

Report to Council

Report Title:	Economic Development Update – December 2025		
Prepared By:	Christine Brandt, Community Development Coordinator		
Department:	Economic Development		
Date:	December 9, 2025		
Report Number:	ED2025-17	File Number:	C11EC
Attachments:	N/A		

Recommendation:

That the Council of the Municipality of Brockton hereby receives Report Number ED2025-17 - Economic Development Update – December 2025, prepared by Christine Brandt, Community Development Coordinator, for information purposes.

Report:

Background:

The Community Development Coordinator (CDC) provides regular updates to Brockton Council to inform on activities relating to community and economic development. This report specifically touches on the following:

- Community Improvement Plan updates
- East Ridge Business Park
- Newcomer Familiarization Tour
- Brockton Job Fair
- Hometown Christmas Market
- Business Improvement Grants
- Business Recognitions
- International Plowing Match
- Saugeen Connects
- 2026 Tourism Events

Analysis:

Community Improvement Plan

A draft update of the Brockton Community Improvement Plan (CIP) is now available for public feedback. The draft was released on November 27, 2025, with the commenting period open until December 17, 2025. A public meeting will be held that day to review both the CIP and Walkerton Official Plan (OP) updates. The CIP

update is focused on supporting expanded housing development, as the draft language aligns with ongoing work under the Housing Accelerator Fund.

East Ridge Business Park

Brockton and several newer developments in the East Ridge Business Park were featured in the latest edition of Business News magazine, as part of a broader interview with Mayor Peabody and CAO Watson on the municipality's economic development initiatives. The full article is available on the Brockton website. A groundbreaking ceremony for the LiUNA training facility was held in October, and construction on that building is now underway. The sale of an 8-acre parcel at the north end of the park has also been finalized with Price-Schonstrom Inc. to relocate its manufacturing facility to the site.

Newcomer Familiarization Tour Update

One of the newcomers to Canada who participated in September's Familiarization Tour has now settled in Brockton. With support from the Newcomer Centre of Peel, the County of Bruce, and the Municipality, this new resident is working full-time at Brucelea Haven and is becoming acclimated to the community.

Brockton Job Fair

The Municipality's bi-annual job fair took place in October at Walkerton District Community School. Hosted in partnership with Bruce County, the event drew job seekers of all ages from across the region. The 26 participating employers provided positive feedback on the value and organization of the event.

Hometown Christmas Market

The Hometown Christmas Market held last month in downtown Walkerton was a great success. The Market Garden served as a focal point again this year, featuring local artisans and crafters set up under Brockton-branded tents. Additional vendors were positioned along Durham Street to help draw visitors into the downtown area for special sales and promotions offered by local businesses. The evening included a tree lighting ceremony, live entertainment, food vendors, and more. The refreshed shopping promotion - Hometown Holiday Hunt - also launched that evening and continues until December 19, 2025, with a variety of prizes to be awarded.

Business Improvement Grants

Six business improvement grants were approved this year, including one façade improvement, three signage projects, one grant for a vacant/underutilized property, and one accessibility improvement. Total funding awarded was \$14,769, just under the budgeted amount of \$15,000.

Business Recognitions

Five Walkerton businesses were recognized last month. The 20th anniversary of Walker's Landing was celebrated, along with the relocation and expansion of Shop by Grace. Three new businesses - the Saugeen Artists' Guild's Art Gallery, Hear Right Canada, and Mill Town Barber Shop & Supply - were also acknowledged for investing in Brockton.

Saugeen Connects

The CDC continues to attend monthly Saugeen Connects meetings, a partnership between the Saugeen Economic Development Corporation and five municipalities. Planning for the 2026 AWE (Advancing Women

Economically) webinar series has recently been completed, and the group is now focusing on the winter WOWSA (Women in Wellington and Saugeen Area) events. Brockton will host the first session at Victoria Jubilee Hall on January 14, 2026.

2026 Tourism Events

The 2026 tourism season is shaping up to be a busy one. A Ribfest event has been scheduled for July 17–19, 2026, coinciding with Summer Streetfest, followed by Walkerton Homecoming from July 31–August 3, 2026, which will include Bruce Power Fun Fest activities. The International Plowing Match & Rural Expo will then take place from September 22–26, 2026. An executive working group with representatives from the Municipality, Bruce County, and local IPM organizers continues to meet regularly to plan the event. Several IPM fundraisers have already launched, with more planned for the new year.

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

Reviewed By:



Trish Serratore, Chief Financial Officer

Respectfully Submitted by:



Christine Brandt, Community Development Coordinator

Reviewed By:



Sonya Watson, Chief Administrative Officer