

# Tourism Goals and Objectives

## Purpose

To promote the Municipality's tourism assets and amenities to increase visitation and spending, and draw attention to Brockton as a prospective place to live or do business. To support tourism-related businesses (including accommodators, food services, galleries, retail shops, outfitters and tour operators) and the strategic development of tourism products. To hire and train seasonal staff to assist visitors and act as ambassadors to help promote festivals and events, outdoor recreation and niche activities such as the Greenock Swamp Tours, through the operation of a Visitor Information Centre, and use of communication channels such as digital media.

## 2021 In Review

2021 was a transitional year for tourism in Brockton, with visitor services and promotion transferred from the Walkerton BIA to the Municipality, as the COVID-19 pandemic continued to overshadow much of our operations. (The historic Greenock Swamp Tours, for example, were not reinstated.)

The Municipality established a Visitor Information Centre at the new campground kiosk in Lobies Park, using the site to distribute community information and promote local activities. We received a grant to hire one summer student under the provincial Summer Experience Program, and conducted a customer service training and orientation session for seasonal parks staff. Further training was provided through a free online course offered by RTO7 (Regional Tourism Organization 7). Students assisted with gathering information from visitors.

The [visitwalkerton.com](http://visitwalkerton.com) site was enhanced with free listings for local businesses, and professionally shot photos. Brockton staff coordinated a photo shoot with Bruce County late last winter, featuring local models and shop owners.

Municipal staff continued to support tourism initiatives in Cargill and the opening of several new seasonal businesses (The Mill Dam Gallery, Bruce County Bookstore, etc.), plus a privately-operated visitor centre. Staff also supported the Cargill/Greenock Swamp Promotional Association, attending meetings, promoting Margaret's Mercantile and providing information about grants, training opportunities and potential partnerships. The group had initially planned to oversee visitor services in Cargill, but focused instead on the mercantile and "dinky train" tours.

The Municipality facilitated a meeting with the Cargill group and Saugeen Valley Conservation Authority in late fall regarding the swamp tours and plans for 2022, which have not yet been finalized.

Brockton staff also assisted with the Walkerton BIA's spring Reopening Event, hosting a draw to help determine the number of shoppers from outside the region, which was substantial.

Additionally, we toured Bruce County staff to assist with an article about Walkerton for the Explore the Bruce website.

## 2022 Goals and Objectives

Brockton will hire a dedicated tourism summer student to assist with visitor information at Lobies Park, welcoming campers and Saugeen River users and creating tourism-related social media posts and blogs, and web-site updates. They will also create and distribute events bulletins for the summer months, to be posted in public locations and will attend events and set up kiosks in Walkerton and the hamlets throughout the summer during events.

The Municipality will continue to contract Tourist Town to maintain the VisitWalkerton.com website, while also working with Bruce County to ensure strong local content on the new Explore the Bruce website. Opportunities with other tourism partners and funding organizations will also be explored.

We intend to replace the older Lobies Park entrance sign, and add wayfinding signage to promote the campground, visitor centre, skating oval, boat launch and other amenities.

An updated Visitor Map will also be published, advertising local places to eat, shop and stay, to complement the website content.

## Summary of Significant Changes

- Brockton Economic Development staff to directly oversee tourism activities
- Donation to Cargill Group same as last year
- Hire and Supervise Seasonal Staff (students)
- Enhance and update tourism website and marketing
- New map and dining/shopping brochures
- Further Develop and update promotions of Saugeen River activities

### Tourism Operating Budget Summary

	2021 approved budget	2022 draft budget	2022 budget change	2022 budget change
<b>Revenue</b>				
Grants	\$0	\$2,875	\$2,875	100%
Agreements	\$2,500	\$0	(\$2,500)	(100%)
Reserve Fund	\$0	\$0	\$0	0%
<b>Total Revenue</b>	<b>\$2,500</b>	<b>\$2,875</b>	<b>\$375</b>	<b>15.00%</b>
<b>Expense</b>				
Wages	\$0	\$5,750	\$5,750	100%
General Expense	\$20,978	\$19,936	(\$1,042)	0%
<b>Total Expense</b>	<b>\$20,978</b>	<b>\$25,686</b>	<b>\$4,708</b>	<b>22.44%</b>
<b>Net Difference</b>	<b>\$18,478</b>	<b>\$22,811</b>	<b>\$4,333</b>	<b>23.45%</b>

**MUNICIPALITY OF BROCKTON  
OPERATING  
BUDGET FOR VISITOR INFORMATION CENTRE  
2022**

PARTICULARS 01-3187	ACCOUNT NUMBER	2020	2021		2022	% Increase from PY
		ACTUAL	ACTUAL	BUDGETED	BUDGETED	
<b>EXPENDITURES</b>						
Wages	1200				-	0.00%
Wages Part-Time	1222				5,000	100.00%
Benefits	1240				750	100.00%
Mileage	1270				100	100.00%
Training & Seminars	1271				-	0.00%
Memberships	1303				-	0.00%
Supplies - Office	1305				3,000	100.00%
Payroll Services	1315				416	100.00%
Service Agreements	1344	-	2,000	12,578	2,000	-84.10%
#N/A	1350				720	100.00%
Advertising	1370	-	2,239	2,200	5,500	150.00%
Publications	1371	-	-	4,200	4,200	0.00%
Programs & Promotions	1382	-	1,068	2,000	4,000	100.00%
<b>OPERATING EXPENDITURES</b>		-	<b>5,307</b>	<b>20,978</b>	<b>25,686</b>	<b>22.44%</b>
<b>REVENUE</b>						
Ontario Grants	0126				2,875	100.00%
Grants Municipal	0128					0.00%
Recoveries	0145	-	-	2,500	-	-100.00%
Agreement - Partnership	0190				-	0.00%
	0196					
Transfer from Reserve Funds	0142				-	0.00%
<b>OPERATING REVENUE</b>		-	-	<b>2,500</b>	<b>2,875</b>	<b>15.00%</b>
<b>TOTAL OPERATING</b>		-	<b>5,307</b>	<b>18,478</b>	<b>22,811</b>	<b>23.45%</b>

23.45% Increase/(Decrease)

\$4,333 Increase/(Decrease)