

## Report to Council

**Report Title:** Brockton Settlement Area-Brands  
**Prepared By:** Christine Brandt, Community Development Coordinator  
**Department:** Economic Development  
**Date:** April 8, 2025  
**Report Number:** ED2025-06                      **File Number:** C11ED

**Attachments:**

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**Recommendation:**

That the Council of the Municipality of Brockton hereby receives Report Number ED2025-06 - Brockton Settlement Area Brands, prepared by Christine Brandt, Community Development Coordinator, for information purposes.

**Report:**

**Background:**

In 2018, the Municipality of Brockton introduced its current brand, logo, and associated guidelines. This branding has since been applied across a variety of platforms, including letterhead, reports, public buildings, banners, and more. In parallel, Walkerton, as a distinct community within Brockton, established its own sub-brand in 2016. This was developed through a toolkit from the county's Spruce the Bruce program, specifically for Walkerton's Community Improvement Area. As a result, Walkerton's logo appears on numerous public-facing elements within the town.

In early 2025, representatives from the Cargill business community approached staff to explore the possibility of creating a sub-brand specific to Cargill. A key factor driving this inquiry is the requirement for each settlement area within the Municipality to have its own community brand and associated guidelines before businesses can access specific grants available through the Spruce the Bruce program. Currently, only businesses in Walkerton are eligible for the full range of grant opportunities, such as funding for façade improvements, fascia signage, and other enhancements. Businesses located in other areas of Brockton have been excluded from these grants. This project while always a desired outcome for the Municipality to have consistent sub-brands across the communities has been elevated based on Cargill's request.

**Analysis:**

A Request for Quotations (RFQ) was issued last month for the development of community sub-brands for Cargill, Chepstow, and Elmwood. During the creation of Brockton's brand in 2018, community profiles were

established for several settlement areas, including these three. These profiles, developed through public consultation and the identification of key messages, will serve as the foundation for the creation of the new sub-brands.

The objective is to develop sub-brands and branding guidelines that reflect the unique identity of each settlement area while remaining consistent with Brockton’s overall brand and the other sub-brands. The resulting branding will strike a balance between preserving the individuality of each community and maintaining a cohesive identity across the Municipality.

While the initial motivation for this initiative stemmed from the desire to enable businesses in all settlement areas to access county funding, the sub-brands will also serve to strengthen each community’s identity while connecting them as a community of Brockton. A well-crafted community brand helps visitors and residents understand the area's history, its vision for the future, and what makes it unique. When applied to the physical elements of a community’s streetscape, these brands will foster a sense of place, creating strong connections within the community.

We bring this to Council’s attention as we embark on this consultation process.

### **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                               | Yes |
| • 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                          | Yes |

### **Financial Impacts/Source of Funding:**

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

Design costs for the Brockton sub-brands will come from the existing 2025 Economic Development budget.

### **Reviewed By:**



Trish Serratore, Chief Financial Officer

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### **Respectfully Submitted by:**



Christine Brandt, Community Development Coordinator

**Reviewed By:**

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

Sonya Watson, Chief Administrative Officer