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YORK SMALL BUSINESS ENTERPRISE CENTRE 2012 SUMMER COMPANY UPDATE

The Planning and Economic Development Committee recommends the adoption of the recommendation contained in the following report dated August 31, 2012, from the Executive Director, Corporate and Strategic Planning.

1. RECOMMENDATION

It is recommended that Council receive this report for information.

2. PURPOSE

This report provides Council with an overview of the York Small Business Enterprise Centre (YSBEC) 2012 Summer Company Program, a provincial initiative designed to teach entrepreneurship to youth and create new business start-ups and jobs.

3. BACKGROUND

York Small Business Enterprise Centre delivers the Summer Company Program on behalf of the Ministry of Economic Development and Innovation (MEDI)

The Summer Company Program is a youth entrepreneurship initiative launched by the Ministry of Economic Development and Innovation (MEDI) in 2001 and delivered through 47 Small Business Enterprise Centres across Ontario. The Program offers students between the ages of 15-29 grants up to \$3,000 to start a business and successfully complete their Summer Company Program.

Students apply online through MEDI and then complete a business plan outlining their idea for the summer, working closely with the YSBEC staff. After extensive business planning, there is a final interview process to determine the top candidates to accept into Summer Company. Upon approval of the business plan, the successful applicants receive two months of hands-on business training and mentoring to help with the start-up and running of their businesses.

The YSBEC is the program provider of the Summer Company Program for the northern six municipalities of York Region. Funding is received from the Province and the YSBEC then coordinates and executes the Program based on a set of provincial guidelines.

Summer Company has been operational in the northern six municipalities since 2004 with 103 students successfully completing the program

The YSBEC has offered the Summer Company Program in the northern six municipalities of the Region since 2004. During this period, 103 students have successfully completed the program, creating local employment, generating revenues that flow into the community, and receiving grants totalling \$309,000 from the Province.

4. ANALYSIS AND OPTIONS

Twelve youth entrepreneurs earned revenue and provincial grants totalling over \$75,000 in 2012

The YSBEC received 56 applications for the 2012 program while being allocated 13 spots by the Province. Thirteen summer businesses were approved to participate and 12 completed the 2012 Program, starting businesses that included: two swim schools, two unique jewellery businesses, interior and exterior painting, dog walking service, landscaping service, car detailing, social media marketing, mixed martial arts retailer and trainer, cupcake/cake artist and a makeup artist. A photo list of 2012 participants appears as an attachment to this report (see *Attachment 1*).

Four of the six northern municipalities were represented with five students from Newmarket, four from Aurora, three from King and one from Whitchurch-Stouffville. Sales revenue for the businesses totalled over \$38,000 supplemented by \$37,500 in grants to the students from the Province.

The Summer Company Program benefits York Region through entrepreneurship development and job creation

The Summer Company Program is a key element in the Regions' youth entrepreneurship program. Developing entrepreneurial and business operating skills in youth is important in helping to build the next generation of business owners and entrepreneurs that will keep York Region's economy vibrant. In addition, the program creates employment for the summer for the students themselves and staff that they hire. In some cases the businesses continue on throughout the year and beyond, and a number of York Summer Company graduates have turned their summer start-ups into permanent businesses, leasing space and hiring staff.

Local business leaders have been engaged as mentors to students

The YSBEC actively performs outreach into the business community to obtain volunteer mentors for the Summer Company Program. Bi-weekly mentor meetings occur throughout the summer where the students are able to draw upon the advice, skill set and

experience that each mentor possesses. The 2012 Program had seven external and two internal mentors, each with a diverse skill set (see *Table 1*).

Table 1
2012 Summer Company Mentors

Name	Type	Organization
Alexandra Kallio	Commercial Banking	National Bank
Anna Ottaviani	Entrepreneur	Successfully You
Brian North	Entrepreneur	The Ellis Studios Limited
Dan Ruby	Small Business Consultant	York Region
Lorraine Morgan	Marketing/Tourism Specialist	York Region
Marsha Field	Marketing Specialist	PRM Strategic Design Solutions
Stewart McLaren	Entrepreneur	Almac Industrial Systems
Stewart Petrie	Entrepreneur	Carafe Wine Makers
Vern Cunningham	Entrepreneur	Alutron Modules

The Summer Company Program is actively promoted by the Ministry and the Region

The Province actively promotes the Summer Company Program and businesses created through a dedicated website, Facebook page, Twitter feed, LinkedIn profile and an annual Summer Company Yearbook publication to raise awareness regarding the Program among youth. The Region actively promotes the Program and businesses created through its own communication channels, including notices in the York Beat internal electronic newsletter, and through a morning business showcase outside the cafeteria at Regional Headquarters. These Provincial and Regional promotions assist in raising program awareness within communities and help drive sales for the student businesses.

Link to Key Council-approved Plans

The Summer Company Program supports the Economic Vitality Strategic Priority area of the 2011-2015 Strategic Plan by increasing the number of jobs, the number of small business start-ups and the percentage of people living and working in the Region, all of which lead to increased employment opportunities for those living in York Region.

5. FINANCIAL IMPLICATIONS

Provincial funding is critical to the success of the Summer Company Program

The Summer Company Program would not be possible without the funding and support received from the Ministry of Economic Development and Innovation. In 2012 the

Province provided \$57,000 for the Program delivered through the York Small Business Enterprise Centre, including \$37,500 in student grants, \$19,500 in base funding for Regional staff resources, and \$1,500 to the Small Business Centre to market the Program.

In 2012 the students generated over \$38,000 in revenue over the 12 week period. Including grants, this represents \$75,000 worth of goods and services flowing into the York Region economy.

6. LOCAL MUNICIPAL IMPACT

The Summer Company Program has a direct municipal and Regional impact on youth employment. In the northern six communities since 2004, Summer Company has resulted directly in 103 youth entrepreneurs receiving \$309,000 in grants. Sales revenue over the past two years have been over \$180,000, helping stimulate the local economy as these entrepreneurs need to purchase supplies and services to operate. In 2011, 60% of these businesses formed across the Province continued to operate after the summer and of these, many continue to grow and hire employees.

7. CONCLUSION

The Summer Company Program is a Provincial youth entrepreneurship initiative delivered by the York Small Business Enterprise Centre on behalf of the northern six communities. Since 2004, 103 student businesses have been launched earning provincial grants totalling \$309,000. Thirteen student businesses covering a range of products and services were launched through the Program in 2012, generating business and grant revenue in excess of \$75,000. The Program promotes business formation, job creation, local spending, and develops entrepreneurial skills in youth through business leader mentorship.

For more information on this report, please contact Doug Lindeblom, Director of Economic Strategy at 905-830-4444 Ext. 1503.

The Senior Management Group has reviewed this report.

(The attachment referred to in this Clause is attached to this report.)

Small Business Enterprise Centre 2012 Summer Company Program Participants

Council Attachment 1



Nick Crosse – Summer Walk Pet Services



Danielle Schleese – Faced Makeup



Taylor Cowl – Aurora Backyard Swim School



Corey Knecht – Teeter Tutor



Devaney Moraes – Momz Nomz



Christie MacLeod - SwimStars



Tyler Martin – Basix Supply Co



Michael Angenet – Mike's Car Detailing



Laura Macchiusi – Posta & Co.



Neil Carder – Carder Lawncare



Nataly Malenkov – Bijoux For You



Chris Charitou – Limitless Painters