



YSpace Northern York Region Entrepreneurship Hub



2023 | EDAC Marketing Canada Awards:
Community Collaboration

YSpace Northern York Region Entrepreneurship Hub provides entrepreneurs with resources, including mentorship, access to networks and co-working space in East Gwillimbury and Georgina. This program offers new and existing business opportunities through personal and professional development for entrepreneurs and to support entrepreneurial ecosystem.



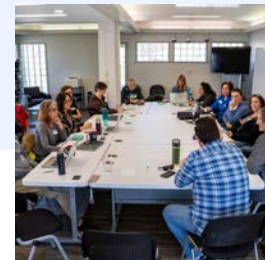
Education

YSpace offers access to free post-secondary education which is a game-changer for rural entrepreneurs. Business owners and entrepreneurs have access to academic expertise to equip them to navigate the complex business landscape with confidence, support, and innovation.



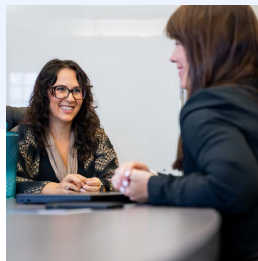
Tailored Support

YSpace offers targeted support that caters to the needs of the businesses within East Gwillimbury and Georgina. This approach ensures that the resources and education provided are relevant and effective in promoting business growth and recovery.



Building a Thriving Ecosystem

YSpace provides an ecosystem where stakeholders, including entrepreneurs, local governments, educational institutions, and community partners can work together synergistically. The network facilitates knowledge sharing, fosters innovation, and cultivates a supportive environment for entrepreneurs to grow their business.



Enhanced Resilience

YSpace strengthens entrepreneurial resilience by offering mentorship, fostering community partnerships, and delivering valuable education. These resources empower entrepreneurs with the skills and support needed to navigate challenges, adapt to changing circumstances, and propel in the face of uncertainty.



Sustainability and Inclusion

YSpace cultivates a sustainable entrepreneurial ecosystem that contributes to the long-term vitality of both communities. Additionally, the collaboration embodies a strong dedication to diversity, equity, and inclusion.



215

Businesses Served



450

Mentorship Hours



601

Total Participants

70%

Identify as women

83%

Identify as minorities

601

Total participants supported



Sectors and Industries



Retail



Professional Services



Health and Social Assistance



Hospitality and Tourism

YSpace Metrics

86.3 M

Revenue Generated

Revenue generated by ventures who have participated in YSpace programming

413

Jobs Created

Jobs created by ventures who have participated in YSpace programming.



[YSpace Annual Report 2020-2021](#)

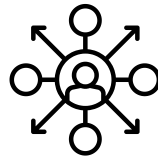


[Partnership Press Release 2022](#)



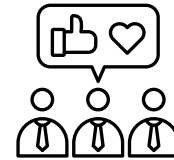
1.1K

Digital Conversations



46K

Total Reach



395K

Total Impressions

Methods

Our communication and marketing efforts are tailored to overcome the unique challenges of connecting and engaging with a rural community.

To effectively tackle these obstacles, we adopted a comprehensive approach, leveraging a range of communication and marketing methods:

- Print Magazine - Neighbour Media
- Rogers Television (Georgina)
- Radio Ads - KCountry 93.7
- Eventbrite
- Online & Print Newspaper - Georgina and EG
- Social Media Channels - Georgina, EG, YSpace
- In-person Business Visitation
- Attendance at Community Events
- E-mail Distribution List - Georgina, EG, YSpace
- Partnering with community organizations such as: York Small Business Enterprise Centre, TechConnex, Digital Main Street, and Change Connect, South Lake Futures East Gwillimbury Chamber of Commerce, and Georgina Chamber of Commerce.



" With YSpace's dedicated one-on-one support, valuable workshops, courses, and mentorship, they have provided me with the tools to thrive. "

• Maureen Mcdermott, The Officiant

" When I came here, I felt at home. The support I've been getting from YSpace is so great! I feel like I am being literally led by the hand to get to my goals. "

• Jacinta Healing Arts

" We are so grateful to be a part of this wonderful ecosystem that fosters creativity, knowledge, and collaboration. "

• Creation Farms