

Report to Council

Report Title: Greenock Swamp Promotional Committee Initiatives

Prepared By: Paulette Peirol, Community Development Coordinator

Department: Economic Development

Date: April 9, 2019

Report Number: ED2019-03

File Number: C11ED

Attachments:

Recommendation:

That the Council of the Municipality of Brockton hereby receives Report Number ED2019-03 – Greenock Swamp Promotional Committee Initiatives, prepared by Paulette Peirol, Community Development Coordinator and in doing so approves the Committee’s requests for the 2019 tourism season.

Report:

Background:

The Greenock Swamp Promotional Committee is a volunteer group committed to promoting Cargill and the Greenock Swamp area as a historic site, nature preserve and tourist attraction. It is working with the Saugeen Valley Conservation Authority, the Municipality of Brockton, and RTO7 (Regional Tourism Organization 7, or BruceGreySimcoe.com) to draw people to the area.

The group has successfully developed two unique “swamp tours,” run a seasonal visitor centre, and animated the hamlet with free train rides, guided walking tours, blacksmith demonstrations, hand-painted cut-outs of historical figures, and public events.

This year the group is continuing these projects, and also launching new ones, such as a “pop-up” artisan market called Margaret’s Mercantile in a vacant Cargill store, and a bright outdoor mural by local artist Steve Mackie that will pay homage to Cargill’s past as a lumber town. The Margaret’s Mercantile project involves clearing out a vacant store full of unused furniture and debris, installing lighting and sink for workshops, painting walls, and building backdrops to display merchandise.

In 2018, the Municipality contributed to the Greenock Swamp promotional efforts through donating staff time for web site assistance, mapping, and flower watering. It also provided free bag tags, Wi-Fi, and garbage bins.

Analysis:

For the summer of 2019, the Greenock Swamp Promotional Committee would like the Municipality to donate the following:

- Garbage and recycling receptacles
- Flowers (if any extra are available from the Municipality's summer order)
- Weekly plant watering
- Wi-Fi for the Visitor Centre
- Permission to dispose of properly sorted waste materials from the Cargill Store clean-out project at the Greenock or Brant landfills at no cost

Staff are already assisting with promotion of the Greenock Swamp and grant applications, and have authorized allowing disposal of the Cargill store waste between April 1 and May 31, 2019 but are weighing and tracking the material for a true cost.

Staff recommend continuing to support the project in the areas outlined, as this group has a proven track record of attracting people to the area and is working with local businesses, artists and suppliers to achieve its goals, which ultimately benefit Brockton as a whole. The group envisions Cargill as a vibrant economic hub and is working to attract visitors and potential investors to the area by revealing its tourism potential.

Sustainability Checklist:

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

- | | |
|---|-----|
| • Do the recommendations help move the Municipality closer to its Vision? | Yes |
| • Do the recommendations contribute to achieving Cultural Vibrancy? | Yes |
| • Do the recommendations contribute to achieving Economic Prosperity? | Yes |
| • Do the recommendations contribute to Environmental Integrity? | Yes |
| • Do the recommendations contribute to the Social Equity? | N/A |

Financial Impacts/Source of Funding:

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

The financial impact of the group's requests are minimal outside of staff time and are a sound investment in our community, particularly with regard to economic development and tourism. The only funds that directly affect the Brockton budget are Wi-Fi which was \$173.00 in 2018. The lack of revenues for the materials taken to the landfill will be tracked.

Reviewed By:



Chief Financial Officer

Respectfully Submitted by:

A handwritten signature in cursive script that reads "Paulette Peirol".

Paulette Peirol, Community Development Coordinator

Reviewed By:

A handwritten signature in cursive script, likely belonging to the Chief Administrative Officer.

Chief Administrative Officer