



A Natural Attraction



Explore the Core in Eastern Ontario

PRESENTED BY:

Charlene Bessin, Managing Consultant (SBEC)

Small Business Centre - Quinte

Linda Lisle, Manager of Economic Development & Tourism Services, City of Quinte West

What is Explore the Core



- ❖ Explore the Core is an event to showcase business, investment and retail opportunities in the Downtown core in the areas that we service.

Explore the Core

- ❖ Explore the Core includes a walking tour of a downtown core including an opportunity to tour available properties and speak with existing business owners.
- ❖ Business owners, investors and entrepreneurs are invited to visit with downtown business owners who continue to succeed in business.

Challenges

- ❖ Some landlords have not been diligent in keeping their properties up to building standards
- ❖ Landlords have not bought into the downtown core revitalization with the city
- ❖ Availability of appropriate property for new business
- ❖ The lack of awareness of the efforts and improvements being made in the downtown core.

Opportunities

- ❖ Opportunities to showcase investment properties in the downtown area
- ❖ Showcase the advantages of what a downtown location has to offer
- ❖ Increase number of enhanced partnerships
- ❖ All products offered by partners are showcased during this event



OBJECTIVES

- ❖ Educate and support the transition for new business to invest in the downtown core
- ❖ To create a vibrant downtown core area making it a destination
- ❖ Establishing partnerships that contribute to the common goal of building the core

Our Approach

- ❖ Outreach to business owners and realtors for participation and buy-in
- ❖ Develop itinerary with keynote speaker
- ❖ Marketing of event and registration
- ❖ Presentation of our business services and incentives

- ❖ FREE Luncheon and networking for guests from local downtown business
- ❖ Walking tour of downtown with local business celebrities as tour guide
- ❖ Showcase investment & retail opportunities
- ❖ Hear testimonials from current successful business owners.
- ❖ Afternoon Break at a local restaurant/ bistro
- ❖ End with POPCORN at the Theatre!!



Client Centered



- ❖ Highlighting real estate allows the clients to look at the potential of a brick and mortar
- ❖ local incentives are offered to assist with some start-up costs
- ❖ Informing clients about the climate of the core by meeting other business owners within their environment
- ❖ Finally, we provide ongoing support through our network of collaborators so that every business has a chance to be successful

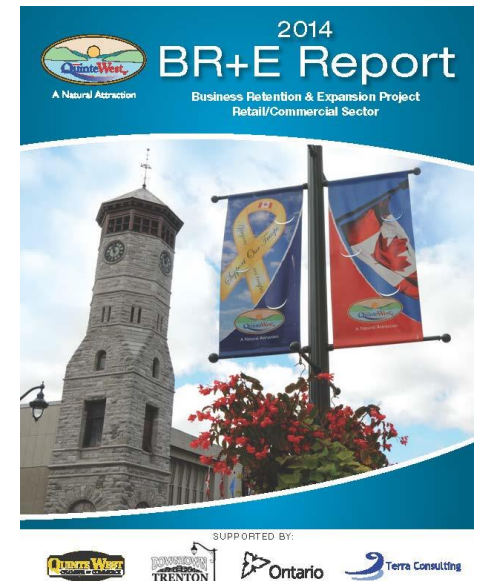
Collaborative Partnerships

- ❖ Small Business Enterprise Centre (SBC)
- ❖ Municipality
- ❖ Local BIA
- ❖ Local Real Estate
- ❖ Trenal CFDC
- ❖ Core Business Owners
- ❖ Local Media



KPI

- ❖ Contributed to the opening of 4 new businesses in the downtown core as a result – testimonials
- ❖ Continuous awareness from the community of the advantages of participating in this event, the event has now been branded in the Region
- ❖ Building partnerships has generated additional initiatives to support new and existing businesses in the core. I.e.: Pitch this Place, Workshops and Seminars, Business Start up Basic
- ❖ Positive attendance numbers provides potential investment leads for the city
- ❖ Support existing commercial BR&E reports completed by the city.



Economic Impact

- ❖ Increase number of Businesses
- ❖ Creates Employment Opportunities
- ❖ Increase business retention and expansion
- ❖ Creates Interest from Investors outside of the area
- ❖ Positive effect on the communities as a whole
- ❖ Creating a vibrant down

Thank you

Small Business Centre



City of Quinte West