

## Report to Council

**Report Title:** Community Development Coordinator Update – October 2021

**Prepared By:** Paulette Peirol, Community Development Coordinator

**Department:** Economic Development

**Date:** October 12, 2021

**Report Number:** ED2021-07

**File Number:** C11ED

**Attachments:** Business View Magazine – Brockton Open for Business

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### Recommendation:

That the Council of the Municipality of Brockton hereby accepts Report Number ED2021-07 - Community Development Coordinator Update, by Paulette Peirol, Community Development Coordinator, for information purposes.

### Report:

#### Background:

The Community Development Coordinator (CDC) submits regular reports to Council to keep it abreast of activities related to community and economic development. The Municipality of Brockton has been involved in the following initiatives over the past three months:

- Walkerton BIA
- Business Outreach and Development Inquiries
- Business Recognitions
- Façade Improvement Grants and Beautification
- Durham Street Park subcommittee
- Grey-Bruce Immigration Partnership and Welcoming Initiatives
- Brockton Strategic Action Plan
- Community Improvement Plan
- Digital Main Street
- Tourism and Cargill Developments

## **Analysis:**

### **Strategic Action Plan**

The CDC assisted with the final draft of the 2021-2025 Strategic Action Plan, and is incorporating key points regarding economic development, environmental measures, accessibility, planning and growth into our revised Community Improvement Plan (CIP).

### **Newcomer Update**

A virtual hiring event last June with Larsen and Shaw, the Newcomer Centre of Peel, and economic development partners has resulted in a match, with Larsen and Shaw bringing the new employee on board late summer. The CDC assisted with helping him find accommodation and make connections. Unfortunately, the pandemic has made it more difficult for our newcomers to integrate into the community, as many in-person activities have been suspended. VPI Working Solutions staff say this is a common challenge, particularly for people who are young and single, and don't have family nearby.

The Grey-Bruce Local Immigration Partnership committees are continuing to meet, with a welcome package template is being created for municipalities that will include broad-based information about resources in the two counties, with sections that each municipality can customize for themselves.

The Four County Labour Market Planning Board held its AGM in September, with a focus on diversity in the workforce and our communities, featuring a panel of local speakers.

### **Walkerton BIA**

The CDC has been attending BIA meetings as the group considers its future, and is currently assisting with the Hometown Christmas Market planned for November 19<sup>th</sup> and 20<sup>th</sup>, helping to arrange tent rentals from the Municipality, promotion, entertainment, and connections with service clubs and student businesses. Support from Regional Tourism Organization 7 (BruceGreySimcoe) is also being investigated, as funding is available for fall campaigns and events.

The BIA's Reopening Event on July 16<sup>th</sup> was very successful, attracting several hundred people to downtown Walkerton at a time when businesses were struggling from COVID-19 restrictions.

### **Business Outreach**

The Municipality has recognized several new businesses recently -- Sessions Cannabis, our first cannabis retail outlet, and Papa V's Pizza and Wings, both on Durham Street. The Mayor and BIA president were both in attendance. We also celebrated the 10<sup>th</sup> anniversary of Old Joe's restaurant in Walkerton, and plan to recognize Huron Tractor's 45 years in Walkerton on October 13<sup>th</sup>.

The Mayor and staff also presented a Certificate of Recognition to several Cargill enterprises in August, operated by Kevin and Susan McKague (more below).

On the tourism front, the CDC toured a Bruce County employee in downtown Walkerton recently, visiting about 10 businesses and meeting with each of the owners for a blog for the Explore the Bruce website.

Discussions have taken place with three potential developers regarding lands in the East Ridge Business Park and elsewhere. Inquiries continue to come in related to doing business in Brockton.

Business View's Magazine published a feature about Brockton's growing economy in July. It can be found on [Business View Magazine's website](#), and was promoted through social media channels. Print copies have been ordered for presentation purposes for interested proponents.

### **Cargill**

Staff attended the unveiling of a new mural in Cargill and the seasonal opening of Margaret's Mercantile, run by the non-profit Cargill/Greenock Swamp Promotional Association.

The following month the owners of The Mill Dam Gallery, Bruce County Bookstore, and Cargill Visitor Centre and Museum hosted an open house for councillors, media and tourism representatives. RTO7 (BruceGreySimcoe) attended and shared some excellent photos with the Municipality, for public use. The owners of the enterprises, the McKague's, are launching a new exhibit with local artists over the holiday season, starting November 12<sup>th</sup>.

Municipal staff also attended a meeting with the Saugeen Valley Conservation Authority and Cargill promotional association about the future of Greenock Swamp tours. It was a very positive discussion, with a keen interest from both sides in the tours continuing under the management of the not-for-profit Cargill group. The Municipality of Brockton would not be directly involved in the tours or any agreement between the Cargill group and SVCA, but would continue to offer support. The CDC has been attending Cargill promotional group meetings and making members aware of current funding opportunities from the Province and other organizations and assisting where possible.

### **SSUP Event**

Saugeen Connects partners held a recognition event for this year's young entrepreneurs at Hanover's Launch Pad in August. Eleven of the Saugeen Student Startup Program (SSUP) participants were from Brockton, and four of them also attended Walkerton's reopening event earlier in the summer. The BIA has extended an invitation for them to be part of the Hometown Christmas Market as well November 19<sup>th</sup> and 20<sup>th</sup>. Many thanks to the Walkerton Rotary Club and Bruce County for helping to sponsor this year's local SSUP students.

### **Façade Grants and Downtown Beautification**

Façade grants have been approved for the owners of Victor Lair Jewellers and Roc N Duke's pet store. Another application, for Fish Tales and Story Trails, is pending approval.

Meantime, 48 Remembrance Day banners have been created to commemorate the contributions of Brockton-area veterans. Thanks go out to Rick Clayfield of the Walkerton Legion, who organized the campaign, and to Hawkins Electric for volunteering to put the banners up in downtown Walkerton free of charge. They will remain on display until November 12<sup>th</sup> or soon after, making way for the Municipality's winter lights.

The CDC remains involved with new business inquiries, marketing initiatives, the Durham Street Park sub-committee, Saugeen Connects, the Grey-Bruce Local Immigration Partnership (GBLIP), the Municipality's COVID municipal emergency control group, and the new Digital Main Street initiative (covered in an earlier

report). Thoughtful updates to the Community Improvement Plan in accordance with the Strategic Plan Actions, as well as plans for the Welcome Guide and East Ridge Business Park Guide are ongoing.

### **Sustainability Checklist:**

What aspect of the Brockton Sustainable Strategic Plan does the content/recommendations in this report help advance?

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|---|-----|
| • Do the recommendations help move the Municipality closer to its Vision? | Yes |
| • Do the recommendations contribute to achieving Cultural Vibrancy?       | Yes |
| • Do the recommendations contribute to achieving Economic Prosperity?     | Yes |
| • Do the recommendations contribute to Environmental Integrity?           | No  |
| • Do the recommendations contribute to the Social Equity?                 | Yes |

### **Financial Impacts/Source of Funding:**

- Do the recommendations represent a sound financial investment from a sustainability perspective?  
N/A

**Reviewed By:**



**Trish Serratore, Chief Financial Officer**

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**Respectfully Submitted by:**



Paulette Peirol, Community Development Coordinator

**Reviewed By:**



**Sonya Watson, Chief Administrative Officer**