

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

October 18, 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

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



BR+E Highlights

To date:

- ❖ 37 interviews completed with representation from 41 different organizations, businesses or events from across the Township
- ❖ 15 volunteers engaged with the project (e.g. conducting interviews, providing guidance as a Leadership Team members etc.)
- ❖ Immediate next steps: review/analyze the data collected, develop an action plan and final reporting of results

For more information:

To learn more contact:

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