

Toward
BROCKTON ACTION PLAN 2025

**Business Survey
Summary of Responses**

**Survey available on-line at Buildyourbrockton.ca
April 2-23, 2021**

Invitations to participate communicated via Brockton Business Newsletter, Social Media posts, advertising in Walkerton Herald Times and Hanover Post (digital), the Walkerton BIA, and the Bruce County Federation of Agriculture.

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BROCKTON ACTION PLAN 2025

Business Survey

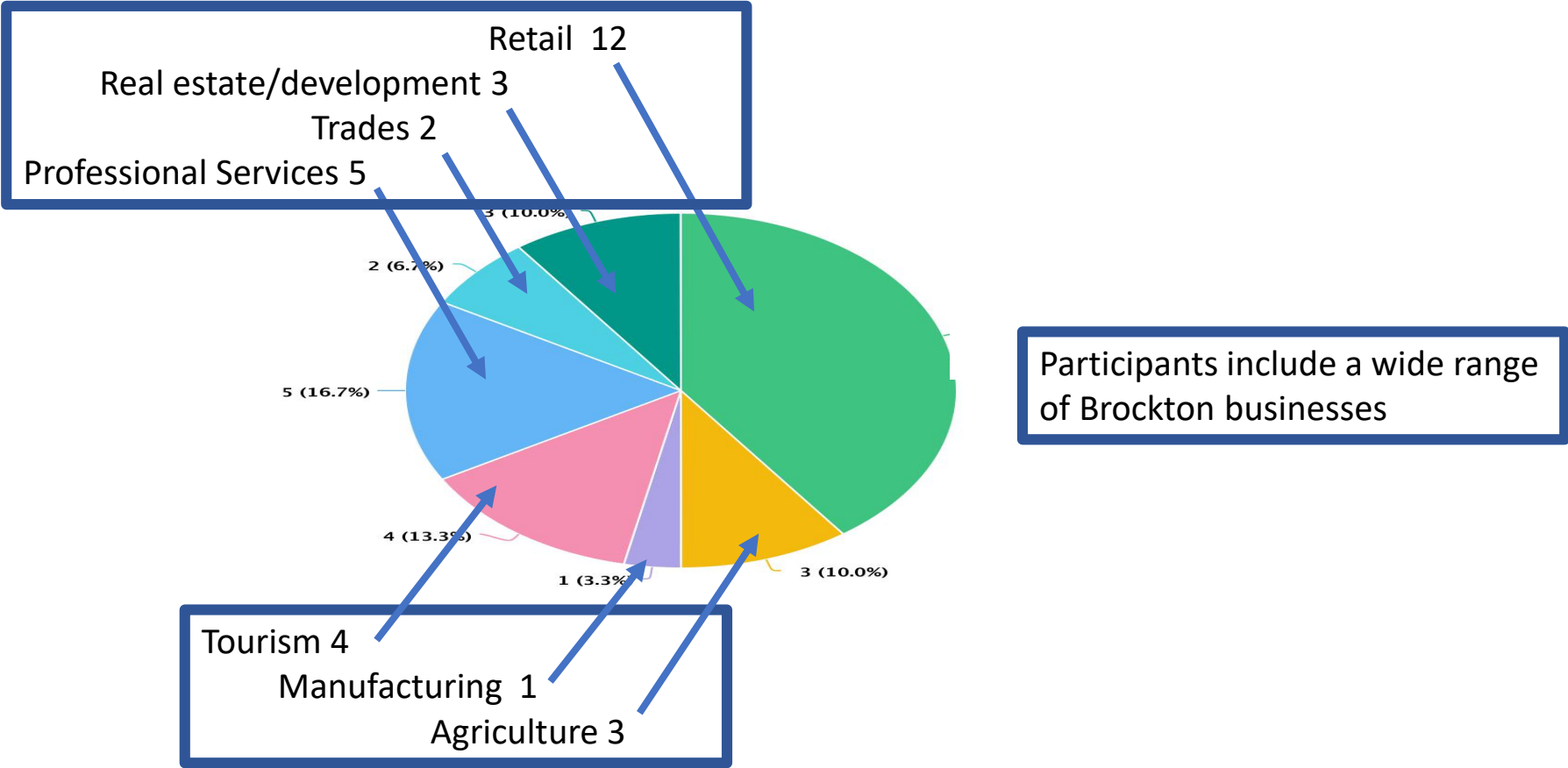
Total Number of Responses = 31

(Note: all respondents did not answer all questions)

- A small fraction of the total # of Brockton businesses (approx. 500)
- Therefore, results cannot be considered representative
- Interesting insights nonetheless
- Thank you to all participants

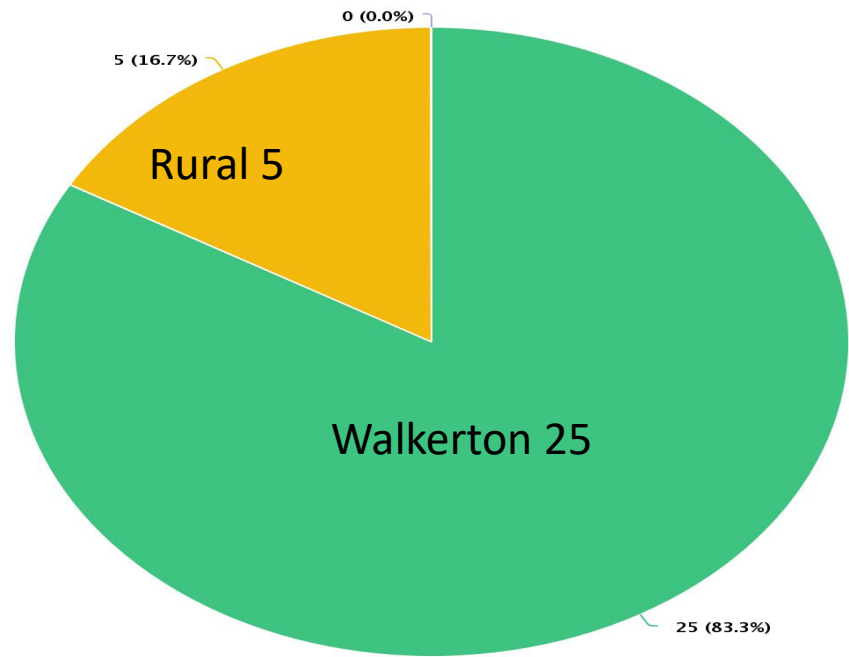
WHICH OF THE FOLLOWING BEST DESCRIBES YOUR BUSINESS?

Which of the following best describes your business



WHERE IS YOUR BUSINESS LOCATED?

Where is your business located:

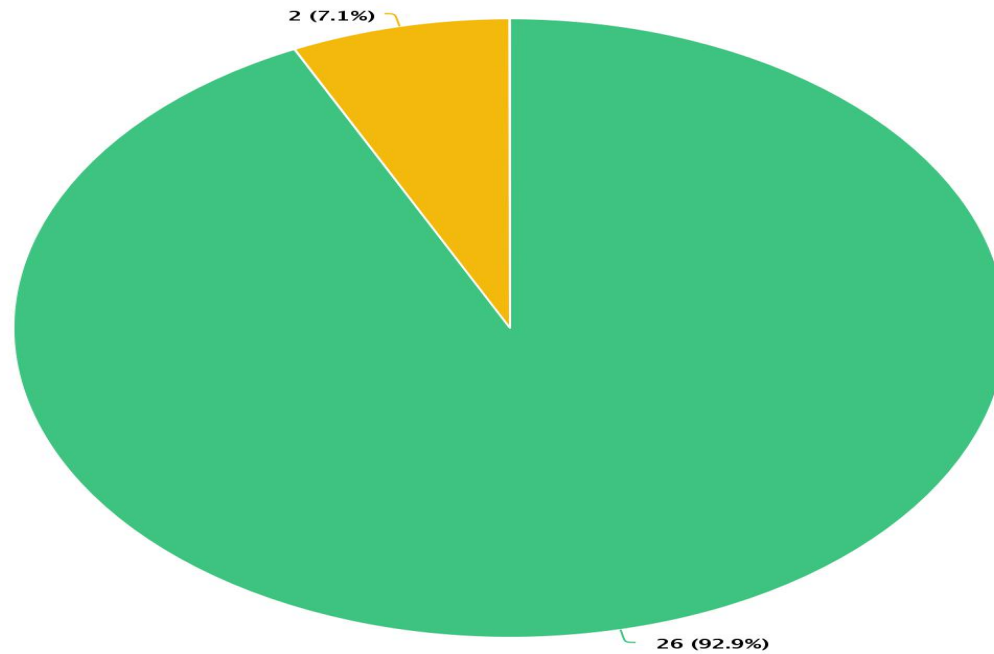


Question options
(Click items to hide)

- Walkerton
- Rural Brockton in Brant or Greenock
- Hamlet or Village

ARE YOUR EMPLOYEES MOSTLY FULL-TIME or SEASONAL ?

Are your employees mostly full time or seasonal?

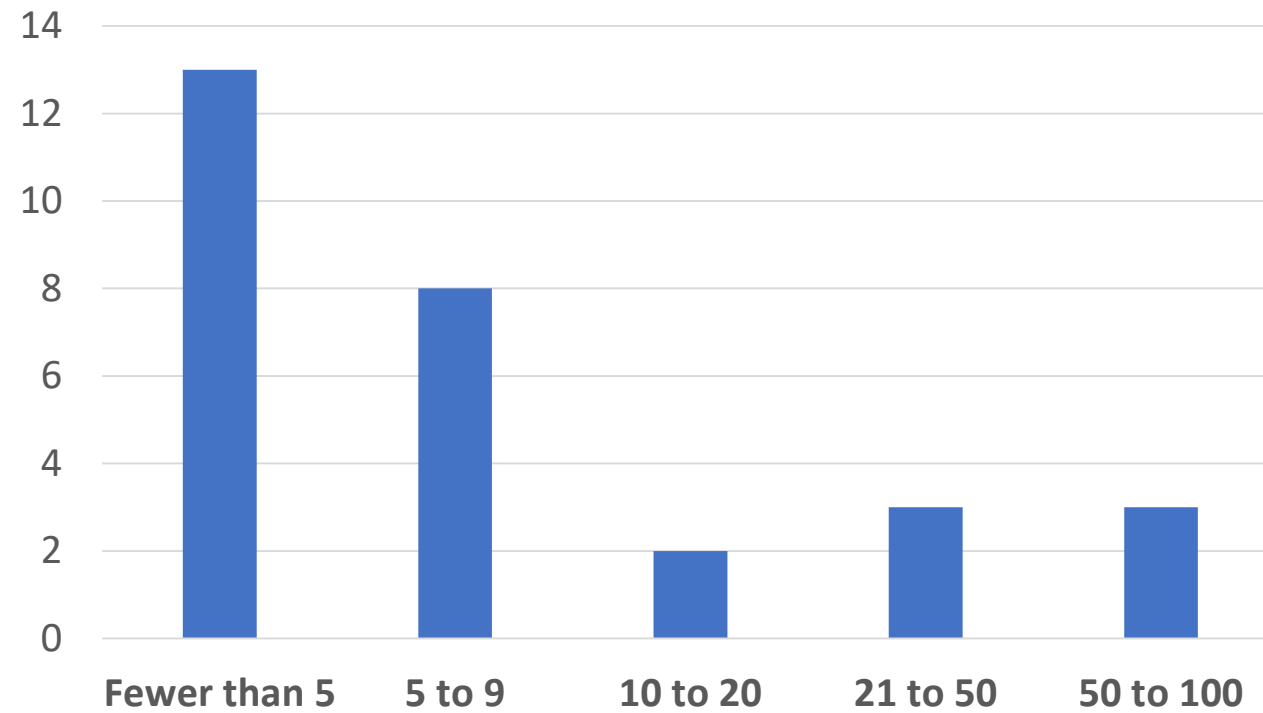


Question options

(Click items to hide)

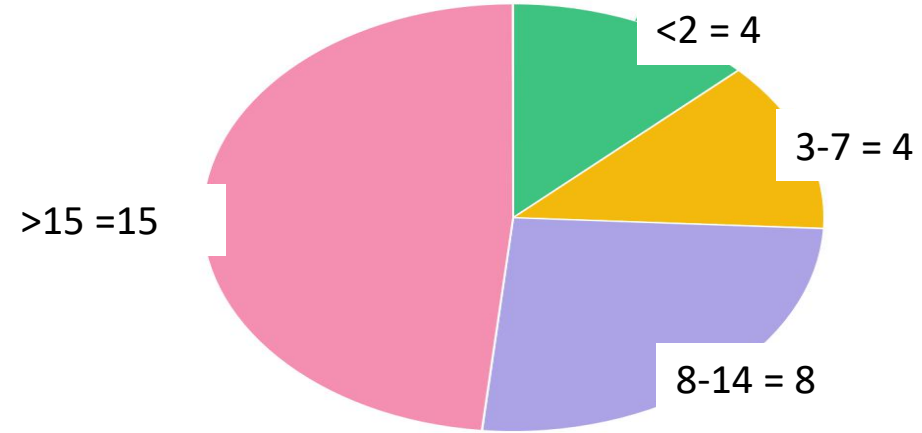
● Full time ● Seasonal

How many people do you employ ?



HOW MANY YEARS HAVE YOU BEEN IN BUSINESS?

How many years have you been in business?

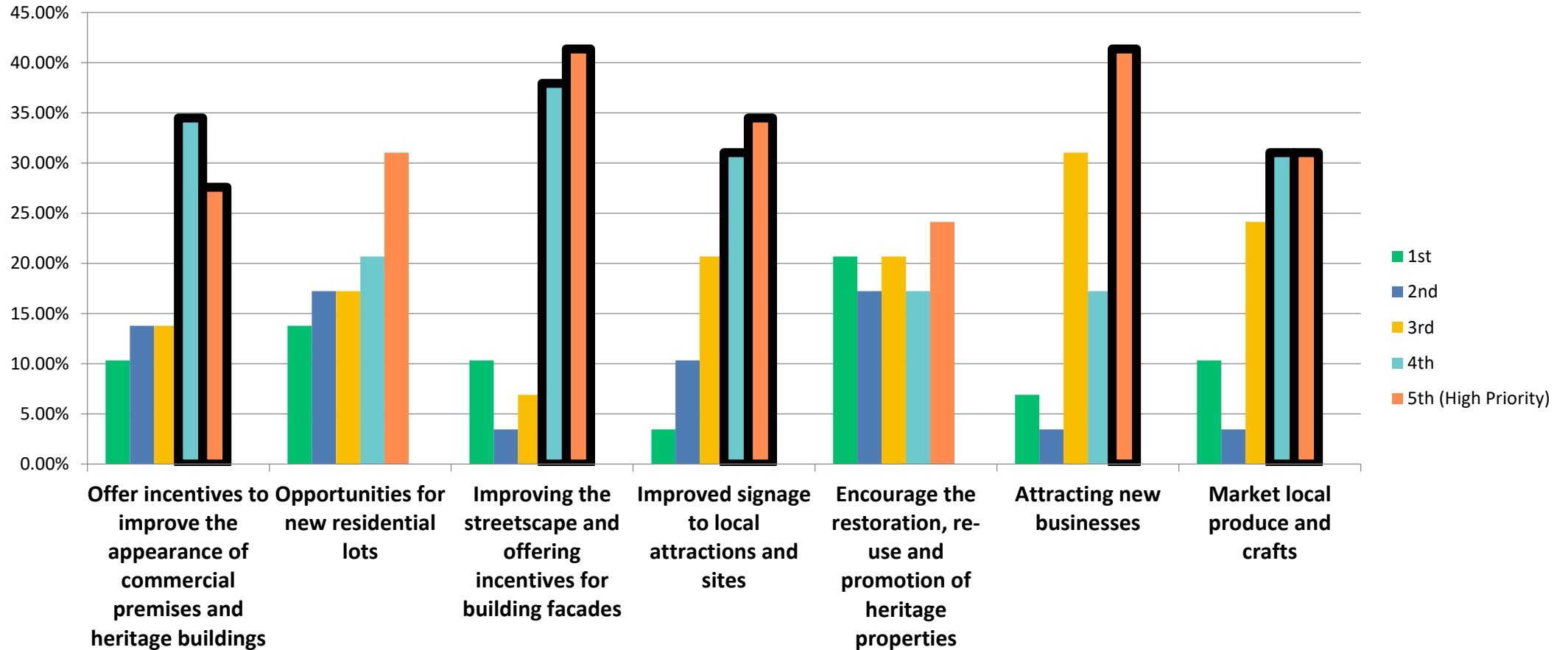


Question options

(Click items to hide)

☒ <2 years ☒ 3-7 years ☒ 8-14 years ☒ >15 years

What priority should the municipality give to the following, to encourage and enhance business growth in our hamlets and villages



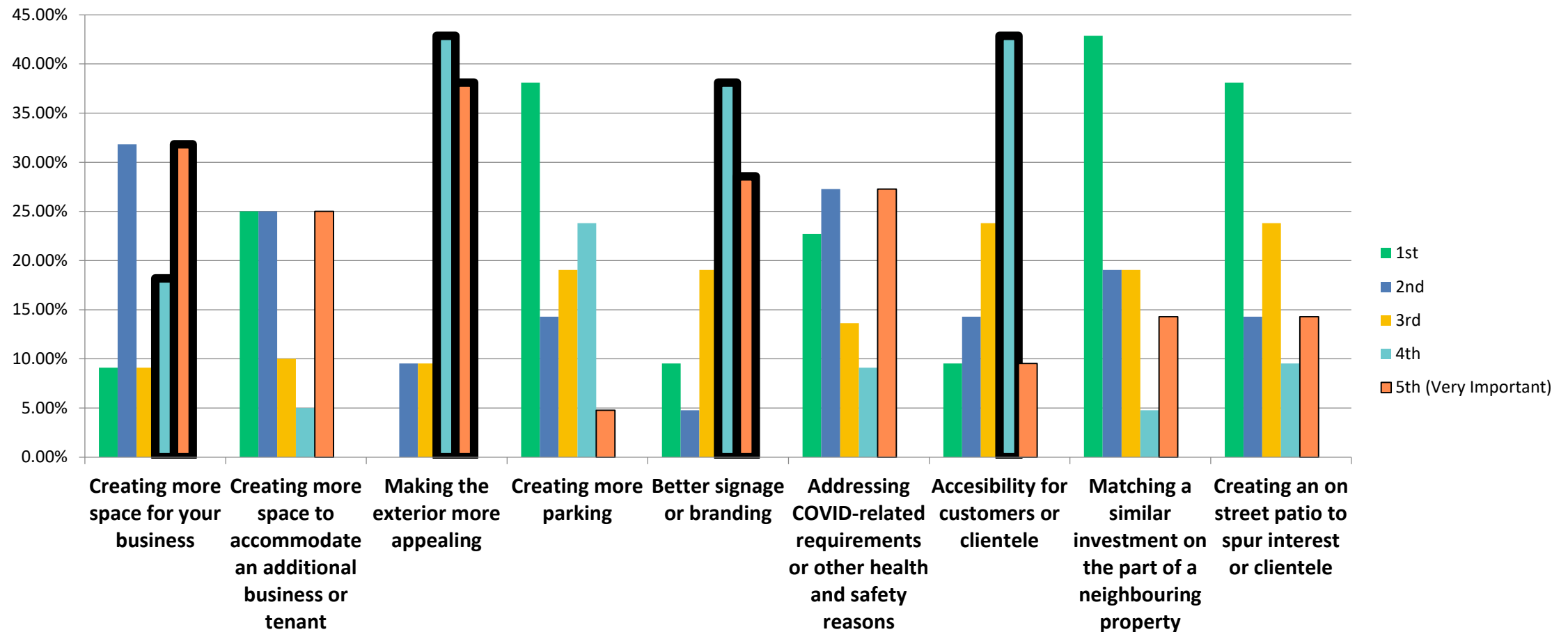
Are you the owner or tenant of a commercial property in Brockton?

Yes = 26 No = 5

If yes, have you recently (within the past 5 years) undertaken a significant improvement to that property?

Yes = 17

If you have taken, or are considering, improvements (n = 22),
please rate the importance of the following objectives.



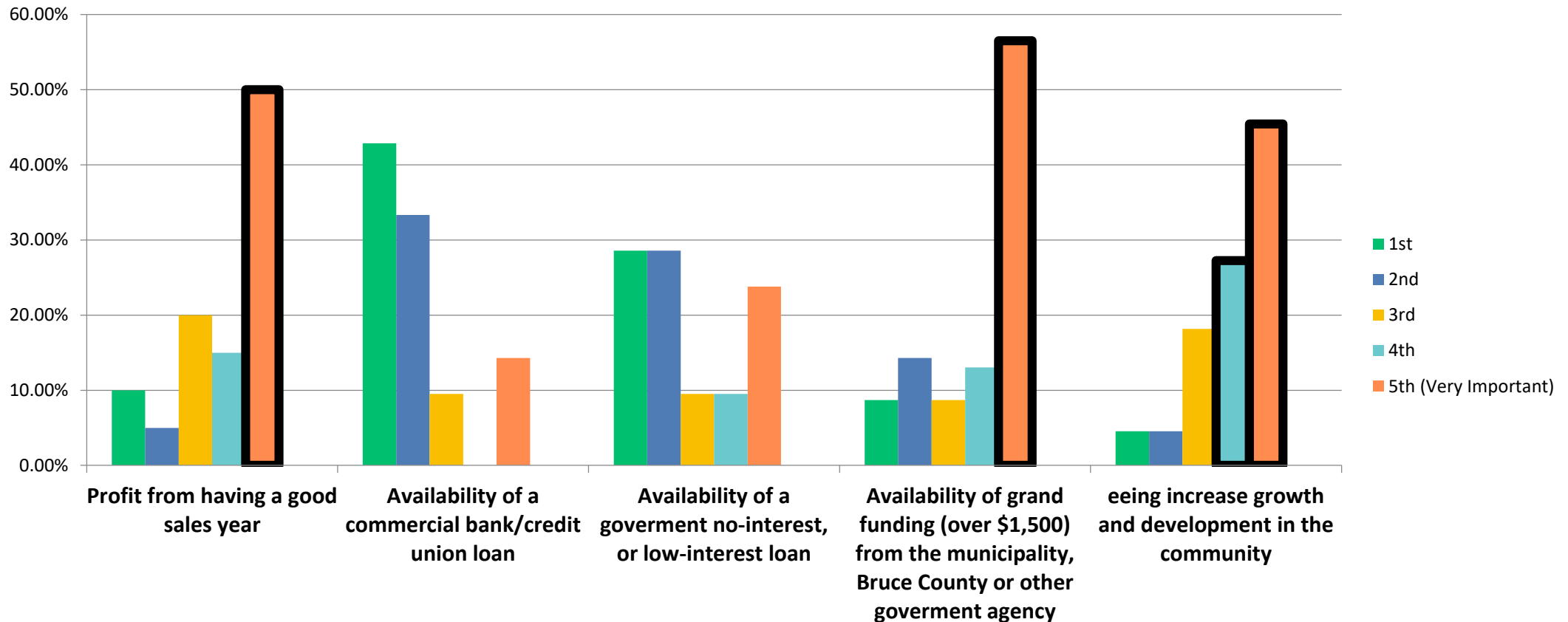
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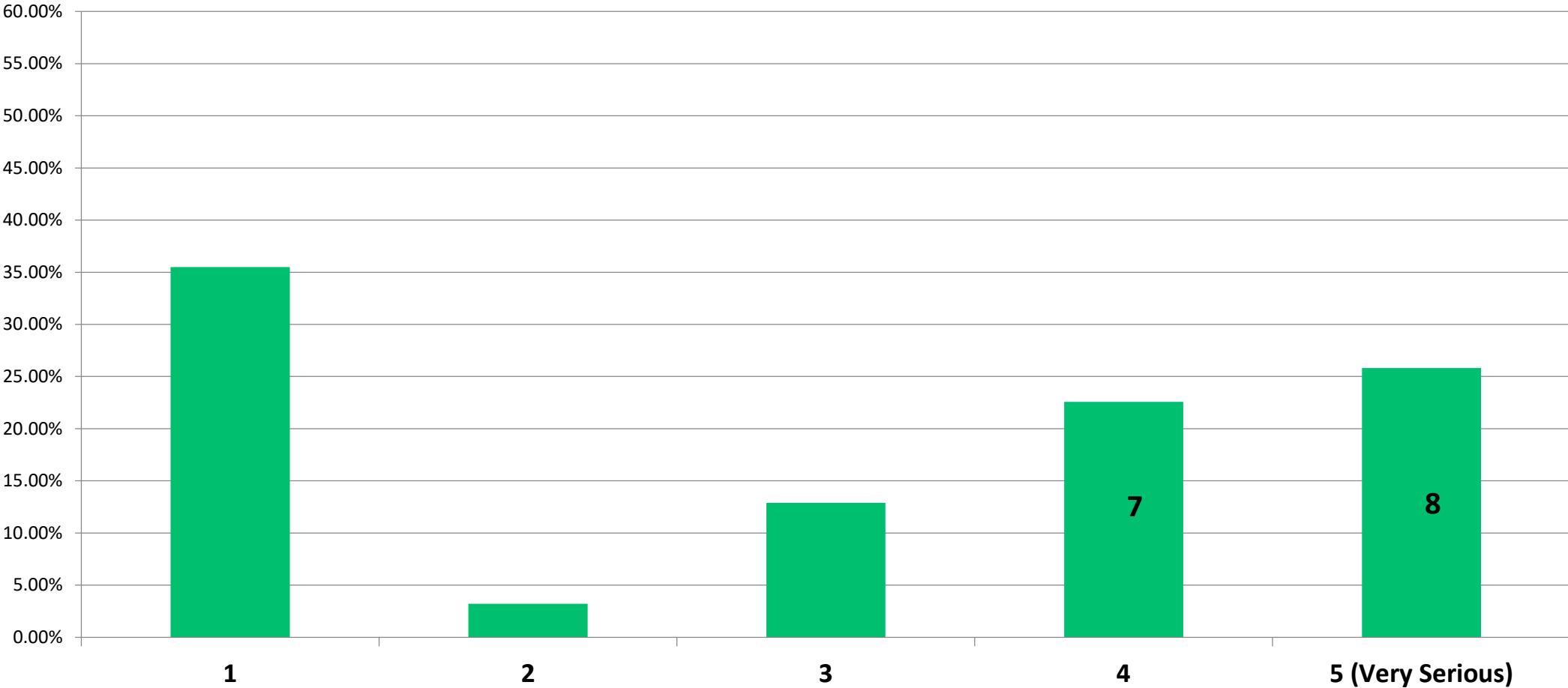
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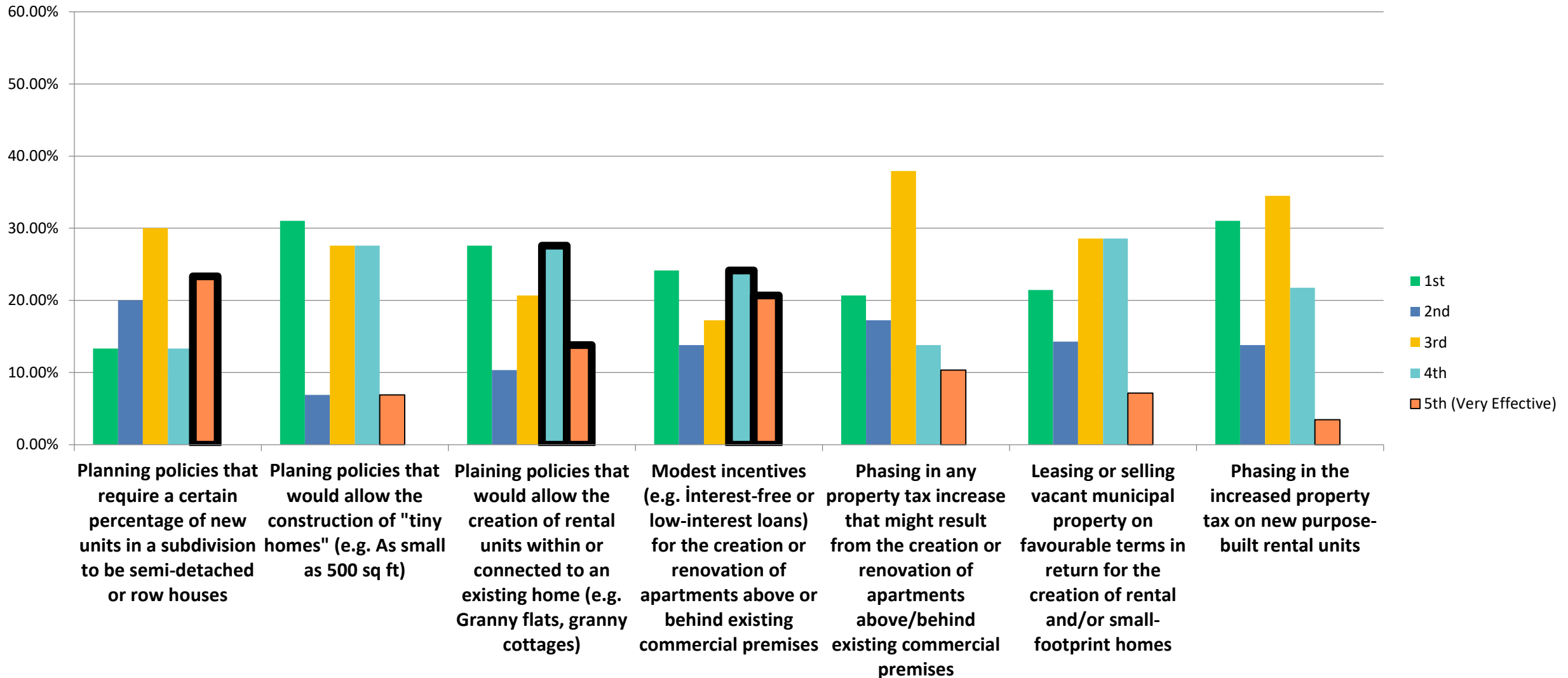
How important was, or would be, each of the following factors in your decision to go ahead with the project? N = 22



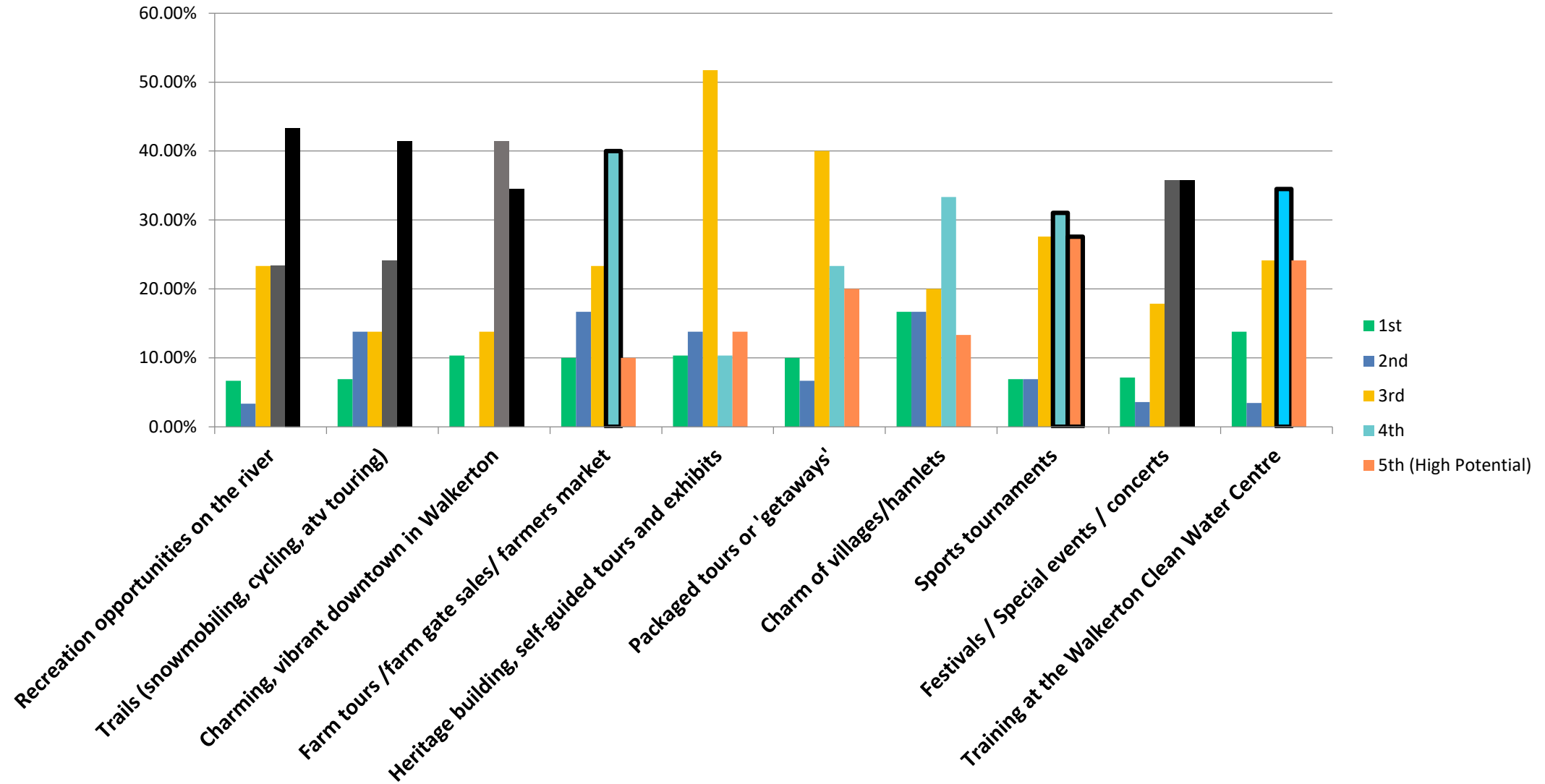
For your business, how serious do you consider a lack of decent rental or attainably-priced housing in Brockton to be? (n = 31)



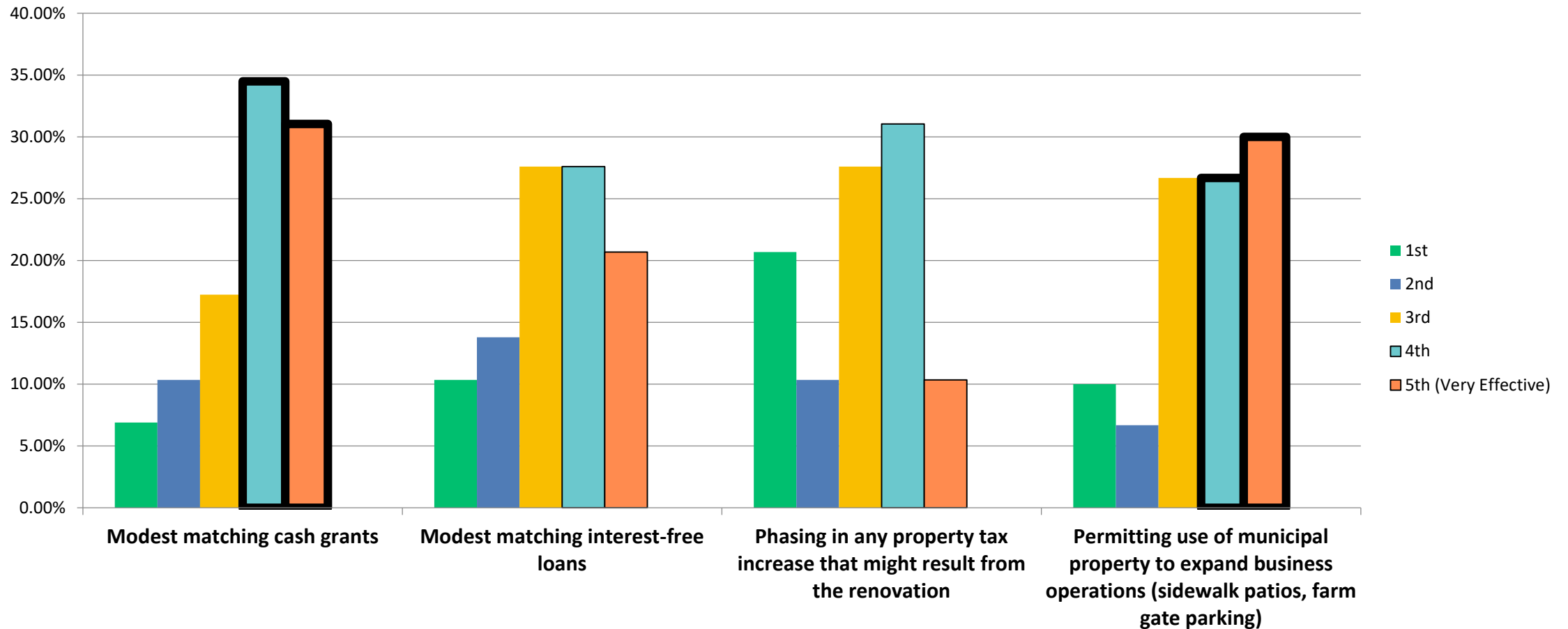
There are a number of ways the Municipality could try to spur the availability of more affordably priced housing and rental units. How effective (5= very effective) do you think the following potential Municipal initiatives would be ?



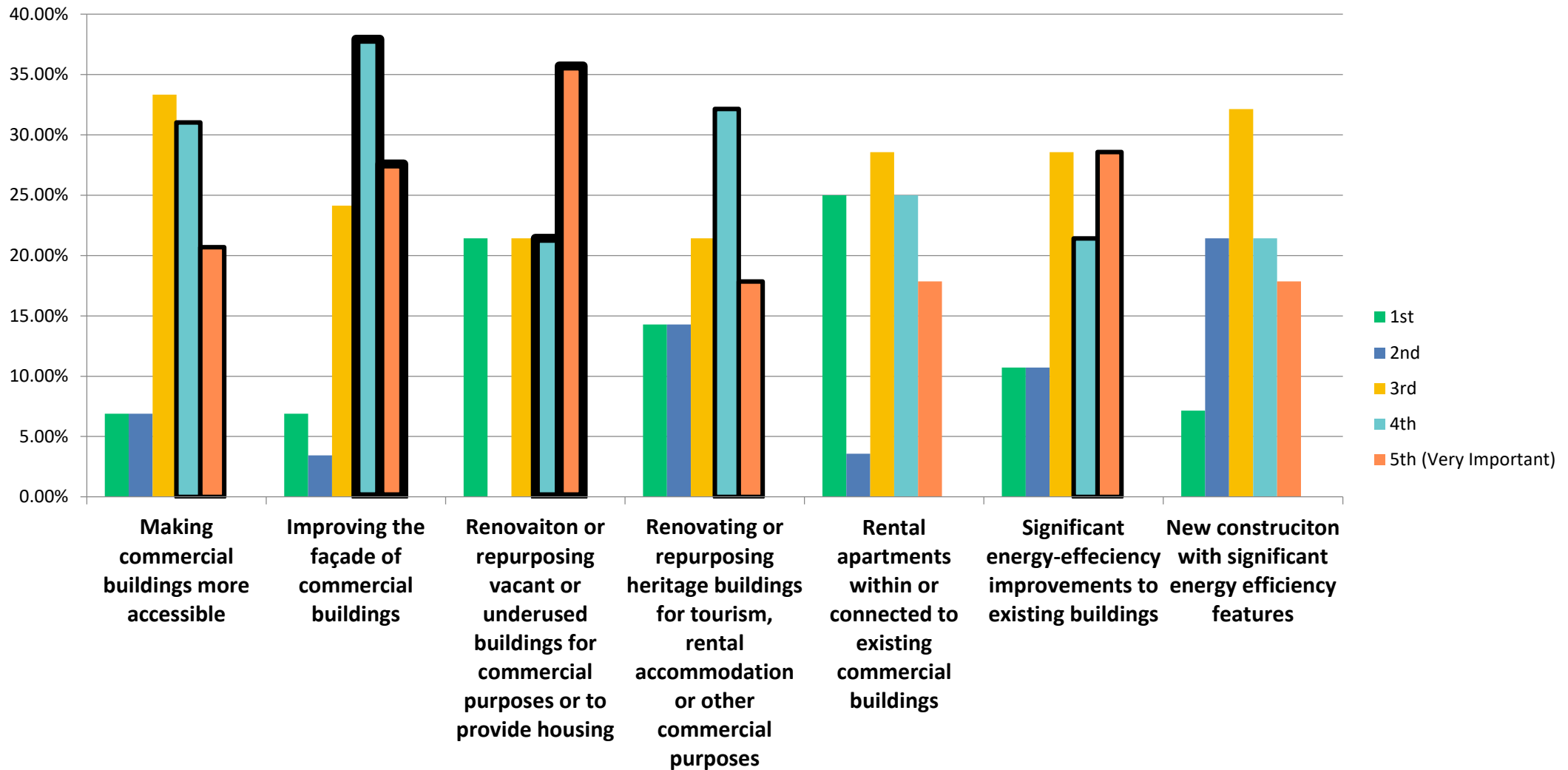
How much potential do you consider each of the following to have in attracting tourism revenue to Brockton ? (5= high potential)



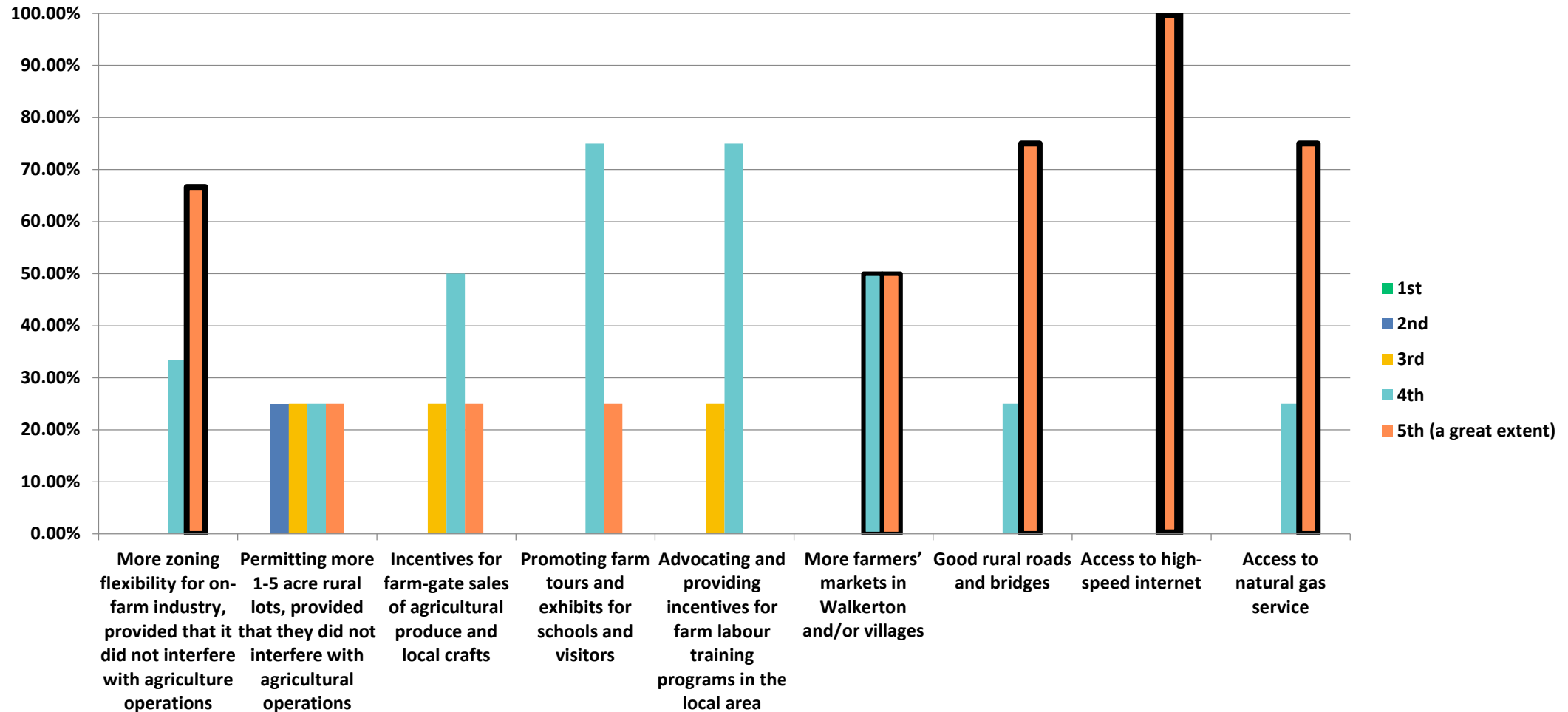
While the municipality's budget for cash incentives is limited, other types of incentives are - or could be - authorized under our CIP program. How effective on a scale of 1-5 (5= very effective) do you think the following municipal incentives could be ?



What priority should the municipality give to providing property improvement incentives for the following (5 = very important)

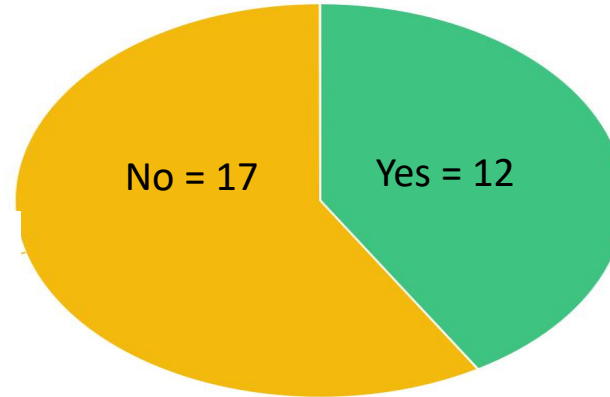


To what extent (5= a great extent) do you think the following initiatives could bolster income and employment on Brockton's farms and rural properties? (n = 5 respondents involved in agribusiness)



Does the success of your business depend on attracting and retaining skilled labour?

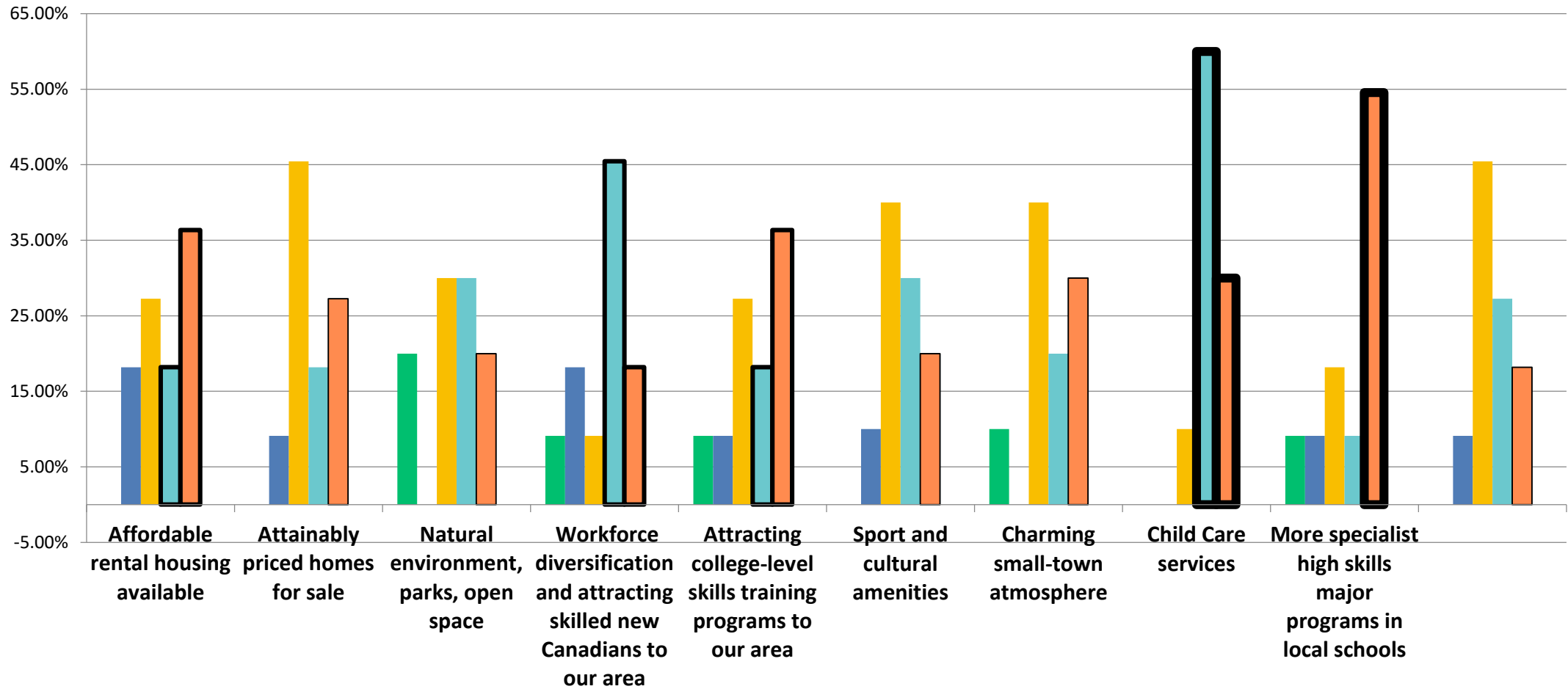
N



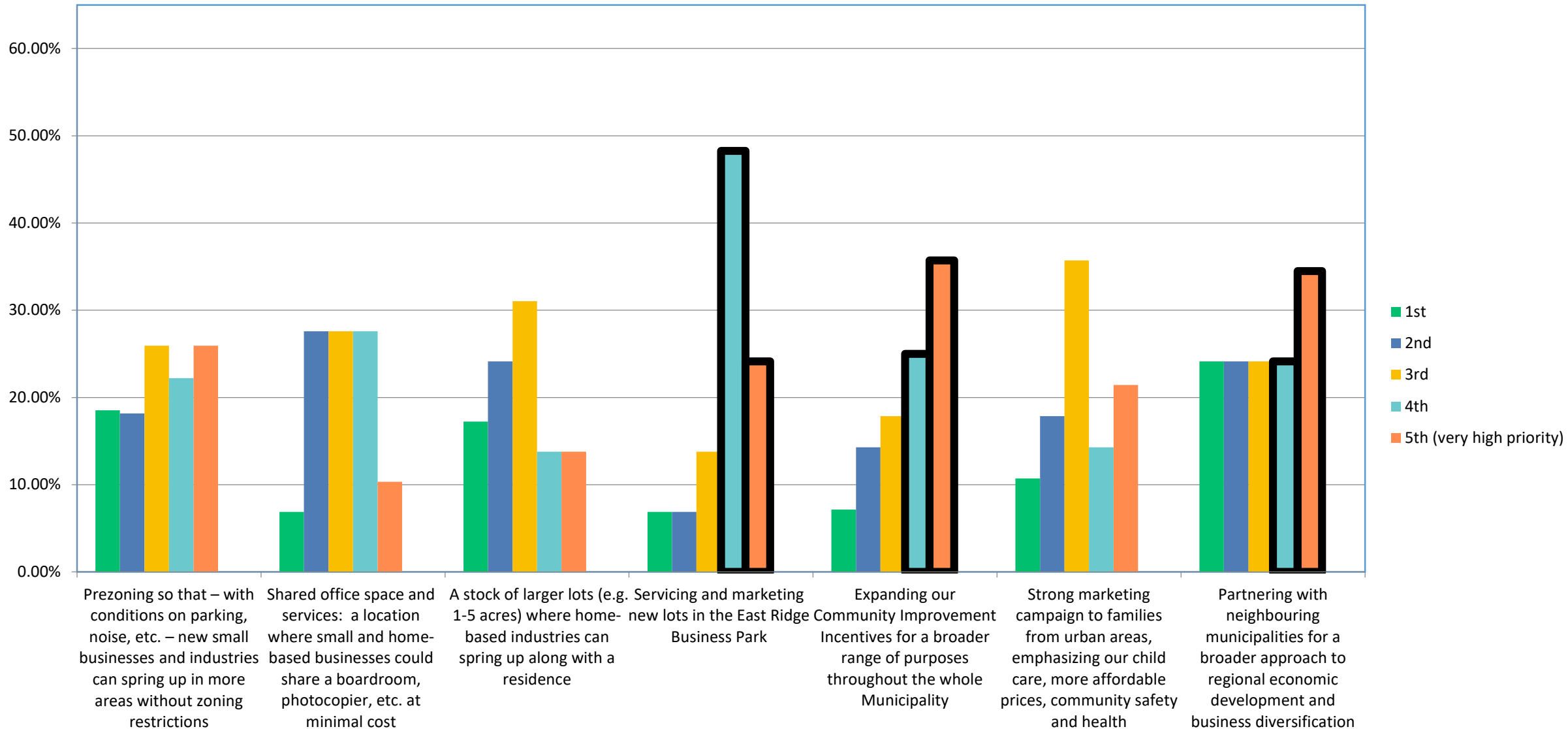
Question options
(Click items to hide)

● No ● Yes

If yes, how important do you think the following factors are in helping to attract and retain skilled labour (5 = very important) n = 11



Here are a number of business retention and attraction ideas that have been put forward in the past. How would you rate the priority that Brockton should give to each over the specific 2021-2025 period (5 = very high priority)? N=29



SUCCESSSES

Q6 In your opinion, what is one (1) example of a Brockton economic development initiative that has been WELL WORTH the money, time and effort?

FAÇADE IMPROVEMENT	9 mentions
DOWNTOWN BEAUTIFICATION	4
EAST RIDGE BUSINESS PARK	4
NONE/NOTHING FOR MY BUSINESS	5

DISAPPOINTMENTS

Q8 In your opinion, what is one (1) example of an economic development initiative that has often been discussed in Brockton but – to your disappointment – has never really been tried?

WASTING MONEY ON STRATEGIC PLANS THAT DON'T GET IMPLEMENTED	4
TOURISM - Marketing, River tourism infrastructure, cycling	6
SUPPORT FOR SMALL BUSINESS/SHOP LOCAL (COVID)	3
ADVOCACY FOR BROADBAND and NATURAL GAS	2
AGRICULTURAL PROCESSING HUB	2

PRIORITIES

Q25 If there was just one (1) thing that the Municipality of Brockton could do this year to improve Brockton's economy, what would that one thing be?

DON'T INCREASE TAXES; GET GOVERNMENT OUT OF THE WAY	3
JUST DO SOMETHING/FOCUS	2
AGGRESSIVE MARKETING (tourism (2), business park)	3
SPUR DEVELOPMENT (more land available for ind/com/res; work better with developers; faster process)	3
AFFORDABLE HOUSING	3
MORE EFFECTIVE BIA	2
SPECIAL SUPPORTS FOR BUSINESSES (COVID)	2
WORK WITH OTHERS (Technical skills training/recruitment; Agricultural products processing)	2

Take-aways for Community Improvement Plan

- ***Continue Façade Improvement and Walkerton downtown beautification***
- ***Extend Community Improvement to hamlets for:***
 - *Façade improvement*
 - *Streetscape improvement*
 - *Upgrading commercial premises and heritage properties*
 - *Featuring local produce and crafts*
 - *Signage to attractions*
- ***Factors motivating the most program uptake:***
 - *Building on past commercial success (individual business)*
 - *General desire to support development of the community*
 - *Grants*
- ***Reasons why owners undertake commercial property improvement***
 - *More space to expand business*
 - *More “curb appeal”*
 - *Better signage/branding*
 - *Accessibility*

Take-aways for Community Improvement Plan

- ***Modest incentives to convert/create rental housing above/behind commercial premises***
- ***Most favoured incentives***
 - *Modest matching cash grants*
 - *Permitting use of Municipal property to expand business operations*
- ***Priorities for Municipal Incentives for property improvement***
 - *Make commercial buildings more attractive*
 - *Make commercial buildings more accessible*
 - *Improve energy efficiency of existing buildings*
 - *Encourage renovating/re-purposing of space in vacant or underused buildings for commercial or housing purposes*
 - *Encourage renovating/re-purposing of heritage properties for tourism, commercial, or housing purposes*
 - *Farm tours, farm-gate sales, farmers markets*
- ***Community Improvement Plan incentives extended to whole Municipality and for a broader range of purposes***