

Report to Council

Report Title: Community Development Coordinator Update – December 2020

Prepared By: Paulette Peirol, Community Development Coordinator

Department: Economic Development

Date: December 8, 2020

Report Number: ED2020-11

File Number: C11ED

Attachments:

Recommendation:

That the Council of the Municipality of Brockton hereby receives Report Number ED2020-11 – Community Development Coordinator Update – December 2020, prepared by Paulette Peirol, Community Development Coordinator for information purposes.

Report:

Background:

The Community Development Coordinator files regular updates to Council about community and economic development. The past four months have been busy with several new retailers setting up shop in Walkerton, a successful “Hometown Christmas Market” event downtown, a new manager and strategic planning underway for the BIA, a brisk housing market attracting people from outside the area, continued interest in serviced land in the East Ridge Business Park, new heritage murals in downtown Walkerton, a new, updated sign at the South Industrial Park, a successful RED application by Saugeen Connects to assist women in business and succession planning, and additional contributions to the Walkerton Clean Water Legacy Fund.

The CDC is also planning for changes to Brockton’s tourism model and continues to support businesses and groups dealing with the COVID-19 pandemic. Staff also assisted in the All In Ontario Challenge launched by Bruce Power and supported by Applus+ and the Mayor, which raised \$1,900 for local charities.

Analysis:

Business Growth: Five new businesses have opened in downtown Walkerton: Arborvitae Holistic Apothecary; Skin City Ink Tattoos; Willow Home; The Technology Centre; and La Del’s café, while the All Natural Soap Company moved to a larger location. Business recognitions were awarded to Tranquility Spa, celebrating 15 years in business this year, Kisses Lifeology, celebrating 20 years, and Prestige Contracting, in its 25th year of operation in Cargill. Two downtown businesses have closed: Fork ‘n Good Food and Samava Yoga, and two are set to open soon: Ti Amo restaurant and an aquarium/bookstore.

Façade Grants: The façade sub-committee of EDC awarded nine facade improvement grants this year, totaling \$8,951, for projects worth about \$22,000. A tenth grant was approved for a project that couldn't be completed due to delays caused by COVID-19. The following businesses applied for and received grants:

- Axe & Gear Music
- A&R Music
- Skin City Ink Tattoos
- Amazing Assets Lingerie
- The Technology Centre
- Willow Home
- Aborvitae Holistic Apothecary
- Bombshell Spa
- The All Natural Soap Company

Tourism Update: The Memorandum of Understanding between the BIA and the Municipality regarding tourism services will not be renewed in 2021, with the Municipality becoming responsible for tourism promotion. Further, the Saugeen Valley Conservation Authority announced this fall that it will no longer oversee the Greenock Swamp Tours, Cargill Visitor Centre, and related attractions, due to a restructuring of its operations.

Brockton Council has voiced its support for the Cargill tourism activities continuing, after a strong season despite COVID-19.

In light of these changes, the Community Development Coordinator has been working with the Cargill/Greenock Swamp Promotional Committee and RTO7, the regional arm of the tourism ministry, to create a tourism action plan and budget for 2021. The plan will be presented to the Economic Development Committee at its December meeting and then brought forward to Council during budget deliberations with similar budget allocations to previous years with a targeted and thoughtful project plan.

CIP update: Under Bruce County's "Plan the Bruce" project, a review is being conducted of the county's Spruce the Bruce program, community improvement plans and other matters that could directly affect Brockton's own plans to expand its CIP and incentive programs. The review will be presented to County Council in January. We are monitoring this for plans to move forward with Brockton's review.

COVID-19: Regular newsletters and updates are provided to the business community and individual businesses as required regarding grant programs, enhanced safety protocols and regular communications to ensure community safety during the pandemic.

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

The report is for information purposes only.

Reviewed By:

Trish Serratore, Chief Financial Officer

Respectfully Submitted by:

Paulette Peirol, Community Development Coordinator

Reviewed By:

Sonya Watson, Chief Administrative Officer