

Economic Development Goals and Objectives

Purpose

To assist in community development and the retention and attraction of residents and a qualified labour pool. To assist organizations, community groups, businesses and developers by advising on the need for new municipal programs or by-laws to support development and attracting new business. The Community Development Coordinator ("CDC") will collect and provides information related to real estate, zoning, financing, legislation, and business retention and expansion to current and prospective parties.

2021 In Review

The coronavirus pandemic continued to influence community and economic development activities in Brockton in 2021, as we faced third and fourth waves of COVID-19.

Staff assisted the Municipal Emergency Control Group and Bruce County Economic Recovery Committee, working to support, retain local businesses, and ensure they had access to available loans and programs to assist them (including 100% funding for COVID-19 measures through the county's Spruce the Bruce program). We also continued to publish business-oriented COVID-19 newsletters, as needed.

A highlight of the year was the Walkerton Reopening Event and the Hometown Christmas Market. The CDC is involved in planning and fundraising for the Market Garden project.

Brockton's Strategic Planning Process for 2021-2025 presented an opportunity to solicit feedback from downtown businesses, developers, realtors, manufacturers and agricultural producers on issues pertaining to economic development and our future direction. The CDC assisted in all stages of the process and final report to establish an Economic framework to advance.

A new Community Improvement Plan for Brockton is in its final stages, with new programs to be available for businesses and to support attainable housing in early 2022.

The CDC continued to support Saugeen Connects, a regional economic group, launching a 10-week program for female entrepreneurs this year, and another for businesses considering succession planning. Both were offered online. This year's Saugeen Student Start-up Program attracted 11 young entrepreneurs from Brockton, several of them attending our downtown Walkerton street events as vendors. The Hawk's Nest program was deferred to 2022, due to the pandemic.

The CDC also supports the Saugeen Municipal Airport, Grey-Bruce Local Immigration Partnership, Walkerton BIA, Bruce County Regional Economic Development Group and Saugeen Economic Development Corp's Regional Advisory Committee, and as well as Brockton's Economic Development Committee. This will continue in 2022. Staff actively participate in the nuclear sector strategy with Bruce Power, the County of Bruce and the Nuclear Innovation Institute as the refurbishment is carried out over the next few decades.

We received a grant from Digital Main Street to share a Digital Squad Member with the Municipality of South Bruce for a four-month term, to assist businesses in each municipality with digital literacy, design, online marketing and e-commerce.

Brockton opened a new Visitor Information kiosk in the Lobies Park Campground, hiring one seasonal student and training others in customer service. (See Visitor Services section)

Brockton's Façade Improvement Program awarded grants to eight (8) local business and commercial property owners, with \$10,209 in funding approved for \$26,804 worth of investment in property improvements.

2022 Goals and Objectives

We will focus on implementing action items in the 2021-2025 Strategic Action Plan for Brockton, including:

- Assisting with coordination of special events and activities with community groups and the BIA to further promote Walkerton and the hamlets
- Launching the Brockton Residents Guide, and working with groups to organize a welcome event for new residents.
- Rolling out a new Community Improvement Plan and programs to help fund business growth, accessibility, green energy, signage and façade projects, and supporting new housing options throughout Brockton.
- Creating new guidelines, marketing materials and signage to effectively promote the East Ridge Business Park
- Updating business listings and contact information
- Organizing at least one Mayor's breakfast style event
- Attainable Housing: Supporting development of the County toolkit and working with local developers, large employers, the County and municipal staff to identify partnership opportunities to facilitate a variety of housing types, including attainable units.

- Organizing a round table with local manufacturers and large employers to discuss potential public-private initiatives related to labour force attraction, retention and training

The implementation of the Community Improvement Plan, Supporting the marketing and work to launch the new sections of the East Ridge Business Park and coordination with various groups as we continue to create opportunities for local growth, and support existing businesses to help attract and retain talent, and identify goals, opportunities and challenges for the near and longer term.

Summary of Significant Changes

- New Community Improvement Plan/Expanded Incentive Programs developed launched, promoted and connecting to opportunities locally
- East Ridge Industrial Park Sign and marketing campaign and Site Certified applications prepared
- Streamlined communications for Living, relocating to Brockton or doing business
- Monies to support the solicitor advice to continue to advance the natural gas project locally
- A Transfer from Reserve for monies not spent in 2021 on the natural gas project and due to the pandemic will help fund 2022 projects and initiatives.

EDC Operating Budget Summary

	2021 approved budget	2022 draft budget	2022 budget change	2022 budget change
Revenue				
Grants	\$0	\$0	\$0	0%
Agreements	\$2,300	\$2,300	\$0	0%
Reserve Fund	\$40,000	\$40,000	\$0	0%
Total Revenue	\$42,300	\$42,300	\$0	0%
Expense				
Wages	\$88,557	\$95,532	\$6,976	7.88%
General Expense	\$104,102	\$105,602	\$1,500	1.44%
Total Expense	\$192,659	\$201,602	\$8,476	4.40%
Net Difference	(\$150,359)	(\$158,834)	(\$8,476)	5.64%

**MUNICIPALITY OF BROCKTON
OPERATING
BUDGET FOR ECONOMIC DEVELOPMENT
2022**

PARTICULARS 01-3186	ACCOUNT NUMBER	2020	2021		2022	% Increase from PY
		ACTUAL	ACTUAL	BUDGETED	BUDGETED	
EXPENDITURES						
Wages	1200	64,218	64,780	67,793	73,327	8.16%
Benefits	1240	20,334	22,066	20,764	22,205	6.94%
Mileage	1270	59	54	750	750	0.00%
Training & Seminars	1271	2,208	628	2,000	2,000	0.00%
Supplies - Office	1305	422	60	1,000	1,000	0.00%
Payroll Services	1315	204	205	192	192	0.00%
Service Agreements	1344	1,918	5,878	6,500	6,500	0.00%
TELEPHONE	1350	515	1,020	660	660	
Advertising	1370	244	45	500	2,000	300.00%
Publications	1371	524	1,856	2,000	2,000	0.00%
Façade Program	1372	8,992	9,260	20,000	40,000	100.00%
Programs & Promotions	1382	3,506	1,939	5,000	5,000	0.00%
Visitor Information Centre	1468	-	-	-	-	
Studies	1467	28,264	2,132	40,000	20,000	-50.00%
Special Projects	1469	23,364	10,546	25,000	25,000	0.00%
Community Improvement Comm	1550	10,748	-	-	-	
EDC Committee	1470	222	-	500	500	0.00%
OPERATING EXPENDITURES		165,743	120,468	192,659	201,134	4.40%
REVENUE						
Ontario Grants	0126	-	-	-	-	0.00%
Grants Municipal	0128	-	-	-	-	0.00%
Recoveries	0145	9,753	2,633	500	500	0.00%
Agreement - Partnership	0190	7,450	-	1,800	1,800	0.00%
TRANSFERS FROM OBLIGATORY RESERVE	0196	4,924	-	40,000	-	
Transfer from Reserve Funds	0142	-	-	-	40,000	100.00%
OPERATING REVENUE		22,126	2,633	42,300	42,300	0.00%
TOTAL OPERATING		143,616	117,834	150,359	158,834	5.64%

5.64% Increase/(Decrease)
\$8,476 Increase/(Decrease)