

PORT HOPE  
— WALTON STREET —  
RECONSTRUCTION

## **Business Resources Toolkit; Municipality of Port Hope RE: Walton Street Reconstruction**

This data is to assist you and your business build your own Business Continuity Plan for the Walton Street Reconstruction Project.

We are here to help you keep your business easily accessible to customers, vendors and suppliers alike.

### **Marketing your business**

From your friends at Planning & Development - Maintain your digital presence with the help of the [Digital Main Street](#) platform. Although provincial grants and support programming ended in March 2024, Digital Main Street still offers plenty of free resources to help you create and maintain a robust digital storefront and presence. Create an account (or log in to your existing account if you already have one) and consider accessing any number of their amazing and free courses, how-to's, or guides. The following list is a sample of what is on offer but there is plenty more:

- Digital Main Street Digital Assessment: Take a free assessment to evaluate the digital health of your business and generate tools and recommendations for maximizing your digital presence.

### **Courses**

- [Digital Transformation](#)—helping business owners create and execute a plan to transform their business into one that fully leverages digital tools, and including digital literacy skills to take the DIY approach or smart consumer tips if you'd rather purchase services to get you there
- [Marketing Your Business in the New Economy](#)—how to create an online marketing plan, generate traffic, create video content, and develop a social media plan
- [Leveraging Digital to Grow Your Business](#)—how to leverage digital technology and marketing to grow your business, including financial forecasting that allows you to recover from revenue loss, and transition your business model into one

that relies less on foot traffic—perfect for a reconstruction period!

- [How to Thrive in the Internet Economy](#)—tips and tricks on thriving on the internet and a blueprint to attracting customers across a variety of platforms and channels
- [Empowering businesses to be cyber resilient](#)—fortify these digital operations against cybercrime

Download a host of topic-based guides. Contact Planning & Development who has downloaded some word docs, pdfs and an excel spreadsheet for things like “Mailchimp Basics” and “SEO-Product Description Guide.”)

### **Build on Project Wayfinding Signage**

- Place extra signage on your place of business - have within your business to hand out to clients/customers - Events Calendars, Project Updates, Announcements etc.
- Retail shopping businesses: configure your business’ Google listing to make sure it appears on our Visit Port Hope shopping page. To be included in these searches, businesses need to have their Google Listing set up with their Port Hope address and one of the search keywords in the Listing description. So the business needs to be listed as one of the categories on the Shopping Page: <https://www.visitporthope.ca/en/things-to-do/shopping.aspx> or have that keyword somewhere else in the description to be picked up by the search queries on the website.
- Be sure to **email** [tourism@porthope.ca](mailto:tourism@porthope.ca) along with [mike@ingood.ca](mailto:mike@ingood.ca) & [jeremiah@ingood.ca](mailto:jeremiah@ingood.ca) - with any events you are doing that could attract visitors. Consider offering special deals or packages: Create exclusive deals, discounts, or packages specifically for tourists visiting Port Hope. This could include bundled services, promotional offers, or unique experiences that showcase what your business has to offer.
- Re-share Tourism Port Hope’s (Facebook (@porthopetourism) and Instagram (@exploreporthope)) content that promote your business on your own Instagram/Facebook accounts

### **Staying informed - Being Proactive**

- Sign up for Walton St. updates: [porthope.ca/walton](http://porthope.ca/walton)
- Sign-up for the Business Community Updates to stay informed about opportunities and relevant business news. Make sure to sign up to any add-ons that are relevant to you: downtown, tourism, arts & culture, and food & agriculture: [porthope.ca/business-updates](http://porthope.ca/business-updates)

- Sign up for any Municipal news channels you wish to stay informed of: [porthope.ca/news](http://porthope.ca/news)

### Publicly funded business supports

- **Business and Entrepreneurship Centre Northumberland (BECN)** provides free consultations, business information and resources for every stage of a business' lifecycle. <http://becn.ca>
- **Northumberland Community Futures Development Corporation** runs numerous granting and loan programs (some repayable, some non-repayable) to support businesses with a variety of financing needs. Their advisors can also be consulted for assistance on financial and business strategy. <https://ncfdc.ca/>
- **Watton Employment** helps employers seek, hire, and train the right talent. <https://www.watton.ca/employers/>
- **Directory of Support Services** an online listing with direct access to a variety of online services, including training, education, employment, and services for new Canadians. <https://studyonline.ca/northumberland-employment-support-directory/>
- **Balanced Employment Initiative (BEI)** available through Contact North; offers an array for training and certification programs for job seekers, employees and employers <https://studyonline.ca/balanced-employment/>

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