

Report to Council

Report Title:	Greenock Swamp Signage		
Prepared By:	Paulette Peirol, Community Development Coordinator		
Department:	Economic Development		
Date:	January 22, 2019		
Report Number:	ED2019-01	File Number:	C11ED
Attachments:	Greenock Swamp Signage Map		

Recommendation:

That the Council of the Municipality of Brockton hereby receives Report Number ED2019-01 - Greenock Swamp Signage, prepared by Paulette Peirol, Community Development Coordinator, for information purposes and approves the expenditure and proceeding with the signage requested to support the tour.

Report:

Background:

The Saugeen Valley Conservation Authority attended Council in November, 2018 seeking support for additional Greenock Swamp signage to assist in wayfinding for its tourism initiatives at the site in Cargill. Their summer tours, “Legends of the Great Swamp” have been tremendously popular among residents and visitors. In 2018 six tours were offered and each one sold out, including a new one, “Bootlegging Lore of the Great Swamp,” which included the Walkerton jail and tales of Mickey McArthur.

Brockton’s Community Development Coordinator attended a recent meeting of the Greenock Swamp Promotional Committee and learned of plans for 2019. They include increased media exposure, a revised brochure, more children’s activities and continuation of the Cargill Visitor Centre and train tours, operated by students over the summer months. They are also considering ways to slow down traffic during the summer because of safety concerns with the train.

The group is eager to establish a “pop-up” store in Cargill showcasing the work of local artisans, and may approach the Municipality to apply for Trillium funding.

Three swamp tours are already booked for May 2019.

Group members voiced a need for improved signage, as some visitors reported getting lost on the way.

Analysis:

Brockton staff support the recommendation of additional wayfinding signage to the Greenock Swamp to increase awareness of this unique natural environment, its heritage, and its culture, which are all enhanced by the Greenock Swamp tours.

Staff determined three locations on municipally owned property that would be appropriate for additional signs to be placed. The proposed signs measure 30x8 inches, and would cost \$56 a piece. Please see attached map for location markings.

Sustainability Checklist:

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

- 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? Yes
- Do the recommendations contribute to the Social Equity? N/A

Financial Impacts/Source of Funding:

- Do the recommendations represent a sound financial investment from a sustainability perspective? Yes

The \$170.00 for the signs will be included in the 2019 budget.

Reviewed By:



Chief Financial Officer

Respectfully Submitted by:



Paulette Peirol, Community Development Coordinator

Reviewed By:



Chief Administrative Officer