



**PORT COLBORNE**

**Economic Development & Tourism  
Services**

## **Memorandum**

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**Date:** September 23, 2021

**To:** Mayor Steele and City Council

**From:** Bram Cotton, Economic Development Officer

**Re:** Request for Declaration of Small Business Week

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Each week across Canada, one week is set aside to highlight Small Business Week. The theme of Small Business Week 2021, “**Seizing The Opportunity To Build The Way Forward.**”, the past 18 months have fast-forwarded long-term disruption. Let’s join together to discuss solutions and opportunities that lie ahead for Canadian entrepreneurs.

The COVID-19 pandemic health emergency in Canada has been very challenging for all of us and small businesses have been through more than a year of unprecedented challenges. I encourage all Port Colborne residents to support your local small businesses as we look to maintain and recover from these challenges.

Entrepreneurs and their innovative businesses are key to Canada’s economic growth. By responding to the changing demands of the marketplace and creating jobs, entrepreneurs continue to be a primary force in driving the national economy.

Since its inception in 1979, as a small event in British Columbia, Small Business Week ® has grown substantially in both size and scope. Now a nationwide celebration of entrepreneurship, Small Business Week (SBW) continues to pay tribute to the important contribution that small businesses make to the national economy. SBW activities provide established and prospective entrepreneurs with training and development opportunities, and create a forum for networking and sharing ideas.

Entrepreneurs are idea people – filled with ideas, aspirations and objectives. They see an opportunity at every turn and are continuously looking for improvement. An entrepreneur's life is frenetic, powered by a seemingly unlimited vitality. The entrepreneur's tenacity is surpassed only a strong passion for business.

At this time, I would request that council declare the week of October 17 to 23, 2021 as Small Business Week in the City of Port Colborne.

Thank you for your support.

Bram Cotton  
Economic Development Officer