



PONT INTERNATIONAL
GORDIE
HOWE
INTERNATIONAL BRIDGE

2020 SANDWICH BUSINESS DEVELOPMENT SUMMIT

October 27, 2020



INITIATIVE DELIVERY PARTNERS

The Sandwich Business Development Program and today's event are funded through the Community Benefits Plan for the Gordie Howe International Bridge.

The event has been collaboratively planned by:



AGENDA



Welcome Remarks: Irek Kusmierczyk, Parliamentary Secretary to the Minister of Employment, Workforce Development and Disability Inclusion and MP Windsor-Tecumseh

Gordie Howe International Bridge Team

Keynote Address: *Build It So They Will Come, Work, Live and Stay: Designing for 21st Century Demographics* by Simon O’Byrne, Stantec

Overview of New Programs to Support Local and Emerging Businesses:
WindsorEssex Small Business Centre
The Accelerator in partnership with Baker Tilly Live

Break

Concurrent Breakout Sessions, including:

- Commerce Beside Construction: Best Practices for Construction in Business Districts
- Small Business Marketing
- Business Supports for Women-Centric Businesses
- Business Supports for Local Businesses

WELCOME REMARKS

Irek Kusmierczyk
Parliamentary Secretary to the Minister of Employment,
Workforce Development and Disability Inclusion and Member
of Parliament Windsor-Tecumseh



BUILD IT SO THEY WILL COME, WORK, LIVE AND STAY: DESIGNING FOR 21ST CENTURY DEMOGRAPHICS

Simon O'Byrne

Urban Planning and Sustainable Development Expert, Stantec

NEW PROGRAMS TO SUPPORT LOCAL AND EMERGING BUSINESSES

WindsorEssex Small Business Centre
The Accelerator in partnership with Baker Tilly Live

ABOUT THE WINDSOR ESSEX SMALL BUSINESS CENTRE

- The WindsorEssex Small Business Centre (SBC) was established in 1992
- SBC operates as a department of the WindsorEssex Economic Development Corporation (WE EDC)
- The organization is supported by the Ministry of Economic Development, Job Creation and Trade (MEDJCT)
- One organization within a network of 50+ offices that serve small business entrepreneurs
- Windsor Essex's local source for small business support services



SBC'S SERVICES

SBC provides guidance and professional advice from concept, through start-up and early growth stages of business.

SBC's team of small business advisors help small business owners and entrepreneurs, like you, to make the right decisions at business start-up and help you to develop the skills and access to networks needed to grow and succeed.

SERVICES INCLUDE:

- Complimentary advice and consultation
- Support and professional advice on start, operating and expanding a business
- Information on government requirements and programs
- Business plan support
- Access to professionals
- Research Assistance
- Business development workshops and seminars
- Mentoring and networking opportunities

ENTREPRENEURSHIP PROGRAMS:

- Digital Main Street
- RE3: ReBuild, Reopen, Revive
- Starter Company Plus
- Summer Company
- Business Mentorship
- Women's Entrepreneurship Strategy

SBC EXPANDING SERVICES TO SANDWICH TOWN

COMMUNITY AND BUSINESS BENEFITS

- Ensuring the Small Business Centre's business and entrepreneurship services are readily available to help existing business owners and future entrepreneurs
- Inspiring and fostering community and entrepreneurship opportunities
- Providing community engagement and entrepreneurship education and awareness, and
- Performing consultations and assessments with business owners to identify needs and tailored solutions

LAUNCHING NOVEMBER 2020

- The Digital Service Squad (Digital Main Street Program) to blitz the main streets and set-up meetings with business owners, provide digital assessments and tools and solutions for implementation
- Assistance to businesses to set up websites, including e-commerce, social media accounts and content creation
- Targeted hands-on learning workshops directed to early-stage and established businesses on key topics such as sales/marketing, digital technology and finance

CONTACT INFORMATION

For more information visit about the supports for Sandwich Town and services launching in November 2020, visit windsorsexsmallbusiness.com or contact info@windsorsexsmallbusiness.com.

ABOUT THE ACCELERATOR



- Founded in 2011 as the first accelerator in Windsor, Ontario
- Nurtures the development of new and emerging businesses, helping them grow and thrive
- Provides mentoring, space and programming in a unique and collaborative environment

CURRENT PROGRAMS

- A2X – Accelerator to Export
- A2X Generator Program
- Windsor Women Accelerate

PROGRAM SUPPORTS BY THE ACCELERATOR

BUSINESS DEVELOPMENT AND DISCOVERY WORKSHOPS

- Host workshops for business development and discovery in partnership with Baker Tilly Live
- For established businesses in Sandwich Town and for individuals who want to start a business in the area
- Wrap-around services include continued support, mentoring, desk space, and access to The Accelerator facility

WOMEN-LED BUSINESS DEVELOPMENT DISCOVERY WORKSHOPS

- Host workshops to address the specific challenges and barriers facing women-led businesses
- Windsor Women Accelerate is a group formed in 2013 by and for women entrepreneurs
- Wrap-around services include continued support, mentoring, desk space, and access to The Accelerator facility

CONTACT INFORMATION

For more information and to signup for the workshops, contact The Accelerator's Director of Operations, Siddique Sheikh, at siddique@downtownaccelerator.com or Senior Consultant at Baker Tilly Live, Chad Cossette at CACossette@bakertilly.ca or visit downtownaccelerator.com.

Breakout sessions will begin at 11:15AM.

LEARN MORE

 gordiehoweinternationalbridge.com

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