



Business After Five at River Valley Golf and Tube



 February 29th, 2024

 4:30 - 7:00 PM COME & GO

 River Valley Golf & Tube, Perth South

Enjoy *FREE* tubing after you network,
OR receive a *FREE* pass for another day!

PLEASE RSVP TO:
BusinessAfter5.eventbrite.ca

QUESTIONS?
ecdevtourism@perthcounty.ca


Cultivating Opportunity

Join colleagues and members of the Perth County business community and municipal representatives for our first business networking event of 2024! Share in some refreshments while connecting with fellow businesses from across Perth County. Take in some tubing afterwards or receive a tube pass to come back another day with your family and friends!

This *FREE* drop-in event for Perth County businesses and partner organizations runs from 4:30-7:00pm. RSVP through [Eventbrite](#) is greatly appreciated. For questions or if you encounter any issues with your RSVP, please email ecdev@perthcounty.ca.

Rev Up Your Advertising Impact with PC Connect!

PC Connect is rolling out exclusive on-board advertising opportunities just for you! Elevate your brand visibility by choosing from our range of interior and exterior ad spaces that guarantee your message will hit home.

- Interior Brilliance: Engage your audience

while they're captivated on-board. Our interior ad spaces ensure your message is front and center, making an impact on passengers during their transit journey.

Exterior Excellence: Capture the attention of local commuters, drivers, and pedestrians by showcasing your message on the exterior of our buses. Maximize exposure and leave a lasting impression on everyone who crosses paths with PC Connect.



Don't miss out on the chance to drive your message home with PC Connect! Contact mkerr@perthcounty.ca today to explore the perfect ad space for your brand and accelerate your reach in our community.

PC Connect Employer Toolkits are still Available!

To showcase the advantages of PC Connect, we're thrilled to introduce our exclusive PC Connect Employer Toolkit, tailor-made for your employee breakrooms. This toolkit aims to raise awareness about the benefits of public transportation and equip your employees with valuable resources for their daily commutes.

What's Inside the Toolkit?

- Informative Brochures: Insights into PC Connect routes, schedules, and key features;
- Eye-Catching Posters: Showcase the environmental and cost-saving perks of public transportation;
- Local Branded Products: Keep PC Connect top of mind with unique, locally inspired items



By making these resources readily available in your breakrooms, your employees will have easy access to information that can significantly enhance their daily commutes. PC Connect is dedicated to providing a reliable and sustainable transportation option for the community, and we see collaborations like these as a collective effort toward creating a more connected & commuter-friendly community.

If you're interested in receiving a PC Connect Employer Toolkit, please email mkerr@perthcounty.ca with your preferred delivery date and time. We're more than happy to arrange a convenient drop-off.

Apply to Join the Summer Company Plus Program

Learning how to run your own student business is one of the best summer jobs you can have. You get to be your own boss while learning what it takes to manage a business. Sales, marketing, bookkeeping, customer relationship management and networking are just a few of the highly useful skills you'll develop. Students between the ages of

15-29 who are returning to school in the fall can apply today!

<https://www.ontario.ca/page/start-summer-company-students>

For more information about the program, please contact the Stratford Perth Centre For Business at info@stratfordperthbusiness.ca



SUMMER COMPANY PLUS PROGRAM

GET IN TOUCH

info@stratfordperthbusiness.ca

Supported by the Province of Ontario, this program provides students with business training, mentorship and funding of up to \$3K to kick-start their summer business.

Foodpreneur Advantage Program Now Available in Perth County

Under the umbrella of Foodpreneur Advantage, the Stratford Perth Centre for Business and Perth County have come together to offer a collection of entrepreneurial food-related education and resources. The exciting new program is designed specifically for early-growth food and beverage manufacturing ventures that produce consumer packaged goods and provides ten weeks of FREE training, mentoring, and coaching.

The program features online workshops led by the Foodpreneur Advantage team in London for any food-related business and comprehensive programs for scalable food and beverage manufacturing ventures that produce consumer packaged goods (CPG).

Examples of the seminars available include:

- Starting a Food Business & Regulatory Compliance
- How to Sell your Food Product
- Costing & Pricing to Make Profits

Register at <https://foodpreneuradvantage.ca/> or for more information about this and other small business support programs visit <https://www.stratfordperthbusiness.ca>



ANNOUNCEMENT

We've partnered with Perth County to deliver Foodpreneur Advantage Start-Up Seminars which includes free online workshops teaching you how to start, launch and grow a food business.

Learn more at www.foodpreneuradvantage.ca

foodpreneur ADVANTAGE **Perth County** ONTARIO-CANADA **Stratford | Perth Centre for Business** Helping you reach your potential

WOMEN IN BUSINESS EVENT

IF IMPROV WAS YOUR SUPERPOWER

March 25, 2024 | 5:30 pm to 9:00 pm
Stratford Country Club

In celebration of Women's month we're inviting female-identifying participants to join us as we welcome back our favourite improv artists who are going to teach you how to harness improv and use it as your superpower.



Co-Host
Rebecca Northan



Co-Host
Christy Bruce



Register at www.stratfordperthbusiness.ca!

Supported by our partners at Perth County and the Town of St. Marys.

The Stratford Perth Centre for Business is funded by the Province of Ontario, and the Ministry of Economic Development, Job Creation and Trade.

Two Months Left to Access the Perth County Digital Service Squad

DIGITAL MAIN ST.

Perth County
ONTARIO-CANADA

GET DIGITAL ASSISTANCE TODAY

WITH THE FREE PERTH COUNTY DIGITAL SERVICE SQUAD

- ✓ Google Business Profile Set-Up
- ✓ Website and Social Media Audits
- ✓ eCommerce Set-Up and Assistance
- ✓ Assistance with Adopting New Technologies
- ✓ So much more!

Ricky Zhao
Perth County DSS Member

Aylene van den Ejinden
Perth County DSS Member

Book your consultation with Ricky and Aylene

digitalservicesquad@perthcounty.ca
perthcounty.ca/DSS

OBIAA Ontario tabla

Take advantage of FREE digital assistance from the Perth County **Digital Service Squad** before it's gone! Book your consultation with Ricky and Aylene by sending an email to digitalservicesquad@perthcounty.ca.

The program is set to end on March 31, 2024 so reach out today!

Discover More Adventures in Perth County



Have you heard about Perth County's Discover More Adventures program? This program helps local businesses expertly enhance and market their unique offerings! Participating businesses receive an experience enhancement and marketing package including expert guidance, professional photography/videography, paid advertising, and more.

To date, this program has helped launch over 14 Signature Experiences including Bonbon Making Workshops at Chok Fine Chocolates, Alpaca Walking at TLC Alpaca, Goat Socials at The Perth

Farmhouse, Interactive Beehive Tours at Huckleberry Hives, and many more!

If you have a cool idea and would benefit from support in bringing it to life, please **sign up** for this FREE program!

Find out more at perthcounty.ca/discovermoreadventures or reach out to Ashley Lansink at alansink@perthcounty.ca.

Join our Discover More Flavour Farm Gate Map Program



Spring will be here before we know it! Register your farm or local food business with Perth County's **Farm Gate Map** program!

What are the benefits of participating?

- Receive a signage and flag kit to help raise awareness and presence at the road-side
- Be featured on our digital Farm Gate Map at perthcounty.ca/farmgate
- Receive marketing and promotion throughout the year on the Perth County Tourism website and social media platforms

What is the cost?

Participation in this program is completely FREE.

How do I participate?

Visit perthcounty.ca/farmgate and click 'Join The Program' to complete the simple registration form. Once we receive your form, a member of our team will reach out to you to confirm the information provided and to coordinate delivery of your signage items.

Additional questions?

Ashley Lansink
alansink@perthcounty.ca
519-301-5611

Perth County's Draft New Official Public Open Houses

Perth County's draft New Official Plan is now available for public consultation. Attend one of four upcoming Public Open Houses to hear more about the draft New Official Plan and connect with the project team. To view the draft New Official Plan and information page online, visit:

To register to attend the February 7th Public Open House virtually, email newofficialplan@perthcounty.ca

Perth County's draft New Official Plan determines how land will be used in Perth County, including: agriculture, settlement area growth, housing, employment and natural environment conservation. The draft New Official Plan applies to all lands within the corporation limits of the County of Perth.

There will be four Public Open Houses. Drop in 4:30 - 8:30pm. Presentation at 5:30pm.

WEST PERTH* Wed. February 7, 2024 West Perth Council Chambers 160 Wellington St., Mitchell *Register to attend virtually: newofficialplan@perthcounty.ca	NORTH PERTH Thurs. February 8, 2024 Steve Kerr Memorial Complex Community Room 965 Binning St. West, Listowel
PERTH SOUTH Mon. February 12, 2024 Downie Optimist Hall 3185 County Road 122, St. Pauls	PERTH EAST Thurs. February 15, 2024 Perth East Recreation Complex 40 Temperance St., Milverton

For more information, including appeal rights, contact Perth County Planning and Development.

perthcounty.ca/NewOP | 1 Huron Street, Stratford
519-271-0531 x449 | newofficialplan@perthcounty.ca

Skills Ontario Trades and Tech Event Coming to Perth County

Skills Ontario and **Conestoga College**, in partnership with **Perth County** are planning a skilled trades event for students in Perth County! We are looking at having the event on Thursday, February 22nd (exact time and location within Perth County TBD).

The purpose of this event/initiative is to show students careers in skilled trades and technologies that exist right here in Perth County, and how they don't have to move away to other cities to pursue these types of careers. **Dan Cardinal** is the **Senior Provincial Engagement Coordinator** with **Skills Ontario** and is leading this initiative. Employers in the skilled trades within our region who might be interested in participating in this unique event should connect with Dan.

The Skills Ontario Trades & Tech Truck will also be at the event:

- **Skills Ontario trades & Tech Truck:** <https://www.skillsontario.com/truck>
- **Virtual Tour of Truck:** <https://www.youtube.com/watch?v=MfOtRgcci94>

Not familiar with Skills Ontario? Visit their website to learn more: skillsontario.com

Interested in participating? Contact Dan Cardinal at dcardinal@skillsontario.com



Dan Cardinal
Senior Provincial Engagement Coordinator
Coordonnateur principal de l'engagement provincial
Skills Compétences Canada - Ontario
613-898-2624
dcardinal@skillsontario.com



Farm Transition Webinar

This 1-hour webinar creates mindset shifts to learn how to respectfully, yet assertively, attack the issue and not the people. Conflict communication tools to navigate harmful and hurtful assumptions, and develop a path forward

to create more trust, empathy and understanding. Develop a buyout business plan that works to communicate the long-term vision of the farm and expose the inequity of siblings who do not contribute to the success of the farm business. Throughout the webinar, Elaine will answer questions sent in anonymously via text or in the Zoom group chat. Following the presentation there will also be a Q&A period with Elaine.

Date: Thursday, February 29th

Time: 1:30pm – 2:30pm, followed by a Q&A period with Elaine

Perth County Economic Development and Tourism has secured a number of FREE registrations for this event for Perth County residents and businesses interested in attending. To secure your spot, please email us at ecdev@perthcounty.ca.

Not located in Perth County? Register directly through [Eventbrite](#). Questions about the webinar or content covered? Please connect with Huron County Economic Development directly at 519-524-8394 x 6 or email economicdevelopment@huroncounty.ca.



Webinar
Entitlement vs. Fairness in Farm Transition

February 29, 2024 |
1:30 pm - 2:30 pm,
plus Q&A period

Guest Speaker:
Elaine Froese,
Canada's Farm Whisperer

REGISTER NOW

HURON COUNTY Ontario This project is funded in part by the Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA).



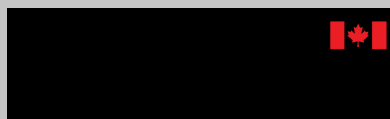
WARET
WORKFORCE ATTRACTION & RETENTION EMPLOYER TOOLKIT

presented by
Perth County & invest STRATFORD
Cultivating Opportunity

Looking for tools, templates, how-to-guides and best practices for employee attraction and retention? Register for access to the **Workforce Attraction and Retention Employer Toolkit (WARET)** and choose the solution that works best for your business.

Complete the online form at www.perthcounty.ca/employerregistration to get started.

Federal and Provincial Resources and Programs



Webinar: Exporting to the EU - Comprehensive Economic Trade Agreement (CETA) - March 20 at 10am EST

Join the Government of Ontario in

Apply now for the Grow Ontario Market Initiative!

The Governments of Canada and Ontario are investing up to \$8 million in market development efforts under the Sustainable

collaboration with the Canadian Mission to the European Union for a free webinar on exporting to the EU focusing on the Comprehensive Economic Trade Agreement (CETA).

Topics will include:

- General overview of the CETA agreement
- Deeper dive into tariffs and Rules of Origin
- Logistics and distribution in the EU
- Labelling requirements

Featured Speaker: Julie Ferguson-Ceniti, Trade Commissioner, Canadian Mission to the European Union, Brussels

[Register Now](#)

Canadian Agricultural Partnership (Sustainable CAP) to help eligible agri-food businesses and industry organizations expand into domestic and foreign markets.

The **Grow Ontario Market Initiative** is a new, cost-share initiative that helps food and beverage processors, farm businesses and agri-food sector organizations take actions to reach new markets. Examples of eligible projects could include:

- Market analysis and planning
- Product development activities
- New market-entry promotional efforts to expand opportunities for Ontario food products

Under the **Grow Ontario Market Initiative**, applicants can receive up to 50 percent cost share for eligible costs, to a maximum of \$60,000 per business for producers and food and beverage processors, and up to \$125,000 for sector organizations.

[Click Here for More Information](#)

Get Social with Perth County Tourism



Follow our socials to stay in the loop on Perth County events, destination recommendations, local experiences, business updates, and more!

If you require an alternate format of this eNewsletter, please contact accessibility@perthcounty.ca