



**ECONOMIC AND CREATIVE
DEVELOPMENT
MEMORANDUM**

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TO: MAYOR, J. LEHMAN AND MEMBERS OF COUNCIL

**FROM: S. YOUNG, PROGRAM COORDINATOR, SMALL BUSINESS CENTRE OF BARRIE,
SIMCOE COUNTY AND ORILLIA. X5453**

**NOTED: D. HYDE, MANAGER, SMALL BUSINESS CENTRE OF BARRIE, SIMCOE COUNTY
AND ORILLIA**

S. SCHLICHTER, DIRECTOR, ECONOMIC AND CREATIVE DEVELOPMENT

**B. ARANIYASUNDARAN, RPP, GENERAL MANAGER OF INFRASTRUCTURE
AND GROWTH MANAGEMENT**

RE: SUMMER COMPANY AND STARTER COMPANY PLUS 2022 COHORT UPDATE

DATE: SEPTEMBER 21, 2022

The purpose of this Memorandum is to provide members of Council with information regarding two of the Province of Ontario entrepreneurship programs delivered by the Small Business Centre, as part of the ongoing service agreement between the City of Barrie and Province of Ontario: the 2022 Summer Company program and the 2022 Starter Company Plus program.

The City of Barrie has been a partner with the Province in delivering business supports locally through the Small Business Centre, since 2002.

About Summer Company

Summer Company supports young people between the ages of 15 and 29 to start and run their own summer business by providing funding, advice, and services. The program runs from June to August and supported eight participants in 2022. Students who were accepted into the program received:

- A grant award of \$3,000;
 - A first payment of up to \$1,500 to fund start-up costs; and
 - A second payment of up to \$1,500 upon successful completion of the program.
- Hands-on coaching and training from local business professionals;
- Three mentoring sessions from six business leaders in the Barrie community;
- Participated in City-wide events such as Open Air Dunlop and Kempenfest;
- Several initiatives had been expanded on for the 2022 Summer Company Program in recognition of the importance of cultivating the entrepreneurial spirit and education in youth, and to support their business success:
 - A marketing campaign that provided a spotlight on each Summer Company participant with a dedicated [landing page](#) on the Small Business Centre's website;
 - Content days with local digital vendors to provide short promotional videos or professional product shots that can be utilized for sales;
 - Sponsorship at local networking events: Summer Company participants were hosted by the Barrie Chamber of Commerce to increase their communication and sales skills and interact with professionals across various industries; and
 - A collaborative virtual Summer Company Showcase event with multiple Ontario Small Business Centres. The Barrie Small Business Centre, in partnership with the Henry Bernick Entrepreneurship Centre, held a virtual showcase on August 31, 2022, with 11 additional Small Business Centres including Kingston, Sudbury, Collingwood and more. The youth



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from these centres had the chance to utilize the skills learnt in the program to network and interact with other graduates from across the province.

All eight participants successfully completed the program and generated sales to support their post-secondary efforts, with five of the students planning to continue operating their business over the school year and the other three re-opening their businesses the following summer.

About Starter Company Plus

Starter Company Plus provides local entrepreneurs with the resources and knowledge they will need to start, purchase, or grow their own businesses. Training is provided, and participants receive business skills, advice, and mentorship from area business leaders. Assistance in developing and writing a business plan is also part of the program, which leads to the opportunity for program participants to be selected to present in front of an independent, volunteer Grant Committee for the chance to receive up to \$5,000 in provincial grant funding to help them grow their new or expanding business.

In an effort to add as much value to the program for the business owners and drive outcomes for success, including sustaining businesses operating within the community, the Small Business Centre has doubled the amount of training and mentorship sessions, while adding market opportunities through the Barrie Farmer's Market, content days with a professional photographer and content creator, as well as group working sessions to promote collaboration.

For the 2022 cohort, the Centre received nearly 50 applications for 20 spaces within the program. This cohort includes businesses in the arts, trades, retail, education and entertainment industries, amongst others.

The successful 20 applicants began their program on date July 25, 2022. Those that were unsuccessful in their application for 2022 can continue to access the consultation services, seminars, and other programs of the Centre.

For more information about the services or programs offered, or should you wish to refer a business owner to us for a consultation, the Small Business centre can be contacted at smallbusiness@barrie.ca or at 705 720 2445.



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2022 Summer Company Participants

Ella Brown – Ella-Blu

Ella-Blu is bringing back a piece of the past with their retro-style head wraps. Built with a piece of wire in the reversible fabric, these headbands can be bent, molded, shaped, and wrapped any way you please around your head, and into any style you'd like.

Josh Olech – Akula Property Care

Akula Property Care is a property maintenance business that provides good quality property maintenance services at an affordable price. Akula Property Care offers four main services: snow blowing, lawn mowing, leaf cleanup, and aeration. The business owner, Josh Olech, brings five years of industry experience with him.

Lucas Negrusa – Innisfil-Barrie Pressure Washing

Innisfil-Barrie Pressure Washing will provide a solution where there is, currently, a gap in the local area. With the attitude of no job is too small or too big, the owner, Lucas Negrusa, plans on making the most of this summertime busy season.

Nicole Woo – Gamer Angel Entertainment

Gamer Angel Entertainment focuses on online content creation and merchandise, centred around the gaming industry. With YouTube views into the hundreds of thousands and a large social media following, owner, Nicole Woo, looks to diversify her revenue streams with a custom made merchandise line that her followers have been asking for.

Oreofe Oluwatayo – Grass Blades

Grass Blades will provide grass-cutting services to business owner, Oreofe Oluwatayo's, local community. To ensure he stands out from the competition, this business will be environmentally friendly, meaning that all machinery used will be electric.

Patrick Ogunniyi – CUPIIDSWOLD

CUPIIDSWOLD strives to create unique clothing while maintaining low purchasing costs, with higher quality materials. The way owner Patrick Ogunniyi views his clothing line is akin to the way an artist would view their paintings. His goal is to create long lasting clothing pieces that can withstand the test of time.

Theodore (Wes) O'Leary – Wes's Exterior Power Cleaning

Wes O'Leary's goal it to become the "go-to" for all pressure washing needs - cleaning almost every exterior surface around the Southern Georgian Bay and Simcoe Muskoka areas. With his cleaning system, Wes is very careful to not damage any property and give the best overall service.

Tyler Denes – Denes Lawn Care and Property Maintenance

Denes Lawn Care and Property Maintenance is a start-up business, scheduled to continue for the 2022 season. The business owner, Tyler Denes has, extensive experience and expertise in the garden development and maintenance sector spanning 7 years. From weekly grass cutting to full seasonal clean ups, the business' clients will always be looked after. Most notable services include: lawn cutting, spring

clean-up, fall clean up, weed spraying, garden maintenance work, and landscape design.

2022 Starter Company Plus Participants

Adam Bezzina – Pompous Fox Wood Company Inc.

Pompous Fox Wood Company Inc. manufactures solid wood furniture. The primary focus comes from custom work commissioned by interior designers and homeowners. A furniture line, designed by the company, has just launched.

Carmen Bautista – Green Parenting Inc.

Green Parenting Inc. supports the rising number of health-conscious parents in Canada who look to improve their children's nutrition through organic plant-based food and beverage products.

Curtis Franke – Waggin Tails Co

Waggin Tails Co is a dog service company that provides quality and affordable pet care services, including boarding, walking, training, wedding packages and pet containment solutions.

Danielle Morandini – Sunmoon Media

Sunmoon Media is a photography and videography company based in Creemore and surrounding area that specializes in preserving people's most special moments so they can continue to relive them. They focus on weddings, families and small businesses.

Girish Chhura – Desi English Kitchen Inc

Desi English Kitchen is a local vegetarian take-out restaurant offering Indian, Hakka, and other delicious international food varieties.

Heather Eby – The Feathered Fedora Creative

The Feathered Fedora Creative is a sign crafting business that creates one-of-a-kind decorative signage for businesses and consumers alike, specializing in hand painted and gilded glass, mirrors and hand-carved signs.

Ian De Castris – De Castris Stump Removal & Lawncare Expert Inc.

De Castris Stump Removal & Lawncare Expert Inc. consists primarily of stump grinding for commercial and residential properties. Additional services include high-grade specialty fertilizer programs, irrigation repairs, land grading, drainage, and sodding.

Jelane Pryce – Psychvancing

Psychvancing was created to educate and help competitive athletes perform to their fullest potential under the pressures of competition. This business will help athletes by optimizing their psychological skills and emotional well-being through a 6-week course, by focusing on the cognitive side of sports; teaching players about their thoughts, emotions, and how they can be used to improve performance.



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Jessica Russell – Sunday Stroll

Sunday Stroll is a vintage furniture and home décor brand centered around the concept of repurposing items headed for the landfill and bringing them to a new life through cosmetic improvements (paints, stains, hardware) and occasional structural repairs. Each piece is crafted of the quality that vintage furniture boasts in a style more suited to contemporary living.

Katalin Malatinszky – Infinite Prosperity

Infinite Prosperity is an interior design consulting firm that works with local businesses, suppliers, contractors and tradespeople. Services include professional organizing, custom draperies and upholstery, staging, and design. By incorporating Feng Shui, astrology, and numerology, Infinite Prosperity ensures clients have a space that they can connect with.

Kayla Tanzos – Love MaMa's Earth

Beets Me Microgreens is an online ecommerce business that sells hand-made artisan products that align with the company's eco-friendly green business values. Products for sale include bath bombs, organic cotton beeswax wraps, beeswax hemp wick, grown microgreens, microgreens tray set ups, organic microgreen seeds, and bamboo toothbrushes.

Lora Connor – Coach House Kids

Coach House Kids is a retailer of secondhand children's clothing. The business buys and sells children's clothing to provide parents an affordable option for children's clothing and extend the life of clothes by keeping them out of landfill.

Marcy Barbaro and Alex Morin – Working Writers Co.

Working Writers Co. help prospective authors complete their book manuscripts in 6 months. During this time, clients receive twice-weekly group coaching on writing techniques, book marketing, developmental editing, and coaching so that they achieve their goal.

Rebecca Rupke – The Mosaic Speech and Language Practice

The Mosaic Speech and Language Practice offers fun and effective pediatric speech-language assessment and therapy from a child's own home. Sessions can be completed virtually (through tele therapy) or in person (with a clinician travelling to each client's home). Using research-based practices, clinical expertise, and a passion for speech and language development, the Mosaic Speech and Language Practice helps children reach their full potential by building speech and language skills.

Richard Savage – Savage Carpentry

Savage Carpentry is a general contractor that specializes in adaptive living. What started out as a small carpentry business has grown into a business that is much more than carpentry.

Sarah Picard – Love is Pane Studio

Love is Pane Studio is a stained-glass studio that specializes in smaller pieces such as panels, sun catchers, and 3D glass plants. Focusing on a modern look with years of techniques built up, these pieces are truly a work of art.

Tarila Morrone – Hearts of Gems



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Hearts of Gems is a children's lifestyle brand that is centered on products that promote values and qualities we should all aspire to live by. Their mission is to create educational and inspiring products for children that will shape the way they see their place in the world. The products are thoughtfully and purposefully designed to inspire and empower little hearts to have big impacts in the world.

Tim Carlson – Brew Bus Canada Inc.

Brew Bus is a cross-regional brewery tour bus whose goal is to take people away from where they live, explore breweries in Ontario and areas they've never been to before. They work with almost 75 breweries, cideries, and wineries from Huntsville to Toronto, Blue Mountain to Bobcaygeon, and Cambridge to Peterborough are their normal routings.

Tina Hercules – Local Street Marketplace

Local Street Marketplace is an "online marketplace" that makes it easy for communities to find and support their local businesses. Small businesses are supported through community-based marketing including social media, TV interviews, radio, digital advertising and utilizing online search engine optimization. They provide hands on support to help owners set up their online set-up and provide free educational events.

Yuliya Mulyar – Yuliya Mulyar Dentistry Professional Corporation

Yuliya Mulyar Dentistry Professional Corporation is a dental office that will focus on client's dental care, the functionality of their teeth/ bite and the longevity of their teeth.