



**ECONOMIC AND CREATIVE  
DEVELOPMENT  
MEMORANDUM**

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**TO: MAYOR J. LEHMAN AND MEMBERS OF COUNCIL**

**FROM: S. YOUNG, PROGRAM COORDINATOR, SMALL BUSINESS CENTRE OF BARRIE, SIMCOE COUNTY AND ORILLIA. X5453**

**NOTED: D. HYDE, MANAGER, SMALL BUSINESS CENTRE OF BARRIE, SIMCOE COUNTY & ORILLIA**

**S. SCHLICHTER, DIRECTOR, ECONOMIC AND CREATIVE DEVELOPMENT**

**A.MILLER, RPP, GENERAL MANAGER OF INFRASTRUCTURE AND GROWTH MANAGEMENT**

**RE: STARTER COMPANY PLUS - 2020 COHORT UPDATE**

**DATE: MAY 31, 2021**

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The purpose of this Memorandum is to provide members of Council with information concerning the recent completion to the 2020 Starter Company Plus program. The program, funded by the Province of Ontario, ran from October 2020 to March 2021 with 29 participants, of whom, 16 received grant funding.

*About Starter Company Plus*

Starter Company Plus is a Province of Ontario program delivered as part of the suite of business support services offered through the Small Business Centre of Barrie, Simcoe County and Orillia. The City of Barrie has been a partner with the Province in delivering business supports locally through the Small Business Centre, since 2002.

Starter Company Plus provides local entrepreneurs with the resources and knowledge they will need to start, purchase, or grow their own businesses. Training is provided, and participants receive business skills development, advice, and mentorship from area business leaders. Assistance in developing and writing a business plan is also part of the program, leading to the opportunity for program participants to be selected to present in front of an independent, volunteer Grant Committee for the chance to receive up to \$5,000 in provincial grant funding to help them grow their new or expanding business.

In an effort to boost COVID-19 recovery efforts, this particular round of the program saw a reallocation of budgeted funds to allow for an increase in available grants and for more of our local businesses and entrepreneurs to receive valuable training and mentorship. The grant funding was increased from \$50,000 to \$80,000 and the cohort size was increased by 50%.

Two participants and grant recipients gave positive testimonials around their experiences in the program:

Dr. Matt Tribe signed up for Starter Company Plus for the 2020 cohort and has no regrets. His business, [Dynamic Movement Chiropractic and Health Centre](#) was growing, and he says, "What I gained through the weeks of the program was better insight in how to look at my new business from a financial, public and personal perspective."

Kevin Gee from [Barrie First Aid and CPR Training](#) says that "I would recommend the program as it helped me greatly by giving me access to fantastic mentors and training seminars."

Applications for the next cohort will be released on June 7<sup>th</sup>, 2021. Questions regarding any of the services or programs offered by the Small Business Centre, or to refer a business owner for a consultation, please contact the Centre at [smallbusiness@barrie.ca](mailto:smallbusiness@barrie.ca) or 705 720 2445.