



## June 2024 Business eNewsletter

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### Upcoming Town Hall Meeting!

Township of Selwyn Council members will host a "Conversation with Council" to share ideas and gather input from community members. The informal Town Hall meetings will provide the public with the opportunity to discuss topics of importance with Council members in a relaxed Q & A setting.

In 2023, a successful Town Hall meeting was hosted in Bridgenorth, with many community members chatting with Council about current issues, successes and concerns. Council is pleased to provide this opportunity once again.

To participate in the discussion or to just listen in, community members are asked to join us on:

- **Saturday, June 8th, 2024** Drop-in from 10:00 AM to 11:30 AM in the Ennismore Community Centre (upper level) at 553 Ennis Road, Ennismore



# Town Hall Meeting

**Saturday, June 8th, 2024**

**10:00 am - 11:30am**

**Ennismore Community Centre  
(Upper Level)**

**553 Ennis Road, Ennismore**

**Drop-in for an open conversation  
and to share ideas with your Council members!**

## Tell Us Your Priorities!

The Township of Selwyn is updating its Strategic Plan and Recreation Services Plan. *(Note: the Recreation Services Plan and Trails Master Plan will be consolidated into one document to be known as the Recreation Services Plan)*

As one of Peterborough County's fastest-growing municipalities (demonstrated by an impressive 9.3% growth in the 2021 census), 18,653 people call the Township of Selwyn home. Each member of the community has a unique perspective on what they value most about living here!

As the Mayor and members of Council prepare the 2024 Strategic Plan and the Recreation Services Plan, they need to hear from you!

**You could win 1 of 3 \$100 gift cards to a local business of your choice!**

[Take Our Survey!](#)

# Strategic Plan & Recreation Services Plan Update

**2024**



## Community Improvement Plan Facade Improvement Grant

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



### Front Façade Grant

The Front Façade Grant's purpose is to promote rehabilitation, restoration and improvement of the front façade of commercial, institutional, and mixed-use buildings, including retail storefront display areas and business signage.

The maximum grant amount per property or project is \$12,500. The grant is equal to 50% of the cost of eligible improvement or restoration works\*

### Side or Rear Façade Grant

The Side or Rear Façade Grant's purpose is to promote rehabilitation, restoration and improvement of the rear or side facades of commercial, institutional, and mixed-use buildings, including retail storefront display areas and business signage.

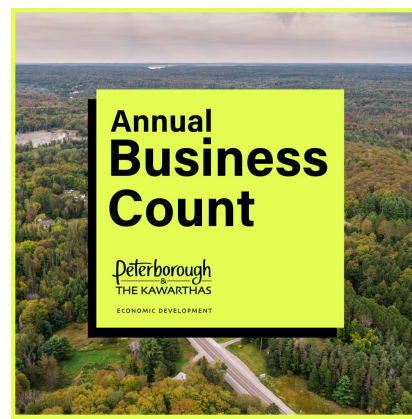
The maximum grant amount per property or project is \$7,500. The grant is equal to 50% of the cost of eligible improvement or restoration works\*

*\*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!](#)

## Business Count Survey

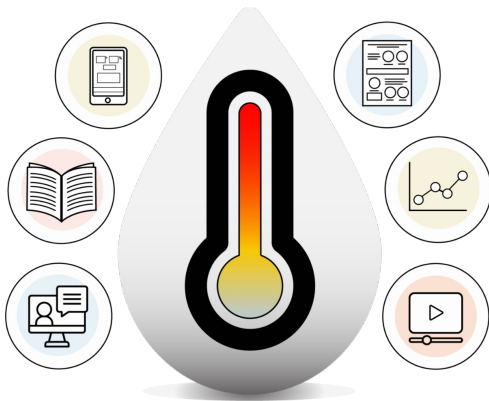
Between May and August, Peterborough & the Kawarthas Economic Development (PKED) will be embarking on the region's annual count of businesses to collect information which will provide valuable insight into the region's economy, better inform decisions and programming efforts and improve access to information for local businesses. By completing this survey, you are contributing valuable data that is important to the resilience of our region.



***The business team will be connecting to Selwyn businesses between August 5-16 for phone and in-person surveys.***

If you or any of the businesses in your area have any questions or challenges filling out the survey please email [LaThompson@investptbo.ca](mailto:LaThompson@investptbo.ca) or call 705-933-6554.

**Complete the Survey to Win!**



## Heat Stress Toolkit

As extreme temperatures become more frequent, heat stress and occupational illness become a greater concern.

The Occupational Health Clinics for Ontario Workers Inc. (OHCOW), in collaboration with the Centre for Research in Occupational Safety & Health (CROSH) has recently launched a New Heat Stress

Toolkit designed to support and protect employees and guide workplaces.

**Check it Out!**

## Funding Programs

### Grow Market Initiative

The initiative helps Ontario agriculture and food businesses to increase their sales in domestic and foreign markets. Applicants can receive up to 50% cost sharing of their eligible costs to a maximum of \$60,000 per business for producers and food & beverage processors, and up to \$125,000 for sector organizations.

The five-year, **\$12 million initiative** was launched last year through the Sustainable Canadian Agricultural Partnership (Sustainable CAP) and is still open and accepting applications.

The **Grow Ontario Market Initiative** supports primary producers, food processors and industry organizations with cost-share funding to help them undertake market analysis and planning, new product development and marketing.

*The Grow Ontario Market Initiative is delivered by the Ontario Ministry of Agriculture, Food and Rural Affairs.*

[Learn More!](#)

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



### 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 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.

[Learn More!](#)

# Learning Opportunities

## Hands-ON: AI Made Easy For Non-Geeks (In-person or Virtual)

The Innovation Cluster is hosting a hybrid, interactive workshop to demystify AI and learn how to use it in daily business tasks. This session aims to provide practical AI skills that can be used in business to enhance productivity, creativity, and overall organizational efficiency. The facilitator will lead the workshop virtually, and local attendees are encouraged to join at the cluster's boardroom for a catered lunch!

### Date and Time:

Wednesday, June 19, 12:00 PM - 1:00 PM EDT

### In-Person Location:

Innovation Cluster, Large Boardroom, 270 George St. N. 3rd Floor  
Peterborough, ON K9J 3H1 (Lunch provided)

*\*Please note that the facilitator will be presenting remotely, however, the Innovation Cluster is providing those who attend locally with a catered lunch!*



## Webinar: Hiring a Trent Co-op Student

If you are starting to plan ahead for future recruitment, join Jessica Gordon from Trent University's Careerspace on Thursday June 20 at 1:30 PM for a virtual webinar about the benefits of hiring a co-op student. Topics will also include information about hosting a student, and funding opportunities.

[Register Here!](#)

Peterborough & the Kawarthas  
Economic Development Webinars



Cashflow Forecasting: Developing Realistic

## Projections

**Thursday, June 13th from 12 Noon-1:00pm**

Do you have a clear understanding of your sales and expenses over the next 12 months? Are you confident you have sufficient funds to purchase future inventory or pay staff? Having a cash flow forecast is integral to business operations because it will tell you if you have enough funds to run the business.



## Peterborough + Kawartha Chamber of Commerce

### TBX at Canada's Dinosaur Park

**Tuesday, June 4th from 4:00-6:00pm**

*at Canada's Dinosaur Park, 2206 County Road 38, Asphodel-Norwood*

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.

### Four Mayors Breakfast

**Thursday, June 6th from 8:00-10:00am**

*at Burleigh Falls Inn & Suites (4791 Highway 28, Burleigh Falls)*

This is an event celebrating our 4 Mayors in our adjacent townships of Douro-Dummer, North Kawartha, Selwyn, and Trent Lakes.

- Mayor Carolyn Amyotte, North Kawartha
- Mayor Sherry Senis, Selwyn
- Mayor Heather Watson, Douro-Dummer
- Mayor Terry Lamshead, Trent Lakes

This event is going to include a full buffet breakfast, networking time, and a moderated discussion with our 4 Mayors!

### NFP Seminar - Fundraising Outside the Box

**Friday, June 7th from 9:00-10:30am**

*at the Chamber of Commerce (175 George Street North, Peterborough)*

In this seminar, you'll hear from a panel about Outside the Box fundraising, ways to get creative with your NFP fundraising campaigns.

## **NFP Seminar - Building Team Cohesion & Retention with a NFP Budget**

**Friday, June 21st from 9:00-10:30am**

*at the Chamber of Commerce (175 George Street North, Peterborough)*

Hear from a panel about Building Team Cohesion and Retention as a NFP, and with a NFP budget.

## **Sustainability Simplified - Leadership Trends**

**Thursday, June 27th from 11:00am-12:30pm**

*Online*

Good leaders understand trends. This session will take a closer look at the external, internal and personal impacts of emerging sustainability trends. This session will include Supply Chain regulations, community expectations, employee wellness, diversity, equity and inclusion. Participants will gain insights on societal expectations. Good leaders will become great leaders if they embrace a 'Sustainability Leadership' mindset.



Township of Selwyn | 1310 Centre Line | Selwyn, ON K9J 6X5 CA

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