



September 2024 Business eNewsletter

3 Free Business Tools

Boost Your Business with Mailchimp

Looking for a powerful yet cost-effective way to manage your marketing? Mailchimp offers free email marketing services that are perfect for businesses of all sizes.

With user-friendly tools for creating engaging email campaigns, managing contacts, and tracking performance, Mailchimp helps you connect with your audience and drive growth. Plus, their newest SMS feature allows you to reach customers directly via text, enhancing your communication strategy. Its free plan includes essential features like email templates, automation, and analytics, making it an excellent choice for boosting your business's marketing efforts without breaking the bank. Start leveraging Mailchimp today to streamline your marketing and enhance your outreach.



[Learn more!](#)



Elevate Your Design Game with Canva's Free Plan

Looking to create stunning visuals without breaking the bank? Canva's free version is your go-to tool for all things design. Its user-friendly interface and extensive library of templates, photos, and graphics make it easy to produce professional-quality marketing materials, social media posts, and more. With powerful features available at no cost, Canva helps you craft eye-catching designs without any design experience. Start using Canva's free plan today to elevate your visual content and captivate your audience and customers effortlessly.

[Learn more!](#)

Boost Your Business with Google My Business

Harness the power of Google My Business (GMB) to enhance your online presence at no cost. With GMB, you can manage how your business appears on Google Search and Maps, share key details, post updates, and engage with customers. It's an easy way to attract more customers and build trust. You can encourage your loyal customers to write reviews and share photos. Get started today and make your business more visible!



[Learn more!](#)

Chamber Events

TBX

Tuesday, September 10, 2024
4:00 PM - 6:00 PM
Friendly Fires
981 Hwy 7 East
Otonabee, ON K9J 6X7

Join the Chamber for their marquee Networking event located at Friendly Fires on HWY 7. Refreshments will be provided!

Chamber AM

Tuesday, September 17, 2024
8:00 AM - 9:00 AM
The Art Gallery of Peterborough
250 Crescent St.
Peterborough, ON K9J 2G1

ChamberAM meetings are a great way to connect with #teamptrbo and get caffeinated for your busy workday.

Businesses are encouraged to share updates and any local business news!

Launch Party

Wednesday, September 18, 2024
7:00 PM - 9:00 PM
Bennett's Furniture and Mattresses
105 Park Street South
Peterborough, ON K9J 3R8

Join the Chamber for a chance to network and hear from a female led panel featuring local businesses. Taking place at Bennett's Furniture and Mattress

A surprise will be announced, and we can promise it's something you won't want to miss! Complete with a

Sustainability Simplified

Thursday, September 26, 2024
6:30 PM - 8:30 PM
Beamish House
27 John St
Port Hope, ON L1A 3V4

Invitation for Small & Medium size business Leaders & Innovators (SMEs) !

On behalf of the Port Hope Chamber of Commerce & Goodman Sustainability Group, come learn and meet the SME experts! Informed and thoughtful

cash bar, and hors d'oeuvres, we will see you there!

conversations around integrating sustainability for business growth and a competitive advantage. An in person dinner and reception are included in this free event, but we do ask you register to claim your spot!

Mastering the Art of a Successful Grant Application

NFP Workshop

Friday, September 20, 2024

9:00 AM-11:30 AM

Chamber of Commerce Boardroom

175 George Street N

Peterborough, ON

This workshop equips non-profit organizations with the essential skills and strategies to create compelling grant proposals, align with funder priorities, and secure funding. Participants will learn effective grant writing techniques, budgeting best practices, and how to demonstrate project impact.

This workshop will look at all levels of Grants, from Federal, Provincial and Regional. We will wrap up with a panel discussion with local funders such as Devon Girard from Community Futures Peterborough and Katelyn James from Community Foundations of Greater Peterborough.

This workshop will be hosted by Gail Moorhouse.

PKED Events

ChatGPT & AI Tools for Digital Marketing – Delivered by: **Camp Tech**

Artificial intelligence can help simplify operations, reduce costs, and boost competitiveness. Learn how to use AI tools effectively and ethically in this beginner-friendly training session. We'll explore a variety of AI options, and look at case studies, examples, and go hands-on with live demos. This training session will help bridge the gap between AI's potential and practical benefits for your small business.

You'll learn:

- What all those buzzwords mean: artificial intelligence, machine learning, large language models, generative AI
- Which AI tools can help with your administrative and marketing tasks, including ChatGPT, Jasper, DALL·E, Grammarly, Otter, and more
- How to write effective prompts for ChatGPT, to get strong and accurate



**ChatGPT & AI Tools
for Digital Marketing**

September 10, 9:00am - 12:00pm
Lakefield-Smith Community Centre

Workshop Presented By:

Peterborough
THE KAWARTHAS
ECONOMIC DEVELOPMENT

**Camp
Tech**

BAC
Business Advisory Centre

responses

- What the ethical concerns are with artificial intelligence tools
- Best practices for using AI in your digital marketing and content strategy

[Register Here!](#)

Unlocking Reels – Delivered by: **Kat Tepylo Murphy**

Unlocking Reels is the ultimate workshop for Small business owners who want to effectively use the power of Instagram Reels to grow their impact online (and have some fun while doing it!).

Unlocking Reels will teach participants how to:

- Confidently create reels with step-by-step instructions and tutorials from finding ideas to filming, editing, and posting
- Create captions, covers, and more
- Find trending audio and make trends work for your business

[Register Here!](#)



Lean Canvas Business Model Workshop – Delivered by Innovation Cluster

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.

The primary objectives of a Business Model Canvas Workshop are to:

- Foster Clarity: Help participants gain a clear understanding of their business idea or existing business by breaking it down into key components.
- Encourage Strategic Thinking: Promote strategic thinking and collaboration among participants to identify strengths, weaknesses, opportunities, and threats in their business models.
- Iterate and Refine: Guide participants in iteratively refining their business



models to enhance value proposition, customer segments, revenue streams, and more.

- **Facilitate Communication:** Enable effective communication and alignment among team members, stakeholders, and investors by using a standardized visual framework.

[Register Here!](#)

Market Research Workshop – Delivered by Innovation Cluster

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.

In this engaging and practical workshop, you will:

- **Master the Basics:** Gain a solid foundation in market research fundamentals, including defining your target audience, understanding industry trends, and identifying your competition.
- **Learn Tools of the Trade:** Explore a variety of research tools, both traditional and digital, that will empower you to gather and analyze data effectively.
- **Gain Consumer Insights:** Discover how to decipher consumer behavior, preferences, and pain points to develop products and services that truly resonate with your target market.
- **Develop Competitor Analysis:** Learn how to dissect your competitors' strategies, strengths, and weaknesses, enabling you to position your brand for success.
- **Avoid Biases:** Understand how market research can be undone by bias in data collection and interpretation.

[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.

CAP - Funding Boost for Ontario's Food Industry

The Canadian and Ontario governments are investing up to \$5 million through the Sustainable Canadian Agricultural Partnership to support small businesses in the agriculture and food sector. This funding aims to enhance food safety systems and promote growth.

The Food Safety and Growth Initiative will help food processors, producers, and service providers improve safety systems, adopt new technologies, and provide training. Grants cover 50% of costs, up to \$75,000 per project. Applications are open from August 21, 2024, to December 1, 2025, or until funds run out. For more details, visit the Ontario Ministry of Agriculture, Food and Agribusiness website or contact 1-877-424-1300.

[Learn more!](#)

Ontario Invests \$8.9 Million in Women's Career Training



The Ontario government is investing up to \$8.9 million this year through the Women's Economic Security Program to support 25 local career training programs for women. This initiative helps women gain skills and experience for jobs, starting businesses, and achieving financial independence.

The program offers training in trades, entrepreneurship, IT, and general employment. It also includes additional support such as meals, transportation, and childcare, along with wraparound services like mental health support and legal assistance for women at risk of intimate partner violence.

For more details and to apply, visit Ontario.ca/women.



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

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