



Report: Brockton Visitor Information Centre (January to May 2019)

June 3, 2019

Prepared by Alishia Oberle, Manager

Visitor Log

There has been about 80 visitors since the beginning of January to the end of May. The majority of visitors most recently have had the same recurring requests:

- Explore the Bruce Adventure Passports
- A singular map of Grey and Bruce counties (no longer exists but we provide two separate maps)
- New Brockton Visitor's Guide
- Information on things to do in the local area
- Information on the East Coast of Canada, particularly Nova Scotia.
- Ontario Road Maps
- Registration for the town wide yard sale (6 separate locals came in person)

We have had inquiries from several people about what the area is like as they are looking to relocate here.

We also have had two separate couples that are visiting here from England and the US for up to a month and wanted info on things to do in June.

Recently Completed Projects/Tasks

1. The wall of pamphlets was entirely reorganized and now has tags on most of the pockets to note which area's materials are inside. (was completed October 2018)
2. A database was created to help us to better find pamphlets quickly. The search function can be used in the Excel document and will tell you where to look (ie. Search 'Port Elgin' – 3rd section, 4th row, 2nd pocket). (Started November 2018, not yet completed)
3. 25 Ontario Road maps were ordered. We keep them hidden unless someone asks for them specifically.
4. The Chinook Salmon that were raised in our fish tank were released back into the water. Of the 65 we started with 63 survived to be released.
5. An ad was placed in the Midwestern Ontario Rotary Music Festival program guide highlighting all dining options in Brockton
6. We worked with Paulette Peirol on an editorial and ad that was placed in Escape Grey Bruce magazine.
7. Ads and events listings were purchased in DayTripper for both their March/April and May/June issues.



8. Pamphlets were redesigned for Lobies Park.
9. The new 2019 Brockton Visitors Guide was created with more alignment to the branding standards.
10. Alishia Oberle attended the Grey-Bruce Brochure Swap in Cobble Beach on May 8, 2019. The Visitors Guide as well as other publications were distributed throughout Grey and Bruce Counties.
11. Alishia Oberle attended the Wasaga Beach Brochure Swap on May 29, 2019. The Visitors Guide as well as other publications were distributed to areas including Wasaga Beach, Barrie, Elora, Fergus, Collingwood, Blue Mountains and Springwater.
12. We created a new event: the 1st Annual Walkerton Town-Wide Yard Sale and Sidewalk Sale on Saturday June 1st, 2019. The Facebook page we had created had over 5000 views as well as almost 600 people who had clicked 'interested' or 'going'. We had 3 separate visitors from Kincardine and the Lake Shore call the week prior who wanted to know where they could find more information and where they could get lunch when they came. We had created a map of all pre-registered yard sales as well as listings of all the local dining options. We had also registered the event with www.townwideyardsale.ca. From the feedback we've received it was very successful and we are hoping to continue to run it annually.
13. Updated the Brockton flyers for dining and accommodation options.

Upcoming Projects

1. Ad and event listings will be put in the July-August issue of DayTripper.
2. Working with the Municipality in putting together a new Relocation Guide.
3. We designed a sandwich board advertising the Brockton Visitor Information Centre to put out front of the building for better visibility.
4. We are in the process of updating the community maps in Walkerton in front of the library, at the community centre and at the soccer complex. (to be completed September 2019)
5. Working with CIC to redesign the Coming Events signage to fit the Walkerton branding toolkit.
6. We will have the Visitors Centre open on Saturdays from 11am to 2pm. If there is an event happening locally we will put a booth up instead but otherwise will just be at the office. We will have a booth set up at the Walkerton Firefighters Association Touch-A-Truck on Saturday June 8th, 2019.
7. Outdoor Market Days are every Friday starting June 14th until August 30th. We will have a Visitors Centre booth set up in front of the library for each Market Day for a couple hours. We will be bringing a different giant game left over



Visitor Information Centre

from Buskers Festival to make it more fun and interactive. (ie. Kerplunk, Connect 4, etc.) We also plan to book some entertainment for a couple of Fridays.

8. We have new fish coming any day now. Rainbow Trout will be in our tank until the fall at which time they will be released into the water.
9. The Brockton Visitor Information Centre will be included in the summer radio promotion from the Walkerton BIA.