

Report to Council

Report Title:	Business Retention and Expansion Report		
Prepared By:	Sonya Watson, Chief Administrative Officer		
Department:	Economic Development		
Date:	November 5, 2018		
Report Number:	ED2018-13	File Number:	C11EC, D02BU
Attachments:	Building Business in Brockton Through BR+E Project Overview		

Recommendation:

That the Council of the Municipality of Brockton hereby approves Report Number ED2018-13 – Business Retention and Expansion Report, prepared by Sonya Watson, CAO, and in so doing approves adopting the Business Retention and Expansion (BR+E) Report.

Report:

Background:

Brockton launched a year-long Business Retention and Expansion (BR+E) Project in partnership with the Ontario Ministry of Agriculture, Food, and Rural Affairs (OMAFRA) to report an understanding and respond to the needs of established local businesses and promote economic growth in Brockton.

The goal of the project is to keep current businesses healthy and happy so that they stay, grow, and become more competitive in the community, while also encouraging the creation of new businesses and jobs.

Previous Community Development Coordinator, Kathleen Arseneau provided Council with the project background on the Business Retention and Expansion (BR+E) Project in several reports to Council.

Stage 1 of the project occurred from September 28, 2017 until December 20, 2017, planning the project and developing a business survey.

Stage 2 from December 22, 2017 until April 30, 2018 involved interviews, and immediate follow-up of red flag issues.

Stage 3 from May 1, 2018 until Jul 10, 2018 involved data analysis and action plan development.

Stage 4 from July 11, 2018 until September 25, 2018 involved the creation of an action plan, and implementation initiation.

Analysis:

A total of 353 businesses were identified in the project, out of that total, 83 businesses were randomly selected, and 52 businesses participated (including 15 rural and 37 urban businesses).

The BR+E action plans developed for this project provide a roadmap to keep Brockton's local economy healthy and prosperous. Based on the areas of improvement identified in the study, the plans fall within four priority areas:

1. Population Growth
2. Business Growth
3. Communication
4. Amenities

An overview of the BR+E Project has been attached to this report for Council's review.

The final BR+E Report has been created, and was discussed at the Brockton Economic Development Committee (EDC) Meeting at their October 29, 2018. Members of the EDC and Business Improvement Area (BIA) have been invited to attend this November 5, 2018 Council Meeting for the BR+E presentation to show their support for the project.

The results of the BR+E can strengthen the directions for the community of Brockton, and align economic development efforts. Staff seek Council's adoption of the BR+ E Report and we will move forward with the initiatives and planning for the 2019 projects.

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? | Yes |

Financial Impacts/Source of Funding:

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

Reviewed By:

[insert initials]

Chief Financial Officer

Respectfully Submitted by:

A handwritten signature in black ink, appearing to read "Sonya Watson", with a long, sweeping horizontal line extending to the right.

Sonya Watson, Chief Administrative Officer