



PONT INTERNATIONAL
GORDIE
HOWE
INTERNATIONAL BRIDGE



Sandwich Business Development Program Open House

January 24, 2024



AGENDA

Welcome Remarks and Project Update: Heather Grondin, Chief Relations Officer, Windsor-Detroit Bridge Authority

Sandwich Business Development Program Overview: WindsorEssex Small Business Centre, A Division of Invest WindsorEssex and The Accelerator

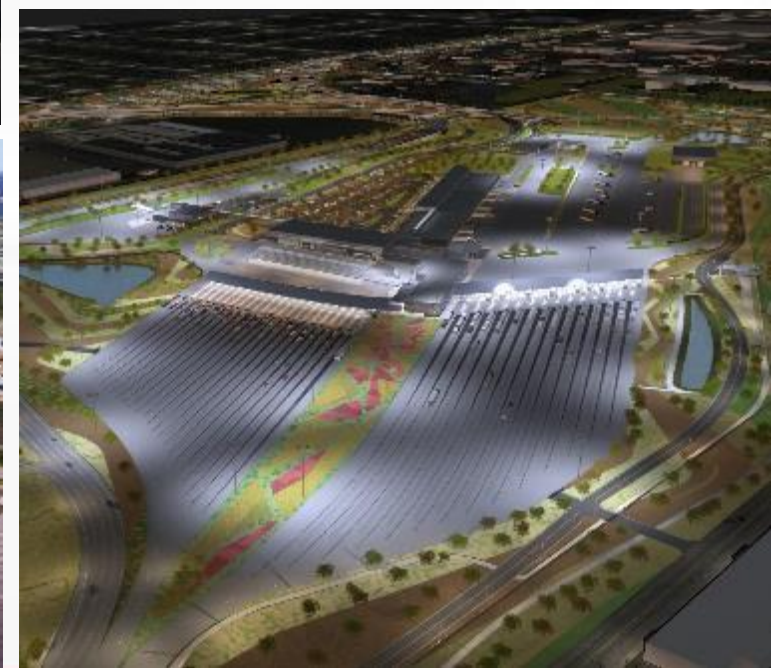
Marketing Presentation: Construction Disruption: Staying Open for Business by Blab Media

Closing Remarks and Networking

The Sandwich Business Development program is an initiative of the Gordie Howe International Bridge Community Benefits Plan, delivered by:



PROJECT COMPONENTS



PROJECT UPDATE



SANDWICH STREET RECONSTRUCTION

As part of the Gordie Howe International Bridge Project, three kilometres of Sandwich Street will be reconstructed from south of the Rosedale Avenue roundabout past Ojibway Parkway to McKee Road.

Improvements will include:

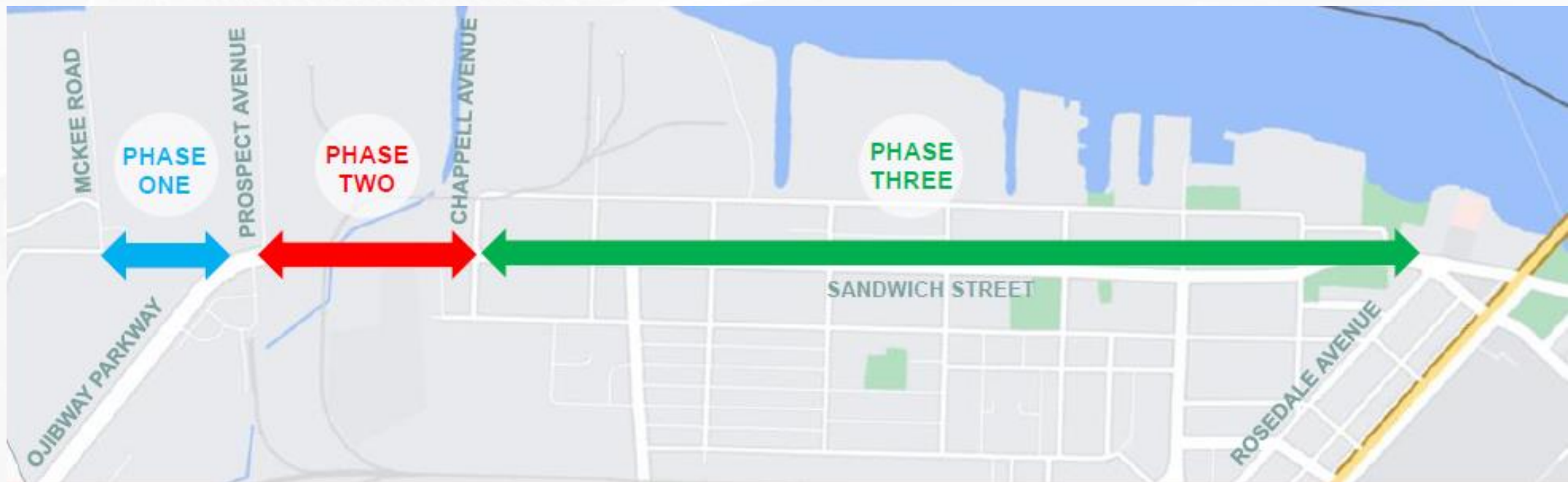
- New street and sidewalks
- Bicycle and multipurpose lanes
- New stormwater sewer



SANDWICH STREET RECONSTRUCTION

Construction is taking place in a three-phased approach:

- **PHASE ONE:** McKee Road to Ojibway Parkway – anticipated to begin in spring 2024
- **PHASE TWO:** Ojibway Parkway to Chappell Avenue – began September 2023
- **PHASE THREE:** Chappell Avenue to south of the Rosedale Avenue roundabout – anticipated to begin in 2024



COMMUNITY BENEFITS PLAN



The Workforce Development and Participation Strategy is geared toward engaging businesses and individuals and focuses on supporting workforce, training and pre-apprenticeship/apprenticeship opportunities.



The Neighbourhood Infrastructure Strategy focuses on collaborating with stakeholders and community members through consultation to develop a community investment strategy based on identified priorities.

US Bridge Site

SANDWICH BUSINESS DEVELOPMENT PROGRAM





SMALL BUSINESS & ENTREPRENEURSHIP CENTRE

A DIVISION OF INVEST WINDSORESSEX

Sandwich Business Development Program Information Session



About the organization

- Launched in 1992, the Small Business & Entrepreneurship Centre has assisted thousands of entrepreneurs with the development of new and existing businesses in Windsor and Essex County
- SBEC is a department of Invest WindsorEssex in partnership with the Ontario Ministry of Economic Development, Job Creation and Trade
- SBEC is part of Small Business Centres Ontario network

How We Can Help

- SBEC provides individuals with guidance and complimentary professional advice from ideation through start-up and operation to the early growth and expansion stages of business.

Services:

Business training

Consultations

Mentorship

Business research and referrals

Networking events

Programs

Access to regional programs
and financial support

Programming and available supports through the Sandwich Business Development Program

- Business advice and consultation - In-person office hours
- Dedicated workshops, seminars and networking opportunities
- Business plan support
- Digital Main Street's Digital Service Squad
- Mentorship
- Professional advisory service



SBEC Current Programs

**Starter
Company
PLUS**

**Summer
Company**

**DIGITAL
MAIN ST.**TM

foodpreneur
ADVANTAGE

Sandwich Business Development Program – Community Impact

- 114 business consultations with 49 businesses
- SBEC facilitated 5 new startups, 8 expansions and 25 jobs in the area
- 17 workshops/networking opportunities were conducted
- 2 businesses successfully completed Starter Company PLUS and Jumpstart
- 16 businesses were successful in obtaining Digital Main Street's Digital Transformation Grant



Sandwich Business Development Program – What's Next

SBEC will be conducting a workshop on recruiting and retaining stellar employees on March 20 at Mackenzie Hall. Registration will open soon.

VISIT WEBUSINESSCENTRE.COM AND FOLLOW US ON SOCIAL MEDIA FOR UPDATES ON FUTURE PROGRAMMING

Sandwich Business Development Program – Client Testimonials

"I had my first meeting with Stephanie Clark from the WindsorEssex Small Business Centre. We met at the John Muir Branch public library located at 363 Mill St., which was about a five-minute walk from where I was living. She helped me through the process of incorporating my business, as well as gave me vital direction, and resources for writing a business plan, applying for loans and training employees. Stephanie provides unparalleled consulting services, and she really cares about all her clients' successes! I would 100% recommend her service to anyone starting or thinking about starting a small business!

- Dan Gibbs, Dan Gibbs Moving Services Ltd.

Sandwich Business Development Program – Client Testimonials

"Meeting with Stephanie was very encouraging, and she provided me with useful ideas and a clear direction ... Stephanie asks questions that I had yet to consider and has helped me to narrow my focus for the business decisions that I make ... It is very easy to give up when things are not moving as quickly as I think they should, and I appreciate her constant contact with me and offering assistance as needed. I look forward to working more closely with SBEC as the business continues to expand, and greatly appreciate its presence in my neighbourhood."

- Ryan T. Richardson, BA LLB, GoTellSomeOne



Get in touch!

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Construction Disruption: Staying Open For Business



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**Changing your
perspective can have a
profound impact on how
you approach problems.**



Each phase of the construction project will bring with it new opportunities and challenges. Being prepared in advance will help you focus on finding success instead of managing stress.

Pre Construction

Mid-Construction

Post Construction



Pre Construction

 **Create a Strategy**

What is a strategy?

You wouldn't take a trip without knowing the directions and that's exactly the role a strategy plays; it's a roadmap that provides insight and structure.

A digital marketing strategy defines:

Who you advertise to (your target audience)

Why you advertise (your marketing goals)

Where you advertise (tactics and channels you use)

How you measure success (metrics and KPIs you track)

How do you get started?

Follow these steps to start building your strategy:

1. Know your target audience
2. Set clear marketing goals
3. Choose your channels
4. Measure your progress

1. Know your target

When your building your audiences make sure you go beyond surface level to include:

Demographic data (age, gender, location, income, marital status, etc.)

Transactional data (purchases, returns, subscriptions, donations, payments, etc.)

Behavioural data (online or in-store shopping, mobile or desktop devices, etc.)

Psychographic data (activities, interests, opinions, habits, behaviours, values, etc.)

2. Set SMART goals

Specific: Too broad or too vaguely defined goals can lead to undesired outcomes

Measurable: Define your success and use key performance indicators (KPIs) to track results

Attainable: Break your big goal into smaller goals and make sure each of them is achievable

Relevant: Only aim at achieving goals that are relevant, important and valuable to your brand

Time-Bound: Set a clear timeframe for each goal and be sure it's reasonable

3. Choose your channels

Social Media

Email Marketing

Blogs

Traditional Marketing

Partnerships

4. Measure your progress

Before you dive into the data, make time to define what success means to YOU and YOUR BUSINESS. Determine what your measurables will be, where you can find them and how often you'll check them.

Google Analytics, Facebook Pixel, Instagram/Facebook Insights and your scheduling software can help you track your progress.

Helpful Resources

- ① Courses (udemy)
- ② White papers (Marketing Profs)
- ③ Blogs (Social Media Examiner, litmus, Mailchimp)
- ④ Help pages/sections (Meta)
- ⑤ AI tools (copy.ai, jasper.ai)



Know Your Strengths

Things to consider

- ① Determine what you can commit
- ② Create a schedule
- ③ Work within your skill set
- ④ Find apps/tools to help streamline the process
- ⑤ Re-visit and re-evaluate regularly

 **Get/Stay Organized**

Strategy In Action

A strategy is only as good as its implementation and it's easy to get overwhelmed when you're trying to plan everything out. But don't stress....there are tools you can use for support!

What/How To Organize

- ① Task lists (ToDoist, Notion)
- ② Content planning (Asana, Trello, Monday, Notion)
- ③ Content creation (copy.ai, Canva, CapCut)
- ④ Social scheduling (Buffer, Later, Hootsuite)
- ⑤ Promotional giveaways (Gleam, Woorise, ViralKit)



Mid-Construction

 **Leverage & Adapt**

Ideas To Consider

- ① **Specials for workers in the area**
- ② **Host exclusive in-person experiences**
- ③ **Incentivize foot traffic with in-person perks**
- ④ **Adjusted hours/procedures**
- ⑤ **Rewards for customers who remain loyal**

How Digital Marketing Can Help

- ① Email campaigns
- ② Targeted digital ads
- ③ Custom print pieces for promotions
- ④ Partnerships with creators/influencers
- ⑤ Active and consistent social media presence

 **Be Ready To Pivot**

What could go wrong?

Expect.....the unexpected! Play devil's advocate and make a list of some things that could potentially go wrong with your plan so you can hash out solutions in advance. The more proactive and realistic you are about potential obstacles, the more prepared you'll be to deal with them.



Post Construction

 **Re-engage The Market**

Don't Drop The Ball

- ① Re-engage inactive customers
- ② Publicly thank customers for their support
- ③ Provide project updates via social/email
- ④ Plan an ad campaign to remind locals you're open
- ⑤ Partner up to host a celebratory giveaway

 **Re-evaluate Goals**

Where Do You Go From Here?

- ① Check metrics to measure success
- ② Adjust goals if necessary
- ③ Take a proactive approach
- ④ Nurture customer relationships
- ⑤ Consider new markets/targets



Do your homework

Don't be afraid to ask for help

Be realistic with your expectations

Don't lose sight of your goals



**Use this construction disruption as
an opportunity to learn and grow!**

Thank You



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LEARN MORE

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