

Report to Council

Report Title: Community Feedback on Settlement Area Brands
Prepared By: Christine Brandt, Community Development Coordinator
Department: Economic Development
Date: June 24, 2025
Report Number: ED2025-11 **File Number:** C11EC, M09

Attachments:

Recommendation:

That the Council of the Municipality of Brockton hereby receives Report Number ED2025-11 – Community Feedback on Settlement Area Brands, prepared by Christine Brandt, Community Development Coordinator, and adopts the logos for Cargill, Chepstow and Elmwood which received the highest number of community votes, and furthermore that branding guidelines now be developed for each settlement area based on the selected logos.

Report:

Background:

In early 2025, representatives from the Cargill business community approached municipal staff to explore the creation of a sub-brand specific to Cargill. A key factor driving this initiative is the requirement for each settlement area within the Municipality to have an established community brand and corresponding branding guidelines to qualify for certain grants through the Spruce the Bruce program.

At present, only Walkerton businesses are eligible for the full suite of grant opportunities, as Walkerton previously developed its own sub-brand. To extend access to businesses in other communities, a Request for Quotations (RFQ) was issued in March for the development of sub-brands for Cargill, Chepstow, and Elmwood.

The development process leveraged community profiles originally created in 2018 through public consultation and the identification of key community messages. These profiles formed the foundation for the new sub-brand concepts. Council supported the creation of logos and branding guidelines that would reflect the distinct identity of each settlement area, while maintaining visual alignment with the overarching Brockton brand and existing Walkerton sub-brand.

Analysis:

Two logo concepts for each community were presented for public feedback beginning in late May. Promotion occurred via the municipal website, social media platforms, and the Brockton Buzz newsletter. Residents were invited to vote for their preferred option and share comments.

A total of 1,025 votes were received from approximately 350 participants, across online polls, social media comments, telephone submissions, and email. Voter breakdown by place of residence is as follows:

- Walkerton – 91
- Chepstow – 55
- Cargill – 47
- Elmwood – 43
- Other areas (e.g. Pinkerton, Riversdale, Lake Rosalind) – remaining respondents

Across the three communities, several themes emerged through the feedback provided:

- There were specific requests to include locally relevant symbols such as agricultural elements, natural features, and culturally significant landmarks such as a tree or a church. There was not much consistency with these requests, apart from 8 voters asking for an elm tree to be used in the Elmwood logo.
- Mixed opinions were shared regarding the use of existing logos or symbols, with some favoring re-use and others preferring new or alternative imagery. There was also some feedback suggesting that certain symbols may lack meaningful representation.
- Some concerns were raised about visual elements interfering with text clarity, particularly regarding how graphics interact with lettering and overall legibility.
- Community members offered ideas to improve visual balance, such as adding complementary imagery or colours, or better integrating symbolic elements.
- While most individuals favored the current options and expressed appreciation for being able to provide input, a small minority expressed dissatisfaction with all options and a desire to see revised concepts.

Voting results were close in two of the three settlement areas:

- Cargill
 - Option 1: 47.6%
 - Option 2: 52.4%
- Chepstow
 - Option 1: 50.4 %
 - Option 2: 49.6%
- Elmwood
 - Option 1: 20.5%
 - Option 2: 79.5%



While it is understood that not every resident may be satisfied with the final designs, the selected logos represent the collective input of the community and reflect the highest support from public engagement.

A well-crafted community brand plays a vital role in communicating a settlement’s identity—its history, aspirations, and distinguishing features. When applied through physical enhancements such as signage and streetscaping, these visual elements help foster a strong sense of place and community pride.

The next step in this process is to further develop branding guidelines for each of the three communities, ensuring consistency of application and alignment with the broader Brockton brand strategy.

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

Respectfully Submitted by:



Christine Brandt, Community Development Coordinator

Reviewed By:



Sonya Watson, Chief Administrative Officer