

Brock Tourism Business Retention and Expansion (BR+E) Project

April 25, 2017

Brock Mayor's Networking Business Breakfast



BR+E – What and Why?

What is a BR+E project?

- ❖ A BR+E project consists of trained volunteers who visit businesses and conduct confidential interviews with business owners/senior level management
- ❖ An action plan is then developed to address opportunities identified through the business interviews

Why undertake a BR+E project?

- ❖ Existing businesses create more jobs (76-90% of new jobs come from existing businesses)
- ❖ Existing businesses are already invested in the community
- ❖ Existing businesses can be ambassadors for the community
- ❖ Encourages communities to be proactive rather than reactive
- ❖ Improves the community's self-awareness

A Tourism BR+E for Brock

In late 2016 the Brock Economic Development Advisory Committee (BEDAC) members participated in a facilitated discussion to identify Brock's best assets: Lake Simcoe, parks and trails.

As a result, BEDAC decided to undertake a tourism focused BR+E initiative and included it in their 2017 work plan, which was approved by Council.

"Tourism comprises the activities of persons travelling to and staying in places outside of their usual environment for not more than one consecutive year for leisure, business and other purposes" – Ministry of Tourism, Culture & Sport

Project Goals and Timeline

Goals of the 2017 Tourism BR+E:

- ❖ Determine how to capitalize on Brock's best tourism assets
- ❖ Continue to support existing tourism-related businesses and determine other ways that these existing business can be supported more effectively
- ❖ Grow the tourism industry in Brock Township by attracting new businesses and visitors
- ❖ Create a sustainable tourism sector in Brock Township

Jan-April/17

Preparation: Leadership team formed, project design, recruitment & training

April – Sept./17

Collect & Analyze: Conduct interviews, address red/green flags, analyze data

Sept.– Dec./17

Goals & Action Plan: Develop an action plan, final report to Council, communicate results

Jan/18 – Dec./20

Implement & Monitor: Implement actions, monitor & track progress

Getting involved

Interested in getting involved? Contact:

Stacey Jibb

Rural Economic Development Coordinator

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You may also contact the Township of Brock Clerk's Department for more information.