

## Report to Council

**Report Title:** Community Development Coordinator Update – December 2019

**Prepared By:** Paulette Peirol, Community Development Coordinator

**Department:** Economic Development

**Date:** December 17, 2019

**Report Number:** ED2019-13

**File Number:** C11ED

### Attachments:

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### Recommendation:

That the Council of the Municipality of Brockton hereby receives Report Number ED2019-13 – Community Development Coordinator Update – December 2019, prepared by Paulette Peirol, Community Development Coordinator for information purposes.

### Report:

#### Background:

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

- Walkerton 2020
- Applus+ Grand Opening (included rope access demo, information table, assistance with media)
- Business Recognitions (see below)
- New Walkerton Industrial Park Sign – All businesses on board, EDC supportive. To be funded through cost recovery over 8-10 years.
- Larsen and Shaw – familiarization tour for prospective employee from Mexico, who accepted the position and will start in January. Attended announcement of provincial innovation grant.
- Mayor's Breakfast - Nov. 17, 2019
- Saugeen Connects – Video and Newcomer Attraction Project
- Filed Ontario Trillium Fund Application for Cargill (Co-ordinator position, 3-year contract, full funding, save for Fairtax fees)
- Spruce the Bruce Projects (lots of coordination, all done except installation of Optimist Park sculpture)
- Walkerton Façade Grant Program (7 submitted for 2019)
- Brockton Community Profile Published. Available online at <https://bit.ly/2PITzS1>
- Attended Agriculture 4.1 Conference in Hanover

- Bruce Power Supplier Day in Kincardine – October
- Workforce Development Conference in Stratford – October
- Saugeen Municipal Airport – Economic Development Support
- Business e-Newsletter – Published November, 2019
- Arranged tour of Maple Court Retirement Residence for Brockton Economic Development Committee
- Regional Economic Development and Innovation Summit – Cobble Beach
- Grey-Bruce Regional Economic Development Meeting – Wiarton
- Preparation of Bruce County Spruce the Bruce Program Annual “report card” for Walkerton
- Retention and Attraction ongoing with inquiries and coordination

## **Analysis:**

### **Walkerton 2020- Brockton/Walkerton Communications Strategy**

Staff developed terms of reference for the ad hoc committee, advertised for expressions of interest, have completed preliminary research, and are working with eSolutions on interviews and further research as part of our broader Communications Plan and Strategy. Our commemorative event has been set for May 9, 2020 and an aggressive schedule will kick off in January to prepare for the event and communications surrounding the event.

### **Saugeen Connects**

We are currently working on a labour force attraction video targeting newcomers interested in moving to the area. The video highlights five local employers – in our case, Price Schonstrum Inc. – who welcome immigrants and newcomers to become part of their workforce. The video includes interviews with employees as well, including a female welder from Mexico working at PSI. The video will be shown to immigrant and refugee groups in the GTA and London/Kitchener areas, and will include a paid social media campaign to reach a broader audience. A print piece and web pages are also being created. The municipality is advertising its daycare positions through this forum.

### **2019 Façade Grants**

Brockton’s Façade Grant committee approved seven projects this year, for Victor Lair Jewelry, Pellow’s Pharmacy, Walker’s Landing Restaurant, TK’s Deli and Pizzeria, Samava Yoga Studio, Sunnyside Grill and the former Scotty’s building. The value of the façade improvements is over \$80,000, and much of the work was contracted locally. The Municipality funds 50 per cent of an approved project, up to a maximum of \$1,500. All but one project is now complete; the former Scotty’s facade should be completed before the end of the year.

### **Business Recognitions**

Brockton presented certificates to five new Walkerton businesses - Hometown Tire and Service, D&D Farm Supply and Filter, Sunnyside Grill, Samava Yoga, and Applus+. It assisted Applus+ with its grand opening event in November, which included demonstrations of its high-tech non-destructive testing techniques and rope access skills. Applus+ is a nuclear supplier with ambitious growth plans in Walkerton. More than 60 people attended the event, and a welcome table was set up by Brockton staff.

The Economic Development Committee also helped celebrate the 10<sup>th</sup> anniversary of A&R Music. Business recognitions for two additional Walkerton start-ups, Serendipity Eatery and Top Knotch Upholstery, are scheduled for next week.

### **Spruce the Bruce Projects**

Brockton was granted funding for six Spruce the Bruce projects this year through its Community Improvement Committee. They included new signage at the Walkerton Community Centre, a downtown storefront marketing initiative, new Coming Events signs, an improved boat launch at Lobies Park, and a new canoe sculpture and furniture at the pavilion on Durham Street near the Old Garage. A public event was held for the canoe launch in September. The above projects were completed this fall, and a sixth, a 10-foot water drop sculpture, is to be installed at the Optimist Park within the next few weeks, weather permitting. These projects took much coordination throughout the year but are impressive additions in the community.

### **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 and Development eNewsletter was published in November, online and through subscriber emails. We continue to offer these on a bi-monthly basis.

### **Business Retention and Attraction**

Business retention and attraction continues to be a large part of the CDC's role. Recent activities, aside from the business recognitions noted above, include a tour of Maple Court Retirement Residence, assisting major manufacturers with employee attraction, addressing the decrepit Walkerton Industrial Park sign and other signage issues, attending the BIA's AGM, assisting a new business owner in Dunkeld, ongoing discussions regarding development opportunities in the East Ridge Business Park, and publication of the new Brockton Community Profile. The CDC is also assisting businesses who are interested in succession planning.

### **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?  
N/A

**Reviewed By:**



**Trish Serratore, Chief Financial Officer**

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**Respectfully Submitted by:**



Paulette Peirol, Community Development Coordinator

**Reviewed By:**



**Sonya Watson, Chief Administrative Officer**