

FALL 2021 NEWSLETTER

EXTERNAL NEWS SOURCE:

Newsletter



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FOR EVERY STAGE OF YOUR LIFE, THINK KOMOKA MORTGAGE CENTRE FIRST!



At times, life can be stressful. Buying your first home, completing renovations, and finding reliable insurance are just some of the reasons why. The team at Komoka Mortgage Centre is there to take the stress off of you and make these important milestones enjoyable. KMC offers access to over 100 lenders, a staff with combined experience of over 50 years, and experts in home financing, financial planning, law services, and more. This impressive portfolio is surely to

put clients at ease.

The Komoka Mortgage Centre first opened their doors in early 2020 in the Shoppes of Komoka Plaza. Owner, Yvette Helwig is a 14 year resident of the Kilworth/Komoka community and has enjoyed watching the growth over the years. "The small town feel & "shop local" desire is very

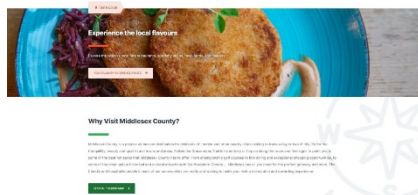
strong and when I was deciding on where to open my business, there really wasn't any better choice than here in Komoka," she said. While the last year or so hasn't been too kind to businesses, Yvette thanks everyone in the community for the support they've shown KMC so far. KMC is made up of a group of small business professionals working together to provide the best service possible and couldn't be happier to be part of such an amazing community.

Home buyers may have found it difficult to find success in the current market, Yvette advises first time home buyers to have a budget laid out before doing the mortgage pre-approval. With the cost of housing on the rise, it's recognized that a lot of first time buyers have not had the opportunity to move out or rent, let alone buy a house. "Planning out your budget will ensure you know exactly what you can afford," she explained. "Aside from the down payment, there will be other expenses at closing and it's important that you have enough savings to cover both," she continued. Rest assured, KMC helps with each step of this process including pre-approvals so you can be confident going out to look at homes. Yvette describes the local housing market as strong with lots of new housing developments showcasing some truly outstanding builders. In reference to Komoka specifically, she notes there are small businesses and some larger storefronts continuously opening, which benefits the community by introducing more amenities.

The Komoka Mortgage Centre is truly a one-stop-shop! They assist with all kinds of mortgage financing from buying a home or commercial property to home renovations and debt consolidation. That's right, they don't just deal with residential mortgages but commercial, agricultural, mixed use and multi-unit mortgage financing too. KMC's Financial Planner can assist with your investment needs along with life and other insurance needs. Komoka Law is also part of KMC, specializing in real estate and estate planning. In need of realtor or home staging? They are happy to share their vast range of referral contacts. For every phase of your life, Komoka Mortgage Centre has a mortgage for that!

Follow Komoka Mortgage Centre on Facebook, Twitter and Instagram for trustworthy advice and fun monthly events!

MIDDLESEX COUNTY LAUNCHES NEW VISIT MIDDLESEX WEBSITE



Middlesex County is excited to announce the launch of their new tourism website, visitmiddlesex.ca. Complete with a fresh, modern design and user-friendly navigation, the site highlights all the tourism destinations you know and love in a revitalized environment. Most of the previous features of the site remain with a different look but you may spot some new

features directly on the homepage including a display of their instagram page and a link to the 'Latest News' page, which hosts all press releases, articles, documents, etc. The homepage also features direct links to the Culinary Guide and Official Tourism Map, Media Centre and all of the other maps and guides. Click through the different pages on our top menu

to discover all your favourite places around the County and don't forget to submit your events to our event page! We hope you enjoy exploring all the wonders Middlesex County has to offer on this refreshed site!

MIDDLESEX COUNTY CULINARY GUIDE AN ONTARIO TOURISM RESILIENCY AWARD FINALIST



Middlesex County Economic Development is very pleased to announce that their Culinary Guide publication is an Ontario Tourism Resiliency Award finalist. The objective of the Culinary Guide was to showcase the rich, locally sourced selection of flavours, products, services, and food-related attractions found across Middlesex County and it depicts ways that individuals can actively engage with their local food communities. Submitted as part of the Collaboration Category, the Middlesex County Culinary Guide was developed in partnership with local private sector culinary tourism operators, the Middlesex Federation of Agriculture, the Middlesex London Food Policy Council, and the Middlesex London Health Unit. The County extends its thanks to the Tourism Industry Association of Canada for considering this publication for the top honour as well as its project partners for their collaboration. Special thanks to everyone who has used this guide as their map to continue supporting local businesses in the local area.

MIDDLESEX COUNTY CONNECT NOW OFFERING ADVERTISING OPPORTUNITIES FOR YOUR BUSINESS



Are you looking for a new and affordable way to advertise your business? Interested in increasing your brand awareness and community outreach? Look no further than Middlesex County Connect, the County's Inter-Community Transit Service! We have a number of cost-effective advertising options available to help you reach both local and regional populations, including:

- *Bus Shelter Ads*
- *Exterior Bus Ads*
- *Interior Rack Bus Ads*

With bus advertising that literally drives your messaging across a variety of towns and communities in our region, we can help you reach various segments of the population in a powerful way. Our service operates across Oxford County, Middlesex County, and the City of London, providing transportation to students, seniors, workers, and families.

Each advertising solution is influential on its own, but you can amplify your message further with a thoughtfully executed campaign that makes the most of how they can also work together. Explore our various transit advertising solutions by clicking the link below to explore our 2021 Advertising Kit.

[Middlesex County Connect Advertising Kit 2021](#)

If you're interested in advertising your business with Middlesex County Connect, email tmooney@middlesex.ca and we will be happy to help you plan your next campaign!

NEW COVID-19 TOURISM SUPPORTS AVAILABLE

As part of the **Safe Operations Program**, Southwest Ontario Tourism Corporation (SWOTC) will reimburse eligible applicants \$500 or \$1,000 (excluding tax) towards pandemic support over the shoulder season. Applications will be reviewed on a "first-come, first-serve" basis. Please make sure you have the following documents ready to apply:

- One document that includes all eligible receipts.
- Your government issued business or not-for-profit registration.

Please use PDF or Word and note the maximum size is 50 MB. If you are having technical difficulties when uploading receipts, and continue to be unable to upload them, please call 519-290-8687 ext. 626 for technical assistance. Click [here](#) for information on requirements, eligibility, and additional details.

The **Ontario Tourism Recovery Program (OTRP)** will support eligible tourism businesses that have been hardest hit by COVID-19. OTRP is a competitive, application-based program supporting private-sector tourism businesses that are significant drivers for their regional tourism economies. Program funding will help successful applicants:

- prepare to reopen safely
- develop adaptive and innovative tourism products
- retain and create tourism jobs
- support tourism recovery in their region and throughout Ontario

Meeting eligibility requirements does not guarantee funding. Applications will be assessed competitively using funding and assessment criteria. Awarded funding can be applied to eligible expenses for expenses incurred between April 1, 2021 and March 31, 2022. Details on how businesses that own and operate subsidiaries apply will be available when the program portal launches on October 13, 2021. Full program details, eligibility and application requirements will be available on October 13, 2021 at [ontario.ca/page/available-funding-opportunities-ontario-](https://ontario.ca/page/available-funding-opportunities-ontario)

government. If you have questions in advance of the OTRP portal launch on October 13, 2021, please contact: otrp@ontario.ca.

MIDDLESEX COUNTY TOURISM HAS GONE VIRAL



In partnership with Ontario's Southwest Tourism Corporation and Tourism London, we invited content creators, Solmaz ([The Curious Creature](#)) and Diana ([Diana's Healthy Living](#)) spend a weekend in our area to experience tourism in Middlesex County! Some of the destinations they explored during their time here include Texas Longhorn Ranch, Fat Olive, Rusted Tailgate, Sundance Balloons and more! Both Solmaz and Diana continue to document their adventures on their social media channels, which have received extremely positive interactions. Specifically, a [TikTok](#) posted by Solmaz featuring her experience at Texas Longhorn Ranch received 260,000 views, 32,400 likes and 438 comments just hours after posting. They both beautifully captured some of the various activities available in Middlesex. For more on their trip, you can read Diana's blog post on [visitmiddlesex.ca](https://www.visitmiddlesex.ca) and Solmaz's blog can be found [here](#).

MIDDLESEX MANUFACTURERS! IMPROVE YOUR BUSINESS FUTURE WITH MYFUTURE

[MYFuture](#) is a FREE program to support employers in the local manufacturing sector by encouraging job seekers to pursue a skilled career in manufacturing. MYFuture works with employers to determine what their needs are, then train job seekers with skills to fulfill those needs and prepare them for direct hire. Without the employer and their company, this program would not be possible as it relies on the employer to influence the participant's curriculum and to provide a placement for the job seekers once they have been trained. Your involvement and labour force needs are a priority. Reasons you should consider becoming a participating employer include:

- Save time and money onboarding employees
- Improve employee retention
- Bolster positive community image
- 1:1 Liaison support
- Job-ready hires

Visit manufactureyourfuture.ca or contact Julie Putoczki today at (226) 973-3508 or julie@workforcedevelopment.ca to learn how you can get involved!



EXPERIENCE THE VALUE CO-OP STUDENTS CAN BRING TO YOUR BUSINESS

Did you know Waterloo University is Canada's #1 school for connecting employers to students? They've helped over 7,100 employers identify and recruit for the skills they need for their business to thrive! If you're looking for extra help within your organization, [hire a hard-working co-op student](#) with transferable skills and a contagious willingness to learn. Student co-op placements are typically paid. [Several funding](#) programs, such as the [Government of Canada's Student Work Placement Program \(SWPP\)](#), can cover 50 to 70 per cent of wages for full-time post-secondary students' salaries. The cost of hiring a student can be further subsidized by combining funding with provincial tax credits and grants. Waterloo's nation-wide team of support staff can provide information, resources and guidance to help you find the right student for your business. Contact their team of experts at hire.talent@uwaterloo.ca or 1-877-928-4473 and begin developing your company's next game changer today.