

## Report to Council

<b>Report Title:</b>	Hawks' Nest		
<b>Prepared By:</b>	Paulette Peirol, Community Development Coordinator		
<b>Department:</b>	Economic Development		
<b>Date:</b>	December 14, 2021		
<b>Report Number:</b>	ED2021-08	<b>File Number:</b>	C11ED
<b>Attachments:</b>	Hawks' Nest Sponsorships, Hawks' Nest Letter, Hawks' Nest Backgrounder		

### Recommendation:

That the Council of the Municipality of Brockton hereby accepts Report Number ED2021-08 - Hawks' Nest, prepared by Paulette Peirol, Community Development Coordinator and approves including a donation of \$2,000 within the 2022 budget and becoming a Partner Level sponsor.

### Report:

#### Background:

Hawks' Nest, a biannual event to support new and existing businesses in the Grey-Bruce region will be held on June 22, 2022 in Owen Sound, and the Municipality of Brockton is invited to participate as a sponsor. The "Dragon's Den" style competition was first held in 2016, with a successful encore in 2018. The event was suspended in 2020 due to the pandemic.

The Hawks' Nest program is run by the Saugeen Economic Development Corp. and Bruce Community Futures Development Corp, who help coordinate training, coaching, mentorship and financial assistance. Interested businesses and entrepreneurs participate in one of six full-day training sessions, creating and submitting business plans and gaining professional feedback to help kickstart their business ideas.

At the event, seven finalists will pitch to the Hawks – six high-profile business leaders who have committed to invest a minimum of \$5,000 in one or more of the finalists. Up to \$30,000 is up for grabs. Brockton has supported the Hawks Nest program in the past and is involved with the SEDC through the Saugeen Connects economic development group, and through its regional advisory committee.

### **Analysis:**

There are six sponsorship levels for the 2022 Hawks' Nest program, including a \$2,000 "Partner Level" for municipalities and counties. Brockton Council has contributed to the program since its inception, and staff recommend continuing to do so, at the partner level to help inspire entrepreneurs and contribute to the broader economic health of our community. The Hawks' Nest program has an excellent track record, raising over \$104,000 in grants, loans and partnerships for entrepreneurs since 2016. More than 90 people took advantage of the free business plan workshops and 50 submitted proposals to the hawks during the first two competitions.

### **Sustainability Checklist:**

What aspect of the Brockton Sustainable Strategic Plan does the content/recommendations in this report help advance?

- |   |     |
|---|-----|
| • Do the recommendations help move the Municipality closer to its Vision? | Yes |
| • Do the recommendations contribute to achieving Cultural Vibrancy?       | Yes |
| • Do the recommendations contribute to achieving Economic Prosperity?     | Yes |
| • Do the recommendations contribute to Environmental Integrity?           | N/A |
| • Do the recommendations contribute to the Social Equity?                 | Yes |

### **Financial Impacts/Source of Funding:**

- Do the recommendations represent a sound financial investment from a sustainability perspective? Yes

Monies for the \$2,000 sponsorship are included in the 2022 Economic Development budget

### **Reviewed By:**



**Trish Serratore, Chief Financial Officer**

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### **Respectfully Submitted by:**



**Paulette Peirol, Community Development Coordinator**

### **Reviewed By:**



**Sonya Watson, Chief Administrative Officer**