



ElginCounty
Progressive by Nature

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Business Profile

Doogie the Dog Communications & Design – A Holistic Approach to Business Marketing

Robert and Linda Snowden moved from the Greater Toronto Area to Port Stanley two years ago. They wanted a change of pace and they found that the small lakeside village was the perfect fit. They didn't intend on starting a business but discovered after living in the area for a while that there seemed to be a gap in the services being offered by communications companies. Robert with a background in broadcast development and video and Linda with a background in marketing, decided to combine their talents to form a full-service communications firm - Doogie the Dog Communications & Design.

management. This approach puts a business owner at ease, freeing them up to focus on other tasks.

Robert and Linda recognize that marketing can seem like a daunting task for many small business owners. Often these businesses are too small to have their own marketing departments and owners are so busy with the day-to-day challenges of running a business that they aren't able to devote sufficient time to promoting what they do.

Doogie the Dog Communications & Design offers its clients a holistic approach to marketing. They can help clients to develop a strategy and action plan taking into account unique goals and objectives, competitors, and key tactics. From there Doogie the Dog Communications & Design can help small businesses with the various aspects involved with executing their marketing strategies and action plans. This can include the development of marketing materials such as logo and branding design, website design, graphic design, as well as video production and social media



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plan that is tailored to their unique needs. Even the Doogie the Dog office space in down town Port Stanley is designed to be a place where they can welcome clients into a fun and relaxing environment.

The business' name itself is designed to be memorable and evoke a sense of fun. The delightfully whimsical moniker is in honour of one of Robert and Linda's dogs "Doogie".

"Doogie was a charismatic dog with an enormous zest for life," says Linda. "We didn't want our business to come off as too sterile or corporate. We are serious about getting results for our clients but we want the process to be fun and who better to help you out than Man's Best Friend!"

For more information about Doogie the Dog Communications & Design and to see portfolio examples visit www.doogithedog.com.

Making clients feel comfortable is very important to Robert and Linda. Doogie the Dog Communications & Design wants to alleviate the confusion and fear surrounding the marketing world, putting business owners at ease by helping them develop a marketing

Business Resource EmployerOne Survey

Each January, the Elgin Middlesex Oxford Workforce Development Board and the Local Employment Planning Council, call on employers to help them understand workforce issues and challenges facing business organizations. The EmployerOne Survey is open for the month of January and is designed to collect information on a range of issues including recruitment, education, skills, and training. To have your voice heard, fill out the survey online here -

https://www.surveymonkey.com/r/EmployerOneSurvey_2018_Elgin



Your Workforce. Our Future.



Tourism Event London Boat Show 2018

The recent frigid temperatures and deep blanket of snow make it seem like winter will never end; however, warmer weather will be here in a few short months and now is the perfect time to plan your summer at the Elgin County lakeshore. February 23-25, 2018 Elgin County will be at the [London Boat, Fishing, and Outdoor Show](#) at the Western Fair Agriplex. At this event Elgin will distribute the 2018 Elgin County Visitor's Guide, and the Elgin County Lakeshore brochure promoting marinas, beaches, and fishing spots in Port Burwell, Port Stanley, Port Bruce, and Port Glasgow.

New Elgin County Heritage Centre Opens



By the end of January 2018 the [Elgin County Museum](#) will finally open the doors of its new exhibit space to the public. After nearly a year in development the construction of The Elgin County Heritage Centre, made possible by a grant from the Canadian Cultural Spaces Fund, has now been completed. Through this new facility, the Elgin County Museum will continue its mandate to preserve the County's rich history while breathing new life into the stories that shaped this community through interactive displays designed to engage a new generation.

The new 3000 square foot facility is located adjacent to the Elgin County Administration Building on Sunset Drive. It provides a much needed increase in space to exhibit the Elgin County Museum's permanent collection as well as a series of temporary revolving exhibits. This space will also be used for Museum events and as a location to educate school groups.

The opening exhibit, on loan from the Bruce County Museum, will focus on medieval life. A portion of the new facility has been transformed into a replica of a room in Malahide Castle in Dublin, Ireland. Malahide Castle was the birthplace of Colonel Thomas Talbot who settled the area in the early 1800s and from whom many area roads, and communities derive their names. The exhibit will also feature interactive activities such as creating a brass rubbing, striking a coin, and making chain mail. These ties to medieval life meet the needs of the Grade 4 Social Sciences curriculum and the Elgin County Museum is pleased to welcome back school groups in 2018.

The Museum is excited to begin this new chapter and excited to share this new facility and its contents with the public. The Heritage Centre will be open Tuesday - Thursday 11 a.m. to 7 p.m. and Friday and Saturday 10 a.m. to 4 p.m.

Business Resource SWIFT Internet Survey

The Southwest Integrated Fibre Technology network is collecting information about how residents, farms, businesses and public sector organizations currently use internet across the region. This information will help them determine where they will invest funding and support in achieving its goals of efficiently and

effectively building broadband for everyone. Click below to fill out the survey:

A banner for the SWIFT SURVEY. It features a dark blue background with a white fiber optic light effect on the right. A red box on the left contains the text "SWIFT SURVEY". Below it, another red box contains the text "Tell us about your Internet service...". At the bottom, a smaller red box contains the text "Click here to share more about your connectivity needs & help us build #broadbandforeveryone."



Jane and Chuck Magri and Children are congratulated by Enterprise Elgin Judges and Sponsors.

Jane and Chuck Magri of [Wildflowers Farm](#) were the grand prize winners of the 2017 Enterprise Elgin Business Plan Competition held in October of 2017. The competition run by the Elgin Business Resource Centre and Elgin County is designed to encourage entrepreneurs to pursue their business ideas, product launches, and expansions with a well thought out plan. The grand prize includes approximately \$10,000 in cash and in-kind prizes that the business can use to bring the idea described in their plan to fruition.

With this award, Wildflowers Farm will be expanding its website to host all aspects of its business including all activities happening on the farm. Jane and Chuck are developing a fresh new logo and hope to break ground on a new barn this spring. This barn will be an extension on the business' existing barn and will allow the on-farm store to expand to hold more products made on the farm, offer larger yoga classes, present more

workshops and retreats. Wildflowers Farm also plans to host more seasonal concerts, dinners, and weddings making it a year-round destination.



Vacant Property Owners Utilize Elgincenives Grants

Elgin County is pleased to announce that the first six Elgincenives Community Improvement Plan (CIP) grants for 2018 have been approved and of these projects, three will be rejuvenating vacant properties.

In 2017, Elgin County Council decided to end the Vacancy Tax Rebate and make the \$80 000 in additional tax revenue available to vacant property owners through the Elgincenives program. As a result the CIP scoring matrix was updated to prioritize vacant business properties. Upgrades to vacant properties increase the likelihood that they will become occupied. The County of Elgin believes that reducing the number of vacant commercial properties will benefit all businesses by keeping rural downtowns vibrant and appealing to consumers.

The following three projects will be revitalizing vacant properties in three Elgin County municipalities:

Half of the former Palmer's Grocery Store, in Shedden (Township of Southwold) has remained vacant for several years. Through Elgincenives the western portion of the building will see a transformation including repair and replacement of ceiling, walls, insulation, floors, electrical, and plumbing.

Farrow Financial in Belmont (Municipality of Central Elgin) has moved into the former Scotiabank building and will be restoring the exterior, improving the entrance, installing new signage and exterior lighting, upgrading the aluminum siding, replacing a fence, and painting the exterior.

An upper residential space in Rodney's (Municipality of West Elgin) downtown core will undergo a complete restoration and open as a new Bed and Breakfast.

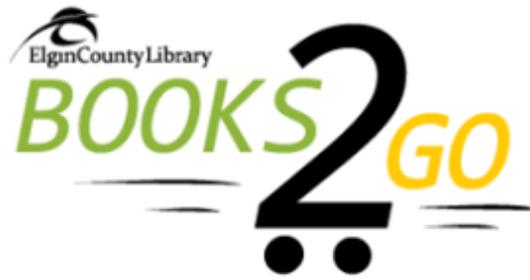
For more information about the Elgincenives Community Improvement Plan or to download an

application visit www.elgincenives.ca, e-mail kburns@elgin.ca or call 519-631-1460 ext. 137.



Funding up to
\$15,000 per year
for commercial &
agricultural business
improvements

Elgincenives
COMMUNITY IMPROVEMENT PROJECT



Do you know someone who is
homebound and loves to read?

We can bring books and more to them!

They can apply for a wide selection of books, standard and large print, books on CD, movies and music, all delivered to their door through the Elgin County Library, in partnership with VON.



Ensure the joy of lifelong reading continues. Pick up an application today at the Aylmer Library, or call to fill out an application remotely.

For more information:

Visiting Program

Pam Buys
Coordinator of Client Services,
Community Support Services
VON Middlesex-Elgin
T: 519-637-6408 or 1-800-201-0909

Books2Go

Contact the Aylmer Library



Aylmer Old Town Hall Library

38 John Street South
Aylmer, Ontario N5H 2C2 | (519) 773-2439
www.elgincounty.ca/library