

Building Business in Brockton Through the BR+E Project

Did you know that existing businesses create 74-90% of new jobs? Understanding and responding to the needs of established local businesses is one of the most cost-effective ways to promote local economic growth.

That's one of the many important reasons why 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). This overview summarizes the results of the project.

Our goal

The goal of the Brockton BR+E 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.

Project participants

- ▶ 353 identified businesses
- ▶ 83 randomly selected
- ▶ 52 participated
- ▶ 15 rural, 37 urban

How it works

BR+E Projects are designed to open a two-way channel of communication with local businesses. Project teams connect with business owners to identify issues, concerns

and potential opportunities. Based on these discoveries, they identify priorities and create action plans to resolve existing problems and build on current strengths.



Stage 1

Sept. 28 to Dec. 20, 2017
Project planning and business survey development



Stage 3

May 1 to Jul. 10, 2018
Data analysis and action plan development



Stage 2

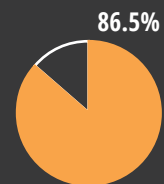
Dec. 22, 2017 to Apr. 30, 2018
Interviews and immediate follow-up of red flag issues



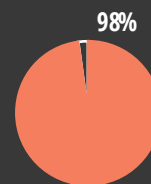
Stage 4

Jul. 11 to Sept. 25, 2018
Creation of an action plan and initiate implementation

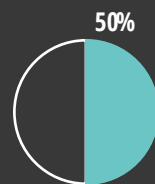
Brockton businesses



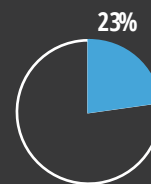
locally owned and operated



owners involved in day-to-day

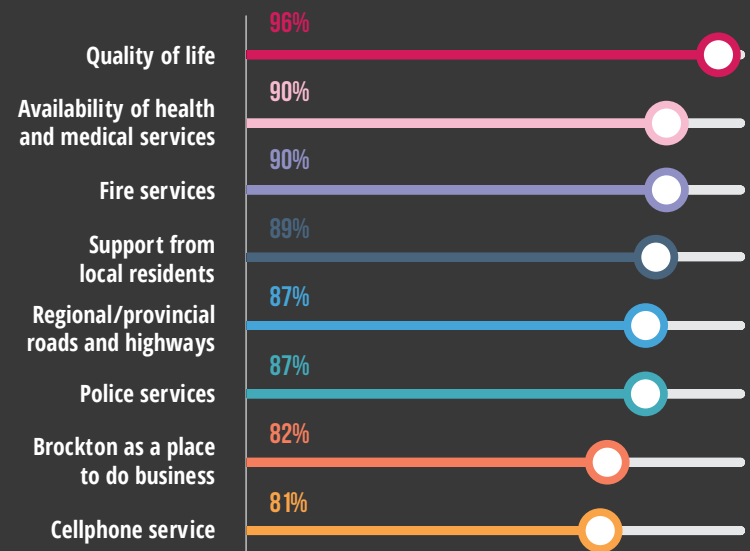


over 10 employees



gross sales over \$10m

Rated good to excellent by businesses



Key issues businesses face



Slow growth for new business and housing development



Poor communication in regards to municipal changes that affect the Business Community







Beautification needs



Difficulty finding employees

Businesses' projected sales and industry outlook

		Projected sales	Outlook of industry
	Growing	56.9%	48.1%
	Stable	31.4%	38.5%
	Not sure	7.8%	3.8%
	Declining	3.9%	9.6%

Challenges businesses are facing outside the urban area of Walkerton



73.3% say availability of natural gas is poor



73.3% say internet speed, cost and access are a barrier to business

Action plans

The action plans developed for the project provide a roadmap for keeping Brockton's local economy healthy and prosperous. Based on the areas for improvement identified in the study, the plans fall within four priority areas.



Population growth

- ▶ Expand affordable housing, including family homes and single income homes.
- ▶ Create a marketing campaign focused on the benefits of relocating to and working in Brockton.



Business growth

- ▶ Implement Walkerton SEO Strategy and offer localized business education.



Communication

- ▶ Develop a subscription-based e-newsletter that shares information relevant to Brockton businesses.
- ▶ Introduce a communications plan to support display of news, business information and events.



Amenities

- ▶ Introduce placemaking elements to the downtown core, including green space, public washrooms and art.

For more information about the Brockton BR+E Project, contact Sonya Watson at swatson@brockton.ca or Paulette Peirol at ppeirol@brockton.ca