

Report to Council

Report Title: Community Development Coordinator Update – July 2019

Prepared By: Paulette Peirol, Community Development Coordinator

Department: Economic Development

Date: August 13, 2019

Report Number: ED2019-07

File Number: C11ED

Attachments:

Recommendation:

That the Council of the Municipality of Brockton hereby receives Report Number ED2019-07 - Community Development Coordinator Update – July 2019, prepared by Paulette Peirol, Community Development Coordinator for information purposes.

Report:

Background:

Brockton's Community Development Coordinator (CDC) submits quarterly reports to keep Council abreast of activities related to community and economic development.

Analysis:

The Municipality of Brockton has been involved in the following initiatives since March 2019:

- Attended Bruce Power Suppliers' Meeting in Kincardine where 20+ suppliers were in attendance, Connections were made regarding expansion opportunities in Brockton.
- Arranged tours of Larsen and Shaw Inc. for Brockton's Economic Development Committee (EDC), Council and the Saugeen Economic Development Corporation stakeholders (regional EDOs). Included presentation and discussion regarding the need for skilled labour and training local youth in a formalized program.
- Toured former Energizer plant and met with owner regarding opportunities to lease out the space
- Launched Brockton video through social media (including paid ads)
- Working with Cargill/Greenock Swamp Promotional Committee on tourism initiatives. Brockton has supplied Internet service, flowers, garbage and recycling, free landfill fees, and plant watering, plus

online promotion and assistance with signage. CDC attended the opening of Margaret's Mercantile in Cargill and a "Legends of the Great Swamp" tour. Applying for funding through RTO7 for broad-based online marketing campaign in August. Continue to collaborate on funding sources for sustainable continuity of operations.

- Working with the Walkerton BIA on several downtown projects, including the interactive canoe sculpture, coming events signs and storefront marketing initiative, all under the Spruce the Bruce program, plus repairing downtown banners. Collaborated on Visitor Guide and new tourism web site. The Municipality is now attending all regular BIA meetings and After 5 events.
- Launched the Saugeen Student Start-up Program through Saugeen Connects, with the support of our local Optimist Club, the Walkerton Rotary Club and McIntee Real Estate. We reached out to local schools and seven Brockton students applied to the program. Six were accepted, and three have since declined the offer. Council and sponsors will be invited to attend a BBQ celebration with the students Wednesday, August 14, 2019.
- Assisted with organizing the second Mayor's Breakfast at Best Western Hotel on June 10, 2019 which was well attended.
- Completing RED grant branding project and final submission for funding.
- East Ridge Business Park (ERBP): Maintaining up to date information about available land, and in regular contact with realtors and developers, particularly regarding Bruce Power suppliers. Finalizing design for new ERBP sign. Professional drone photos obtained to market the park.
- Working on the Spruce the Bruce accessible crosswalk project with Brockton staff to ensure communications are adequate and downtown business is informed. New Walkerton pavers have been ordered from Ledgerock, using a grey marbled stone quarried in Wiarton.
- Business Recognitions – Celebrated Larsen and Shaw's 100th anniversary with a tree planting and plaque. Also Auditory Health Care's 20th anniversary and the opening of Axe and Gear Music.
- Launched new Economic Development e-Newsletter. This will be issued on a bi-monthly schedule.
- Launched new tourism website, www.visitwalkerton.com. Working with Tourist Town on visitbrockton.com
- Collaborated on the newly designed Visitor Guide, redesigned in accordance with new branding and distributed at visitor centres throughout the region.
- Launched new façade grant program for Walkerton. Three applications received to date.
- Attended, and helped organize, a Labour Force Diversification Forum for businesses interested in expanding their workforce through hiring immigrants. Met with two local businesses and an immigration consulting firm pursuing this.
- In discussions with marijuana and hemp companies interested in locating here.

- Hosted the regional quarterly meeting of the Saugeen Economic Development Corporation, which included a tour of Larsen and Shaw
- Hosted the regional meeting of Bruce County economic development representatives at the Walkerton Clean Water Centre, with a tour included.
- The Economic Development Committee has started a small working group looking at Housing and Transit concerns. An initial meeting was held for discussion purposes. More information will come to Council as we move forward.

Sustainability Checklist:

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

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| • 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? | N/A |
| • 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?
N/A

Respectfully Submitted by:



Paulette Peirol, Community Development Coordinator

Reviewed By:



Sonya Watson, Chief Administrative Officer