontario Market Initiative, applicants can receive up to 50 percent cost share for eligible costs, to a maximum of \$60,000 per business for producers and food and beverage processors, and up to \$125,000 for sector organizations. Eligible businesses can apply for support through this program that opened on May 19, 2023

[Learn More!](#)



## Funding Available for EV Chargers!

The EV ChargeON program provides funding for the installation of public electric vehicle chargers in Ontario.

The funding is open to eligible public and private sector entities, including businesses and not-for-profit

corporations. Eligible applicants could receive up to 50-75% of funding to cover installation costs. **The deadline to apply is January 31, 2024.**

[Find Out 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

### Digital MainStreet Webinars

#### Web Presence 101 – Ensuring Your Foundation is Set

**Tuesday, January 9th from 10:00-11:30am**

Customers are online! Having a strategy for your online presence allows you to market your business online so potential customers can easily find you. Discuss the importance of getting your business online and where to start with developing your online presence.

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#### Social Media for Your Business

**Tuesday, January 16th from 10:00-11:30am**

Social Media is an invaluable tool for today's business, even if you have been established for years or you are just beginning. Join us to learn the ropes of building an engaging and profitable social media presence for your business.

#### e-Commerce 101: What, Why, and How

**Tuesday, January 23rd from 10:00-11:30am**

Toronto Digital Service Squad will teach you the basic steps to setting up an online store.

#### The Importance of Paid Advertising in a Digital Space

**Tuesday, January 30th from 10:00-11:30am**

Advertising in the digital space can be complicated, especially with different ad formats, multiple platforms, budgeting and running your own business.

If you are not sure where to begin, or are confused on what kind of ads to run,

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## Business Events



### Women's Business Network

Wednesday, January 10th, beginning at 7:00pm  
Virtual Meeting via Zoom

Join the Peterborough Women's Business Network as **Tanya Geisler** speaks authentically and passionately about:

- Navigating the Imposter Complex
- ICONIC Confidence
- Beyond Compare
- How ICONS turn the Lights on Faster
- The Power of Your People
- Step into Your Starring Role



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### Peterborough + Kawarthas Chamber of Commerce



#### TBX - The Business Exchange & Quarterly Members' Meeting

Tuesday, January 9th from 4:00-6:00pm

at the Five Counties Children's Centre, 872 Dutton Road in Peterborough

#### ChamberAM

Tuesday, January 16th from 8:00-9:00am

Location TBC

#### BOSS - Business Owners Sharing Solutions

Wednesday, January 17th from 12:00-1:00pm

Virtual Meeting via Zoom

#### Let's Talk About It! Mental Health Awareness

Wednesday, January 24th beginning at 9:00am

at the New Canadians Centre, 221 Romaine Street in Peterborough





Try email marketing for free today!