

## Report to Council

**Report Title:** RED Grant- Brighten Up Brockton 2024  
**Prepared By:** Sonya Watson, Chief Administrative Office  
**Department:** Administration  
**Date:** March 5, 2024  
**Report Number:** CA02024-04 **File Number:** C11AD, F11

### **Attachments:**

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### **Recommendation:**

That the Council of the Municipality of Brockton hereby receives Report Number CA02024-04 - RED Grant (Brighten Up Brockton) 2024, prepared by Sonya Watson, Chief Administrative Officer and in doing so acknowledges and ratifies the application for the Rural Economic Development Grant to help fund the purchase of Mobi Mats, new garbage and recycling bins, new banners, and replacement planters for the downtown core to support a welcoming community.

### **Report:**

#### **Background:**

Within the Strategic Action Plan 2021-2025, Council voiced the desire to improving the foot traffic and supporting the local businesses in downtown Walkerton. The aim is to focus on revitalization of the downtown area by purchasing new assets that will elevate the downtown core. The Brighten Up Project includes the purchase of Mobi Mats to create more accessible space for planned events, replacing the garbage and recycling cans, replace the current planters with new streamline planters and purchasing new banners. It has been established that some of the current assets are deteriorating and are unable to be used in their current state. Staff have received several calls about the lack of garbage cans in highly used public spaces and the need for them to be replaced. Additionally, the Parks and Recreation staff have noted that the planters are unusable for 2024, which would leave the streets with no planters. Without the replacement of these resources our downtown core will be lacking essential welcoming assets.

#### **Analysis:**

The Rural Economic Grant (RED) program provides cost-share funding to support activities that create strong rural communities and helps aid rural economic development. The RED Grant would help supplement 30% of the cost for the purchase of these items. The total cost for this project has been estimated at \$46,928.66 and if the application is successful, it would cover an estimated cost of \$14,078.00. The assets that will be

purchased with this funding will help contribute to offset some of the 2024 budgeted cost. The deadline for the application was February 21<sup>st</sup>, 2024 and in the interest of advancing this project and benefiting from the available grant funding, Rachel Bryan, Municipal Executive Coordinator has coordinated and submitted the application by the funding deadline. We bring this to Council’s attention for information and ratification.

**Strategic Action Plan Checklist:**

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

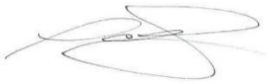
- Recommendations help move the Municipality closer to its Vision Yes
- Recommendations contribute to achieving Heritage, Culture, and Community Yes
- Recommendations contribute to achieving Quality of Life N/A
- Recommendations contribute to achieving Land Use Planning and the Natural Environment N/A
- Recommendations contribute to achieving Economic Development Yes
- Recommendations contribute to achieving Municipal Governance N/A

**Financial Impacts/Source of Funding:**

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

The RED Grant, if successful, would be able to help offset purchasing costs of the assets in the budget and support the replacement of new banners.

**Reviewed By:**



Trish Serratore, Chief Financial Officer

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**Respectfully Submitted by:**



Sonya Watson, Chief Administrative Officer