



**ECONOMIC AND CREATIVE  
DEVELOPMENT  
MEMORANDUM**

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**TO: MAYOR A. NUTTALL AND MEMBERS OF COUNCIL**

**FROM: C. POLLARD, MANAGER, SMALL BUSINESS AND CREATIVE SECTOR**

**NOTED: S. SCHLICHTER, DIRECTOR, ECONOMIC AND CREATIVE DEVELOPMENT**  
**B. ARANIYASUNDARAN, P.ENG, PMP, GENERAL MANAGER OF INFRASTRUCTURE AND GROWTH MANAGEMENT**

**RE: SMALL BUSINESS CENTRE AGREEMENT AND SUMMER COMPANY UPDATE**

**DATE: OCTOBER 2<sup>ND</sup>, 2024**

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The purpose of this memorandum is to provide members of Council with information regarding a funding extension and associated one-time funding top-up over the two-year contract with the Province of Ontario and to share the outcomes of one of the entrepreneurship programs delivered by the Small Business Centre, Summer Company, as part of the ongoing service agreement between the City of Barrie and Province of Ontario.

Agreement Extension

The City of Barrie has been a partner with the Province of Ontario in delivering business support locally through the Small Business Centre, since 2002. In July 2024, an amended two-year extension Transfer Agreement was executed for the 2024-2025 and 2025-2026 fiscal years, ending March 31<sup>st</sup>, 2026. The two-year agreement included \$142,935 for Small Business Centre core services, \$50,000 for the Starter Company Plus program and \$24,000 for the Summer Company program, for a total contribution of \$216,935 for the 2024-2025 and 2025-2026 fiscal years.

The province also provided one-time additional allocations for each of the two years of the agreement, ending at March 31<sup>st</sup> 2026 including:

- An additional \$67,200 per fiscal year for delivery of the Starter Company Plus program (including grant funding for program participants). This represents \$32,200 in additional program delivery costs and \$35,000 in grant funding, representing the equivalent of 7 additional grants bringing the total number of Starter Company Plus micro grants from 10 to 17.
- An additional \$23,200 per fiscal year for the delivery of the Summer Company program (including grant funding for program participants). This represents an additional \$11,200 in additional program delivery costs and \$12,000 in grant funding, representing the equivalent of 4 additional grants bringing the total number of Summer Company micro grants from 8 to 12.

These additional funds have allowed the Small Business Centre to address demand for both programs through additional human resource support through Council Motion 24-G-193 that moved the part-time program administrative support to full-time through March 31<sup>st</sup>, 2026 as well as program materials and supports. In 2024, over 30 youth applied to the Summer Company program and Starter Company Plus program had a waiting list of 250+ current and prospective small business owners.

About Summer Company

Summer Company supports young people between the ages of 15 and 29 to start and run their own summer business by providing funding, advice and services. The program runs from June to August and supported 12 participants in 2024. Students who were accepted into the program received:

- A grant award of \$3,000
  - A first payment of up to \$1,500 to fund start-up costs
  - A second payment of up to \$1,500 upon successful completion of the program
- Hands-on coaching and training from local business leaders in the Barrie community.
- To recognize the importance of youth entrepreneurship, the following value-add activities were conducted to support the business's success:
  - Content days with local digital vendors to provide professional content or product shots that can be utilized for sales.
  - Participation in the Barrie Farmers' Market to practice speaking with customers and generate sales.
  - A marketing campaign that provides a spotlight on each Summer Company participant on both social media and the Invest Barrie blog.

All twelve participants completed the program with half of the students planning to continue operating their business over the school year and several planning re-opening their businesses the following summer. A summary of the businesses is provided below. Full profiles can be found on the Invest Barrie website at [investbarrie.ca](http://investbarrie.ca)

#### 2024 Summer Company Program Participants

*Alexandre St.Pierre - A ONE Property Service:* Alexandre is the founder of A ONE Property Service, a versatile property maintenance company serving the Horseshoe Valley area, including Orillia and Barrie.

*Avery Bentham - The Chameleon Marketing:* Avery, the founder behind The Chameleon Marketing, offers marketing services tailored to local businesses. Specializing in marketing strategies, content creation, photography, and web design, Avery's mission is to help businesses enhance their brand presence and achieve their growth objectives.

*Brooke Lawrence - Brooke Gray Lawrence:* Artist Brooke Gray Lawrence blends her academic background from her Bachelor of Fine Arts program with her passion for creating emotionally resonant art. Her work draws inspiration from the natural beauty of her hometown and her personal experiences, which have garnered her recognition across Ontario's cottage country.

*Charles Onuoha - Charlez Cutz:* Charles, the founder behind Charlez Cutz, is dedicated to providing men with haircuts that boost their self-esteem, mental stability, and interpersonal relationships.

*Emma Reynolds - EmRey Music:* Emma is a dynamic musician and singer who brings lively, energetic performances to restaurants, festivals, and various events. Operating under the name EmRey Music, Emma offers a vibrant blend of popular covers and original songs, spanning genres like country, pop, and rock.

*Emmett Cancilla – ECFILMED:* Emmett is the creative force behind ECFILMED, a dynamic videography and photography brand dedicated to capturing memorable moments, with a particular focus on sports and commercial content.

*Emmett Lepage - CleanCuts Lawn and Services:* Emmett Lepage is the owner and operator of CleanCuts Lawn and Services, catering to Tiny and surrounding areas. His business offers a comprehensive range of services, including grass cutting, yard cleanups, pressure washing, gutter cleaning, mulch laying, and various odd jobs.



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*Ryan Tigchelaar - Sunshine City Sealers:* Ryan, the entrepreneur behind Sunshine City Sealers, is dedicated to providing high-quality driveway sealing and repair services. His business is built on a passion for helping people, a love for business, and a commitment to improving his community.

*Spencer Reynolds - Spencer's Lawn Care Service:* Spencer is the dedicated owner of Spencer's Lawn Care Services, a lawn care service committed to delivering quality and reliability.

*Lucas Robbins - Robbins Custom Carpentry Co.:* Lucas is the owner of Robbins Custom Carpentry Co., a carpentry business that specializes in high-quality, customized outdoor carpentry services.

*Sasha Siska-Humphries - Primavera Jewelry:* Sasha is the creative force behind Primavera Jewelry, a brand dedicated to crafting high-quality, handcrafted jewelry pieces that project elegance, sophistication, and timeless beauty.

*Zuha Zubair – Mehndibyzuha:* Zuha, the talented artist behind *Mehndibyzuha*, brings the art of henna to her clients with her at-home service. Specializing in intricate and personalized henna designs, Zuha caters to a variety of occasions, including weddings, festivals, and parties.

For more information about the services or programs offered, or should you wish to refer a business owner to us for a consultation, the Small Business Centre can be contacted at [smallbusiness@barrie.ca](mailto:smallbusiness@barrie.ca) or at 705 720 2445.