

Report to Council

Report Title:	Community Development Coordinator Report		
Prepared By:	Paulette Peirol, Community Development Coordinator		
Department:	Economic Development		
Date:	November 19, 2018		
Report Number:	ED2018-14	File Number:	C11ED
Attachments:	Saugeen Connects Press Release; Letter of Support - Newcomer Centre of Peel; MarCom Branding Award Press Release		

Recommendation:

That the Council of the Municipality of Brockton hereby receives Report Number ED2018-14 – Community Development Coordinator Report, prepared by Paulette Peirol, Community Development Coordinator for information purposes.

Report:

Background:

The Community Development Coordinator will be submitting bi-monthly reports to keep council abreast of activities related to community and economic development. This report covers from October 9, 2018 to present. We were involved in the following initiatives:

- Saugeen Connects Investor Bus Tour
- Bruce County Regional Economic Development Meeting
- New Brockton Video – Film Shoot
- Branding Award
- Bruce GPS Stakeholder Meeting – Walkerton
- Spruce the Bruce Grants (Christmas Lights, Water Tower, Fish Stations, Optimist Park)
- Community Information Expo – Walkerton Library
- Destination Development forum with Roger Brooks
- Newcomer Training Workshop
- Small Business Rocks
- Airport Strategy
- Business Recognitions
- Live2Lead presentation

- Bruce Power Economic Summit

Analysis:

Saugeen Connects Bus Tour

Brockton helped host a bus tour on October 30, 2018 for close to 30 entrepreneurs with the Newcomer Centre of Peel, who toured the region to learn first-hand about investment opportunities in Brockton, Hanover, West Grey, Wellington North and Minto. Most of them had never ventured outside the GTA. Elected officials (including Mayor David Inglis) brought greetings and municipal staff presented business opportunities. In Walkerton we stopped at The Old Garage, which is for sale, to meet with owner Paul Minnich.

The tour was the first of its kind in Grey-Bruce, and has been deemed a success by all parties (see Press Release, attached).

Over 90 per cent of the participants rated the tour as “excellent” and are following up on various business opportunities. Several are interested in farm properties in the Brockton area.

Brockton wrote a letter of support for the Newcomer Centre’s application for funding to continue with this and similar programs (see attachment).

Bruce County Regional Economic Development Meeting

The Regional Working Group held its quarterly meeting in Kincardine, where Brockton GIS Technician Jessica Rodgers gave a presentation about how we’ve strategically integrated GIS technology into our web site through our [Development and Business Opportunities Map](#). Brockton and Saugeen Shores are leaders in this!

David Orr, Industrial Technology Advisor with the National Research Council of Canada, discussed funding opportunities through the Industrial Research Assistance Program (IRAP). It offers programs for RandD, incubators, small and medium enterprises looking to develop export markets, and youth employment programs, which may be of interest to local businesses.

Steve Smith, Senior Business Advisor with the Ministry of Economic Development, Job Creation and Trade, gave a presentation about how the Ontario Investment Office can assist SMEs. It offers up to 50% funding (max \$50,000/year) for international trade show costs to help grow export markets. Its Southwestern Ontario Development Fund assists businesses, municipalities and not-for-profits invest in equipment, expansion and infrastructure.

The Municipality of Brockton offered to host the next Regional Working Group meeting in the spring.

New Brockton Video

We spent a second day shooting local content for our new Brockton video -- part of our rebranding initiative. Local residents and business owners were the stars of the show, shot in various locations, including a dairy farm, Lobies Park, the Rotary Club Lookout Point, several downtown shops and restaurants, the Walkerton Clean Water Centre, the Visitor Centre, Best Western Plus Hotel and our arena, where we joined a team playing hockey.

A draft of the video should be ready by year-end. The cost is being covered through RED funding and part of our branding implementation initiatives.

Branding Award

The Municipality won an international award for its new brand strategy, entered in the 2018 MarCom Awards program recognizing outstanding achievement in marketing and communications. It earned a gold award for its promotional campaign, "Brockton Branding Celebrates Roots while looking to a Bright Future," which included our new website, logo and key messaging for the community. A press release was issued following news of the award (see attached).

Bruce GPS Stakeholder Meeting

Bruce County's final stakeholder meeting to update its official plan was held in Walkerton, with several councillors and municipal staff attending. Key priorities included support for agriculture and farming, flexible and progressive land use policies, protection of conservation areas, maintaining local schools (finding creative ways to use extra space, if needed), and retaining the character and viability of our towns and smaller communities. Participants also discussed the importance of infrastructure, particularly roads and high-speed Internet.

Spruce the Bruce

Two Spruce the Bruce projects are complete – the new fish stations and Optimist Park beautification – while two others are close to completion. The south water tower in Walkerton has been refurbished and painted, with the letters "Municipality of Brockton" still to be added when weather permits. The bright blue colour and new Walkerton logo are a welcome beacon from Highway 9. Contractors faced days of rain and worked weekends to get the job substantially completed.

New Christmas lights for downtown Walkerton were ordered last June but their shipment from China was delayed due to circumstances beyond our control, prompting us to issue a news release so the public would be aware well in advance of the November, 15, 2018 Christmas shopping launch event. We are hopeful the lights will arrive before the Santa Claus parade November 24, 2018. The supplier is absorbing the additional cost of expediting the shipment.

However, the delay will also mean an increase in the cost of getting the lights up as it will not be in collaboration with the banners. We are seeking approval from the Economic Development Committee to cover the cost, which will be approximately \$1200.00

Community Information Expo

The Municipality participated in a Community Information Expo at the Walkerton library organized by Bruce County. It brought numerous community groups together to offer information to the public, including VPI, Keystone Family Services, the Brockton Heritage Committee, 211, Business to Bruce, Georgian College, Pride, Wes for Youth, the BIA and others. Attendance was weak, but organizers noted it was the first time this event has been held here.

Destination Development Forum with Roger Brooks

The Brockton CDC attended an evening forum in Kincardine and follow-up session with Roger Brooks focused on destination development for our area. CAO Sonya Watson and members of our Community Improvement Committee also attended the private session. One of the key topics of discussion was creating an open public space or “plaza” with public washrooms downtown, and the challenges involved in securing property and working with developers.

Newcomer Service Provider Training

Staff attended an enlightening, half-day workshop for service providers about working with immigrants and new residents to the community. It was organized by the Making Grey Bruce Home group and held at the Walkerton Clean Water Centre, with close to 40 local service providers attending. A new website is being developed for newcomers to Grey-Bruce, as well as a mentor program for people in our communities able to assist newcomers. The connections and information will be useful for our Brockton New Resident package, currently in development. Brockton staff are also planning to attend the Regional Forum for Newcomer Integration later this month.

Small Business Rocks

Held at the Best Western Plus Walkerton, this event was hosted by the Northern Credit Union for small business owners and start-ups seeking financing. The keynote speaker, Claire Chen of Noah Digital, offered tips on digital marketing and e-commerce.

Saugeen Municipal Airport Strategy

Economic development staff from Brockton, Hanover and West Grey attended the October meeting of the SMA to present a report concerning the future of the airport. It was subsequently presented to the economic development advisory committees of each municipality. The report offers a suggested roadmap for the airport commission moving forward, to help make it more economically viable. The airport is undergoing changes, with a new manager and commissioners being appointed.

Business Recognitions

Members of the Brockton Economic Development Committee feted five new businesses recently: Vine Eye Care, Rustworthy Home Décor, Bombshell Salon, The Guest House and Lee + Lynn. They also celebrated a major milestone in the history of Cuneo’s Interiors – 70 years in business in downtown Walkerton!

Live2Lead Presentation

A few staff attended the Live2Lead Encore Presentation at the Hanover Civic Theatre on Nov. 9, hosted by the Town of Hanover, Launch Pad and LaunchIt Minto, for some inspirational leadership tips.

Bruce Power Economic Summit

Brockton’s CAO, CDC and Mayor Elect Peabody are scheduled to attend Bruce Power’s Economic Summit on Friday, November 16, 2018 and tour the plant.

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

There are no financial requests included in this report pending the approval of the installation of the Christmas Lights by the Economic Development Committee.

Respectfully Submitted by:



Paulette Peirol, Community Development Coordinator

Reviewed By:



Chief Administrative Officer