

Report to Council

Report Title: Community Development Coordinator Update – September 2019

Prepared By: Paulette Peirol, Community Development Coordinator

Department: Economic Development

Date: September 19, 2019

Report Number: ED2019-09 **File Number:** C11ED

Attachments: Ontario Community Futures News Release, Brockton Business Newsletter

Recommendation:

That the Council of the Municipality of Brockton hereby accepts Report Number ED2019-09 – Community Development Coordinator Report, prepared by Paulette Peirol, Community Development Coordinator for information purposes.

Report:

Background:

The Community Development Coordinator submits quarterly reports to keep Council abreast of activities related to community and economic development. This report covers from July 2019 to present. We were involved in the following initiatives:

- Saugeen Connects
- Saugeen Student Start-Up Program
- East Ridge Business Park
- Façade Grants
- Spruce the Bruce Projects
- New RED Application – Brockton Business Awards
- Cargill & Greenock Swamp Tours
- Saugeen Municipal Airport
- Business Newsletter
- Business Retention & Attraction
- New Community Guide

Analysis:

Saugeen Connects

Saugeen Connects received an Award of Excellence from Community Futures Ontario on September 16, 2019, recognizing the economic impact of this regional, cross-border partnership between the Saugeen Economic Development Corp. and the municipalities of Brockton, Hanover, West Grey, Minto and North Wellington. We were named the Community Economic Development Project of the Year for 2019.

The group has launched initiatives to address current issues facing the five municipalities in labour force development, entrepreneurship, youth and newcomer attraction, an aging population, and succession planning. The award was presented at the CFO annual conference in London, ON., along with a video about Saugeen Connects (see attachment).

Saugeen Student Start-Up Program

Three Walkerton students were awarded grants to initiate summer businesses under the inaugural Saugeen SSUP program. Autumn Lake sold jewelry and paintings, Graham Hutcheon launched a dog-walking business and Sarah Allman is working on an app to help reduce suicide rates in the region. All are students at Sacred Heart Catholic School. They were supported by local sponsorship dollars from the Walkerton Rotary Club, the Walkerton Optimists and McIntee Real Estate.

The Community Development Coordinator and Ms. Allman will make a presentation to the Rotary Club next month. A total of 41 student businesses were approved under the SSUP program this summer. The municipal partners consider the program a success and intend to continue it in 2020.

East Ridge Business Park

The CDC is assisting with plans for Phase II of the ERBP and fielding inquiries regarding lots, zoning and development opportunities. An RFP for expanded signage at the entrance to the park was recently completed.

2019 Façade Grants

Brockton's Façade Grant committee has approved five projects to date, with a sixth application pending. Victor Lair Jewelry, Pellow's Pharmacy, Walker's Landing Restaurant, TK's Deli and Pizzeria and the former Scotty's building were each awarded grants of up to \$1,500. The combined value of the façade improvements as presented by the applicants is over \$80,000. The projected municipal investment is \$6,900.

Spruce the Bruce Projects

Brockton's CDC is involved with six projects in Walkerton receiving Spruce the Bruce funding this year through Brockton's Community Improvement Committee, including the sidewalk improvement project, a downtown storefront marketing initiative, new Coming Events signs and a new sculpture and furniture at the pavilion on Durham Street near the Old Garage.

The new sculpture – a full-sized canoe that reflects our “Clean Water Living” brand – will be unveiled on Tuesday, Sept. 24, 2019. A new accessible picnic table, plus garbage and recycling receptacles, have already been installed at the pavilion with the aim of making it more of a focal point for the community.

The CDC has been working with the Walkerton BIA and downtown business owners on the storefront marketing project to help fill vacant properties. Look for these and new Coming Events signs in early to mid October.

The arena sign project for Walkerton has been completed, and the new boat launch for Lobies Park is on track, with Saugeen Valley Conservation taking the lead.

RED Application – Brockton Business Awards

The CDC has applied for funding from the Rural Economic Development program to create an enhanced Brockton Business Awards program that will recognize young entrepreneurs, innovators, community leaders, and businesses transitioning to new ownership or management through succession planning and mentorship. We leverage funds already present in the 2019 budget

Cargill/Greenock Swamp Tours

Cargill’s tourism initiatives were supported by the Municipality and Community Development Coordinator over the summer, working with Saugeen Conservation Authority and the Cargill/Greenock Swamp Promotional Committee. We were successful in securing funding for an online marketing campaign launched by BruceGreySimcoe (RTO7) promoting the Cargill Visitor Centre, swamp tours and the new Margaret’s Mercantile artisan co-operative. We also arranged for a Toronto Star reporter to attend a tour and stay overnight at the Chepstow Inn. The EDC approved contributions to new signage for the Visitor Centre and rental of an ATV to pull the “dinky train” that tours visitors through the historic village.

Council will receive a full report and presentation in October.

Saugeen Municipal Airport

The CDC continues to support the Saugeen Municipal Airport Commission, attending meetings as an advisory member.

Business Newsletter

The latest edition of the Brockton Business & Development eNewsletter was sent out on Monday, Sept. 16, 2019 and is attached to this report. We continue to offer these on a bi-monthly basis.

Business Retention & Attraction

Business retention and attraction continues to be a large part of the CDC’s role. Recent activities have included: a tour of the Chepstow Inn’s renovated space with the Brockton Economic Development Committee; on-site meetings with three downtown property owners renovating spaces; discussions with a local business looking for larger retail space; discussions with an out-of-town broker regarding office space; meeting with a manufacturer involved in workforce diversification; and ongoing discussions

regarding development opportunities in the East Ridge Business Park. The CDC is also assisting a business interested in succession planning.

New Community Guide

A draft version of the new Brockton Community Guide was circulated to Economic Development Committee members in August and is expected to be published in October 2019.

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? | 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? Yes

There are no financial requests included in this report.

Reviewed By:

Trish Serratore, Chief Financial Officer

Respectfully Submitted by:



Paulette Peirol, Community Development Coordinator

Reviewed By:

[insert signature]

Sonya Watson, Chief Administrative Officer