

E-K Business News

An Economic Development Update

2018 - 2022 Economic Development Committee

Mission Statement:

Under the direction of Council, to manage the development of the Township businesses and industries within an environment that maximizes benefits to the Township and area residents.

Meeting Information:

The Economic Development Committee typically meets at 4:00 p.m. the 2nd Tuesday of the month at the New Dublin Main Administration Office. Meetings are open to the public.

Committee Members

Gord McFarlane, Chair
Bill Hinton
Earl Pollock
Tim Ross

Council Representatives

Councillor Eleanor Renaud
Councillor Rob Smith
Ex-Officio Mayor Brant Burrow

Staff Resources

Alison Merkley, Deputy Clerk
Laura Stanzel, Admin. Assistant

New Year Brings New Ideas

Council and the Economic Development Committee have plans to undertake and launch big projects in 2020.

The Committee has been working on creating a guide for new residents to our area which is expected to be launched shortly. The guide highlights the many services and programs offered by the municipality to provide a single resource with the FAQs from people new to the area.

Both Council and the Economic Development Committee have identified a need to further promote the Township Business Park located north of Brockville. The Business Park has vacant lands available for sale at very competitive prices. Contact mail@ektwp.ca if you are interested in learning more about the Business Park

The Township's website, www.ektwp.ca will be undergoing a redesign to make the site more accessible and user friendly. Read our future editions to hear about its launch. Other large plans include constructing a new Fire Station in Toledo, seven road construction projects, and adding various new equipment to keep up with growing needs.

Another significant project supported by Council is the rebuild of the Five Mile Lighthouse. Donations continue to be accepted by the Township Office.

A Public Meeting concerning a proposed comprehensive **Zoning By-law Update** to Zoning By-law No. 13-21, as amended, is scheduled to take place on Monday, March 9th at 7:00 p.m. in the New Dublin Council Chambers (6544 New Dublin Road). Visit www.ektwp.ca for the full notice.

Contact Us

We welcome comments and suggestions for the E-K Business News.

Email: mail@ektwp.ca

www.ektwp.ca

Stay Informed

Stay informed with municipal business by liking us on Facebook and following us on Twitter.

Facebook: <https://www.facebook.com/elizabethtown.kitley/>

Twitter: <https://twitter.com/EKTownship>

Training & Workshops

Please contact the organizers for information and location details. Registration is often required.

Employment + Education Centre

www.eecentre.com

Build Your Own Benefits

Receive tools to help you build your own benefits package.

Wednesday, February 26 from 10:00 am to noon

Cost: FREE

Personality Dimensions

Improve your understanding of yourself and others to help build stronger relationships.

Friday, February 28 from 10:00 am to 3:00 pm

Cost: Contact organizer for costs

Leeds Grenville Small Business

Enterprise Centre

www.lgsbec.com

Content Creation for Social Media

The importance of images, videos, and blogs to help build your brand recognition.

Friday, March 6 from 8:30 am to 11:00 am

Cost: \$35

Facebook & Instagram Advertising

Reach a larger online audience to increase the number of visitors to your business.

Friday, March 27 from 8:30 am to 11:30 am

Cost: \$35

HR Basics

Find the tips and tricks to the hiring process and meeting employment standards and expectations.

Friday, April 24 from 8:30 am to 11:30 am

Cost: \$35

Brockville & District Chamber of Commerce

www.brockvillechamber.com

Business to Business Relations

Learn how easy it is to create relationships and its benefits from three key speakers.

Tuesday, April 14 from noon to 1:00 pm

Cost: \$10

Small Business Advisory Centre Smiths

Falls/Lanark County

smallbizcentre.ca

Protect Your Business

Covering everything HR and workplace safety including handbooks, contracts, and cannabis.

Wednesday, February 26 from 3:00 to 5:00 pm

Cost: \$20

Bookkeeping 101

Advising owners on how to set up record keeping systems and establish work-flows.

Thursday, February 27 from 9:00 am to 12:00 pm

Cost: \$20

Google Analytics and Google Advertising

Hear about how you can advertise for free by getting your business on the map.

Thursday, March 5 from 10:00 am to 1:00 pm

Cost: \$20

Low Cost and No Cost Marketing Tools You Can Use to Grow Your Business

Increase sales by adopting simple and inexpensive marketing strategies.

Wednesday, March 25 from 1:00 pm to 4:00 pm

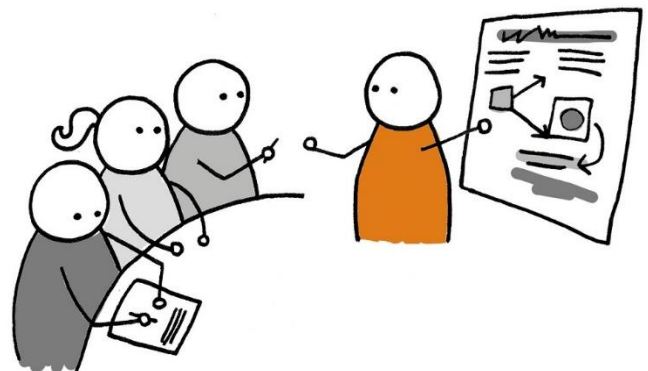
Cost: \$20

How to Cost and Price Your Products and Services Profitable

Learn the winning formula to maximize sales and profits for a healthy sustainable cash flow.

Thursday, March 26 from 9:00 am to noon

Cost: \$20



Networking

Brockville & District Chamber of Commerce

www.brockvillechamber.com

Brockville Mayor's Annual Update

Thursday, February 27 from 7:00 am to 9:00 am
Brockville Country Club (1548 King St. W.)
Cost: \$25 members / \$30 non-members

Business After 5

Thursday, March 19 from 5:00 pm to 7:00 pm
Aquarium (6 Broad St.)
Chamber Members Only

Annual General Meeting

Thursday, March 26 from 7:00 am to 9:30 am
Brockville Country Club (1548 King St. W.)
Cost: \$25 members / \$30 non-members

Breakfast with MP Michael Barrett

Monday, April 6 from 7:00 am to 9:00 am
Brockville Country Club (1548 King St. W.)
Cost: \$25 members / \$30 non-members

Leeds Grenville Small Business

Enterprise Centre www.lgsbec.com

Augusta Township Mayor's Breakfast

Friday, March 6 from 7:30 am to 10:00 am
Grenville Snowmobile Club (4901 Charleville Rd)
Cost: \$10. Registration Deadline: March 2nd

International Women's Day Luncheon

Tuesday, March 10 from 11:30 am to 2:00 pm
Brockville Country Club (1548 King St. W.)
Cost: \$40. Registration Deadline: March 4th

LG Approved Professional

www.lgapproved.ca

After Five B2B Event - Southern Division

Wednesday, April 8 from 5:00 to 8:00
Luna Pizzeria (365 Stewart Blvd)

Memberships & Subscriptions

The beginning of the new year is a great time to join and follow an organization focused on building relationships and advocating for your interests. Below are just a few of the organizations that have memberships or newsletters that may be of interest.

Brockville & District Chamber of Commerce

www.brockvillechamber.com

Employment + Education Centre

www.eecentre.com

LG Approved Professional

www.lgapproved.ca

Leeds Grenville Small Business Enterprise Centre

www.lgsbec.com

Ontario East Economic Development

ontarioeast.ca

Rural Ontario Institute

www.ruralontarioinstitute.ca

Small Business Advisory Centre

smallbizcentre.ca

Smiths Falls & District Chamber of Commerce

www.smithsfallschamber.com

South Eastern Ontario Tourism

southeasternontario.ca

United Counties of Leeds & Grenville

invest.leedsgrenville.com

Communication and Marketing are essential tools that can help attract a wider audience while keeping your past customers informed of the services you offer. The nature and importance of getting your business out there has changed over time with the fast increased of online consumerism and overall globalization.

Revisiting how you brand and market yourself is a good step in setting yourself apart from others and growing interest in your business. This can be achieved simply by having a company name and logo appear on promotional items and apparels, to increasing the visuals and informational materials available, and improving overall communications.

Businesses that can Help

@liveconx 613-342-6005 (4504 Rowsome Road)	Arrow's Trophies and Apparel 613-217-7325 (Maplewood Drive)
Christine Stesky Writing and Editing 613-345-4020 (5736 Fairfield Road)	Kedco Products Ltd. 613-342-2005 (82 Main Street Lyn)
McHugh-Comm Marketing 613-341-1116 (1303 Lambton Lane)	Promotional Concepts & Teamwear 613-342-1522 (3506 Coons Road, Unit 7)
S C Promotions & Imprinting 1-800-463-8232 (6023 County Road 29)	Sunshine Photography 613-218-2855 (17 St. George Street)
Visual Sense Illustrations 613-341-9587 (10 St. George Street)	Note: List was created using the Township of Elizabethtown-Kitley Business Directory.

