

INFORMATION ITEMS

Week Ending November 28, 2014

REPORTS

1. Guelph-Wellington Business Enterprise Centre

CORRESPONDENCE

1. None

BOARDS & COMMITTEES

1. [Committee of Adjustment Minutes – October 30, 2014](#)

ITEMS AVAILABLE IN THE CLERK'S OFFICE

1. None

INFORMATION REPORT



TO City Council

SERVICE AREA Infrastructure, Development and Enterprise
(Economic Development Services)

DATE December 1, 2014

SUBJECT **Guelph-Wellington Business Enterprise Centre**

REPORT NUMBER

EXECUTIVE SUMMARY

SUMMARY OF REPORT

To provide City Council with an update on the activities and impact in the community of the Guelph-Wellington Business Enterprise Centre (GWBEC).

KEY FINDINGS

- GWBEC is celebrating its 15th year of continuous operation in 2014
- Over the period 1999-2014, the GWBEC has provided assistance to some 4,969 business starts creating 6,844 jobs and generating sales of \$167.7 million

FINANCIAL IMPLICATIONS

City provides an annual grant to support GWBEC programs. Grant is part of the annual Economic Development budget approved by Council. In 2014, the amount of the grant is \$37,500.

BACKGROUND

The city of Guelph is one of the founding partners of the centre in 1999 and continues today as an active funder and board member through Economic Development Services.

The centre has and continues to provide a very positive impact on our community by providing advice and support to many small business start-ups in Guelph and Wellington County. The centre has established itself as a local leader in self-employment training.

INFORMATION REPORT

REPORT

The attached GWBEC "Client Profile & Economic Impact" report provides a summary of the last 15 years of operation of the centre, including a client profile, economic impact numbers and centre activity levels.

CORPORATE STRATEGIC PLAN

3.2 – Be economically viable, resilient, diverse and attractive for business

DEPARTMENTAL CONSULTATION

n/a

COMMUNICATIONS

n/a

ATTACHMENTS

Guelph-Wellington Business Enterprise Centre – Client Profile & Economic Impact Report

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Our Mandate

It is the mandate of the Centre and the funding partners, to provide prospective and existing enterprises, entrepreneurs, and self employed individuals with a one-stop source of business information and support services. This will facilitate the development, investment, growth and success rate of business in Guelph, Wellington County and, where possible, clients of alliance partners.

Congratulations to the Entrepreneurs of our community for making a difference and being the backbone of our economy.

Being your own boss has its challenges, but can be the most rewarding way of providing for your family's future. We are here to help you every step of the way through your journey in becoming the business leaders of today and tomorrow.

A very special 'thank you' to the staff, volunteers and Board of the Centre, past & present, who go above and beyond their duties to assist the entrepreneurs of the community. Here's to another 15 years of being the Experts in Business Start Up, Early Growth & Self Employment.

Thank you to all of the Centre's Partners, Sponsors, Volunteers, Board of Directors and Small Businesses for their continued support!

BDO Dunwoody LLP
Beyond Rewards Inc.
Canada Business Ontario
CBASE
City of Guelph
CJOY/Magic
County of Wellington
Cremasco Financial
Employment Ontario
Global Currency Inc.

Government of Canada
Guelph Chamber of Commerce
HJM Insurance & Financial Services Ltd.
Industry Canada
Innovation Guelph
Intrigue Media
LMS Prolink
Meridian Credit Union
Miller Thomson Law Firm
Ontario Trillium Foundation

Ontario Works
Province of Ontario
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Guelph-Wellington Business

Enterprise Centre

Celebrating 15 Years
1999-2014

Client Profile & Economic Impact

The Experts in Business Start Up, Early Growth & Self Employment



Message from Carinta Mannerelli, Chair of Board

Fifteen years ago I was a permanent fixture at the Enterprise Centre. At the time, the office was located at 1 Stone Road and there were only 3 or 4 staff in the office daily. No one ever let on, but I'm sure that each of these three people pulled straws to see who would have to deal with me and all of my "how do I..." questions as I struggled with starting my own small business. I'm thrilled to be still involved with the Centre, and am so proud of the amazing achievements of the Centre.

Now located in the middle of Guelph, the Guelph-Wellington Business Enterprise Centre has been responsible for the creation of thousands of new businesses, thousands of new jobs and has provided the answer to "how do I..." for countless people. As we look forward to the next fifteen years, I can't wait to meet the faces and hear the stories of the future success stories of the Enterprise Centre. Our original 3 or 4 staff members has grown into 15 and the potential future outreach is outstanding. I'm so thankful to have been supported by the Centre and am so grateful to be able to now offer support in return.

Message from Scott Williams, General Manager



Working with a staff of experienced business owners is a very rewarding and inspiring experience. The real key to success of the Guelph-Wellington Business Enterprise Centre is its people, and the varied mixture of backgrounds and knowledge makes the Centre a wealth of knowledge and experience. We are inspired and learn just as much from the people who engage their businesses through our Centre, and we encourage our community to reach out to become a part of this entrepreneurship family. Looking forward to the next 15 years, we see a shift in throughout our communities as we embrace entrepreneurship as a way of life, and the future of our economic stability. We look forward to providing the same quality of advice and training the Centre is known for, and look forward to strengthening and encouraging the business owners of the future, and changing the lives of those we touch.

Message from Judi Riddolls, Retired Executive Director



Fifteen years ago the small organizing committee that began the Enterprise Centre could only dream about what the Centre could accomplish. Today they can look back with pride and realize they started a powerhouse Centre that would become one of the largest self-employment delivery agents in Ontario. Their vision and support has to be rewarded and appreciated.

From my vantage point I can see the positive effect the staff have had on hundreds of small businesses in the area. A centre is only as strong as the staff that deliver the programs and services and GWBEC has had the pleasure of being home to some of the most dedicated, talented and knowledgeable advisors in the region. From our first home at 1 Stone Road Complex to our new home in Downtown Guelph we moved forward and established credibility in this specialty market space.

With a well-established presence as a leader in Self Employment training, the time was right for a change. New views and current thinking were needed to take the centre into changing times. Scott Williams has been charged with the responsibility to manage and encourage change and development into directions not yet tapped.

In the next 15 years we look forward with anticipation to see what can be accomplished. On behalf of all those that went before you we wish you success and vision.

Focus

After completing a 10 year report in 2009 on how the Guelph-Wellington Business Enterprise Centre impacted the community since its inception in 1999, it was decided to redetermine the effect after 5 additional years serving the Guelph and Wellington County area. In order to obtain a measurable comparison, the key factors evaluated are consistent to that which was reported in the 10 year report.

- The focus of this report includes:
 - client profile and activity of the Centre
 - economic impact of clients including re-occurring contact that received assistance in start up
 - number of businesses impacted and the cost per impact
 - jobs created and the cost per job

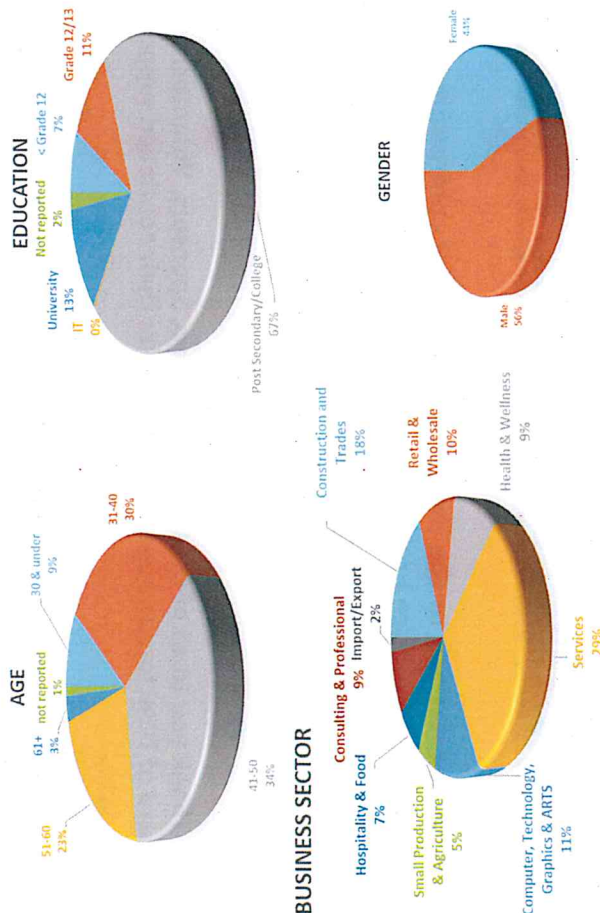
When determining the data collection we remained consistent and acknowledge that:

- may be repeat business contacts
- may decide not to start
- may not follow the advice provided
- feel that the Centre has not had a direct impact on their business.

In consideration of the above, we have focussed on the number of full consultations and extended program participants. Full consultations are clients who had a definite issue needing information or assistance, requesting a consultation with a business advisor. Extended program clients are those who are involved in ongoing business development programs.

Client Profile

By comparing our client profile, we were able to determine that there has been little change in the age and gender of the clients we see at the Centre, however business sector and education obtained have shifted over the last five years. The main areas of change occurring in the Construction sectors, while in Education there is a significant increase in Post Secondary/College.



Economic Impact

The method used to determine the number of businesses impacted while starting their business or in their first years of development was calculated by using 10% of the total number of full consultations plus the number of participants in business programs at the Centre that have launched. By using these numbers we have been able to determine the average number of business started with the assistance of GWBEC over the past 15 years (1999-2014).

For jobs created, based on client reports we determined that 8% of the businesses started added an additional job to the economy - determining the number of jobs created.

By using the audited expenses, we determined the cost per business impacted then the cost per job created.

In comparing the data from the last five years to the 10 year report, we have determined the additional amount of sales generated in five years as \$70,326,600 using the number of Business Starts and the Average for the first years sales. the clients of the Centre have contributed \$167,742,600.

Number of Business Starts	4,969
Average First Year Sales	\$39,800
Jobs Created	6,844
Cost Per Business Impacted	\$1,845
Cost per Job Created	\$1,339
Sales Generated	\$97,416,000 + \$70,326,600 =
	\$167,742,600

Centre Activity

Over the past 15 years the Guelph-Wellington Business Enterprise Centre has made significant contacts with Guelph and surrounding areas. The following numbers illustrate the contacts that have been made through:

- Walk in - Physically appeared at office for information
- Call in - Called for small business information
- Consultations - Sat privately with advisor to discuss an actual business issue
- Workshops - attended training sessions held or hosted by the Centre
- Meetings - number of contacts through outreach meetings attended
- Rural - contact that has been made in Wellington County (outside of the City of Guelph)
- Website - Hits that have been made to www.guelphbusiness.com
- Social Media - joined in 2012 Facebook and Twitter

