

## August 2024 Business eNewsletter

### Habitat for Humanity Lakefield ReStore Grand Opening

On July 24<sup>th</sup>, Selwyn Township celebrated the official opening of the new ReStore location at 3001 Lakefield Road. Shopping, donating, and volunteering at ReStores supports affordable homeownership and sustainability by diverting items from landfills.

Did you know ReStore also offers free pick-up? If you are unable to bring your donated items to the ReStore, they can arrange a pick-up at your business or office.

To request a pick-up, you can contact the Procurement Department by calling 705-874-3458 or by emailing [truck@habitatpkr.ca](mailto:truck@habitatpkr.ca) with photos of the items you wish to donate with your name and address.

Let's welcome ReStore to the community and celebrate sustainability one donation at a time.



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### Community Futures

Small business owners and aspiring entrepreneurs can now access funding and advisory services all in one place as Community Futures has announced it will begin delivery of services provided by the Business Advisory Centre (BAC).

The BAC is a part of the Small Business Enterprise Centre program, funded by the Province of Ontario through the Ministry of Economic Development, Job Creation and Trade, previously operated by Peterborough and the Kawartha's Economic Development (PKED).

Entrepreneurs can leverage resources available at the Business Advisory Centre to help start or grow their businesses. Guidance on how to register



your business, write a business plan or hire a first employee along with expert business advisors to provide counselling services and expansion support. In addition, advisory programs with a grant component including **Starter Company Plus** and **Summer Company** will be offered.

Community Futures Peterborough's BAC will open applications for Starter Company Plus this fall and assume delivery of advisory services immediately, working closely with the team at PKED.

**Full Media  
Release**

## Peterborough Kawarthas Chamber of Commerce



**THE LOCAL SHOW**  
DISCOVER PETERBOROUGH + KAWARTHAS

SPONSORED BY

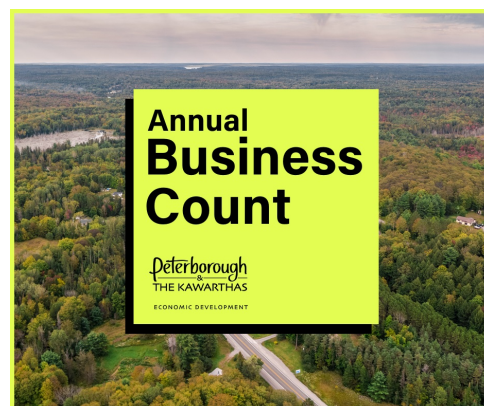
**kawartha**  
CREDIT UNION

**BOOTH SALES**  
*Now Open*

**SEPTEMBER 14TH**  
**VISIT PKCHAMBER.CA**  
PKCHAMBER.CA/LOCALSHOW

## PKED Annual Business Count

This 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. Completing this survey will enter your business into a draw for 1 of our monthly prizes!

## Funding Programs



### 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

### Innovation Cluster

Our applications for our 2nd cohort of LevelUP are closed and chosen applicants will begin their 12-week program on August 14th. They will learn business skills to grow their growth-stage company and have a chance to win a \$10K prize!

Want to participate? [Apply now for February 2025!](#)

### Innovation Information Forum

This IIF will provide valuable information and highlight into emerging opportunities available through the Government of Canada's innovation programs, services and funding that are available to help support small and medium businesses and innovators.

**INNOVATION INFORMATION FORUM**  
Discover government programs, funding, and services available for entrepreneurs!

August 13th | 1pm - 4pm | Innovation Cluster | [REGISTER NOW](#)

Government of Canada | Government du Canada | INNOVATION CLUSTER



## Instagram Bootcamp

Delivered by: **Kat Tepylo Murphy**

Learn how to use Instagram's core features strategically to create content that connects & drives sales. Instagram Bootcamp will teach participants the core features of Instagram and how to use them, including:

- Strategies for creating content and developing strong content ideas
- Using reels, photos, and graphics to create engaging content
- Engagement strategies to build your account and get more followers
- How to effectively use hashtags
- How to strategically step up your profile
- Understanding your analytics

Kat Tepylo Murphy is a Certified Social Media Strategist and Head of Strategy at **Social Kat Media**. She helps small businesses make social media not just tolerable- but FUN and EFFECTIVE!

**Date and Time:** Tuesday, August 20th 9am-11am

**Location:** 836 Charles Street, Bridgenorth Community Hall, Bridgenorth ON K0L 1H0

[Register Here!](#)

## Improve the Look of Your Business!

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

The Township offers four financial incentive



programs to local business owners or tenants of commercial properties:

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

Email the **Township's Economic Development Coordinator** for more information.



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

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