



Business | Succession Matching • Immigration • Youth • Women



# Saugeen Economic Development Corporation

Brockton ~ Hanover  
Minto ~ Wellington North  
West Grey



# Mission

In March 2017 the SEDC and 5 municipalities banded together in a partnership to create a project called “Saugeen Connects”.

The mission was to **collaborate** and positively impact area economic growth, support **youth retention and development**, support **growth and retention of businesses**; and to **integrate efforts to leverage immigrant attraction** to the area as residents, workers, entrepreneurs, business owners, operators and investors.



# Funding/Resources

- Each partner provides \$5,000/year and staff resources to support the projects.
- Received a Rural Economic Development Grant of \$34,000 (2018 & 2019)



# Saugeen Connects

Business | SuccessionMatching • Immigration • Youth • Women



## Saugeen Connects

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### Quality of Life in the Saugeen Connects Area

Do you want to spend less time commuting to and from work? Are you looking for a simpler life, with continued access to amenities? The Saugeen Connects Area has the Quality of Life you're Seeking!

We invite you to learn more about the opportunities that await you in the Saugeen Connects Area! With a population of 58,000+, and a majority transitioning out of the workforce, there are many job and investment opportunities available. Moderate to high annual wages as well as low home and rental costs provide you a great quality of life!

*Benefits include:*

- FRIENDLINESS
- FAMILY & COMMUNITY FOCUS
- VARIOUS COMMUNITY ORGANIZATIONS
- HIGH BROADBAND IN URBAN AREAS
- SHORTER COMMUTE TIMES - MORE PERSONAL TIME
- NUMEROUS RECREATIONAL ACTIVITIES

### In the area....



### Average Annual Wage

\$52,335

### Average Home Cost

\$294,165

### Average Annual Household Income

\$90,858

### Average Monthly Rental Cost

\$840

### Age & Gender



### Top Ethnic Groups



www.saugeenconnects.com

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75% of businesses plan to hire in 2018

### Top Hard-to-Fill Jobs



### Competencies employers are looking for in Hard-to-Fill positions

1. Work ethic
2. Self-motivated/Ability to work with little to no supervision
3. Team Work/Interpersonal abilities
4. Customer service

### Commuting Duration



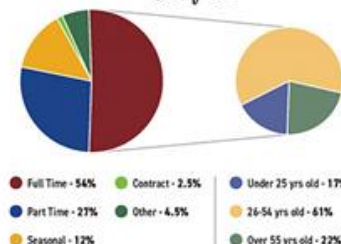
### Main Mode of Commuting

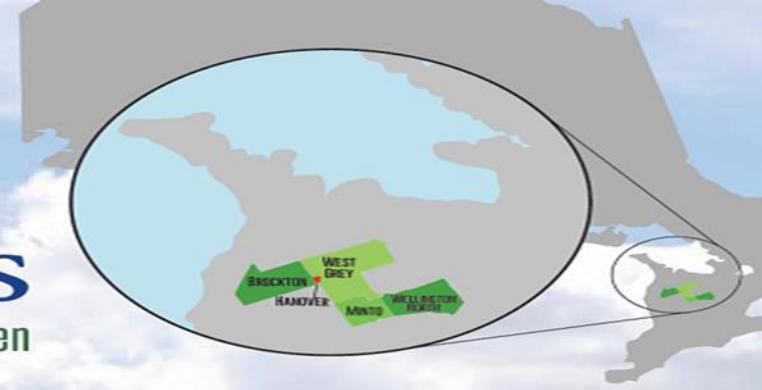


### Top Recruitment Methods



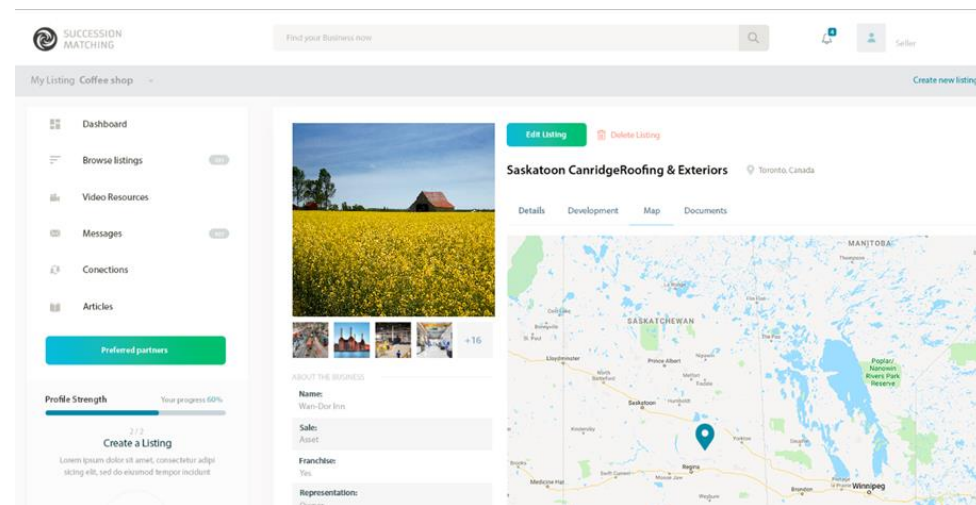
### Workforce





# SUCCESSION MATCHING

- Successionmatching.com is an online community of business buyers, sellers, and succession planning professionals.
- Successionmatching.com doesn't charge a commission on the sale of a business or farm
- Provides resources and services to assist those looking to buy or sell a business



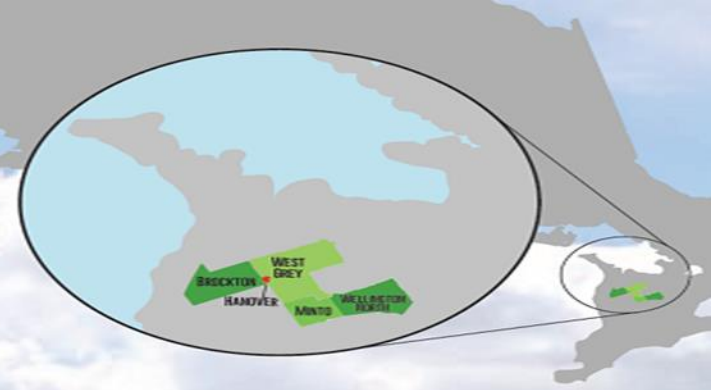




**SUCCESSION  
MATCHING**

**FRAGOMEN**  
W O R L D W I D E

- SuccessionMatching's buyers come from around the world.
- With the help of Fragomen Worldwide, they help immigrants find businesses and farms to purchase in Canada in order to apply for permanent residence status
- SuccessionMatching.com was contracted in June 2018 to provide 100 coupon codes to sellers through Saugeen Connects to use the service
- Two info/training sessions for users
- At the end of June 12 Saugeen Connects clients had activated codes (5 SOLD)
- Planning a Succession Planning Training Session for Spring 2020



# SUCCESSION MATCHING

- SuccessionMatching is partnering with universities and colleges across Canada to offer their students and alumni free memberships to their online community of business buyers and sellers.
- Participants are also given free transition resources and are connected with Lending Partners to get expert advice on how to fund a business purchase.



**SUCCESSION MATCHING**  
**BE YOUR OWN BOSS**  
launch event

**THANK YOU!**

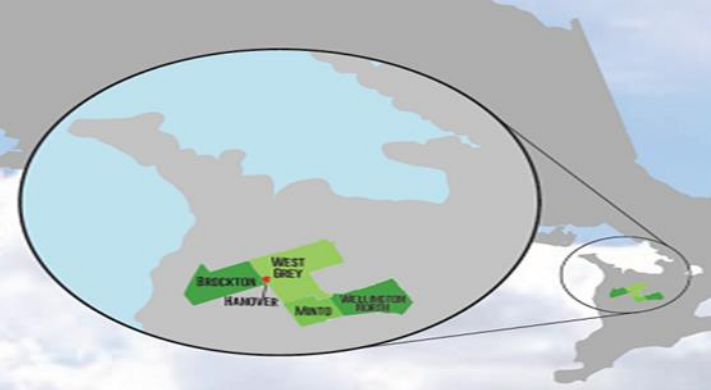
Thank you to all our partners and friends for making this event such a success!

We look forward to matching students and graduates with transitioning business owners in 2019!

LA CITÉ DES AFFAIRES | LA CITÉ •  
Confederation COLLEGE  
EDWARDS SCHOOL OF BUSINESS  
UNIVERSITY OF CALGARY  
Lakehead UNIVERSITY  
CAMBRIAN COLLEGE  
OLDS COLLEGE

Thank you Canoe FINANCIAL for supporting this event.





# Immigration



- Attract skilled and immigrant general workers to the Saugeen Connects catchment area as well as attract immigrants that are qualified to start, invest in, buy or partner in area businesses.
- October 30, 2018 hosted Investor Bus Tour with 23 investors
- 9 follow-up inquiries and 4 follow-up visits.

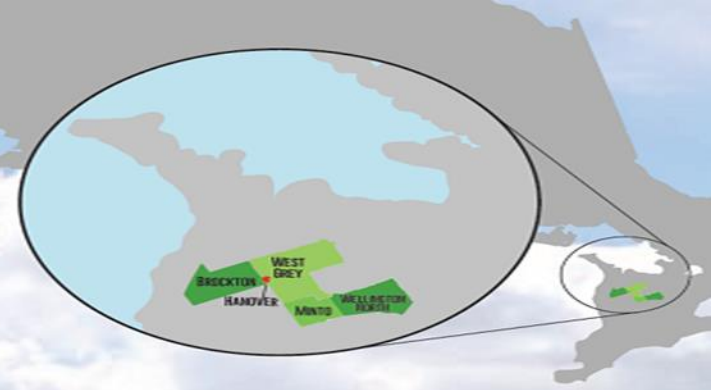






# Immigration

- “I actually encountered an opportunity that seemed to be aligned with my requirements and I am looking into it in detail and would seek help from specialized NCP staff for a sustainable decision”.
- Sector Profile Videos featuring key employers highlighting job opportunities to be presented to clients at NCP in November/December 2019

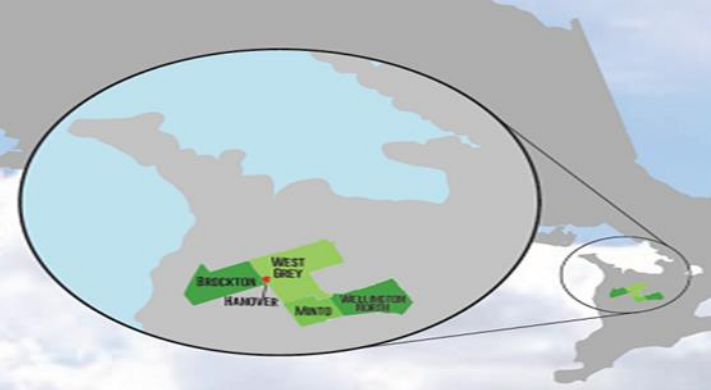


# Immigration

- Labour Force Diversification 101 Event – May 1, 2019
- 40 attendees sharing resources and best practices
- Plans to develop an Employer Network to share and learn







# Youth

- Saugeen Student Start-Up
  - Launched Spring 2019
  - Grades 6 - 12
  - 41 Youth opened 34 businesses this summer
  - Included 4 Training Sessions: Financial, Marketing, Customer Service, Problem Solving
  - Awarded \$500 for completing all aspects of program
  - Celebrated with Sponsors, Students and Supports at a BBQ in August



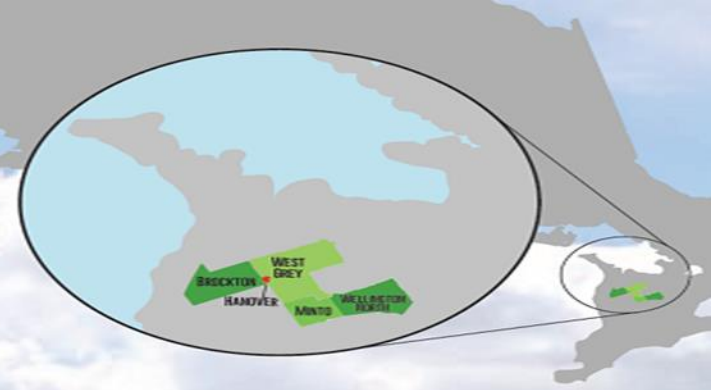




# Women

- Saugeen Connects will provide support for women to advance economically by assisting them in their entrepreneurial goals!
- Activities:
- Provide loan like AWE (Advancing Women Economically) and lending circle opportunities
- Provide additional support in the form of tools and resources, as well as networking opportunities





# Community Futures Ontario Awards 2019

## Award of Excellence for Community Economic Development

Community  
Futures  
Développement  
des collectivités









# Thank You For Your Support of Our Award Winning Project

COMING TOGETHER  
*is the **beginning**.*

KEEPING TOGETHER  
*is **progress**.*

WORKING TOGETHER  
*is **success**.*

HENRY FORD